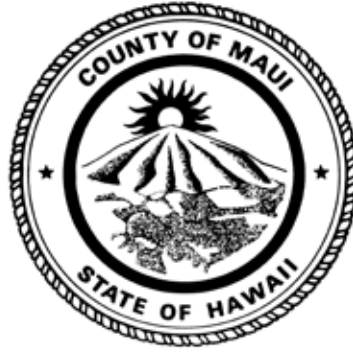

MAUI COUNTY DATA BOOK

2013

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

HAWAI'I SMALL BUSINESS DEVELOPMENT CENTER
HAWAI'I BUSINESS RESEARCH LIBRARY

A Partnership Program of the University of Hawai'i at Hilo through a
Cooperative Agreement with the U.S. Small Business Administration



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 2013 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 2013 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 2013 edition is available online at our Maui County Website at www.mauicounty.gov/oed/links. We hope you will use it often to help you start-up, grow and expand upon your exciting business idea.

Sincerely,

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

Mayor

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Copies of this book are available from the Hawai'i Business Research Library, 1300 N. Holo pono Street, Suite 213, Kīhei, Maui, Hawai'i 96753. The price per copy is \$20.00 when picked up in person, and \$25.00 by first-class mail. An online version is available in Adobe Acrobat format (only) at <http://hisbdc.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 2013 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.hisbdc.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 2012, 2,738 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 1,644 full-time students in 2012 versus 1,892 full-time students in 2008 (page 52).

Overall, the number of single family homes sold in Maui County has increased by 4% from 2012 to 2013. This translates to a 13% increase in the total dollar volume of home sales over the same period, while the average price of a home increased by 11%. (page 72).

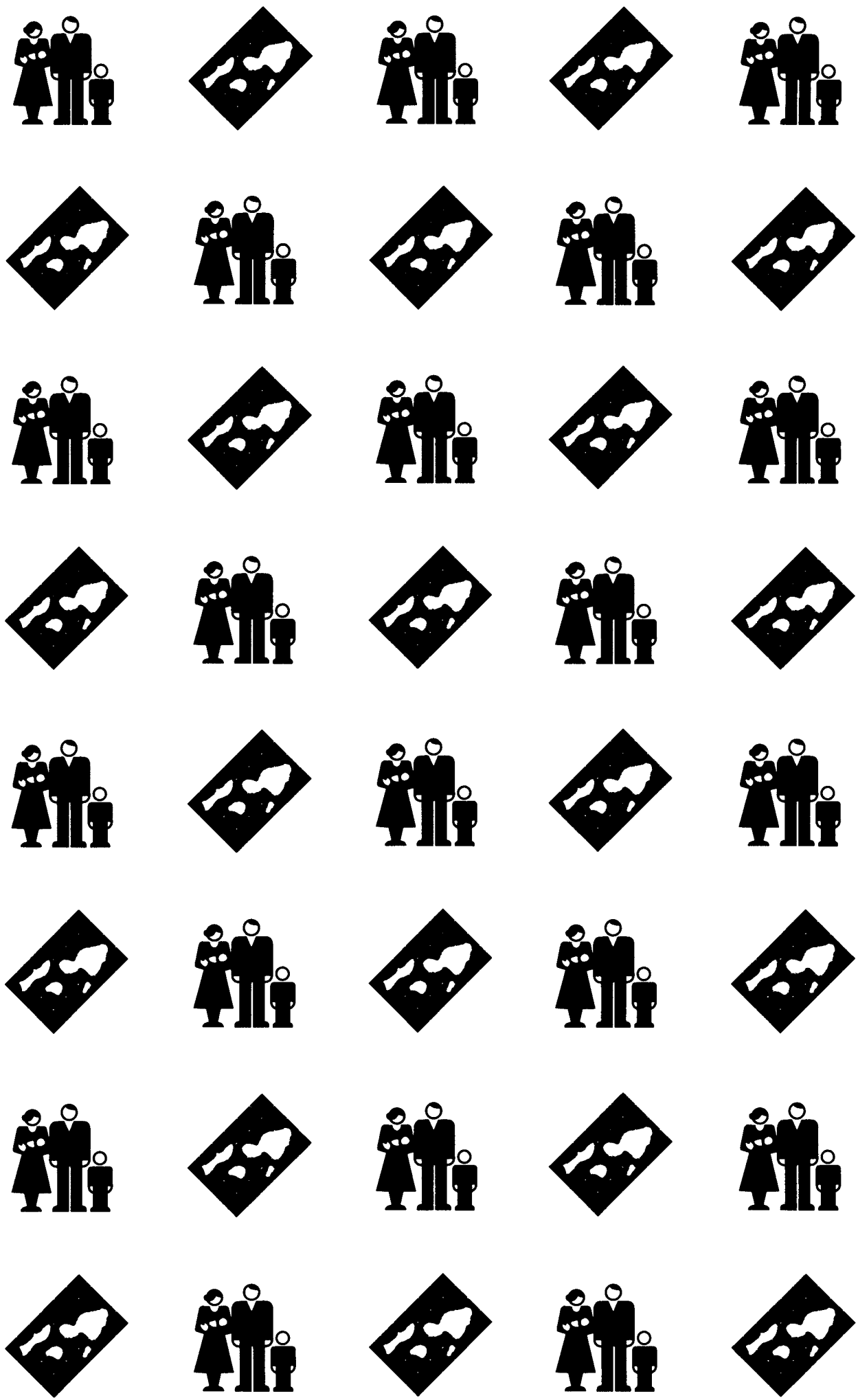
Condominium sales showed a total sales volume increase of 30%. This was driven by an increase of 22% in the average price of condominium prices in the county (page 72).

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 2012 this has declined to an average of 6,885 kilowatt hour (page 133). Water consumption also declined over this period, from 13.2 million gallons in 2007 to 12.6 million gallons in 2011 (page 136).

Visitor industry figures in 2012 showed continued improvement. The average daily visitor census for Maui County increased from 49,481 visitors per day to 52,401 visitors; this is the highest number achieved since 2007 (page 180).

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	2007	2008	2009	2010	2011	2011/12	% Change 11/12	% Change 07/12
Resident Population ¹	Number	141,523	143,691	145,240	154,834	156,764	158,226	0.93	11.80
Civilian Labor Force	Number	78,000	78,200	76,000	74,900	83,667	86,269	3.11	10.60
Employment	Number	74,600	69,350	68,700	77,990	79,258	1.63	4.56	
Unemployment	Number	2,200	3,600	6,650	6,250	5,687	7,011	23.28	218.68
Percent Unemployed	Percent	2.8	4.6	8.7	8.3	8.8	8.1	-7.95	189.29
Total Job Count ²	Number	72,150	71,150	67,100	64,200	65,800	67,700	2.89	-6.17
Gross Business Receipts	Mil. \$	6,533.0	5,983.9	5,054.9	4,989.5	4,989.5	5,649.0	13.2	-13.53
State Tax Collections ³	Thous. \$	406,330	373,600	294,668	304,900	298,286	374,750	25.6	-7.77
County Tax Collections ⁴	Thous. \$	223,047	243,510	245,267	261,331	269,603	262,039	-2.8	17.5
Estimated Domestic Visitors	Thous.	2,173	1,851	1,688	1,840	1,869	1,953	4.5	-10.1
Estimated International Visitors	Thous.	291	279	244	295	342	401	17.3	37.8
Hotel Inventory	Number	19,879	19,653	20,151	20,068	21,745	20,441	-6.0	2.8
Hotel Occupancy	Percent	76.5	67.9	62.1	68.1	70.2	72.6	3.4	-5.1
Real Estate Resales	Number	1,138	907	693	814	901	933	3.6	-18.0
Single Family	Dollars	920,807	831,242	713,946	747,891	786,157	707,719	-10.0	-23.1
Condominium	Number	1,179	788	824	1,147	1,157	1,248	7.9	5.9
	Dollars	816,867	921,063	719,993	648,043	485,839	470,614	-3.1	-42.4
Sugar Production, Raw Sugar 96'	Thous. \$	56,400	51,500	NA	NA	NA	NA	NA	NA
Vegetable & Melon Sales	Thous. \$	6,545	6,630	NA	NA	NA	NA	NA	NA
Floriculture Sales	Thous. \$	13,377	13,922	NA	NA	NA	NA	NA	NA
Livestock & Aquaculture	Thous. \$	6,085	7,013	NA	NA	NA	NA	NA	NA
Farm Labor & Proprietors' Income	Thous. \$	94,115	91,824	98,557	NA	NA	NA	NA	NA

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

1.1.2

CENSUS BUREAU QUICK FACTS MAUI COUNTY & STATE OF HAWAII

Category	Maui County	State of Hawaii
Population		
Population, 2012 estimate	158,226	1,390,090
Population, percent change, April 1, 2010 to July 1, 2012	2.20%	2.20%
Population, 2010	154,834	1,360,301
Persons under 5 years, percent, 2012	6.30%	6.40%
Persons under 18 years, percent, 2012	22.40%	21.80%
Persons 65 years and over, percent, 2012	14.00%	15.10%
Female persons, percent, 2012	49.70%	49.60%
White alone, percent, 2012 (a)	35.90%	26.10%
Black or African American alone, percent, 2012 (a)	0.70%	2.10%
American Indian and Alaska Native alone, percent, 2012 (a)	0.50%	0.40%
Asian alone, percent, 2012 (a)	29.10%	38.30%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	10.50%	10.10%
Two or More Races, percent, 2012	23.20%	23.00%
Hispanic or Latino, percent, 2012 (b)	10.40%	9.50%
White alone, not Hispanic or Latino, percent, 2012	31.60%	22.80%
General		
Living in same house 1 year & over, percent, 2008-2012	82.60%	84.90%
Foreign born persons, percent, 2008-2012	16.70%	18.10%
Language other than English spoken at home, 2008-2012	20.30%	25.70%
High school graduate or higher, persons age 25+, 2008-2012	89.70%	90.30%
Bachelor's degree or higher, persons age 25+, 2008-2012	25.10%	29.60%
Veterans, 2008-2012	10,453	112,589
Mean travel time to work (minutes), workers age 16+, 2008-2012	20.8	25.8
Housing		
Housing units, 2012	70,747	524,343
Homeownership rate, 2008-2012	58.10%	58.20%
Housing units in multi-unit structures, percent, 2008-2012	38.00%	38.60%
Median value of owner-occupied housing units, 2008-2012	\$563,500	\$517,000
Households, 2008-2012	52,267	447,453
Persons per household, 2008-2012	2.92	2.95
Per capita income in past 12 months (2012 dollars), 2008-2012	\$29,493	\$29,227
Median household income, 2008-2012	\$64,058	\$67,492
Persons below poverty level, percent, 2008-2012	10.30%	10.80%

1.1.2

CONTINUED

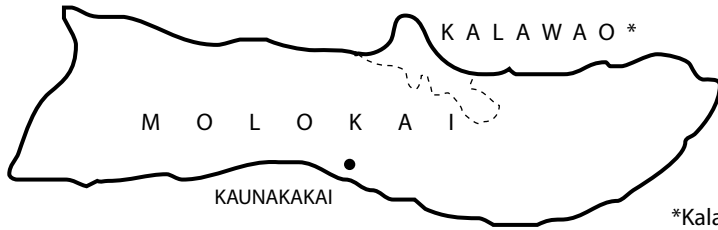
Category	Maui County	State of Hawai'i
Business		
Private nonfarm establishments, 2011	4,314	31,472
Private nonfarm employment, 2011	60,913	485,548
Private nonfarm employment, percent change, 2010-2011	6.20%	1.40%
Nonemployer establishments, 2011	14,659	94,118
Total number of firms, 2007	20,097	120,374
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, 2012	506	2,993
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.

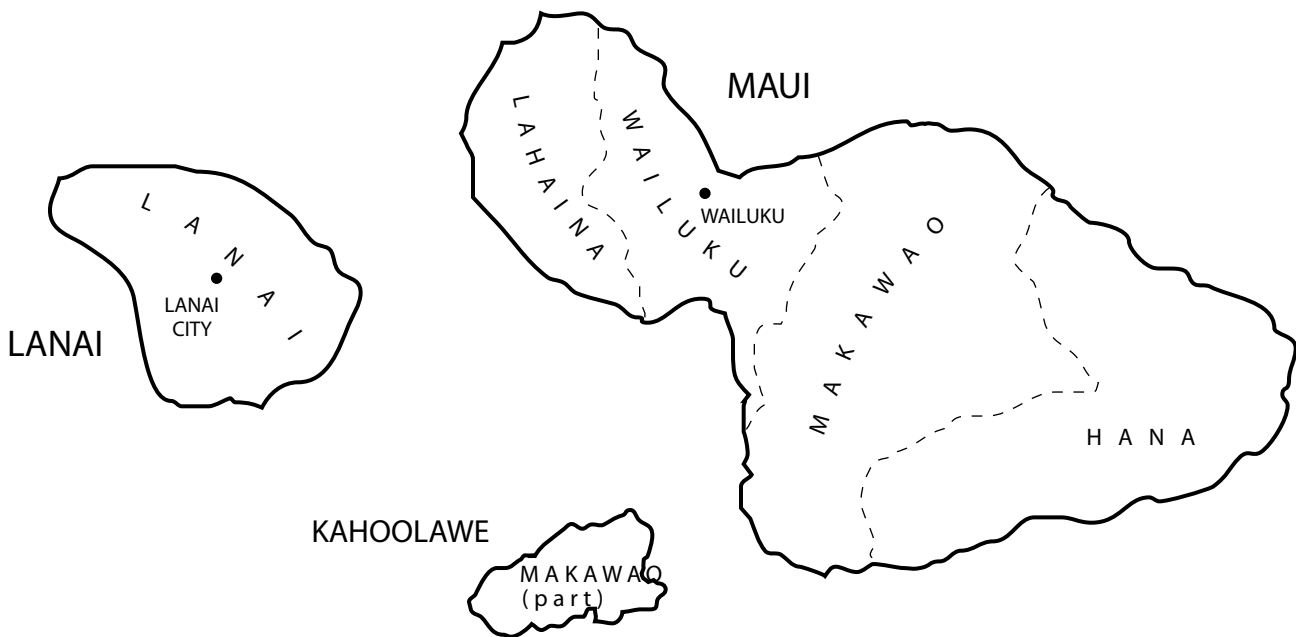
SOURCE: U.S. CENSUS BUREAU, STATE AND COUNTY QUICKFACTS.

MAUI COUNTY AND DISTRICTS



MOLOKAI

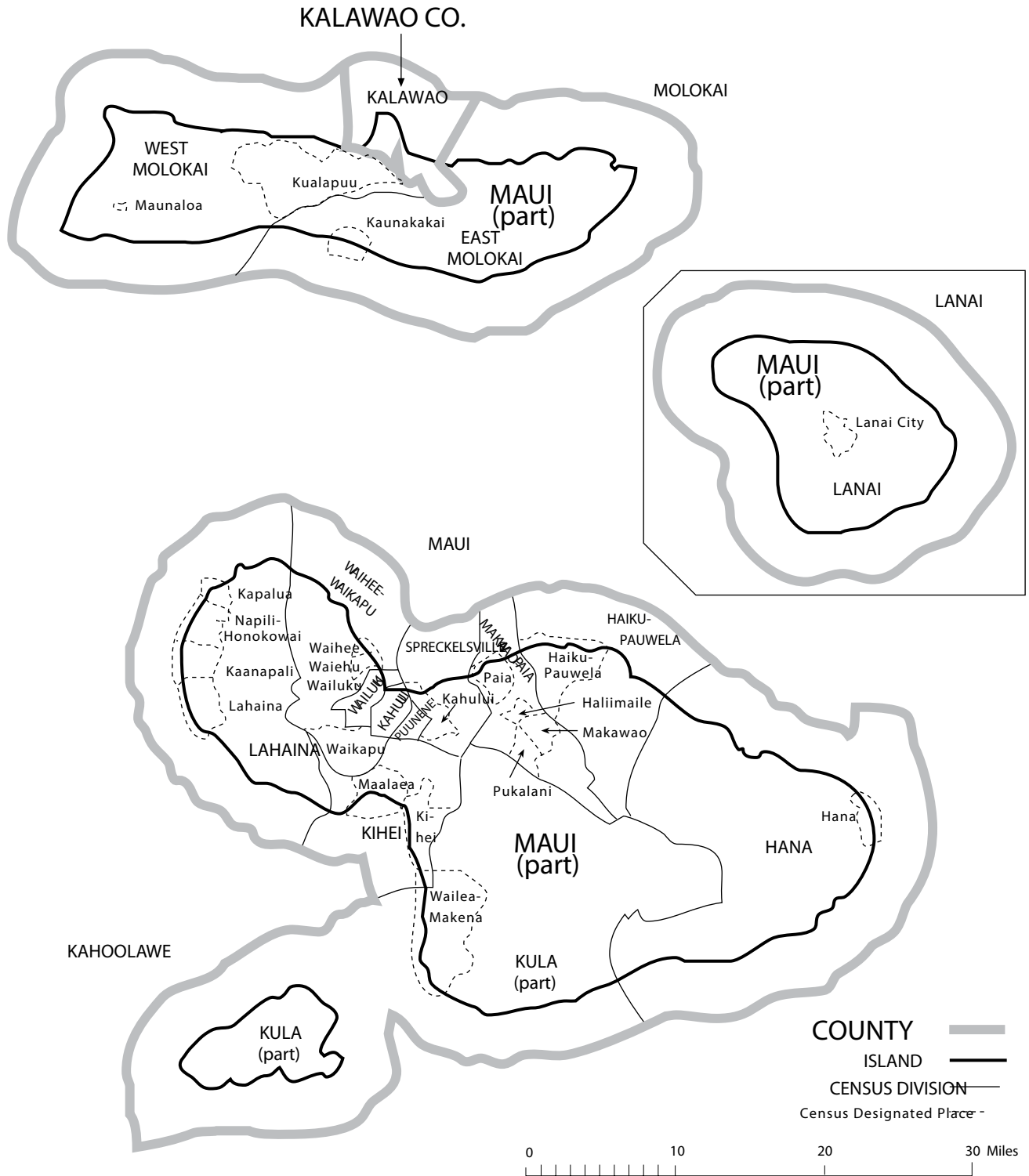
*Kalawao is officially designated as a separate county but is usually treated as a district of Maui for statistical purposes.



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

1.2.2

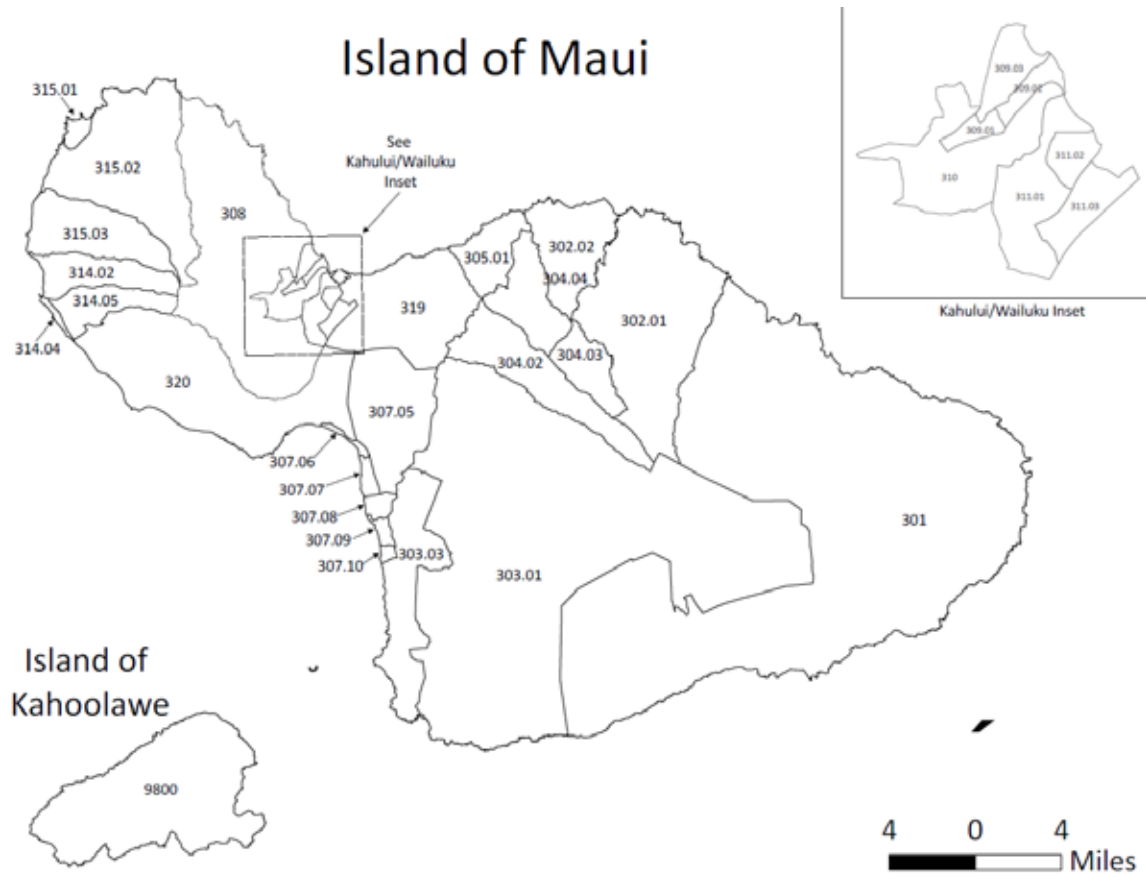
MAUI COUNTY SUBDIVISIONS AND PLACES



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

1.2.3

MAUI COUNTY CENSUS TRACTS



SOURCE: 2010 U.S. CENSUS MAPS.

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, 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
July 1, 2012	158,316	976,372	189,191	68,434	1,392,313

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, 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
July 1, 2012	201,870	1,019,156	209,525	87,044	1,517,595

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
Koʻolaupoko	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'ālaea 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 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 Males	100 Females
Waihe'e-Waiehū CDP	8,841	26.7	9.6	24.9	29.2	9.7	36.7	98.3	
Waikapū CDP	2,965	31.3	6.6	32.1	23.2	6.7	32.6	99.1	
Wailea CDP	5,938	13.3	3.9	24.0	39.6	19.1	50.5	100.3	
Wailuku CDP	15,313	23.5	6.4	26.2	29.4	14.4	40.8	95.2	
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

2012	Estimate	Percent
Total population	156,670	100%
One race	112,496	71.80%
Two or more races	44,174	28.20%
One race	112,496	71.80%
White	54,263	34.64%
Black or African American	802	0.51%
American Indian and Alaska Native	220	0.14%
Asian	40,348	25.75%
Asian Indian	85	0.05%
Chinese	1,377	0.88%
Filipino	23,710	15.13%
Japanese	11,232	7.17%
Korean	546	0.35%
Vietnamese	164	0.10%
Other Asian	3,234	2.06%
Native Hawaiian and Other Pacific Islander	15,797	10.08%
Native Hawaiian	9,265	5.91%
Guamanian or Chamorro	123	0.08%
Samoan	187	0.12%
Other Pacific Islander	6,222	3.97%
Some other race	1,066	0.68%
Hispanic or Latino (of any race)	16,162	10.32%
Mexican	5,713	3.65%
Puerto Rican	5,727	3.66%
Other Hispanic or Latino	4,722	3.01%
Two or more races	44,174	28.20%
White and Black or African American	553	0.35%
White and American Indian	1,461	0.93%
White and Asian	7,785	4.97%

SOURCE: U.S. CENSUS, 2009-2012 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
7/1/2004 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
7/1/2011 to 7/1/2012	2,023	1,060	963	500	106	1,560

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	2006	2007	2008	2009	2010	2011	2012
Both Bride and Groom are Residents	968	995	993	890	NA	NA	NA
Only One is a Resident	48	57	61	63	NA	NA	NA
Both Bride and Groom are Non-Residents	8,563	7,717	7,558	5,715	5,950	6,199	5,827
Total	9,579	8,769	8,612	6,668	6,908	7,088	6,730

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**

	2008	2009	2010	2011	2012	2013
January	415	330	332	365	317	319
February	476	424	339	379	407	360
March	517	429	427	424	436	426
April	629	462	445	499	508	514
May	714	688	650	646	659	581
June	592	514	597	588	522	467
July	519	503	481	507	436	454
August	655	474	507	495	499	433
September	626	597	524	667	530	587
October	601	563	872	596	643	520
November	401	384	411	692	425	427
December	356	228	362	341	445	354

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)					
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
2012	6,001,567	6,318,657	2,627,324	47,382,065	62,329,613
Per Capita Income, in (\$)					
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
2012	37,909	33,398	38,392	48,529	44,767

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

1.4.2

**EARNINGS BY DETAILED INDUSTRY
MAUI COUNTY, 2012**

In thousands of dollars

Personal income	6,001,567
Population (persons)	158,316
Per capita personal income (dollars)	37,909
Earnings by place of work	4,137,426
less: Contributions for government social insurance	434,530
Employee and self-employed contributions for government social insurance	193,735
Employer contributions for government social insurance	240,795
plus: Adjustment for residence	-24,774
equals: Net earnings by place of residence	3,678,122
plus: Dividends, interest, and rent	1,319,487
plus: Personal current transfer receipts	1,003,958
Wage and salary disbursements	2,855,689
Supplements to wages and salaries	734,271
Employer contributions for employee pension and insurance funds	493,476
Employer contributions for government social insurance	240,795
Proprietors' income	547,466
Farm proprietors' income	51,171
Nonfarm proprietors' income	496,295
Farm earnings	102,422
Nonfarm earnings	4,035,004
Private earnings	3,276,706
Forestry, fishing, and related activities	(D)
Mining	(D)
Utilities	68,475
Construction	342,477

1.4.2

CONTINUED

Manufacturing	61,636
Durable goods manufacturing	20,200
Nondurable goods manufacturing	41,436
Wholesale trade	93,698
Retail trade	351,904
Transportation and warehousing	163,779
Information	39,434
Finance and insurance	56,554
Real estate and rental and leasing	159,786
Professional, scientific, and technical services	144,275
Management of companies and enterprises	24,930
Administrative and waste services	195,454
Educational services	49,897
Health care and social assistance	(D)
Arts, entertainment, and recreation	79,978
Accommodation and food services	931,564
Other services, except public administration	202,682
Government and government enterprises	758,298
Federal, civilian	74,739
Military	41,263
State and local	642,296
State government	434,633
Local government	207,663

(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, 2013

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
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
2012	249.474	248.646	250.303	248.569	248.003	249.135

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 ² Index ²	Kaua ³ Index ¹	Expenditure Item	Maui Index ¹	Honolulu Index ¹	Hawaii ² Index ²	Kaua ³ 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 NONFOREIGN 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 CONSUMER PRICE INDEX FOR ALL URBAN CONSUMERS (CPI-U): HONOLULU

1982-1984 Average = 100 unless otherwise noted

Group	2008	2009	2010	2011	2012
All Items	228.861	230.048	234.869	243.622	249.474
Food and Beverages	216.625	224.317	224.774	232.656	241.047
Food	216.742	224.544	224.794	233.256	242.226
Food at home	228.319	234.220	232.694	243.147	250.543
Food away from home	202.257	210.826	213.582	219.140	228.589
Alcoholic Beverages	213.936	219.970	223.755	222.459	222.298
Housing	248.700	249.735	251.968	260.606	263.954
Shelter	266.411	272.988	272.182	277.348	279.116
Rent of Primary Residence	256.216	264.375	265.333	271.986	277.224
Owners' equivalent rent	274.756	282.507	282.422	287.113	287.790
Fuels and Utilities	283.911	240.284	280.202	335.109	358.849
Household energy	267.903	204.339	240.938	305.047	326.622
Gas (piped) and electricity	264.567	200.994	237.451	300.711	321.932
Electricity	259.990	196.257	232.605	295.459	317.555
Piped gas service	284.130	241.959	277.267	336.101	347.542
Household Furnishings & operations	164.958	164.336	157.188	153.134	152.506
Apparel	105.277	112.811	116.423	118.394	122.187
Transportation	213.998	200.296	214.411	229.223	233.236
Private Transportation	209.161	196.370	211.530	227.249	236.798
Motor Fuel	284.948	222.322	263.334	311.585	332.546
Gasoline (All types)	292.545	228.060	270.775	320.614	342.111
Gasoline, unleaded regular	310.952	240.837	287.744	340.371	363.777
Gasoline, unleaded midgrade ¹	231.559	179.009	212.918	249.720	266.309
Gasoline, unleaded premium	256.120	202.844	237.763	283.383	301.161

1.4.5

CONTINUED

Group	2008	2009	2010	2011	2012
Medical Care	317.955	321.599	320.153	324.180	333.781
Recreation²	105.290	105.239	107.484	110.473	113.396
Education and Communication²	117.118	122.843	128.483	132.248	135.804
Other goods and services	365.441	395.186	415.526	433.536	440.182
Special Aggregate Indexes					
All items less shelter	212.804	211.498	218.944	229.363	236.005
All items less medical care	224.234	225.324	230.394	239.355	244.153
All items less energy	227.534	233.154	235.509	241.020	244.982
All items less food and energy	230.999	236.209	239.010	243.891	246.853
Commodities	181.113	181.015	185.266	192.510	198.367
Commodities less food	159.042	155.374	161.351	167.835	171.860
Nondurables	205.297	204.923	210.505	221.716	230.336
Nondurables less food	192.548	184.589	195.311	209.303	217.175
Nondurables less food and beverage	191.108	182.226	193.408	208.464	216.859
Services	270.734	273.114	278.394	288.467	293.024
Services less rent of shelter ³	275.405	271.298	285.581	302.484	311.190
Services less medical care	266.102	268.028	273.790	284.353	288.675

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 2010

Facility	Licensed Beds	Inpatient Days	Admissions	Average Stay	Occupant Rate
Medical/Surgical					
Lāna'i Community Hospital	4	23	14	1.6	1.58
Maui Memorial Hospital	152	36,357	6,379	5.7	65.53
Moloka'i General Hospital	9	324	59	5.5	9.86
Critical Care					
Maui Memorial Hospital	20	5,205	1,081	4.8	71.30
Obstetric					
Maui Memorial Hospital	23	6,745	3,336	2.0	80.35
Moloka'i General Hospital	2	53	43	1.2	7.26
Psychiatric (Psych)					
Maui Memorial Hospital	18	2,813	647	4.3	42.82
SNF/ICF					
Hale Makua (Wailuku & Kahului)	378	127,862	548	233.3	92.67
Kula Hospital	NA	NA	NA	NA	NA
Lana'i Community Hospital	10	3,392	4	848.0	92.93
Moloka'i General Hospital	2	730	0	100.0	2.00
Acute/SNF					
Kula Hospital	NA	NA	NA	NA	NA
Moloka'i General Hospital	2	286	13	22.0	39.18
Hansen's Disease					
Kalaupapa Care Home	16	522	1	522.0	8.94
Other(s)					
The Maui Farm, Inc.	6	447	4	111.8	20.41
Maui County Total	642	184,759	12,129	143.2	41.14

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	2	10	1181	8.47
Lānaʻi	0	0	474	0.00
Maui County Total	13	63	19,803	3.18
Hawaiʻi County	49	279	26,834	10.40
Kauaʻi County	12	55	9,985	5.51
City and County of Honolulu	392	1829	138,490	13.21
State Total	466	2226	195,112	11.41
Type II (more than 5 beds)				
Maui Island	1	22	18,148	0.001
Molokaʻi	0	0	1181	0.00
Lānaʻi	0	0	474	0.00
Maui County Total	1	22	19,803	0.00
Hawaiʻi County	2	12	26,834	0.00
Kauaʻi County	1	10	9,985	1.00
City and County of Honolulu	26	431	138,490	3.11
State Total	30	475	195,112	2.43

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, JANUARY 2014

1.5.3

HEALTH PRACTITIONERS LICENSED IN HAWAII BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	76	66	102	95	1,337
Molokai	1	2	4	4	16
Lanai	0	0	0	1	7
Oahu	303	191	562	845	3,512
Hawaii	104	59	65	114	957
Kauai	39	23	37	40	515
State Subtotal	523	341	770	1,099	6,344
Mainland	146	137	279	426	776
Foreign/Other	5	7	3	19	92
Total	674	485	1,052	1,544	7,212

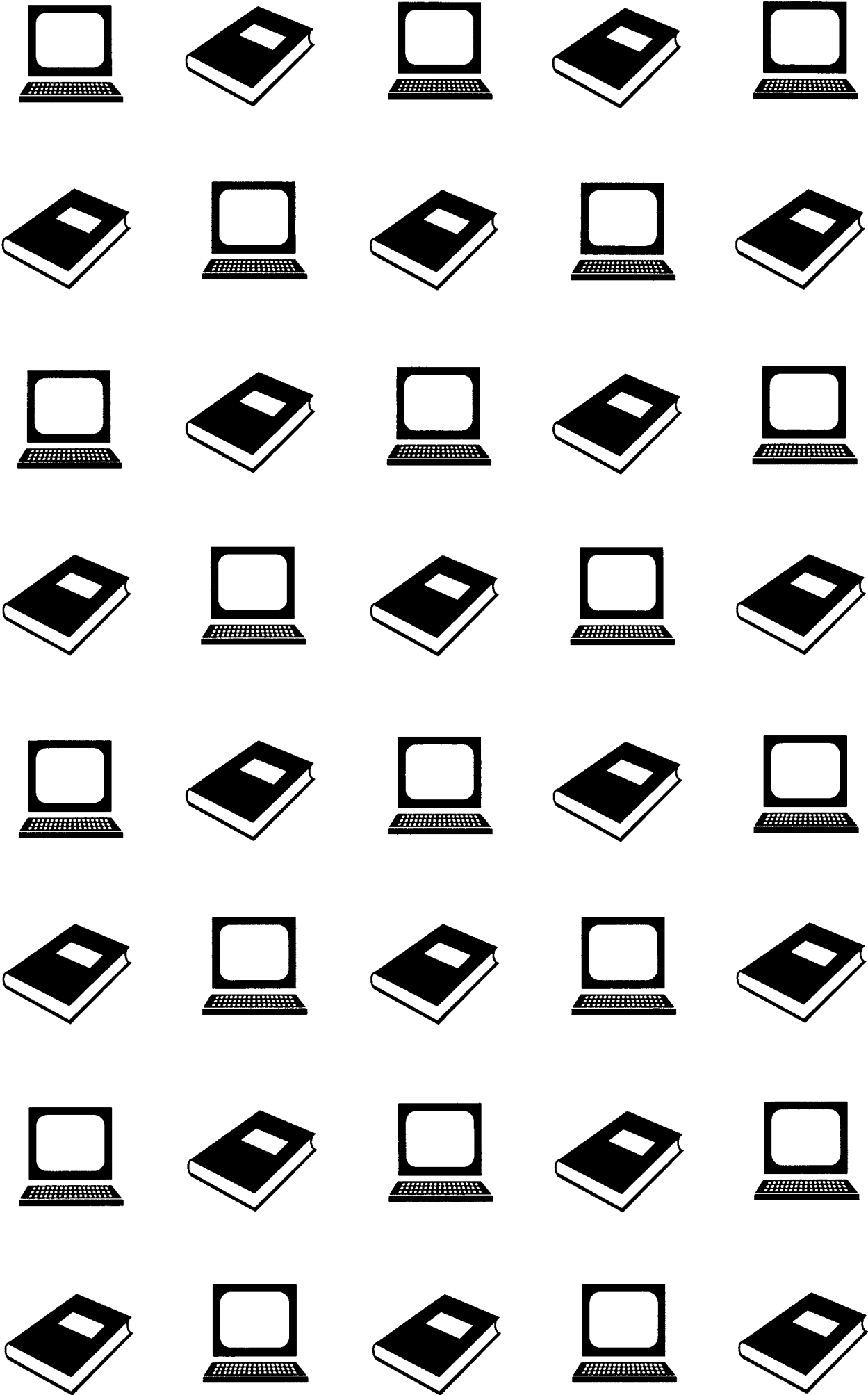
	Certified Physician's Assistant	Emergency Medical Tech. Basic	Emergency Medical Tech. Paramedic	Physician or Surgeon ¹	Osteopathic Physician and Surgeon
Maui	29	84	42	393	22
Molokai	0	0	4	9	1
Lanai	0	0	0	2	1
Oahu	158	332	294	3,453	193
Hawaii	12	260	105	442	37
Kauai	6	34	22	187	13
State Subtotal	205	710	467	4,486	267
Mainland	56	13	33	4,157	464
Foreign/Other	0	0	0	62	1
Total	261	723	500	8,705	732

	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	355	1,350	51	31	104
Molokai	9	32	5	1	4
Lanai	1	17	1	0	0
Oahu	1,210	10,499	645	252	596
Hawaii	342	1,711	90	49	117
Kauai	160	678	36	15	47
State Subtotal	2,077	14,287	828	348	868
Mainland	260	6,147	259	249	456
Foreign/Other	5	94	1	9	18
Total	2,342	20,528	1,088	606	1,342

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	15	23	113	4	48
Molokai	0	0	4	0	2
Lanai	0	0	0	0	1
Oahu	38	217	953	30	565
Hawaii	25	25	157	5	82
Kauai	9	12	66	1	34
State Subtotal	87	277	1,293	40	732
Mainland	34	141	1,010	43	279
Foreign/Other	1	2	6	1	5
Total	122	420	2,309	84	1,016

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, FEBRUARY 2014



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**

Hāna High and Elementary K thru 12

Kīhei

Kamali'i Elementary K thru 5

Kīhei Elementary K thru 5

Kīhei Charter School 6 thru 12

Lokelani Intermediate 6 thru 8

Montessori Hale O Keiki PreK thru 8

Lahaina

King Kamehameha III Elementary K thru 5

Lahaina Intermediate 6 thru 8

Lahainaluna High 9 thru 12

Maui Preparatory Academy PreK thru 12

Princess Nahi'ena'ena Elementary K thru 5

Sacred Hearts Elementary PreK to 8

UpCountry/North Shore

Carden Academy of Maui K thru 8

Clearview Christian Girl's School 6 thru 10

Doris Todd Memorial Christian PreK thru 8

Ha'ikū Elementary K thru 5

Haleakalā Waldorf PreK thru 8

Horizons Academy of Maui K thru 12

S. Enoka Kalama Intermediate 6 thru 8

Kamehameha School (Maui) K thru 12

King Kekaulike High 9 thru 12

Kula Elementary K thru 5

Makawao Elementary K thru 5

Maui Christian Academy 7 thru 8

Montessori of Maui PreK thru 8

Pā'ia Elementary K thru 5

Pukalani Elementary K thru 5

Seabury Hall 6 thru 12

Kahului/Wailuku

Christ the King Elementary K thru 6

H. Perrine Baldwin High 9 thru 12

Emmanuel Lutheran K thru 8

'Āo Intermediate 6 thru 8

Ka'ahumanu Hou Christian PreK thru 12

Kahului Elementary K thru 5

Lihikai Elementary K thru 5

Maui Adventist K thru 8

Maui High 9 thru 12

Maui Waena Intermediate 6 thru 8

Pomaika'i Elementary K thru 5

St. Anthony Grade School K thru 6

St. Anthony Junior and Senior High 7 thru 12

Waihe'e Elementary K thru 5

Wailuku Elementary K thru 5

LĀNA'I

Lāna'i High and Elementary K thru 12

MOLOKA'I

Aka'ula School 5 thru 10

Ho'omana Hou School 9 thru 12

Kaunakakai Elementary K thru 6

Kilohana Elementary K thru 6

Kualapu'u Charter School K thru 6

Maunaloa Elementary K thru 6

Moloka'i Christian Academy PreK thru 12

Moloka'i High 9 thru 12

Moloka'i Intermediate 7 thru 8

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
Nahi'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				
Īao	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 STATE DEPARTMENT OF EDUCATION, RECORDS.

2.3

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

School	2009	2010	2011	2012	2013
Elementary Schools					
Ha'ikū	421	440	448	487	501
Kahului	956	965	986	1024	1064
Kamali'i	660	634	638	620	585
Kamehameha III	713	733	760	800	813
Kaunakakai	229	240	247	256	290
Kīhei	870	868	920	969	947
Kilohana	105	88	67	75	80
Kualapu'u Charter School	364	379	380	359	336
Kula	392	415	357	378	396
Lihikai	970	1003	971	982	943
Makawao	471	461	500	529	550
Maunaloa	61	69	68	87	61
Nahi'ena'ena	610	607	643	704	761
Pā'ia	227	242	297	310	356
Pomaika'i	542	588	655	675	550
Pukalani	508	513	496	500	478
Pu'u Kukui	0	0	0	0	541
Waihe'e	764	746	769	816	775
Wailuku	850	871	920	960	740
Intermediate Schools					
Īao	868	884	876	841	886
Kalama	850	843	829	804	788
Lahaina	693	653	651	617	626
Lokelani	569	565	597	573	550
Maui Waena	1054	1068	1084	1112	1095
Moloka'i	171	165	179	209	209
High Schools					
Baldwin	1546	1592	1612	1598	1538
Kīhei Charter School	436	507	509	503	576
King Kekaulike	1254	1147	1116	1066	1017
Lahainaluna	969	1027	1057	1063	1028
Maui	1815	1771	1826	1870	1908
Moloka'i	334	343	326	318	336
Multi-Level Schools					
Hāna High & Elem.	337	340	341	346	336
Lāna'i High & Elem.	542	549	543	530	582

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS.

2.4

**STUDENT PROFILES,
MAUI COUNTY PUBLIC SCHOOLS,
YEAR 2012-13**

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					
Ha'ikū	487	88.9%	58.1%	9.9%	3.5%
Kahului	1024	95.2%	67.8%	6.2%	21.7%
Kamali'i	620	88.5%	36.6%	7.1%	7.6%
Kamehameha III	800	94.5%	55.9%	7.3%	16.0%
Kaunakakai	256	94.9%	75.4%	11.3%	4.7%
Kīhei	969	91.4%	62.0%	6.4%	13.9%
Kilohana	75	93.3%	78.7%	12.0%	0.0%
Kula	378	94.4%	45.5%	6.3%	2.1%
Lihikai	982	92.6%	68.3%	4.6%	20.4%
Makawao	529	94.5%	63.7%	9.6%	5.1%
Maunaloa	87	75.9%	93.1%	12.6%	0.0%
Nahi'ena'ena	704	95.7%	57.5%	7.5%	22.6%
Pā'ia	310	93.9%	63.9%	4.2%	0.3%
Pomaika'i	675	97.2%	24.7%	6.8%	2.8%
Pukalani	500	95.8%	58.0%	4.6%	1.8%
Waihe'e	816	95.7%	61.2%	7.0%	2.6%
Wailuku	960	94.4%	59.3%	5.2%	12.4%
Intermediate Schools					
Ī'ao	841	95.5%	46.0%	9.3%	6.9%
Kalama	804	95.3%	59.0%	13.4%	2.0%
Lahaina	617	59.6%	58.7%	13.1%	20.6%
Lokelani	573	92.7%	56.5%	8.2%	10.8%
Maui Waena	1112	96.6%	57.0%	8.9%	16.7%
Moloka'i	209	94.3%	71.8%	14.4%	5.7%
High Schools					
Baldwin	1598	95.0%	35.8%	8.1%	4.5%
King Kekaulike	1066	92.3%	47.7%	15.0%	1.4%
Lahainaluna	1063	93.9%	38.6%	11.8%	14.8%
Maui	1870	94.9%	42.9%	9.9%	11.0%
Moloka'i	318	95.3%	65.1%	13.5%	3.8%
Multi-Level Schools					
Hāna High & Elem.	346	92.5%	77.5%	12.4%	0.0%
Lāna'i High & Elem.	530	96.8%	42.5%	16.4%	14.2%

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2012-2013.

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	0.6%	4.4%	27.6%	4.4%	2.6%	3.4%	47.2%	9.8%
Kahului	1.5%	52.6%	19.9%	5.3%	1.8%	2.2%	2.5%	14.2%
Kamali'i	0.6%	8.3%	11.3%	3.3%	1.0%	7.7%	58.5%	9.3%
Kamehameha III	1.1%	18.5%	16.2%	4.4%	0.4%	16.8%	29.7%	12.9%
Kaunakakai	0.0%	15.2%	69.3%	4.0%	0.0%	0.7%	9.0%	1.8%
Kīhei	0.2%	29.5%	19.5%	2.4%	0.2%	11.0%	24.3%	12.9%
Kilohana	0.0%	1.3%	88.2%	0.0%	0.0%	0.0%	5.3%	5.2%
Kula	1.8%	3.4%	35.0%	5.7%	5.7%	5.4%	38.3%	4.7%
Lihikai	1.3%	43.4%	22.7%	4.1%	1.8%	4.0%	4.2%	18.5%
Makawao	1.3%	9.5%	40.1%	6.4%	8.4%	6.3%	20.0%	8.0%
Maunaloa	1.3%	9.1%	77.9%	0.0%	0.0%	2.6%	3.9%	5.2%
Nahi'ena'ena	0.4%	44.9%	23.7%	2.0%	0.4%	12.1%	8.2%	8.3%
Pā'ia	1.0%	8.8%	67.9%	3.2%	2.9%	1.0%	11.4%	3.8%
Pomaika'i	1.9%	34.4%	18.2%	15.2%	2.5%	2.5%	21.8%	3.5%
Pukalani	1.0%	13.0%	41.6%	9.3%	4.7%	4.1%	17.9%	8.4%
Waihe'e	1.3%	23.2%	53.3%	5.2%	1.8%	1.0%	6.2%	8.0%
Wailuku	2.2%	18.1%	32.5%	13.0%	3.7%	3.6%	9.3%	17.6%
Intermediate Schools								
Īao	2.7%	23.5%	38.8%	9.5%	1.7%	4.1%	8.7%	11.0%
Kalama	2.1%	11.4%	40.0%	5.6%	5.2%	4.6%	23.3%	7.8%
Lahaina	1.1%	35.0%	16.5%	3.0%	0.8%	17.7%	17.0%	8.9%
Lokelani	0.3%	30.1%	17.1%	1.4%	0.7%	7.4%	27.8%	15.2%
Maui Waena	0.7%	51.5%	21.1%	6.8%	1.6%	3.7%	3.5%	11.1%
Moloka'i	0.0%	14.4%	79.7%	1.0%	0.0%	1.0%	2.5%	1.4%
High Schools								
Baldwin	1.9%	22.3%	32.9%	11.8%	2.5%	3.4%	13.5%	11.7%
King Kekaulike	1.3%	11.3%	33.6%	7.2%	6.0%	3.3%	30.0%	7.3%
Lahainaluna	0.1%	35.5%	19.8%	3.5%	0.8%	13.7%	18.5%	8.1%
Maui	0.7%	50.1%	16.2%	5.4%	1.3%	4.8%	11.6%	9.9%
Moloka'i	0.3%	14.4%	76.6%	1.3%	0.0%	0.6%	5.6%	1.2%
Multi-Level Schools								
Hāna High & Elem.	0.0%	0.3%	79.6%	0.8%	0.8%	1.1%	12.2%	5.2%
Lāna'i High & Elem.	0.6%	56.1%	20.8%	2.4%	0.7%	2.2%	8.0%	9.2%

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 2012-2013.

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 Hawaii	1,360,301	18.4%	38.6	313,907	\$66,420	\$49,820	7.6%	11.2%
Baldwin Complex	29,861	20.3%	38.2	6,740	\$83,311	\$51,251	7.1%	10.6%
King Kekaulike Complex	38,220	18.6%	41.0	9,388	\$68,744	\$52,638	5.3%	8.8%
Lahainaluna Complex	22,157	17.2%	38.9	4,767	\$74,490	\$56,315	4.5%	8.9%
Maui Complex	51,920	18.2%	39.6	11,562	\$75,378	\$48,679	6.2%	9.2%
Hāna Complex	2,285	19.1%	40.1	483	\$69,777	\$37,898	7.6%	19.4%
Lānaʻi Complex	3,136	19.8%	38.6	788	\$56,264	\$43,642	4.9%	8.9%
Molokaʻi Complex	7,258	21.4%	40.2	1,765	\$49,391	\$33,894	14.1%	23.6%

Note: All figures based on 2010 Census

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2012-2013.

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 Hawaii	29.4%	31.4%	29.0%	10.2%
Baldwin Complex	22.3%	31.5%	35.2%	10.9%
King Kekaulike Complex	30.8%	34.5%	26.8%	7.9%
Lahainaluna Complex	23.1%	31.3%	32.1%	13.6%
Maui Complex	25.8%	30.9%	31.0%	12.4%
Hāna Complex	20.7%	29.3%	39.9%	10.1%
Lānaʻi Complex	20.5%	25.9%	35.3%	18.4%
Molokaʻi Complex	22.0%	27.6%	37.2%	13.2%

Note: All figures based on 2010 Census

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2012-2013.

2.8

SCHOOL COMPLETION, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2012-2013

School	Total Completers ¹	Diploma Graduates	Certificate of Completion	Individual Program	School Dropouts ²
High Schools					
Baldwin	100.0%	99.0%	0.0%	1.0%	9.0%
King Kekaulike	94.7%	91.6%	0.0%	3.1%	21.6%
Lahainaluna	98.3%	97.0%	0.0%	1.3%	13.5%
Maui	98.4%	96.1%	0.0%	2.3%	13.6%
Molokaʻi	100.0%	100.0%	0.0%	0.0%	15.8%
Multi-Level Schools					
Hāna High & Elem.	95.0%	90.0%	0.0%	5.0%	0.0%
Lānaʻi High and Elem.	100.0%	100.0%	0.0%	0.0%	2.2%

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 2012-2013

2.9

TEACHING STAFF PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2012-2013

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	29	20	11	15.4	18.3	9.6
Kahului	57	29	21	12.8	20.0	9.0
Kamali'i	40	18	13	11.8	16.9	7.3
Kamehameha III	48	30	19	11.7	19.5	8.3
Kaunakakai	19	14	5	12.4	16.2	5.8
Kīhei	63	36	20	10.3	18.1	7.8
Kilohana	9	6	2	13.9	8.3	9.0
Kula	20	17	5	17.5	19.7	12.0
Lihikai	61	40	18	14.8	18.4	5.6
Makawao	37	23	8	13.5	16.8	6.4
Maunaloa	6	1	2	8.8	15.2	22.0
Nahi'ena'ena	42	23	16	11.1	19.1	8.8
Pā'ia	20	10	4	12.6	17.5	6.5
Pomaika'i	41	19	14	11.1	18.5	6.6
Pukalani	30	21	11	14.8	19.1	4.6
Waihe'e	50	35	13	13.8	18.1	8.1
Wailuku	56	32	19	12.3	19.0	6.3
Intermediate Schools						
Īao	53	32	21	11.2	17.3	8.7
Kalama	56	35	24	16.5	15.8	9.0
Lahaina	43	27	20	11.0	17.9	8.1
Lokelani	41	29	16	11.9	15.9	6.7
Maui Waena	64	35	24	13.2	19.9	8.3
Moloka'i	13	7	3	16.5	16.3	15.0
High Schools						
Baldwin	88	57	39	13.8	21.1	8.1
King Kekaulike	66	47	36	11.6	18.1	10.0
Lahainaluna	60	38	17	11.6	20.0	11.4
Maui	110	73	47	12.5	18.9	9.3
Moloka'i	26	21	8	14.1	14.5	6.1
Multi-Level Schools						
Hāna High & Elem.	26	19	9	11.9	14.8	10.8
Lāna'i High & Elem.	41	17	12	10.2	15.3	8.7

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2012-2013.

2.10

**SUBJECT PROFICIENCIES, MAUI COUNTY SCHOOLS,
SCHOOLS YEAR 2012-2013**

School	Grade	% Proficient Reading	% Proficient Math	% Proficient Science
Elementary Schools				
Ha'ikū	4	75%	71%	46%
Kahului	4	73%	64%	33%
Kamali'i	4	86%	76%	53%
Kamehameha III	4	72%	63%	46%
Kaunakakai	4	59%	49%	37%
Kīhei	4	79%	76%	35%
Kilohana	4	NA	NA	NA
Kula	4	76%	65%	65%
Lihikai	4	70%	77%	31%
Makawao	4	81%	79%	51%
Maunaloa	4	NA	NA	NA
Nahi'ena'ena	4	64%	54%	14%
Pā'ia	4	69%	79%	62%
Pomaika'i	4	79%	75%	32%
Pukalani	4	74%	69%	37%
Waihe'e	4	87%	81%	12%
Wailuku	4	69%	62%	42%
State Average	4	73%	65%	45%
Intermediate Schools				
Īao	8	70%	40%	10%
Kalama	8	71%	72%	45%
Lahaina	8	58%	40%	8%
Lokelani	8	70%	65%	15%
Maui Waena	8	68%	64%	16%
Moloka'i	8	63%	71%	25%
State Average	8	73%	59%	29%
High Schools				
Baldwin	10	61%	44%	27%
King Kekaulike	10	73%	34%	29%
Lahainaluna	10	64%	32%	14%
Maui	10	62%	41%	15%
Moloka'i	10	58%	31%	6%
Multi-Level Schools				
Hāna High & Elem.	10	46%	16%	5%
Lāna'i High & Elem.	10	59%	25%	9%
State Average	10	69%	46%	24%

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 2012-2013.

2.11

**PRIVATE SCHOOL CHARACTERISTICS,
SCHOOL YEAR 2011-2012**

School	Classroom Teachers (FTE)	Student Teacher Ratio	Amer Ind/ Alaskan Native	Asian	Black	Hispanic	White	Native Hawaiian/ Pacific Islander	Two or more races
Aka'uia School	3.5	9.4	0	2	1	0	5	25	0
Carden Academy of Maui	13.1	9.5	NA	0	NA	NA	NA	0	0
Christ the King	4.0	12.0	0	11	0	0	33	4	0
Clearview Christian Girl's School	2.6	5.0	0	0	0	0	6	5	2
Doris Todd Memorial Christian	11.6	11.8	2	24	0	7	69	23	12
Emmanuel Lutheran	10.0	17.4	0	35	2	2	12	12	111
Haleakalā Waldorf	20.0	10.6	0	14	3	6	147	9	34
Horizons Academy of Maui	2.0	4.5	0	0	0	0	6	3	0
Ka'ahumanu Hou Christian	6.1	7.4	0	16	0	9	11	9	0
Kamehameha Schools (Maui)	69.4	14.7	0	0	0	0	0	1,022	0
Maui Preparatory Academy	19.0	9.3	0	27	1	14	120	15	0
Montessori Hale O Keiki	5.9	5.9	0	1	0	3	23	7	1
Montessori of Maui	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sacred Hearts Elementary	11.4	13.7	0	19	0	9	64	39	25
Seabury Hall	49.4	9.0	2	51	9	8	293	33	48
St. Anthony Grade School	7.0	22.4	0	45	0	2	37	37	36
St. Anthony Junior & Senior High	20.0	7.0	2	11	0	5	49	43	30

NA: Not available

SOURCE: NATIONAL CENTER FOR EDUCATIONAL STATISTICS (NCES).

2.12

**PRIVATE SCHOOL TUITION,
MAUI COUNTY 2013-2014**

School	Tuition Fees \$
Aka'ula School	6,000
Carden Academy of Maui	9,450 - 10,200
Clearview Christian Girl's School	5,500 - 7,500
Doris Todd Memorial Christian	5,933 - 6,484
Emmanuel Lutheran	5,900 - 6,900
Haleakalā Waldorf	6,320 - 14,500
Horizons Academy of Maui	23,000
Kamehameha Schools (Maui)	1,842 - 7,658
Maui Adventist	5,145
Maui Preparatory Academy	9,900 - 16,840
Montessori of Maui	12,435 - 14,530
Sacred Hearts Elementary	6,430 - 7,530
Seabury Hall	17,765
St. Anthony Grade School	5,000
St. Anthony Junior & Senior High	8,900 - 11,900
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

SOURCE: SCHOOLS LISTED

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
Carden Academy of Maui	12	14	14	14	14	16	15	14	12	10	0	0	0	0	121
Christ the King	52	13	0	0	0	0	0	0	0	0	0	0	0	0	65
Clearview Christian Girl's School	0	0	0	0	0	0	0	8	4	3	2	1	2	1	21
Doris Todd Memorial Christian	34	19	19	11	16	13	11	15	23	15	0	0	0	0	176
Emmanuel Lutheran	36	21	20	22	21	19	18	15	18	14	0	0	0	0	204
Haleakalā Waldorf	26	43	18	23	26	24	22	25	22	12	0	0	0	0	241
Ka'ahumanu Hou Christian	50	3	2	5	7	3	1	8	6	3	4	4	2	2	100
Kamehameha Schools (Maui)	0	40	40	40	48	48	48	108	108	108	120	120	120	120	1068
Maui Adventist	0	2	3	5	2	5	1	5	2	1	0	0	0	0	26
Maui Preparatory Academy	17	14	15	16	18	12	17	4	11	17	10	11	10	16	188
Montessori Hale O Keiki	26	4	4	8	6	2	2	3	2	3	0	0	0	0	60
Montessori of Maui	58	38	19	23	18	23	15	11	8	5	0	0	0	0	218
Sacred Hearts School	32	18	13	15	13	10	16	11	11	15	0	0	0	0	154
Seabury Hall	0	0	0	0	0	0	0	46	46	42	81	79	71	75	440
St. Anthony Grade School	0	20	26	21	23	24	26	20	0	0	0	0	0	0	160
St. Anthony Junior & Senior High	0	0	0	0	0	0	0	0	26	24	35	20	32	21	158

SOURCE: HAWAII COUNCIL OF PRIVATE SCHOOLS, PRIVATE SCHOOL ENROLLMENT REPORT 2012-2013

2.14

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

	2010	2011	2012
Library Locations, June 30	8	8	8
Personnel, June 30	42	42	42
Circulation, year ending June 30	679,233	649,392	710,835
Collections, June 30			
Books	406,119	392,661	400,244
Periodical Subscriptions	629	778	788
DVDs and Videotapes	22,050	21,818	22,965
Sound Recordings	14,588	19,993	19,885
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
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
2011	65,291	42,783
2012	65,291	20,920

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, UNIVESITY LIBRARIES, RECORDS.

2.16

DEGREES AND CERTIFICATES EARNED AT UNIVERSITY OF HAWAI'I MAUI COLLEGE

	2009	2010	2011	2012	2013
Total	364	416	482	560	601
General	100	122	152	161	181
Hawaiian Studies (Associate)	0	0	0	0	8
Liberal Arts (Associate)	100	122	152	161	171
Natural Sciences (Associate of Science)	0	0	0	0	2
Career & Technical Education	264	294	330	399	420
Business Education	45	78	73	101	102
Certificate of Achievement	14	31	35	40	49
Associate of Applied Science	27	38	35	57	48
Bachelor of Applied Science	4	9	3	4	5
Food Services	48	34	39	68	74
Certificate of Achievement	12	10	18	24	32
Associate of Applied Science	36	24	21	44	42
Health Services	124	118	150	125	144
Certificate of Achievement	69	70	76	66	72
Associate of Science	55	48	74	59	72
Public Services	18	35	30	42	36
Certificate of Achievement	8	15	11	21	14
Associate of Science	8	14	9	12	15
Associate of Applied Science	2	6	10	9	7
Technology	29	29	38	63	64
Certificate of Achievement	13	9	15	23	20
Associate of Science	1	5	12	8	12
Associate of Applied Science	15	15	11	29	28
Bachelor of Applied Science	0	0	0	3	4

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 2013**

School	UH System	Mānoa	Hilo	West O'ahu	Maui College	Other Campuses		
Public Schools, Maui County								
Baldwin	384	123	27	2	0	91	3	
Hāna	19	5	0	1	0	4	0	
Kīhei Charter School	46	17	0	0	0	15	2	
King Kekaulike	215	80	11	3	0	61	5	
Lahainaluna	230	62	7	6	1	41	7	
Maui	433	173	15	5	0	140	13	
Lāna'i	44	10	1	0	0	3	6	
Moloka'i	63	20	3	1	0	15	1	
Private Schools, Maui County								
Kamehameha Maui	118	45	13	5	0	24	3	
Maui Preparatory	16	1	0	0	0	1	0	
Saint Anthony	21	7	1	2	0	4	0	
Seabury Hall	77	12	7	0	0	3	2	

SOURCE: UNIVERSITY OF HAWAII, INSTITUTIONAL RESEARCH OFFICE, HIGH SCHOOL BACKGROUND OF FIRST-TIME STUDENTS, FALL 2013.

2.18

**ENROLLMENT PROJECTIONS FOR UNIVERSITY OF HAWAI'I
MAUI COLLEGE, 2013-2018**

	Historic 2012	Projections					
		2013	2014	2015	2016	2017	2018
Status							
Full time	1,644	1,618	1,607	1,620	1,624	1,642	1665
Part time	2,738	2,718	2,699	2,720	2,726	2,757	2796
Degree Type							
Liberal arts	2,185	2,144	2,121	2,135	2,138	2,161	2191
Career & Technical Ed	1,677	1,658	1,649	1,660	1,666	1,685	1710
Unclassified	310	318	317	324	323	327	333
Home-based at Other UH campus	210	216	219	221	223	226	227

SOURCE: STATE OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, ENROLLMENT PROJECTIONS FALL 2013 TO FALL 2018.

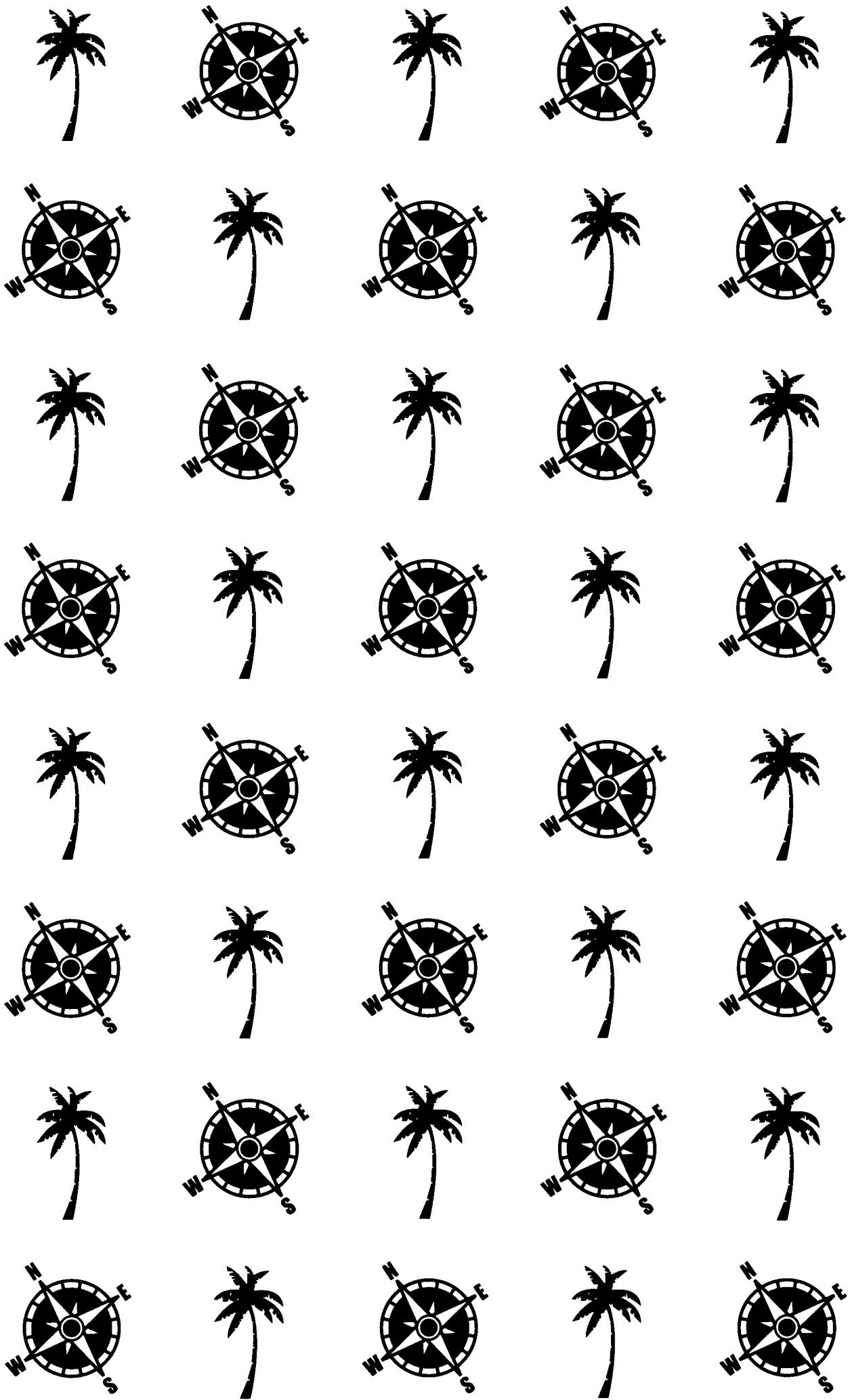
2.19

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

Fall Semester	Total	Full-time	Part-time
Students Enrolled			
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	3,372	1,651	1,330
2008	4,091	1,892	1,395
2009	3,372	1,887	1,485
2010	4,091	2,351	1,740
2011	4,313	2,478	1,835
2012	4,307	2,396	1,911
2013	3,968	2,244	1,724
Number of Employees			
	2011	2012	2013
Board of Regents	342	350	339
Appointees			
Faculty	272	282	274
Professor	17	17	18
Associate Professor	15	14	16
Assistant Professor	41	41	48
Instructor	51	46	34
Lecturer	148	164	158
Support Staff	62	60	57
Executive Staff	8	8	8
Civil Service Staff	59	57	55
Total Employees	401	407	394

SOURCE: UNIVERSITY OF HAWAI‘I, INSTITUTIONAL RESEARCH OFFICE, ENROLLMENT CENSUS AND FACULTY/STAFF REPORTS

Geography & Land Use



Section 3

Geography & Land Use

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

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

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

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

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

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

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

3.1.1

LAND AND WATER AREA OF COUNTIES AND ISLANDS

County or Island	Square Miles			Acres 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	
Waialele	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 Kaleihoochie	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).

3.1.5

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

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

3.1.6

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

Station	Elevation (feet)	1st Year of Record	Daily average		Warmest Month		Coolest Month		Record High	Record Low
			High	Low	High	Low	High	Low	°F	Date
Haleakalā Ranger Station	7,030	1949	62.7	44.8	66.1	47.7	59.1	41.5	80	27
Hāna Airport	70	1950	80.8	67.4	83.6	69.8	78.2	63.9	94	50
Kahului Airport	50	1954	83.8	67.3	87.5	70.2	80.2	63.2	97	48
Kailua (NE Maui, Inland)	700	1949	76.2	63.5	79.0	65.8	73.9	60.5	88	44
Kapalua Airport	240	1987	81.9	69.1	85.6	71.9	78.2	66.0	98	58
Moloka'i Airport	450	1957	81.4	67.6	85.4	71.0	77.4	63.1	96	46
Lāna'i Airport	1300	1949	79.3	62.7	82.7	65.8	75.8	59.2	93	46
Lāna'i City	1620	1949	75.4	62.4	78.5	65.1	72.5	59.5	92	47

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	51.28	140	121.16	1980	17.71	1962	7.02	Dec	1.18	Jun	18.50	1/9/1980
Hāna Airport	80.48	267	126.23	1965	49.64	1953	9.52	Mar	4.08	Jun	17.57	4/16/1968
Kahului Airport	18.23	95	40.63	1989	6.76	1998	3.51	Jan	0.22	Jun	5.82	12/21/1955
Kailua (NE Maui, Inland)	118.50	265	161.82	1969	79.20	1953	12.81	Feb	6.75	Jun	15.20	11/15/1965
Kapalua Airport	28.62	157	48.43	2004	18.92	2000	4.54	Dec	1.13	Jun	8.14	3/24/2006
Moloka'i Airport	24.96	104	43.70	1963	11.06	2001	4.44	Jan	0.52	Jun	9.03	2/12/1989
Lāna'i Airport	18.82	58	47.66	1951	5.28	1999	3.29	Dec	0.61	Jun	10.45	11/10/1955
Lāna'i City	34.29	111	66.87	1968	15.64	1999	5.25	Jan	1.27	Jun	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														
Hā'ikū	10.49	20.63	5.44	0.12	7.77	1.96	3.79	5.39	3.56	1.09	7.49	6.8	74.53	NA
Hāna Airport	7.74	5.17	0.00	0.79	12.46	3.89	4.00	3.82	4.39	3.01	4.92	7.37	57.56	NA
Kahakuloa	1.83	2.01	0.87	0.07	0.81	0.48	0.37	0.01	1.23	0.85	0.26	0.21	9.00	NA
Kahului Airport	1.97	2.97	1.18	0.04	0.80	0.28	0.74	0.55	0.26	0.00	4.64	2.04	15.47	NA
Kailua (NE Maui)	8.99	9.54	1.63	1.31	15.3	2.65	0.88	1.35	1.54	0.28	0.17	0	43.64	NA
Kapalua Airport	4.02	2.87	1.23	0.01	2.28	1.09	1.03	3.58	0.85	0.13	2.52	1.76	21.37	NA
Kula Branch Station	1.51	1.19	4.13	0.41	3.62	1.12	1.69	0.90	0.46	0.94	2.87	3.35	22.19	NA
'Ohe'o	7.76	7.21	2.95	1.40	9.21	4.15	4.28	4.88	8.15	2.81	5.18	3.89	61.87	2.55
Pa'ākea	4.04	4.20	2.94	3.34	23.08	2.44	0.94	0.59	2.32	NA	NA	NA	43.89	3.57
Ulupalakua Ranch	2.70	0.12	0.36	0.01	1.90	0.35	0.64	0.76	0.54	1.14	1.00	2.75	12.27	-16.08
Moloka'i														
Maunaloa	NA	NA	NA	0.24	1.33	1.07	1.37	1.18	0.76	0.32	0.8	1.26	8.33	-16.53
Moloka'i Airport	6.63	0.45	4.29	0.82	1.55	0.24	1.26	0.96	0.33	0.17	1.38	0.88	18.96	NA
Kaunakakai	3.00	0.08	5.24	0.30	1.49	0.00	0.50	0.46	0.00	0.17	1.25	2.61	15.10	-4.93

3.1.7

CONTINUED

Temperature ¹	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Maui													
Hāna Airport	71.1	70.9	70.5	73.6	74.7	75.2	75.9	76.8	76.8	76.3	74.5	74.1	74.2
Kahului Airport	72.1	72.0	72.3	75.2	77.7	79.5	80.1	80.4	80.1	77.9	75.6	74.7	76.5
Kailua (NE Maui)	66.4	65.5	66.7	69.3	70.5	71.2	72.1	72.3	72.5	71.6	68.5	69.8	69.7
Kapalua Airport	76.8	NA	NA	77.9	78.3	79.2	80.2	80.1	79.0	79.0	75.7	74.7	78.1
Kaupo Gap	59.5	60.4	58.3	60.8	63.0	65.8	65.3	66.4	68.0	65.8	64.0	63.5	63.4
Kula Branch Station	60.6	59.5	59.5	61.9	63.7	64.8	66.2	66.0	66.9	65.7	64.2	62.6	63.5
'Ohe'o	72.1	72.5	72.3	74.5	72.5	71.6	76.5	77.5	77.5	74.3	76.3	72.5	74.2
Moloka'i													
Moloka'i Airport	72.1	71.2	69.8	70.9	73.4	76.3	76.8	77.5	78.1	76.5	75.7	74.1	74.4

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	2009	2010	2011	2012	2013
Hā'iku	NA	NA	NA	11.08	74.53
Hāna Airport	18.29	20.93	9.78	10.76	57.56
Kahakuloa	9.49	9.44	6.25	5.29	9.00
Kahului Airport	14.13	9.52	10.63	5.10	15.47
Kailua (NE Maui)	86.43	62.15	52.89	47.28	43.64
Kapalua Airport	19.14	20.19	23.91	19.10	21.37
Kula Branch Station	18.03	11.23	19.73	11.37	22.19
'Ohe'o	65.58	61.31	66.74	63.73	61.87
Pa'akea	24.24	31.48	29.98	10.70	43.89
Ulupalakua Ranch	17.75	17.14	10.66	7.70	12.27
Moloka'i					
Maunaloa	NA	NA	NA	NA	8.33
Moloka'i Airport	15.12	16.87	10.13	7.21	18.96
Kaunakakai	9.43	7.45	7.97	4.02	15.10
Average Annual Temperature, Fahrenheit					
Maui	2009	2010	2011	2012	2013
Hāna Airport	NA	NA	NA	74.9	74.2
Kahului Airport	74.9	75.8	75.6	75.5	76.5
Kailua (NE Maui)	60.9	62.4	70.0	69.4	69.7
Kapalua Airport	75.1	74.7	75.4	75.7	78.1
Kaupo Gap	NA	NA	NA	NA	63.4
Kula Branch Station	63.6	63.4	63.4	63.0	63.5
'Ohe'o	75.1	75.1	74.7	74.2	74.2
Moloka'i					
Moloka'i Airport	74.5	74.6	74.3	74.8	74.4

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

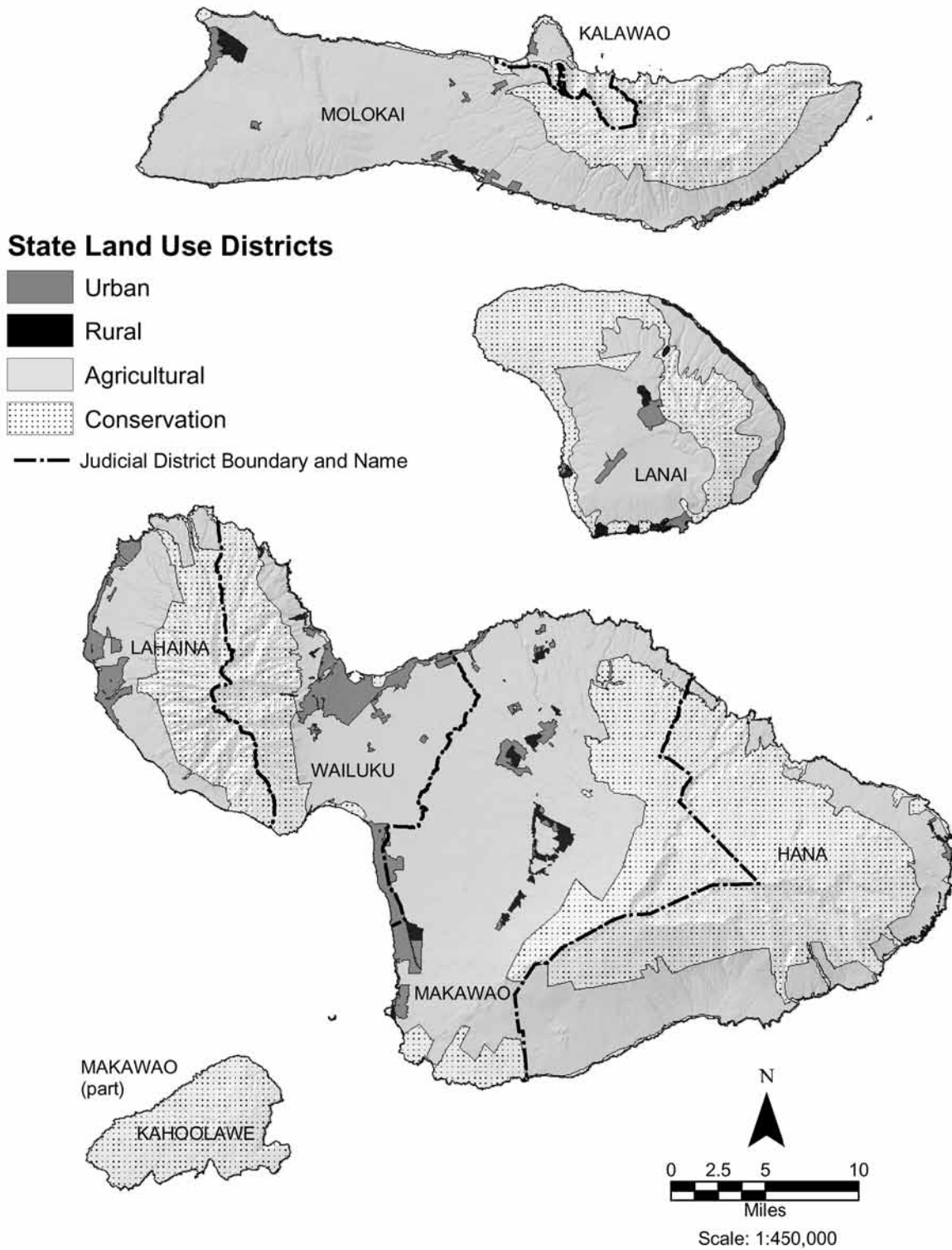
	2008	2009	2010	2011	2012	2013
Improved Residential¹						
Land	5,955,449	5,399,221	4,180,014	4,000,496	3,503,854	3,601,197
Improvements	1,922,779	2,070,229	2,108,966	2,110,846	2,157,923	2,292,069
Unimproved Residential¹						
Land	544,053	561,922	358,577			
Improvements	1,230	1,707	544			
Homeowner						
Land	11,404,677	10,655,335	8,424,063	6,859,815	5,530,653	5,529,016
Improvements	6,477,654	6,997,284	6,998,022	6,664,084	6,580,712	6,643,709
Hotel/Resort						
Land	2,910,119	3,003,430	2,325,263	1,820,070	1,434,536	1,450,145
Improvements	6,924,373	7,238,142	6,242,720	5,715,836	5,940,394	5,954,578
Apartment						
Land	1,811,272	1,900,236	1,900,081	1,756,162	1,491,850	1,623,663
Improvements	3,988,516	4,274,671	3,903,308	3,426,937	3,242,276	3,292,887
Time Share						
Land	279,163	294,584	348,275	205,659	173,172	169,889
Improvements	831,318	1,780,307	1,789,782	1,421,993	1,337,767	1,314,201
Commercial						
Land	1,486,037	1,481,011	1,466,493	1,464,329	1,183,383	1,196,976
Improvements	816,929	905,570	910,740	905,019	907,292	921,968
Industrial						
Land	1,004,674	1,047,648	1,039,239	894,229	959,813	1,115,918
Improvements	662,675	694,800	705,277	668,461	657,813	677,213
Agricultural						
Land	3,260,938	3,094,315	2,576,126	2,110,435	1,998,325	2,089,824
Improvements	939,079	999,833	1,051,200	1,027,998	1,135,884	1,311,504
Conservation						
Land	401,437	347,270	335,975	297,308	281,471	295,211
Improvements	47,813	48,748	139,367	129,570	124,911	205,320
Commercialized Residential						
Land			43,367	36,416	31,778	41,861
Improvements			30,456	34,048	43,470	52,323
Total	51,670,185	52,796,263	46,877,855	41,549,711	38,717,277	39,779,472

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

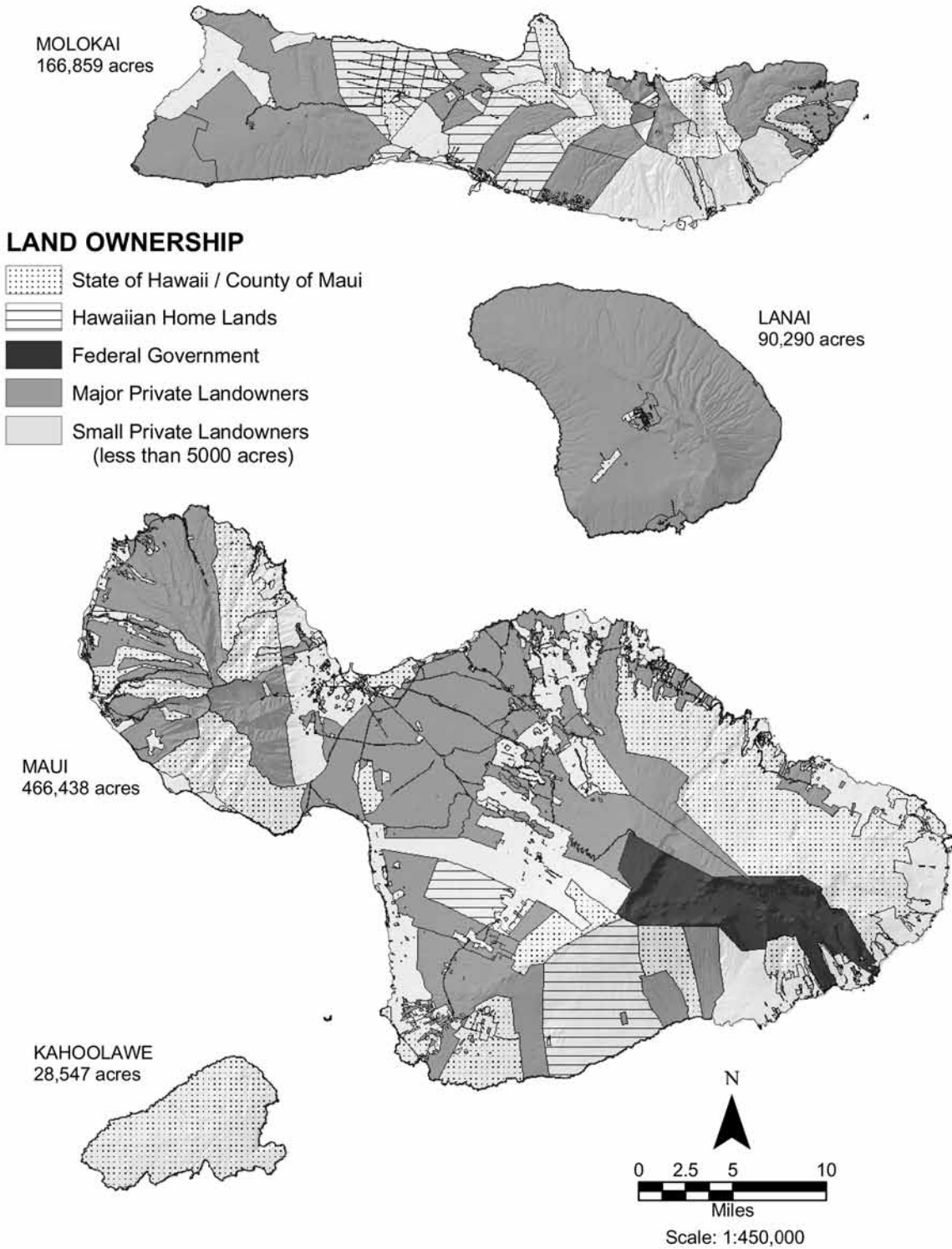
Total acreage, including inland water, as classified by the Hawai'i State Land Use Commission under the provisions of Chapter 205, Hawai'i Revised Statutes, as amended; all data are approximate

Island	Classification by State Land Use Commission				
	Total Area	Urban	Conservation	Agricultural	Rural
Maui	465,800	23,727	194,836	243,184	4,053
Lāna'i	90,500	3,330	38,197	46,566	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	54,140	1,304,347	1,212,891	2,023
O'ahu	386,188	101,661	156,829	127,698	0
Kaua'i	353,900	14,573	198,769	139,305	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
Kaluani Heiau Complex
Kama'ole House Site

Island of Maui (Continued)

Kauhiale 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
Nanioloa 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
Hökūkano-'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
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
2013	71,234	279,754	140,196	34,172	525,356

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	1,282	29	397	1,729	703	4,273	8,413
Agricultural	65	0	424	505	47	60	1,101
Pastoral	75	0	27	305	1	0	408
Applications, 2012							
Residential	3,592	64	747	5,584	1,559	9,965	21,511
Agricultural	4,475	0	1,030	6,884	2,150	3,424	17,963
Pastoral	565	0	188	1,903	298	0	2,954

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

3.2.8
DISPOSITION OF STATE LANDS, MAUI COUNTY
2012

Document Number	Permitee or Grantee Name	Location	Acres	Use	Payment
Revocable Permits					
RP7804	Moses Kahimoe, Jr.	Makawao	5.26	Pasture	480
RP7815	Rikelle L. Inzano	Makawao	0.207	Sculpture event	900
RP7819	Felix & Roxanne Vellina	Wailuku	0.823	Intensive Agriculture	480
RP7822	Valentine & Sari Redo	Hāna	1.53	Intensive Agriculture	480
RP7823	Charles Gale	Hāna	1.84	Pasture	480
RP7824	Julia & Deja Kaiwi	Wailuku	0.844	Agriculture	480
General Leases & Term Easements					
GL6002	575 S. Kihei Road LLC	Wailuku	0.469	Revetment	658,000
GL6019	AOAO of Lokelani	Lahaina	0.128	Revetment	129,800
GL6025	Anthony & Christine Gonzales	Makawao	0.601	Utility	550
GL6028	Patrick and Mathew Ballenger (Trustees)	Lahaina	0.03	Pier/dock	26,500
GL6035	Koolau Properties, LLC	Wailuku	0.055	Seawall/boat ramp	53,400
Executive Orders - Set Asides					
4413	DLNR, Division of Boating and Ocean Recreation	Hāna	0.138	Hāna boat ramp	0
4411	Department of Education	Molokai	34.22	School	0
Perpetual Easements					
LOD28952	John Ellis and Claudia Johnson-Ellis	Makawao	0.163	Access & Utility	2,100

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**

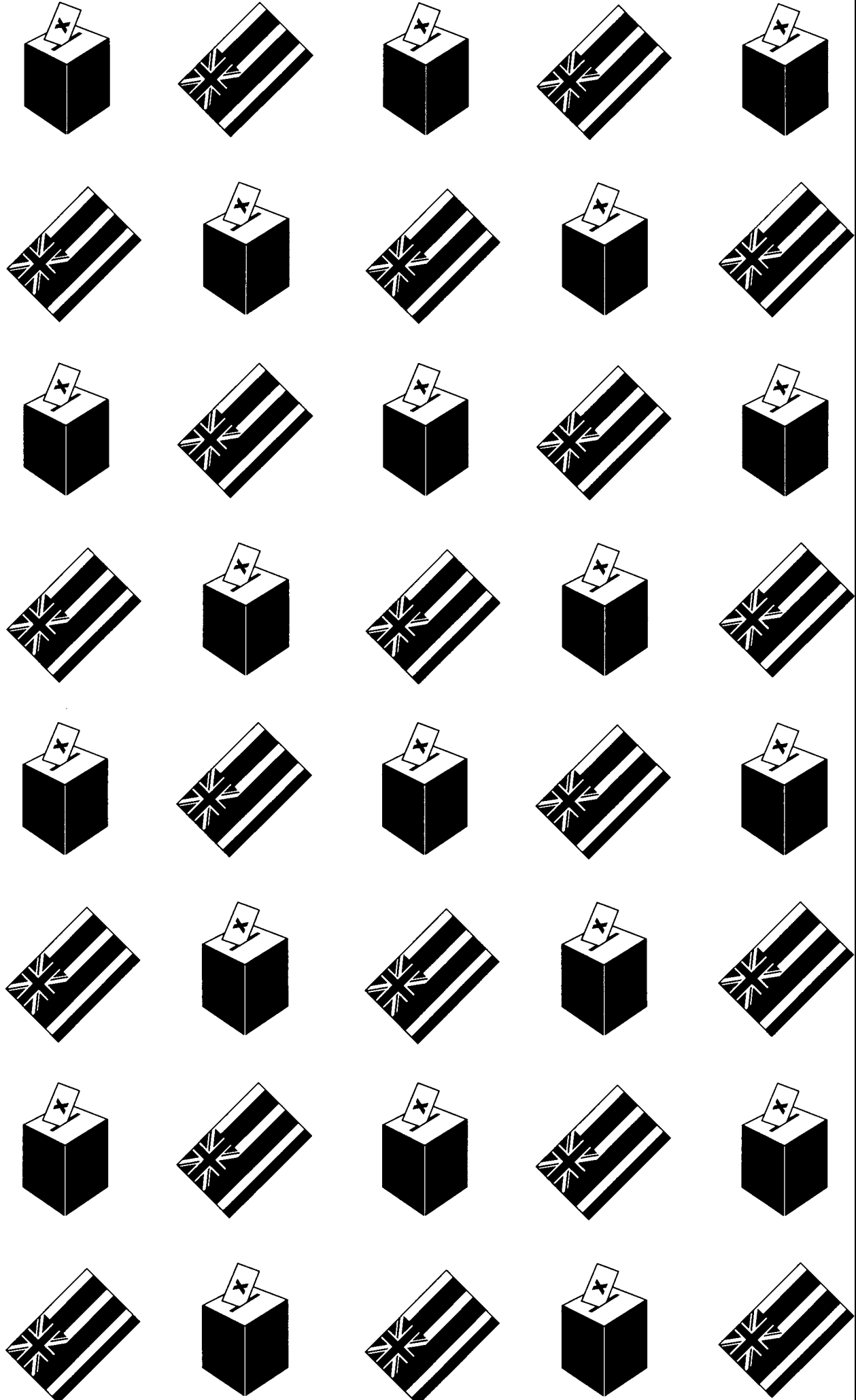
Island	Conservation district forest land		Natural areas	
	Forest reserve land	Private forest land	Number of areas	Acres
State total	642,388	328,742	20	123,432
Hawai'i	444,155	106,745	8	94,954
Maui ¹	68,220	53,180	5	18,543
Kaho'olawe	0	0	0	0
Lāna'i	0	6,150	0	0
Moloka'i	11,690	0	2	2,950
O'ahu	32,136	88,817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

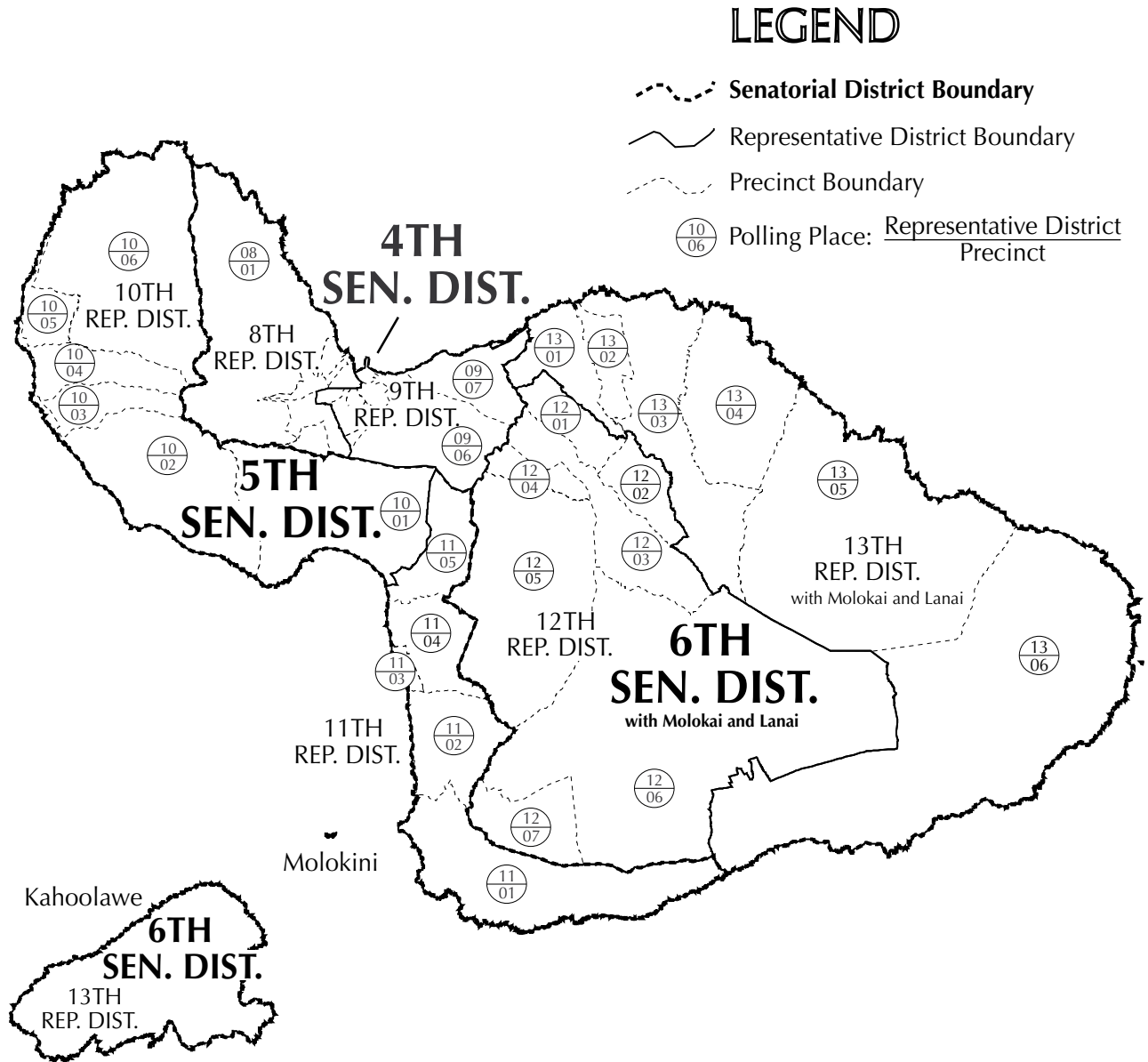
Official results for the primary, general and special elections are published by the Office of Elections. Reapportionment for Maui County was effected in May 2012.

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.

MAPS OF ELECTION DISTRICTS

Islands of Maui and Kaho'olawe




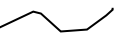


SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

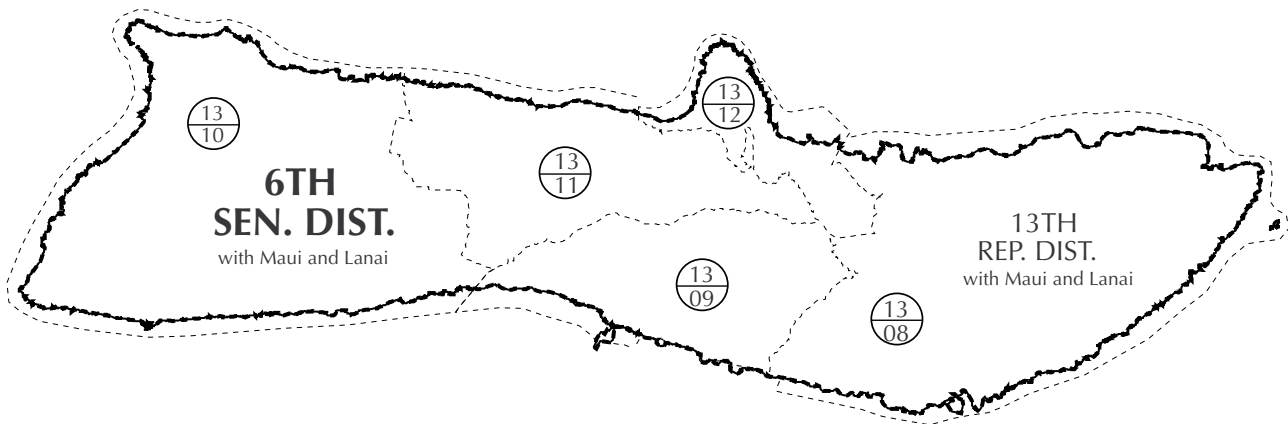
4.1.2

MAPS OF ELECTION DISTRICTS

Island of Moloka'i

LEGEND

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




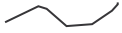


SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

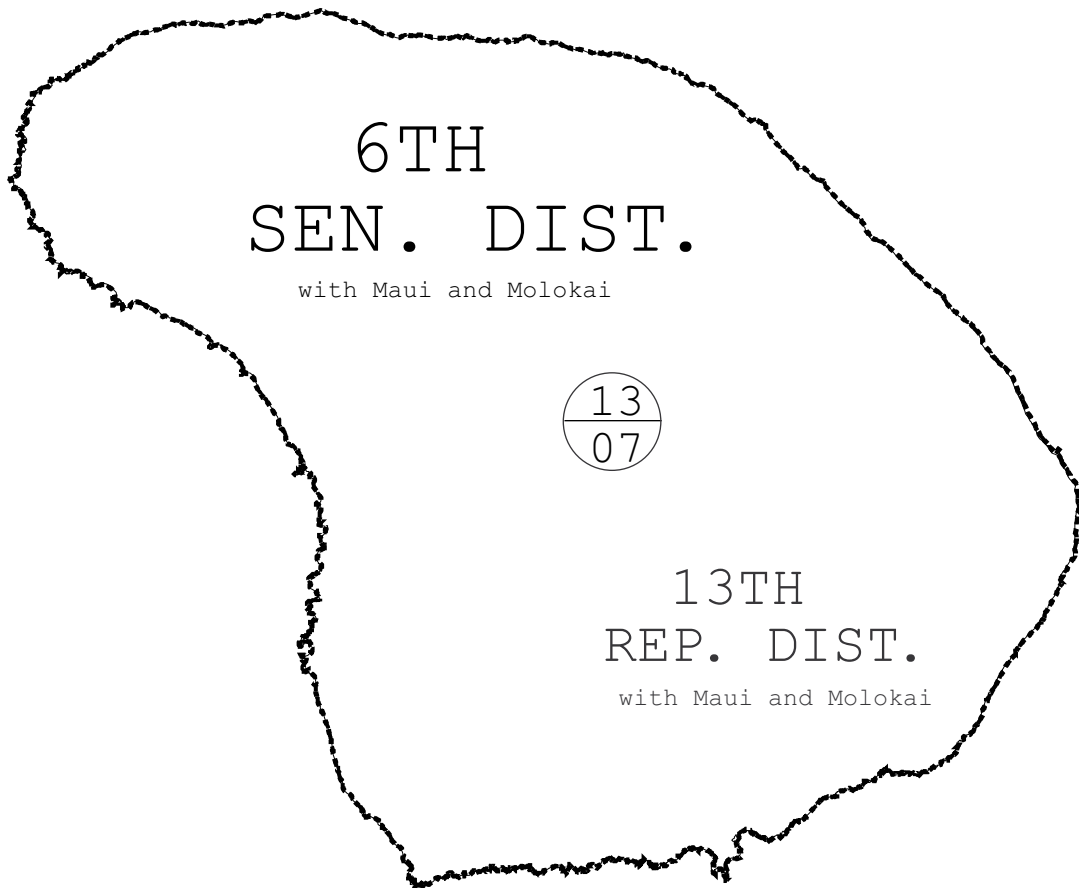
4.1.3

MAPS OF ELECTION DISTRICTS

Island of Lānaʻi

LEGEND

-  Senatorial District Boundary
-  Representative District Boundary
-  Precinct Boundary
-  Polling Place: $\frac{10}{06}$



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		Turnout		District	Precinct Name	Registered Voters		Turnout	
		Voters	Cast	%	Count			Voters	Cast	%	Count
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	Kualapū'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 Kahookole	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	2010	2011	2012	2013
Taxes	261,331	244,852	238,829	246,315
Intergovernmental Revenues	62,707	63,792	68,001	64,074
Charges for Services	57,302	61,935	64,124	65,617
Licenses and Permits	17,946	22,363	26,649	27,231
Revenues from Use of Money and Property	9,973	6,594	1,416	1,018
Fines and Forfeitures	2,712	2,767	2,131	3,018
Assessments	231	670	1,219	791
Other	7,507	5,387	3,841	6,076
Total Revenues	419,710	408,359	406,212	414,139
Expenditures				
Management and Other	90,136	90,652	105,552	89,510
Public Safety	80,376	78,703	79,427	80,782
Sanitation	40,832	39,835	41,891	45,366
Highway and Streets	35,039	32,484	33,798	35,926
Social Welfare	43,509	43,999	42,459	46,315
Culture and Recreation	27,034	23,652	27,257	26,346
Legislative	5,199	5,238	5,250	5,533
Capital Outlay	54,804	57,278	57,976	68,648
Debt Service: Principal	20,485	26,894	22,469	23,770
Interest	10,219	10,332	9,604	10,051
Total Expenditures	407,633	409,068	425,684	432,246
Excess (Deficiency) of Revenues over Expenditures	12,077	(708)	(19,472)	(18,106)

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

4.3.2

STATE TAX COLLECTION MAUI COUNTY

In \$1,000

	2009	2010	2011	2012
Banks/Financial Corps	25,668	29,079	(16,007)	9,447
Employment Sec. Contri.	0	0	0	0
Fuel	8,874,547	8,524,797	7,194,413	8,635,224
GE License/Fees	0	0	0	0
General Excise & Use Tax	162,755,296	166,122,032	160,479,280	185,980,539
Honolulu County Surcharge ¹	1,246,360	1,379,269	1,711,231	1,482,700
Income-Corporate				
Decl. of Estimated Taxes	1,095,026	1,292,906	1,378,961	1,091,082
Payment With Returns	566,735	464,712	352,843	211,509
Refunds	(2,512,722)	(626,036)	(618,138)	(470,127)
Income-Individual				
Decl. of Estimated Taxes	22,108,872	17,709,742	27,257,020	29,587,919
Payment With Returns	13,983,714	12,745,908	15,669,351	15,434,069
Withholding Tax on Wages	62,081,782	60,035,408	59,842,879	67,091,566
Refunds	(49,462,315)	(40,334,123)	(42,732,288)	(40,900,536)
Liquor and Permits	6,255,878	6,447,019	10,380,052	7,696,672
Motor Vehicle Tax/Fees	10,286,267	9,929,523	11,937,551	18,544,126
Public Service Company	18,544,012	12,289,595	11,367,933	17,359,955
Tobacco and Licenses	10,206,222	11,124,960	10,750,505	10,140,584
Transient Accommod./Time Share Occup. Fees	15	0	0	0
Transient Accommod. Tax/Time Share Occup. Tax	28,612,366	37,764,990	23,329,879	51,620,149
All Others	5	30	155	220
Total	294,667,726	304,899,810	298,285,619	374,750,249

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 2008-2012.

4.3.3

ESTIMATED REAL PROPERTY TAX REVENUE, MAUI COUNTY

In thousands of dollars

Fiscal Year 2013-2014	
Assessor's gross valuation	39,779,467
Land	17,113,698
Improvements	22,665,769
Exemptions	6,042,161
Assessor's net taxable valuation	33,737,306
Half of valuation on appeal	325,748
Number of appeals	499
Valuation for tax rate purposes	33,411,557
Land	15,616,451
Improvements	17,795,106
Amount to be raised by taxation	222,300

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 2013-2014
Land	
Residential	5.75
Apartment	6.40
Commercial	7.05
Industrial	7.30
Agricultural	6.05
Conservation	6.25
Hotel and Resort	9.40
Homeowner	2.87
Time Share	15.55
Commercialized Residential	4.60
Buildings	
Residential	5.75
Apartment	6.40
Commercial	7.05
Industrial	7.30
Agricultural	6.05
Conservation	6.25
Hotel and Resort	9.40
Homeowner	2.87
Time Share	11.55
Commercialized Residential	4.60

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
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
2012	210,460	67,329	277,789
2013	254,591	47,089	301,682

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

4.4

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

	2011	2012	2013	2014
Civil Defense	6	6	6	6
Corporation Counsel	28.5	28.5	34.5	34.5
Environmental Management				
General	6	6	6	7
Wastewater	120.0	120.0	118.0	118.0
Solid Waste	96.3	95	95	94
Finance	141.8	141.8	139.8	142.8
Fire & Public Safety	310.0	310.0	313.0	318.0
Housing & Human Concerns	81	81	79	80
Liquor Control	26.0	26.0	26.0	26.0
Management	46.0	46.0	52.0	54.0
Parks and Recreation				
General	421.6	421.6	417.5	417.5
Golf	21.9	21.9	21.9	21.9
Personnel Services	18.0	18.0	18.0	18.0
Planning	62.0	62.0	62.0	62.0
Police	506.6	506.6	501.6	513.1
Prosecuting Attorney	71.0	71.0	71.0	71.0
Public Works				
General	82.8	82.8	82.8	82.8
Highways	171.0	171.0	170.0	175.0
Transportation	5.0	5.0	5.0	5.0
Water Supply	218.0	218.0	216.0	216.0

SOURCE: OFFICE OF THE MAYOR, BUDGET OFFICE, OPERATING BUDGETS.

4.5.1

**COUNTY PROPERTY TAX EXEMPTIONS BY TYPE,
MAUI COUNTY FY 2013-2014**

Type of Exemption	Number	Amount (\$1,000)
Federal Government	79	55,051
State Government	1,307	1,637,591
County Government	548	459,556
Government Leases-Total	85	73,479
Government Leases-Portion	49	16,397
Hawaiian Homes Commission	286	19,144
Hawn Homes Land-Basic	589	87,987
Hawn Homes Land-Multiple	137	19,267
Hawn Homes Land-Total Land	1,121	111
Hawn Homes Land-Vacant Land	251	26
Hawaiian Homes-7 year	251	50,444
Homes-Fee (Basic)	19,136	3,656,845
Homes-Fee (Multiple)	5,817	1,111,258
Homes-Leasehold (Basic)	196	35,345
Homes-Leasehold (Multiple)	532	101,356
Blind	30	734
Deaf	8	125
Hansen's Disease (Leprosy)	1	0
Totally Disabled	409	8,848
Totally Disabled Veterans	242	99,192
Cemetaries	7	1,252
Charitable Organizations	225	248,386
Childcare	21	1,050
Churches	246	252,888
Credit Unions	17	16,825
Forest Reserve	4	77
Historic Residential Properties	7	12,937
Kuleana	42	12,460
Hospitals	11	36,532
Landscaping, Open-Space	1	10
Low-Moderate Income Housing	39	145,584
Public Utilities	73	82,290
Roadways and Waterways	1,631	4,648
Schools	14	117,722
Taro	45	51
Miscellaneous	4	278
Military (deployed)	0	0
Total	33,461	8,365,746

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, 2013, MAUI COUNTY

Source of Revenue	Gallons	State Tax	City Fuel Tax	Total Tax
Gasoline	61,185,147.00	\$10,372,925.53	\$9,761,074.06	\$20,133,999.59
Diesel Oil (non-hwy)	15,460,043.70	309,200.87	0.00	\$309,200.87
Diesel Oil (hwy use)	6,022,315.49	1,023,793.64	963,570.47	\$1,987,364.11
Liquid Petro. Gas (hwy)	197.05	10.25	8.47	\$18.72
Small Boat (gas)	0.00	0.00	0.00	0.00
Small Boat (diesel oil)	0.00	0.00	0.00	0.00
Aviation fuel	59,370,543.00	1,187,410.86	0.00	1,187,410.86
Other fuel	229,503.00	9,180.12	0.00	9,180.12
Subtotal	142,267,749.24	12,902,521.27	10,724,653.00	23,627,174.27
Environmental Tax	3,997,616.87	4,197,497.72	0.00	4,197,497.72
Total		\$17,100,018.99	\$10,724,653.00	\$27,824,671.99

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, 2013, MAUI COUNTY

	Amount	Total Tax
State Highway Special Fund	\$11,597,959.31	
State Airports Special Fund	1,187,410.86	
State Boating Special Fund	224,397.62	\$13,009,767.79
County Fuel Tax:		
Lanai	126,134.40	
Molokai	5,863.49	
Maui	10,485,408.59	10,617,406.48
Environmental Response Fund	199,880.85	
Energy Security Fund	599,642.55	
Energy Development Fund	399,761.70	
Agricultural Development Fund	599,642.55	
General Fund	2,398,570.07	4,197,497.72
Grand Total		27,824,671.99

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

Section 5

AGRICULTURE & AQUACULTURE

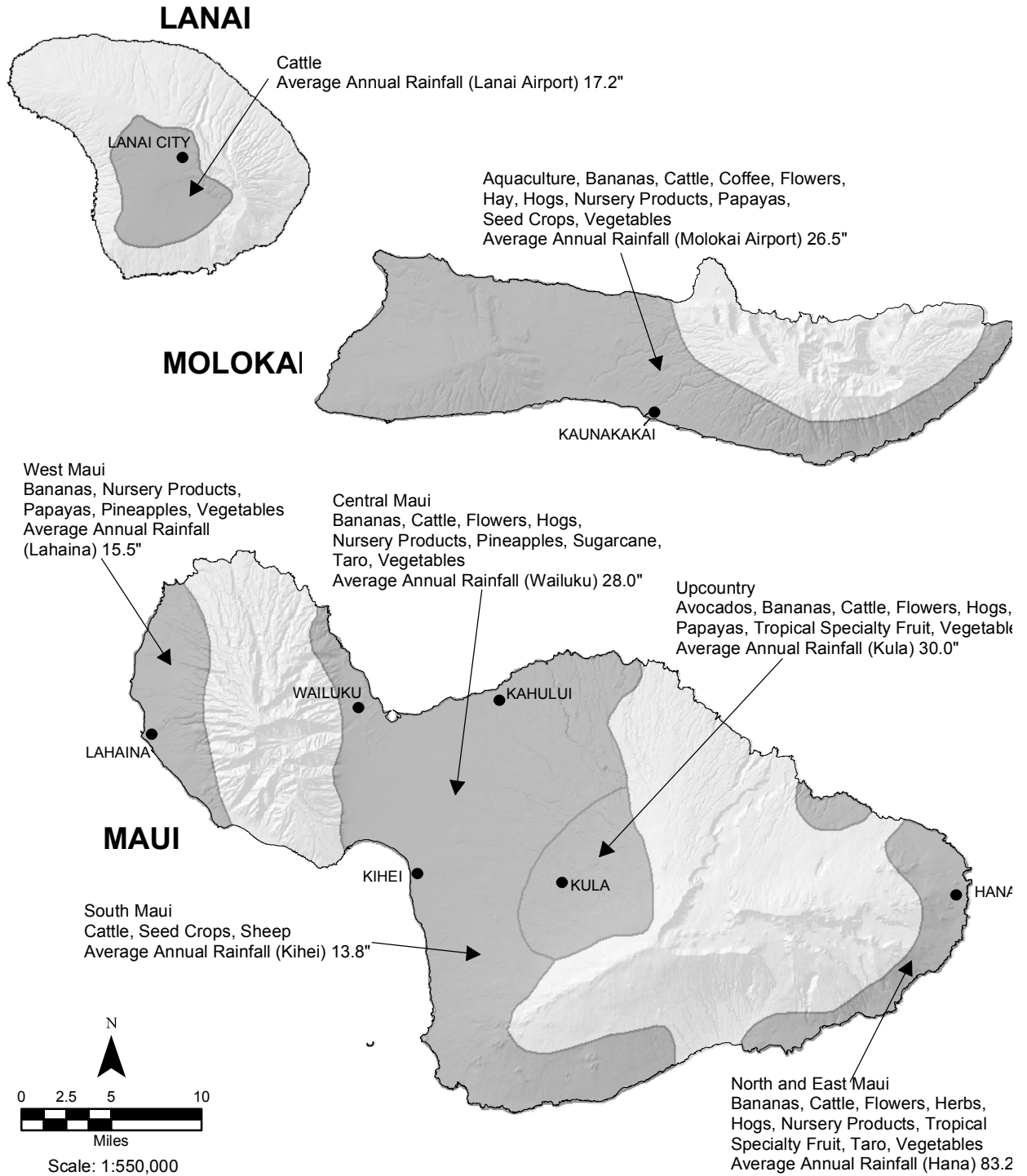
This section includes statistics on agriculture and aquaculture. Statistics about farms are presented along with the value and distribution of farm and other land based herbaculture production. Fish catches and other aquaculture statistics are given. due to staff reductions in the U.S. Department of 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 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

	Maui County		Statewide				
	2007	2008	2007	2008	2009	2010	2011
Number of Farms ¹	1,156	1,150	7,500	7,500	7,500	7,500	7,500
Farm Acreage (1,000)	230	230	1,120	1,110	1,110	1,110	1,110
Farm Employment							
Hired workers	1,700	1,700	6,500	6,200	6,200	6,400	7,100

¹ Based on farm definition of \$1,000 or more of agricultural sales

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

5.1.5

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

	2007	2008	2007	2008	2009	2010	2011
	Maui County		State of Hawaii				
Number of Livestock Operations							
Cattle ¹	180	150	1,100	1,000	1,000	1,000	1,000
Hogs	60	60	230	230	230	230	230
Milk	5	5	15	15	15	15	15
Eggs	10	15	80	100	100	100	D
Honey	3	3	40	35	35	35	35
Value of Livestock Sales (\$1,000)							
Cattle ²	4,260	5,495	26,196	24,305	28,945	30,892	46,369
Hogs ²	885	750	3,682	3,359	2,996	3,661	2,624
Milk	D	D	9,673	5,460	7,491	8,750	9,547
Eggs	D	D	7,428	8,678	8,759	8,760	D
Aquaculture	D	D	1,564	1,431	1,672	29,970	3,970
Total Sales (\$1,000)	6,085	7,013	79,661	83,431	87,988	90,910	

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

5.1.6

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

	2007	2008	2007	2008	2009	2010	2011
Acres in Crop (1,000 acres)	Maui County		State of Hawaii				
Sugarcane	32.4	34.5	39.3	39.7	39.6	24.5	34.3
Pineapples	T	T	D	D	D	D	D
Vegetables and Melons	0.7	0.7	3.3	2.1	2.1	2.7	2.7
Fruits (excluding pineapple)	0.6	0.6	6.5	4.1	3.9	4.1	3.9
Coffee	D	D	7.8	7.8	8.0	8.0	8.0
Macadamia nuts	D	D	17.0	17.0	17.0	17.0	17.0
All other crops	6.7	5.2	20.5	20.7	20.9	20.3	19.2
Number of Crop Farms							
Sugarcane	1	1	2	2	2	1	1
Pineapple	9	9	40	40	40	40	30
Vegetables and melons	120	102	650	540	540	540	540
Fruits (excluding pineapple)	260	272	1,300	1,500	1,600	1,600	1,600
Coffee	30	32	830	830	830	830	830
Macadamia Nuts	10	20	570	570	570	570	570
Taro	20	15	105	105	110	115	115
Flowers and nursery products	210	200	1,060	1,025	1,010	970	970
Value of Sales (\$1,000)							
Sugar (unprocessed cane)	37,800	34,500	47,600	44,200	44,200	69,800	78,100
Pineapple (fresh equivalent)	T	T	D	D	D	D	D
Vegetables, ginger root, herbs, and melons	6,545	6,630	34,395	21,898	19,930	24,939	28,822
Fruits (excluding pineapple)	1,734	2,382	30,592	23,680	25,373	22,531	21,915
Coffee (parchment)	D	D	31,875	29,580	31,320	33,440	31,540
Macadamia Nuts (in shell)	D	D	24,600	33,500	29,400	30,000	38,200
Taro	D	D	2,360	2,666	2,440	2,516	2,747
Seed crops	D	D	140,710	176,990	236,410	239,375	242,970
Flowers and nursery products	13,337	13,922	108,710	94,662	76,814	71,100	69,600
Total crops	150,643	144,231	498,338	522,139	553,862	583,680	602,881

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

5.1.7

SUGARCANE, MAUI ISLAND

	2007	2008	2009	2010	2011
Number of farms	1	1	1	1	1
Acreage (1,000 acres)					
In crop	32.4	34.5	34.4	34.5	34.3
Harvested for sugar	16.9	16.9	15.1	15.5	15.1
Yield per acre (tons)					
Sugarcane	70.40	65.80	64.50	77.10	85.20
Raw Sugar 96°	9.74	8.55	8.40	11.10	12.10
Production of cane for sugar (1,000 tons)	1,190	1,112	974	1,195	1,287
Farm price (dollar per ton)	31.80	31.00	30.80	58.40	60.70
Value of cane for sugar (\$1 million)	37.8	34.5	30.0	69.8	78.1
Mill production (1,000 tons)					
Raw Sugar 96°	165	145	127	172	183
Molasses	50	52	41	51	51
Average returns received (dollars per ton)					
Raw Sugar 96°	342.00	355.00	352.00	606.00	638.00
Molasses	87.30	87.20	142.80	106.80	164.40
Value of production (\$1 million)					
Raw Sugar 96°	56.4	51.5	44.7	104.2	116.2
Molasses	4.4	4.5	5.9	5.4	8.4
Total	60.8	56.0	50.6	109.6	125.2

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	2010	2011
Harvested Acreage							
Cabbage, Chinese	D	D	270	220	210	230	200
Cabbage, head	120	110	440	410	420	410	430
Eggplant	D	D	50	50	70	75	75
Lettuces	D	D	100	90	90	150	140
Onions, dry	100	90	160	160	150	140	130
Romaine	20	20	100	90	100	90	110
Squash, Italian	70	50	180	170	170	180	170
Sweet potatoes	D	D	420	470	600	1,100	1,100
Taro ¹	70	85	380	390	445	475	485
Production (1,000 pounds)							
Cabbage, Chinese	D	D	6,300	5,600	5,500	5,100	3,800
Cabbage, head	3,200	3,300	10,400	9,400	8,700	10,200	9,000
Eggplant	D	D	760	900	1,300	1,500	1,800
Lettuces	D	D	1,000	1,000	950	1,900	2,050
Onions, dry	1,200	1,100	1,400	1,400	1,500	1,900	2,700
Romaine	260	200	1,200	1,000	800	1,400	1,700
Squash, Italian	420	350	1,200	1,480	1,170	1,070	1,300
Sweet potatoes	D	D	7,100	8,100	8,300	12,600	16,700
Taro (marketings) ¹	910	690	4,000	4,300	4,000	3,900	4,100
Value of Sales (\$1,000)							
Cabbage, Chinese	D	D	1,890	1,960	1,925	1,650	1,295
Cabbage, head	928	990	3,016	2,820	2,976	3,107	2,790
Eggplant	D	D	699	909	1,235	1,463	1,764
Lettuces	D	D	710	750	748	3,629	5,453
Onions, dry	1,524	1,375	1,680	1,610	1,740	2,223	3,267
Romaine	148	102	804	590	463	932	1,037
Squash, Italian	252	210	804	888	731	721	1,014
Sweet potatoes	D	D	3,621	4,780	5,413	6,510	7,348
Taro ¹	563	487	2,360	2,666	2,440	2,516	2,747

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)
2007	1,060	2,020	25,015	3,755	4,376
2008	1,025	2,120	23,570	2,580	3,170
2009	1,010	1,930	24,615	2,170	2,780
2010	970	1,875	20,940	2,120	2,650
2011	970	1,770	19,990	2,195	2,695
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	2010	2011
	Maui County		State of Hawaii				
Cut Flowers	3,293	2,623	12,170	9,578	7,248	7,007	6,584
Orchids	1,104	1,118	21,542	18,169	15,880	15,117	14,515
Lei Flowers	1,504	1,432	4,709	3,783	2,558	2,437	2,420
Foliage	622	527	20,074	14,949	12,143	10,180	10,385
Potted Flowering Plants	861	1,202	6,499	4,144	3,972	2,974	3,324
All Other Nursery Products	5,563	6,670	41,996	42,239	33,463	31,885	30,922
Unspecified Sales	390	350	1,720	1,800	1,550	1,500	1,450
Total	13,337	13,922	108,710	94,662	76,814	71,100	69,600

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

5.1.11

FRUITS: VALUE OF SALES

1,000 dollars (Fresh weight basis)

In \$1,000	2007	2008	2009	2010	2011
Tropical Specialty Fruit	4,485	3,992	NA	NA	NA
Avocado	789	730	718	508	560
Banana	10,496	8,004	10,175	10,680	11,310
Guava	675	553	294	220	323
Papaya					
Sales (in \$1,000)	13,094	14,393	14,186	11,123	9,722
Number Farms	178	177	177	173	172
Acreage	2,065	2,190	2,025	2,075	2,000
Yield per Acre (1,000 lbs.)	25.5	24.3	23.8	22.3	22.0
Price per pound (cents)	39.2	43.0	45.0	37.0	34.0

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

	2006	2007	2008	2009	2010
Fishing Method					
Aku Pole & Line	630,590	643,029	702,193	NA	NA
Longline	16,426,235	23,942,579	25,526,099	21,764,074	22,960,495
Deep Bottom Handline	449,581	435,934	503,814	525,330	451,428
Tuna Handline	1,478,051	1,770,695	1,180,948	1,414,844	1,683,532
Trolling	2,587,228	2,885,501	3,020,287	3,004,093	2,875,818
All Other	1,306,136	1,529,253	1,154,310	1,667,697	1,693,067
Total	22,877,821	31,206,991	32,087,651	28,376,038	29,664,340
Species Group					
Tunas	12,618,034	18,660,259	18,908,288	15,229,305	17,242,524
Bill & Swordfish	4,038,122	5,470,247	6,406,085	5,967,862	4,814,109
Misc. Pelagic	4,296,982	4,711,822	4,847,981	5,231,456	5,416,554
Deep Bottom	474,860	478,899	482,824	512,284	447,000
Akule/'Ōpelu	867,448	1,094,462	620,770	617,268	855,318
Inshore	240,299	268,452	309,760	325,717	470,788
All Other	342,076	522,850	511,943	492,146	418,047
Total	22,877,821	31,206,991	32,087,651	28,376,038	29,664,340

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	2006	2007	2008	2009	2010
Maui County	515,064	610,050	765,090	763,240	805,148
Maui	473,620	575,938	NA	694,560	763,746
Moloka'i	23,901	16,408	NA	49,205	30,581
Lāna'i	17,543	17,704	NA	19,475	10,821
O'ahu	18,738,150	26,269,822	28,332,176	24,126,553	25,325,284
Hawai'i	3,074,866	3,548,890	2,395,446	2,719,379	2,734,198
Kaua'i and Ni'ihau	549,741	778,229	594,939	766,866	799,710
Total	22,877,821	31,206,991	32,087,651	28,376,038	29,664,340

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	2006	2007	2008	2009	2010
Kawai (Moloka'i Channel)	51,308	22,920	21,918	19,137	19,545
Penguin Bank	87,308	78,646	102,352	116,712	117,093
Kealaikahiki Channel	34,736	24,313	28,517	43,402	40,080
'Alenuihāhā Channel	21,478	73,635	141,146	99,282	70,742
Moloka'i	33,420	24,898	27,846	41,354	58,042
Lāna'i	89,390	137,778	115,492	102,609	99,546
Kaho'olawe	31,037	25,972	12,783	55,686	20,980
Mākena - Hāna	21,044	37,393	53,553	42,283	34,694
Hāna - Kahului	144,266	176,011	221,693	196,110	287,049
Honolua - Lahaina	4,032	5,582	4,649	5,350	9,731
Lahaina - Mākena	74,503	85,938	53,213	49,555	73,810

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

Section 6

COMMUNICATION & TRANSPORTATION

This section covers statistics on communications and transportation.

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

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

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

6.1.1

AVERAGE PAID CIRCULATION OF THE MAUI NEWS

For 24 month period ending March 31

Year	Monday - Thursday	Friday	Saturday 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					
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
2012	NA	NA	NA	NA	NA
Basic service revenue (\$1,000)					
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
2012	26,298	24,775	163,067	12,777	199,917

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

6.1.4

RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY, 2013

	Maui County	State Total
Commercial		
AM	5	33
FM	13	61
TV	5	30
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
Kaunapau 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,

	Unit	December 2013
Gasoline Prices, Wailuku		
Regular	\$ per Gallon	4.182
Mid Grade	\$ per Gallon	4.288
Premium	\$ per Gallon	4.374
Diesel Prices	\$ per Gallon	4.674
Gasoline Prices, Honolulu		
Regular	\$ per Gallon	3.819
Mid Grade	\$ per Gallon	3.916
Premium	\$ per Gallon	4.013
Diesel Prices	\$ per Gallon	4.765
Gasoline Prices, Hilo		
Regular	\$ per Gallon	3.881
Mid Grade	\$ per Gallon	3.962
Premium	\$ per Gallon	4.078
Diesel Prices	\$ per Gallon	4.766
Gasoline Prices, Kauai		
Regular	\$ per Gallon	4.226
Mid Grade	\$ per Gallon	4.313
Premium	\$ per Gallon	4.435
Diesel Prices	\$ per Gallon	4.867

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	38.0	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

	2007	2008	2009	2010	2011	2012
Driver's Licenses in Force	105,635	108,259	109,304	110,420	110,993	110,666
All vehicles	164,537	162,943	158,306	159,221	169,803	186,047
Motor vehicles	160,076	158,417	153,481	154,276	165,419	181,307
Passenger vehicles ¹	122,823	121,249	117,369	118,945	129,219	143,237
Ambulances	14	15	15	15	17	17
Buses	206	199	190	179	182	191
Trucks ¹	33,217	33,010	32,004	31,190	31,492	32,705
Truck tractors	95	89	75	70	67	71
Truck cranes	84	84	80	74	77	79
Motorcycles, motorscooters ²	3,637	3,771	3,748	3,803	4,365	5,007
Trailers and semi-trailers	4,461	4,526	4,825	4,945	4,384	4,740

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, 2012**

Island	Total mileage	Paved		Unpaved
		Freeways	Other	
State total	4,415.74	88.55	4,154.78	172.41
Hawai'i	1,494.73	0.00	1,435.43	59.30
Maui	635.88	0.00	579.18	56.70
Lāna'i	47.80	0.00	33.80	14.00
Moloka'i	136.15	0.00	124.15	12.00
O'ahu	1,662.09	88.55	1,565.62	7.92
Kaua'i	439.08	0.00	416.59	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				
1999	59,560	477	1,119.5	1,119.5
2000	60,598	459	1,182.6	1,182.6
2001	61,922	456	1,216.9	1,216.9
2002	65,142	474	1,231.9	1,231.9
2003	77,140	534	1,292.5	1,292.5
2004	68,646	452	1,357.7	1,357.7
2005	69,270	531	1,426.0	1,426.0
2006	72,311	537	1,439.5	1,439.5
2007	75,216	470	1,444.6	1,444.6
2008	67,902	430	1,411.9	1,411.9
2009	67,412	441	1,369.2	1,369.2
2010	61,707	400	1,375.0	1,375.0
2011	69,460	420	1,471.3	1,471.3
2012	66,553	369	1,610.0	1,610.0
State				
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
2012	520,544	407	11,517.7	9,011

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

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

6.2.9

VEHICLE REGISTRATION BY TAXATION STATUS, BY COUNTY 2012

Taxation status	State total	Honolulu	Hawai'i	Kaua'i	Maui
Taxable vehicles	1,129,159	682,979	189,479	82,256	174,445
Exempt vehicles	110,851	105,805	2,218	973	1,855
Federal government	451	439	10	0	2
State government	6,407	6,405	0	0	2
County government	7,508	4,744	1,002	582	1,180
Fire department	320	62	134	60	64
Police department	1,812	1,292	404	0	116
Consulates	61	59	2	0	0
Disabled veterans	276	50	217	8	1
Military non-resident	86,578	86,221	73	185	99
Farm	129	36	49	1	43
Horseless carriage	82	63	9	10	0
Electric vehicles	1,223	928	86	32	177
National Guard	6,004	5,506	232	95	171
Total registered	1,240,010	788,784	191,697	83,229	176,300

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: 2011

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	31	16	52	15	48	3	11	12	37
Honolulu	77	58	75	19	25	3	4	16	21
Kaua'i	9	5	56	4	44	1	11	3	33
Maui	23	11	47	12	53	-	1	12	53
State	140	90	64	50	36	7	5	43	31

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

	2007	2008	2009	2010	2011
Major traffic accidents ¹					
Honolulu	5,827	5,064	4534	5,239	2,440
Hawai'i	2,161	1,716	1536	1,401	68
Kaua'i	605	567	445	440	231
Maui	953	911	858	849	19
Fatal Accidents					
Honolulu	61	41	50	59	49
Hawai'i	34	29	24	27	24
Kaua'i	9	9	7	9	6
Maui	21	23	18	12	19
Persons Injured					
Honolulu	4,370	3,946	3680	4,300	2,002
Hawai'i	1,591	1,074	834	825	42
Kaua'i	497	513	407	395	214
Maui	1,029	897	862	914	7
Persons Killed					
Honolulu	67	43	53	60	51
Hawai'i	38	29	27	29	24
Kaua'i	9	11	8	10	6
Maui	24	24	21	12	20

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		
	2012	2011	% Change	2012	2011	% Change
DOMESTIC SEATS	1,621,404	1,537,738	5.4%	6,980,042	6,629,667	5.3%
US West	1,529,136	1,434,792	6.6%	6,157,816	5,832,742	5.6%
Anchorage	10,676	9,688	10.2%	63,114	62,656	0.7%
Denver	28,264	44,042	-35.8%	125,873	158,263	-20.5%
Las Vegas	22,176	21,420	3.5%	278,822	256,650	8.6%
Los Angeles	524,651	496,230	5.7%	2,225,088	2,111,434	5.4%
Oakland	123,738	63,809	93.9%	351,586	205,743	70.9%
Orange County	248	16,768	-98.5%	8,185	42,236	-80.6%
Phoenix	102,220	106,020	-3.6%	467,672	464,380	0.7%
Portland	83,503	147,926	-43.6%	252,760	309,312	-18.3%
Sacramento	67,824	55,946	21.2%	161,949	147,926	9.5%
San Diego	71,278	55,946	27.4%	223,237	154,991	44.0%
San Francisco	185,161	199,772	-7.3%	872,903	987,652	-11.6%
San Jose	112,146	42,747	162.35%	337,222	185,345	81.9%
Seattle	189,258	174,478	8.5%	622,086	602,604	3.2%
US East	92,268	102,946	-10.4%	757,090	726,269	4.2%
Chicago	9,918	20,821	-52.4%	127,540	197,016	-35.3%
Dallas	82,350	82,125	0.3%	247,050	246,375	0.3%
INTERNATIONAL SEATS	169,623	150,856	12.4%	3,234,357	2,762,624	17.1%
Canada	169,623	150,856	12.4%	364,366	319,051	14.2%
Calgary	36,772	28,610	28.5%	49,608	40,749	21.7%
Vancouver	123,653	116,552	6.1%	302,432	269,752	12.1%
TOTAL SEATS	1,791,027	1,688,594	6.1%	10,214,399	9,392,291	8.8%

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 2012

Airport	Total operations	Air carrier	Air taxi	General aviation	Military
Honolulu International	278,145	155,904	63,550	44,519	14,172
Kahului	130,010	43,374	65,872	18,418	2,346
Kona International	116,654	22,789	24,799	55,727	13,339
Līhu'e	118,431	28,522	62,482	23,746	3,681
Hilo International	79,064	14,919	40,794	14,710	8,641
Moloka'i	34,672	0	26,475	6,352	1,845
Kalaheo	121,114	0	54	98,175	22,885

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

	2005	2006	2007	2008	2009	2010	2011	2012
Kahului Airport								
All movements	168,449	164,992	148,034	128,022	118,800	118,896	121,962	130,010
Air carrier	59,210	67,676	52,172	39,240	40,802	39,400	38,078	43,374
Air taxi	77,844	70,272	72,935	68,981	58,664	59,387	62,151	65,872
General Aviation	27,326	24,468	20,237	17,005	15,306	17,287	18,646	18,418
Military	4,069	2,576	2,690	2,796	4,028	2,822	3,087	2,346
Moloka'i Airport								
All movements	39,364	39,685	37,615	31,200	24,295	26,491	30,056	34,672
Air carrier	0	181	0	0	0	0	0	0
Air taxi	26,349	27,488	26,821	23,405	17,966	19,679	21,038	26,475
General Aviation	10,977	10,137	9,407	6,601	5,629	6,065	6,539	6,352
Military	2,038	1,879	1,387	1,194	700	747	2,479	1,845

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	2009		2010		2011		2012	
	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming
Passengers								
Kahului								
interisland	1,333,172	1,322,789	1,220,115	1,228,489	1,194,285	1,211,869	1,332,091	1,350,847
overseas	1,259,248	1,273,707	1,448,210	1,449,880	1,543,388	1,536,431	1,624,470	1,618,644
Moloka'i	93,083	95,490	83,684	85,549	85,683	87,258	84,653	86,703
Lāna'i	46,111	45,745	45,354	45,213	46,279	46,470	45,146	45,365
Kapalua	44,999	45,280	40,236	40,391	44,788	44,983	42,549	42,028
Hāna	764	563	541	123	166	165	3,219	3,566
Kalaupapa	2,220	2,359	903	892	512	494	87	86
Cargo (U.S. tons)								
Kahului								
interisland	3,738	10,220	4,544	11,320	4,407	11,239	4,668	11,473
overseas	2,478	7,887	1,882	7,736	1,652	7,623	1,687	7,996
Moloka'i	204	725	205	611	163	612	199	664
Lāna'i	60	532	81	491	79	544	81	804
Kapalua	192	619	179	694	173	711	174	583
Hāna	0	1	27	0	0	0	0	0
Kalaupapa	18	150	24	135	34	135	29	168
Mail (U.S. tons)								
Kahului								
interisland	863	7,445	1,650	7,651	1,536	6,155	1,690	4,221
overseas	721	4,272	707	4,525	595	3,342	658	3,596
Moloka'i	90	145	0	0	0	0	0	0
Lāna'i	23	75	0	0	0	0	0	0
Kapalua	0	0	0	0	0	0	0	0
Hāna	0	0	0	0	0	0	0	0
Kalaupapa	4	10	0	0	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

	2007	2008	2009	2010	2011
Total Inbound Vessels	1,507	2,160	1,033	987	1,650
By Type of Vessel					
Self propelled vessels					
Passenger and dry cargo	203	96	60	93	61
Tanker	3	6	3	8	7
Towboat or tugboat	673	1,544	531	466	427
Non-self propelled vessels					
Dry Cargo	517	419	361	331	1,047
Tanker	111	95	78	89	111
By Draft					
Less than 18 feet	992	1,417	791	699	829
18 feet and more	515	743	242	288	821

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)	
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
2011	2,233

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, 2011

In short tons

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
All Commodities	3,504,332	2,217,569	1,271,532	15,231
Total coal	63,080	0	63,080	0
1100 coal & lignite	63,080	0	63,080	0
Total Petroleum and Petroleum Products	510,114	492,923	1,960	15,231
2211 Gasoline	233,275	233,275	0	0
2330 Distillate fuel oil	170,045	170,045	0	0
2340 Residual fuel oil	74,340	74,340	0	0
2350 Lub oil & greases	853	828	25	0
2640 Hydrocarbon & petrol gases, liquefied and gaseous	31,215	14,049	1,935	15,231
Total Chemicals and Related Products	19,400	18,929	471	0
3190 Fertilizers and mixes NEC	7,254	7,231	23	0
3220 Alcohols	10,519	10,519	0	0
Total Crude Materials, Inedible (Except Fuels)	15,628	13,444	2,184	0
4189 Lumber	12,692	12,428	264	0
4420 Iron & steel scrap	2,343	591	1,752	0
Total Primary Manufactured Goods	37,950	31,602	5,988	0
5190 Paper products NEC	5,086	4,878	208	0
5220 Cement and concrete	19,084	19,084	0	0
5290 Misc. mineral products	3,225	2,788	437	0
5370 Iron & steel pipe and tube	822	807	15	0
5480 Fabricated metal products	7,731	2,892	4,839	0

6.2.19

CONTINUED

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
Total Food and Farm Products	278,401	100,114	178,287	0
6442 Rice	2,248	2,204	44	0
6654 Vegetables and products	12,349	11,166	1,183	0
6781 Hay & fodder	738	738	0	0
6782 Animal feed, prepared	4,281	4,274	7	0
6811 Meat, fresh, frozen	4,157	4,135	22	0
6839 Animals and products NEC	3,099	1,871	1,228	0
6861 Sugar	138,346	131	138,215	0
6865 Molasses	18,433	0	18,433	0
6885 Alcoholic beverages	24,411	24,225	186	0
6889 Food products NEC	52,041	37,939	14,102	0
6899 Farm products NEC	4,565	4,656	0	0
Total All Manufactured Equipment, Machinery, and Products	2,571,528	1,560,490	1,011,038	0
7110 Machinery (not electric)	2,173	1,782	391	0
7120 Electrical machinery	1,624	745	879	0
7210 Vehicles & parts	168,014	93,481	74,533	0
7400 Manufactured wood products	33,277	25,157	8,120	0
7600 Rubber and plastic products	1,752	209	1,543	0
7900 Manufactured products NEC	2,362,360	1,437,594	924,766	0
Total Waste and Scrap NEC	8,524	0	8,524	0
8900 Waste and scrap NEC	8,524	0	8,524	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

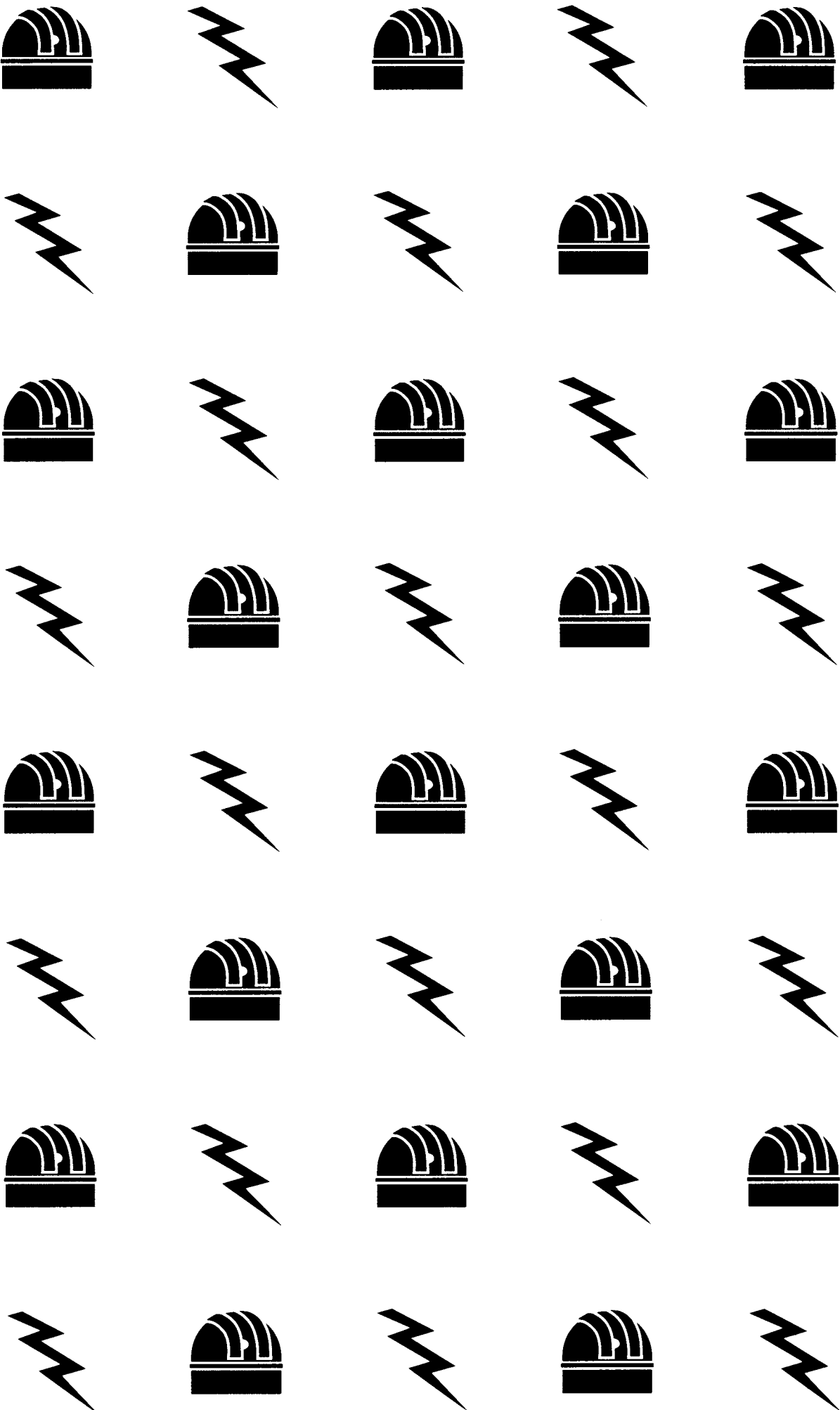
**KAHULUI HARBOR FREIGHT TRAFFIC,
BY COMMODITY, HISTORICAL**

In short tons

	2007	2008	2009	2010
All Commodities	5,629,882	3,957,865	2,139,458	2,114,105
Receipts	3,340,983	2,409,330	1,358,129	1,337,726
Shipments	2,288,899	1,548,535	781,329	776,379
Total Coal	65,629	94,202	93,496	85,938
Receipts	65,629	94,202	93,496	85,938
Shipments	0	0	0	0
Total Petroleum and Petroleum Products	602,444	448,417	370,808	478,811
Receipts	598,221	448,396	370,642	470,505
Shipments	4,223	21	166	26
Total Chemicals and Related Products	31,542	23,234	11,790	18,817
Receipts	30,719	22,962	11,722	18,527
Shipments	823	272	68	290
Total Crude Materials, Inedible (Except Fuels)	74,748	74,299	22,734	18,224
Receipts	55,990	46,194	18,653	14,145
Shipments	18,758	28,105	4,081	4,079
Total Primary Manufactured Goods	3,847,734	2,587,964	1,355,816	1,081,454
Receipts	1,952,700	1,313,664	680,691	550,696
Shipments	1,895,034	1,274,300	675,125	530,758
Total Food and Farm Products	365,483	264,064	143,216	292,360
Receipts	215,684	190,592	87,051	95,527
Shipments	149,799	73,472	56,165	196,833
Total All Manufactured Equipment, Machinery	637,814	459,504	132,910	129,656
Receipts	421,796	292,683	95,277	93,408
Shipments	216,018	166,821	37,633	36,248
Total Waste and Scrap, NEC	4,244	5,544	8,091	8,145
Receipts	0	0	0	0
Shipments	4,244	5,544	8,091	8,145
Unknown or NEC	244	637	597	0
Receipts	244	637	597	0
Shipments	0	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.

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: 2012

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	4.6	39	1980
Total	611	75.4	527	
Haleakala observatories:				
Mees Solar Observatory	0.5	0.51	2	1968
Haleakala Observatories Projects	NA	1.40	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	0.50	5	2005
Panoramic Survey Telescope And Rapid Response System (Pan-STARRS) PS1 @ LURE Observatory	35.0	3.20	9	2009
Haleakala Support Facilities	8.6	1.20	12	X
Total	304.7	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

	2008	2009	2010	2011	2012
Customers, Dec 31					
Total					
Maui Island	62,266	62,707	62,992	63,433	64,047
Moloka'i	3,151	3,146	3,127	3,164	3,198
Lāna'i	1,648	1,636	1,620	1,633	1,677
Maui County	67,065	67,489	67,739	68,230	68,922
Residential					
Maui Island	52,922	53,438	53,848	54,305	54,785
Moloka'i	2,590	2,589	2,596	2,611	2,643
Lāna'i	1,413	1,404	1,391	1,410	1,451
Maui County	56,925	57,431	57,835	58,326	58,879
Other					
Maui Island	9,344	9,269	9,144	9,128	9,262
Moloka'i	561	557	531	553	555
Lāna'i	235	232	229	223	226
Maui County	10,140	10,058	9,904	9,904	10,043
Generating and Firm Purchased Capability, Dec 31 (mW)					
Maui Island	262.3	262.3	262.3	262.3	262.3
Moloka'i	11.8	11.8	11.8	11.8	11.8
Lāna'i	9.3	10.1	10.1	10.1	10.1
Maui County	283.4	284.2	284.2	284.2	284.2
Peak Demand (mW)1					
Maui Island	194.4	199.9	199.4	194.1	194.8
Moloka'i	5.9	5.9	5.6	5.8	5.5
Lāna'i	5.2	4.7	4.8	4.7	4.6
Power Sold (1,000 kWh)					
Total					
Maui Island	1,176,505	1,134,313	1,135,141	1,125,556	1,090,179
Moloka'i	33,586	31,834	31,451	30,685	29,942
Lāna'i	29,138	26,097	24,967	24,785	24,712
Maui County	1,239,229	1,192,244	1,191,559	1,181,026	1,144,833
Residential					
Maui Island	414,006	408,068	403,908	398,869	377,209
Moloka'i	12,437	12,261	12,041	11,700	10,951
Lāna'i	8,120	7,614	7,377	7,358	7,186
Maui County	434,563	427,943	423,326	417,927	395,346
Other					
Maui Island	762,499	726,245	731,233	726,687	712,970
Moloka'i	21,149	19,573	19,410	18,985	18,991
Lāna'i	21,018	18,483	17,590	17,427	17,526
Maui County	804,666	764,301	768,233	763,099	749,487

7.1.2

CONTINUED

	2008	2009	2010	2011	2012
Average Annual Use, Dec 31 (kWh)					
Residential					
Maui Island	7,823	7,636	7,501	7,345	6,885
Moloka'i	4,802	4,736	4,638	4,481	4,143
Lāna'i	5,747	5,423	5,303	5,218	4,952
Other					
Maui Island	81,603	78,352	79,969	79,611	76,978
Moloka'i	37,699	35,140	36,554	34,332	34,217
Lāna'i	89,438	79,668	76,812	78,149	77,549
Average Rate (dollars per kWh)					
Residential					
Maui Island	0.37117	0.25553	0.29453	0.35774	0.38709
Moloka'i	0.43692	0.32102	0.35778	0.43025	0.46129
Lāna'i	0.44089	0.32598	0.37102	0.44049	0.46612
Other					
Maui Island	0.35394	0.23856	0.27890	0.34497	0.37238
Moloka'i	0.43307	0.32478	0.36182	0.43526	0.45633
Lāna'i	0.44362	0.33171	0.37470	0.44506	0.47129
Revenues (\$1,000)					
Total					
Maui Island	423,546	277,527	322,903	393,156	411,509
Moloka'i	14,593	10,293	11,331	13,298	13,718
Lāna'i	12,904	8,613	9,328	10,997	11,609
Maui County	451,043	296,433	343,562	417,451	436,836
Residential					
Maui Island	153,668	104,272	118,962	142,692	146,013
Moloka'i	5,434	3,936	4,308	5,034	5,052
Lāna'i	3,580	2,482	2,737	3,241	3,349
Maui County	162,682	110,690	126,007	150,967	154,414
Other					
Maui Island	269,878	173,255	203,941	250,464	265,496
Moloka'i	9,159	6,357	7,023	8,264	8,666
Lāna'i	9,324	6,131	6,591	7,756	8,260
Maui County	288,361	185,743	217,555	266,484	282,422

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 2008-2012.

7.1.3

GAS UTILITY STATISTICS, MAUI COUNTY

Excludes bottled gas

	2008	2009	2010	2011	2012
Island of Maui					
Customers, Dec. 31					
Residential	431	429	427	431	428
Other	82	84	86	86	88
Total	513	513	513	517	516
Gas Sold (1,000 therms)					
Residential	93	100	108	109	111
Other	681	660	769	749	777
Total	774	760	877	858	888
Average Annual Use (therms)					
Residential	216	233	252	252	259
Other	8,305	7,857	8,941	8,711	8,825
Average rate (dollar per therm)					
Residential	4.08602	3.58000	3.91045	4.30770	4.12958
Other	2.88399	2.23030	2.53368	2.91648	2.78814
Revenues (\$1,000)					
Residential	380	358	421	468	458
Other	1,964	1,472	1,948	2,185	2,165
Total	2,344	1,830	2,369	2,653	2,624
Islands of Moloka'i and Lāna'i¹					
Customers, Dec. 31					
Moloka'i	82	77	78	83	85
Lāna'i	9	16	17	22	20
Gas Sold (1,000 therms)					
Moloka'i	14	12	13	12	16
Lāna'i	1	1	1	1	2
Average Annual Use (therms)					
Moloka'i	171	156	163	145	184
Lāna'i	NA	63	75	65	115
Average rate (dollar per therm)					
Moloka'i	4.08602	4.25000	4.57941	4.94771	4.74503
Lāna'i	NA	6.00000	6.14759	6.70154	5.66075
Revenues (\$1,000)					
Moloka'i	61	51	58	60	74
Lāna'i	5	6	8	10	13

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

	2007	2008	2009	2010	2011
Coal	19.0	20.2	19.0	17.1	16.1
Natural gas	0.2	0.1	0.2	2.7	0.2
Petroleum					
Distillate fuel oil	54.1	33.0	35.6	27.5	36.8
Jet fuel	72.3	60.7	47.0	51.0	62.1
Liquefied petroleum gas	1.5	2.4	2.9	3.2	3.5
Motor gasoline	57.5	52.5	52.5	51.8	53.8
Residual fuel oil	102.6	78.4	78.2	76.7	73.6
Other	16.6	14.5	14.4	14.6	16.6
Total petroleum	304.6	241.5	230.7	238.6	246.2
Renewable Energy					
Hydroelectric	0.9	0.8	1.1	0.7	0.9
Wood and waste	8.0	8.6	8.4	7.5	NA
Ethanol fuel	1.7	3.2	3.6	4.3	NA
Geothermal	2.3	2.3	1.6	2.0	NA
Solar / Photovoltaic	1.9	2.4	2.8	3.5	NA
Wind	2.4	2.4	2.5	2.5	NA
Total renewable energy	17.1	19.7	20.0	20.6	23.5
	341.0	281.5	269.8	272.1	286.0
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

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	
				Number of Services							
Maui County	31,680	32,344	33,123	33,675	34,682	35,444	35,540	35,611	35,540	35,753	
Maui	30,102	30,751	31,510	32,045	33,032	33,789	33,876	33,947	33,876	34,090	
Moloka'i	1,578	1,593	1,613	1,630	1,650	1,655	1,664	1,664	1,664	1,663	
				Consumption (million gallons)							
Maui County	12,695	12,436	12,961	13,186	13,258	12,797	12,074	12,214	12,371	12,675	
Maui	12,357	12,105	12,644	12,883	12,961	12,510	11,794	11,916	12,089	12,410	
Moloka'i	338	331	317	303	297	287	280	298	282	265	

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	02/13	03/13	04/13	05/13	06/13	07/13	08/13	09/13	10/13	11/13	12/13	01/14	Previous 12 Months
Central Maui													
Groundwater-Īao	14,243	14,938	15,763	15,841	17,490	18,174	17,315	16,981	16,914	15,196	14,671	12,382	15,833
Īao Tunnel	1,371	1,375	1,425	1,503	1,453	1,465	1,493	1,461	1,443	1,455	1,468	1,311	1,436
Groundwater-Waihe'e	3,462	3,459	3,433	3,402	3,446	3,407	3,445	3,421	3,432	3,419	3,426	3,351	3,425
Kepaniwai	792	792	792	792	727	718	727	725	726	727	727	727	747
Maui Lani	1,157	1,156	1,146	1,109	706	999	1,125	633	836	1,123	981	920	991
Surface Water	815	886	1,176	963	1,113	1,148	837	1,500	1,623	982	1,432	1,326	1,152
Upcountry Maui													
Surface Water	5,496	4,787	6,350	6,067	6,606	6,843	6,458	7,340	7,291	5,284	5,119	4,208	5,987
Groundwater	925	1,577	1,567	1,540	1,074	1,749	1,809	2,061	1,840	2,013	2,037	1,171	1,619
West Maui													
Surface Water	3,447	3,155	2,929	3,326	3,211	3,181	3,650	2,478	3,247	3,419	3,173	2,953	3,263
Groundwater	1,537	1,951	2,509	2,021	2,485	2,811	2,388	2,427	2,570	2,138	2,152	2,075	2,260
East Maui													
Groundwater	356	367	368	368	371	402	440	423	437	439	463	471	409
Moloka'i													
Groundwater	855	792	923	921	986	1,058	1,026	1,052	973	859	774	690	909
Total Water Production	34,459	35,235	38,381	37,852	39,668	41,955	40,712	41,501	41,332	37,053	36,424	31,586	38,030

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 (Fiscal Year 2014)

Schedule A		Schedule B (meter size)	Per meter/ per month
Family Dwellings, 5/8" meters:			
0 - 5,000 gal	\$1.80	5/8 inch	\$15.00
5,001 - 15,000	\$3.35	3/4 inch	\$22.00
15,001 - 35,000	\$4.95	1 inch	\$35.00
Over 35,000	\$5.65	1 1/2 inch	\$68.00
Rates (all other)			
0 - 5,000 gal	\$1.80	2 inch	\$105.00
5,001 - 15,000	\$3.35	3 inch	\$195.00
Over 15,000	\$4.95	4 inch	\$320.00
Agricultural Rates:			
Over 15,000	\$1.15	6 inch	\$635.00
Non-potable Agricultural Rates			
All usage	\$1.15	8 inch	\$1,000.00

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

7.1.8

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

Year ending June 30, 2012

District	5/8"	3/4"	1"	1 1/2"	2"	3"	4"	6"	8"	Total
Regular Rates										
Wailuku	17,204	1,474	553	412	413	63	30	6	1	20,156
Makawao	8,669	318	181	74	27	14	3	1	0	9,287
Lahaina	2,688	234	132	126	122	27	9	2	0	3,340
Hāna	505	12	8	5	4	0	0	0	0	534
Moloka'i	1,537	45	32	16	18	1	0	1	0	1,650
Subtotal	30,603	2,083	906	633	584	105	42	10	1	34,967
Agricultural Meters										
Wailuku	29	9	8	5	3	2	1	0	0	57
Makawao	405	70	87	95	36	1	3	0	0	697
Lahaina	5	3	3	0	1	0	1	0	0	13
Hāna	8	0	2	0	0	0	0	0	0	10
Moloka'i	6	3	2	0	0	0	0	0	0	11
Subtotal	453	85	102	100	40	3	5	0	0	788
Total	31,056	2,168	1,008	733	624	108	47	10	1	35,755

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2012

7.1.9

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

Year ending June 30, 2012

	1,000 Gallons	Amount	Cost per 1,000 Gallons
Purchased From			
East Maui Irrigation	2,618,179	157,876	0.060
Wailuku Water Co.	483,192	247,627	0.512
Kapalua Land Co.	557,586	157,557	0.283
Hawaiian Home Lands	11,456	61,193	5.342
Total	3,670,413	624,254	0.170
District			
Wailuku	483,192	247,627	0.512
Kula	228,816	13,798	0.060
Makawao	2,383,992	143,755	0.060
Lahaina	557,586	157,557	0.283
Hāna	5,372	324	0.060
Moloka'i	11,456	61,193	5.342
Total	3,670,414	624,254	0.170
Other Water			
Wailuku- Wiku. Water Co.	393,047		
Wailuku- Hi. Land & Farming	1,828,655		
Total	2,221,702		

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2012

7.1.10

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

Year ending June 30, 2012

System	Services	Change from FY 2011	Consumption (1,000 gal)	Change from FY 2011 (1,000 gal)
Wailuku District				
Wailuku	5,793	(461)	1,293,019	35,111
Waihe'e	195	0	27,091	1,936
Waikapū	916	0	123,312	(3,528)
Wailuku Heights	487	(2)	84,280	2,177
Kahului	4,669	(371)	1,520,137	20,066
Pu'unēnē	14	3	54,902	13,073
Kīhei	6,770	831	4,087,815	170,833
Mā'alaea	45	0	99,826	11,735
Mākena	203	4	274,555	(12,349)
Pā'ia-Kū'au	907	6	150,162	(5,690)
Spreckelsville	204	10	71,762	681
Subtotal	20,203	20	7,786,861	234,045
Makawao District				
Kokomo-Kaupakalua	1,119	6	156,177	(8,173)
Kuiaha	301	7	50,839	(1,426)
Ha'ikū-Pa'uwela	842	4	128,666	(6,491)
Makawao	1,985	11	322,521	(3,897)
Pukalani	2,066	(16)	359,037	3,224
Hāli'imaile	199	(2)	34,125	(329)
Upper Kula	2,258	6	569,326	24,173
Lower Kula	1,099	4	846,066	62,037
'Ulupalakua-Kanaio	81	(2)	58,219	14,983
Kula Ag. Park	39	0	194,632	2,976
Subtotal	9,989	18	2,719,608	87,077
Lahaina District				
Lahaina	2,100	5	802,639	33,358
Honokōwai	449	(1)	502,007	(17,458)
'Alaeloa	793	3	537,071	(13,051)
Honokōhau	13	0	1,023	225
Subtotal	3,355	7	1,842,740	3,074
Moloka'i District				
Kawela-Kaunakakai	1,173	2	196,366	(14,664)
'Ualapu'e	0	(378)	58,232	(4,152)
Kala'e	379	270	9,940	1,409
Hālawa	111	111	0	0
Subtotal	1,663	5	264,538	(17,407)
Hāna District				
Hāna	395	6	47,798	(1,735)
Nāhiku	40	1	3,323	(288)
Ke'anae	87	(2)	8,053	(1,262)
Kaupō	21	0	1,702	535
Subtotal	543	5	60,876	(2,750)

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2012

7.1.11

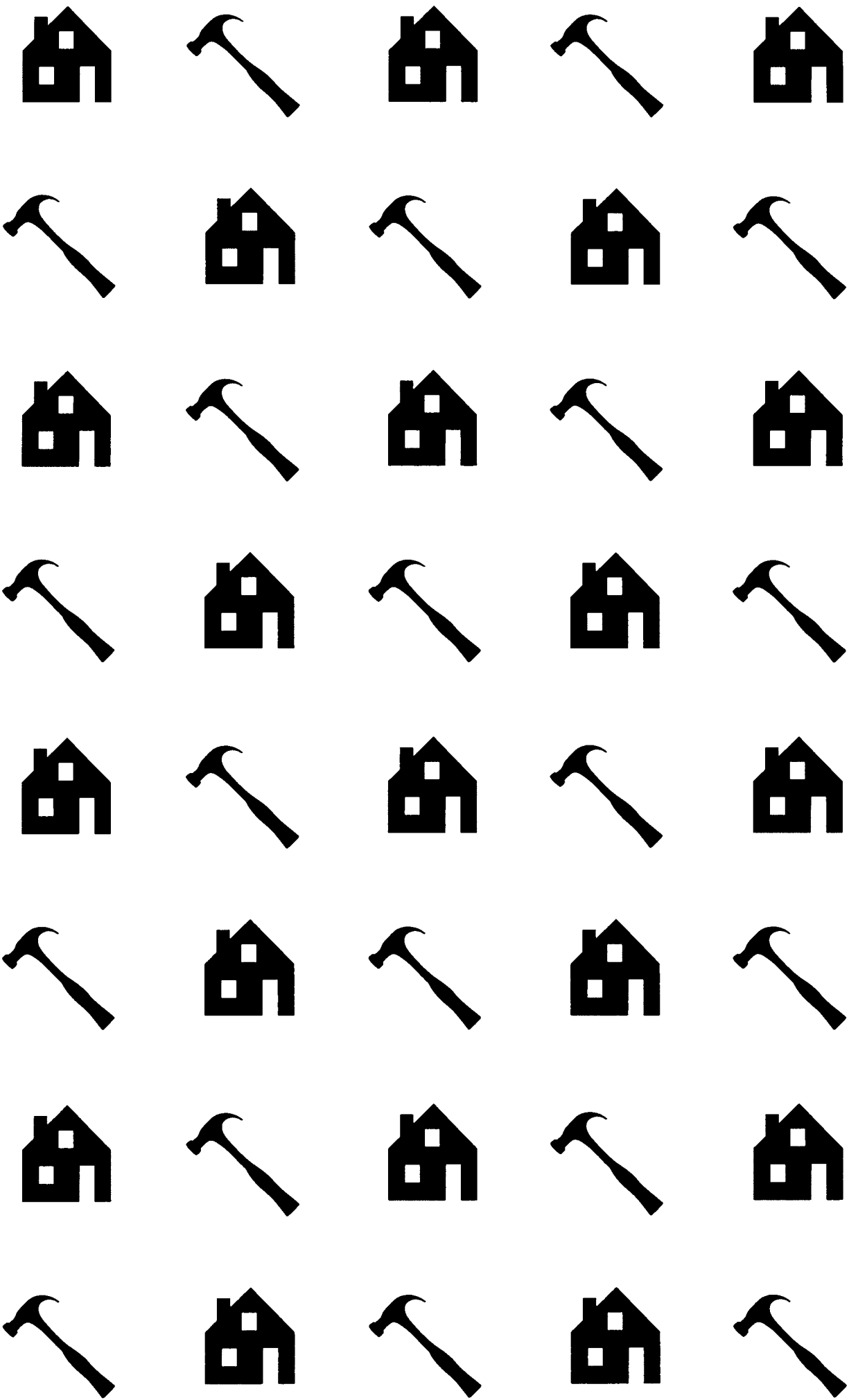
**MONTHLY WATER CONSUMPTION BY DISTRICT,
MAUI COUNTY**

Year ending June 30, 2012, in 1,000 gallons

Months	Total	Wailuku	Makawao	Kula	Lahaina	Moloka'i	Hāna
General							
July	964,757	829,425	2,963	96,987	1,062	34,135	185
August	1,270,555	741,041	171,753	12,372	325,986	9,548	9,855
September	734,625	574,592	2,224	113,364	1,139	43,095	211
October	968,485	459,829	178,725	2,735	316,973	1,741	8,482
November	965,276	829,814	3,020	90,817	305	41,065	255
December	1,104,550	645,657	143,076	12,657	292,391	2,755	8,014
January	647,467	517,261	2,315	90,503	163	37,215	10
February	882,071	429,650	146,477	2,263	291,150	3,454	9,077
March	846,150	728,614	2,647	79,080	294	35,437	78
April	928,739	474,830	145,211	12,430	284,437	3,328	8,503
May	820,429	684,421	2,687	95,349	36	37,925	11
June	1,189,368	690,344	165,861	11,942	305,908	5,130	10,183
Total General	11,322,472	7,605,478	966,959	620,499	1,819,844	254,828	54,864
Agricultural							
July	187,197	23,093	256	162,355	0	1,493	0
August	50,039	11,139	14,694	18,815	3,919	81	1,391
September	216,032	17,461	549	196,364	0	1,644	14
October	35,744	10,507	17,538	1,611	4,887	10	1,191
November	184,850	22,146	279	160,646	0	1,721	58
December	43,183	10,220	11,733	15,529	5,036	14	651
January	175,658	24,390	113	149,914	0	1,241	0
February	28,231	8,852	13,066	1,867	3,571	158	717
March	141,223	20,909	103	118,723	0	1,488	0
April	50,286	8,253	11,803	26,782	2,671	15	762
May	196,858	14,713	541	179,790	0	1,814	0
June	42,850	9,700	13,811	15,268	2,812	31	1,228
Total Agricultural	1,352,151	181,383	84,486	1,047,664	22,896	9,710	6,012
Grand Total	12,674,623	7,786,861	1,051,445	1,668,163	1,842,740	264,538	60,876

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2012

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 70,763 housing units on Maui of which around 52,120 (57.1%) are owner-occupied. There were 1,169 building permits issued in 2012.

8.1.1

NUMBER AND VALUE OF BUILDING PERMITS, MAUI COUNTY

Year	Number Issued	Estimated Value (\$1,000)
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
2012	1,169	366,994

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	2007	2008	2009	2010	2011	2012
Residential	302,401	276,188	103,630	81,594	68,913	114,290
Hotel	181,153	0	0	0	12,000	19,883
Non-residential	127,728	66,171	54,809	75,325	108,300	74,095
Additions and alterations	116,489	101,481	65,997	37,688	54,470	158,727

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

	2008	2009	2010	2011	2012
Authorized Housing Units (number)					
New single family units	527	273	210	196	246
New multi-family units	227	115	67	3	260
Total	754	388	277	199	506
Permit Value (\$)					
New single family units	110,418,556	62,789,622	49,727,615	43,935,794	57,279,962
New multi-family units	38,917,886	45,984,620	14,380,634	2,676,999	43,376,775
Total	149,336,442	108,774,242	64,108,249	46,612,793	100,656,737

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
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
2012	251	6	249	26

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

8.1.5

LOW INCOME RENTAL HOUSING AFFORDABILITY, BY COUNTY

	Maui	Honolulu	Hawai'i	Kaua'i	State
Housing Wage					
Hourly wage necessary to afford 2 bedroom FMR	\$25.29	\$35.25	\$20.08	\$32.40	\$32.14
Housing Cost					
2 bedroom FMR	\$1,315	\$1,833	\$1,044	\$1,685	\$1,671
Income needed to afford 2 bedroom FMR	\$52,600	\$73,320	\$41,760	\$67,400	\$66,853
Full-time jobs at minimum wage to afford 2 bedroom FMR	3.5	4.9	2.8	4.5	4.4
Area Median Income (AMI)					
Annual AMI	\$78,600	\$86,300	\$60,900	\$62,700	\$80,576
Rent affordable at AMI	\$1,965	\$2,158	\$1,523	\$1,568	\$2,014
30% of AMI	\$23,580	\$25,890	\$18,270	\$18,810	\$24,173
Rent affordable at 30% of AMI	\$590	\$647	\$457	\$470	\$604
Renter Households					
Number (2000 Census)	21,700	132,385	21,936	7,959	184,026
% of total households (2000)	42%	43%	34%	36%	41%
Estimated mean renter hourly wage (2006)	\$13.04	\$14.12	\$10.79	\$12.55	\$13.56
Rent affordable at mean wage	\$678	\$734	\$561	\$653	\$705
Full time jobs at mean renter wage to afford 2 br FMR	1.9	2.5	1.9	2.6	2.4

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

SOURCE: NATIONAL LOW INCOME HOUSING COALITION, OUT OF REACH 2013

8.1.6

PLANNED ADDITIONS TO AND SUBTRACTIONS FROM MAUI VISITOR INDUSTRY PLANT SUPPLY

Name of Facility	Planned Type	Planned Units	Estimated Completion
Maui Palms Expansion	Hotel	101	NA
Maui Lu Timeshare	Timeshare	400	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
Bed and Breakfasts	B&B	65	NA
Short-term rental homes	New Class	3	NA
Transient Vacation Rentals		13	NA

NA: Not Available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT SURVEY, 2013.

8.1.7

AVERAGE ANNUAL WAGES FOR CONSTRUCTION INDUSTRIES, MAUI COUNTY - 2012

Industry	Number of Establishments	Number of Employees	Total Wages	Average Annual Wages
Construction	549	2,954	\$175,416,000	\$59,386
Construction of Buildings	181	868	\$52,459,000	\$60,431
Residential	141	392	\$17,501,000	\$44,694
Nonresidential	40	477	\$34,958,000	\$73,364
Heavy and Civil Engineering Construction	34	404	\$35,029,000	\$86,670
Land Subdivision	13	NA	NA	NA
Highway, Street, and Bridge Construction	10	272	\$22,614,000	\$83,115
Specialty Trade Contractors	334	1,682	\$87,928,000	\$52,289
Building Foundation/Exterior Contractors	63	272	\$12,809,000	\$47,148
Building Equipment Contractors	119	808	\$46,148,000	\$57,108
Building Finishing Contractors	94	417	\$18,800,000	\$45,093
Other Specialty Trade Contractors	59	185	\$10,171,000	\$55,004

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	11	Lahaina	18	Kualapu'u	1
	Hāna	4	Makawao	17	Lāna'i City	2
	Kahului	8	Pā'ia	1		
	Kīhei	32	Wailuku	13		
	Kula	14	Kaunakakai	4		
Nonresidential Building						
	Ha'ikū	2	Kula	3	Wailuku	3
	Kahului	3	Lahaina	2	Kaunakakai	1
	Kīhei	3	Makawao	3		
Utility System Construction						
	Kahului	2	Kīhei	1	Wailuku	3
Land Subdivision						
	Kahului	2	Kula	1	Makawao	1
	Kihei	2	Lahaina	1	Wailuku	2
Heavy and Civil Engineering						
	Kīhei	2	Lahaina	1	Wailuku	1
Foundation, Structure, and Building Exterior						
	Ha'ikū	5	Kula	3	Pā'ia	1
	Kahului	7	Lahaina	4	Wailuku	10
	Kīhei	17	Makawao	5		
Building Equipment						
	Ha'ikū	12	Lahaina	7	Ho'olehua	1
	Kahului	16	Makawao	8	Kaunakakai	2
	Kīhei	18	Pā'ia	3		
	Kula	4	Wailuku	15		
Building Finishing						
	Ha'ikū	11	Kula	6	Pā'ia	3
	Kahului	7	Lahaina	11	Wailuku	21
	Kīhei	14	Makawao	11	Kaunakakai	1
Other Specialty Trade Contractors						
	Ha'ikū	3	Kula	2	Wailuku	2
	Kahului	2	Lahaina	1	Lāna'i City	1
	Kīhei	6	Makawao	1		

SOURCE: U.S. CENSUS BUREAU, ZIP CODE BUSINESS PATTERNS 2011

8.2.1

SUMMARY HOUSING CHARACTERISTICS, MAUI COUNTY, 2012

Characteristic	Number	Percent
Total Housing Units	70,763	100.0%
Median Number of Rooms	4.0	
Occupied Housing Units		
Structure built 1990 or later	23,710	33.5%
Structure built before 1940	2,090	3.0%
Lacking Complete Plumbing	848	1.6%
Lacking Complete Kitchen	1,323	2.5%
Lacking Telephone Service	1,737	3.3%
Moved into Unit After 1999	35,967	69.0%
Moved into Unit Before 1980	4,667	8.9%
Occupants per Room of 1.51 or more	2,552	4.9%
Owner-Occupied Units		
Median Value	478,900	
With a Mortgage	19,865	28.1%
Median monthly costs	2,324	
Monthly Costs Were 35% or more of income	8,701	12.3%
Not mortgaged	9,883	14.0%
Median monthly costs	\$434	
Renter-Occupied Units		
Median Gross Rent	\$1,241	
Rent was 35% or More of Income	8,771	12.4%

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2012

8.2.2

SELECTED HOUSING CHARACTERISTICS, MAUI COUNTY

Maui County	2009	2010	2011	2012
All Housing Units	66,679	70,510	71,213	70,763
Units in Structure				
1 unit, detached	36,528	39,504	41,660	39,572
1 unit, attached	1,975	3,580	4,771	5,772
2 to 4 units	6,713	7,967	5,911	6,617
5 to 9 units	5,596	5,304	4,629	4,191
10 or more units	15,727	14,155	3,276	14,532
Mobile home, boat, other	140	0	0	79
Median Number of Rooms	4.0	4.1	4.1	4
Occupied Housing Units	48,326	51,893	52,549	52,120
With 1.01 or more occupants/room	4,358	5,594	8,118	6,087
Vacant Housing Units	18,353	18,617	18,658	18,643
For seasonal use	5,891	9,956	7,212	6,323
Homeowner Vacancy Rate	1.2%	3.7%	0.8%	0.5%
Rental Vacancy Rate	32.0%	24.8%	22.5%	27.5%
Owner-Occupied Units				
Total	27,831	30,809	40,307	52,120
Percent of all Occupied Units	57.6%	59.4%	56.6%	57.1%
Average Household Size	3.20	3.16	3.3	3.19
Value of Owner Occupied Units				
Total units	27,831	30,809	40,307	52,120
Less than \$100,000 unit value	1,031	479	524	1,109
\$100,000 to \$199,999	744	1,910	2,459	2,501
\$200,000 to \$299,999	2,346	2,160	3,144	2,259
\$300,000 to \$499,999	6,781	7,046	12,576	10,316
\$500,000 to \$999,999	12,803	15,381	17,171	11,339
\$1 million or more	4,126	3,833	4,474	2,224
Median value	\$586,500	\$597,100	\$527,900	\$478,900
Renter-Occupied Units				
Total	20,495	21,084	30,906	22,372
Average Household Size	2.68	2.62	2.46	2.7
Gross Rent				
Total renters	18,954	18,894	21,138	20,306
Less than \$300 rent	699	583	254	469
\$300 to \$499	323	633	698	645
\$500 to \$749	2,109	1,695	1,924	1,651
\$750 to \$999	2,819	3,152	3,361	2,726
\$1,000 to \$1,499	6,329	5,569	9,089	7,377
\$1,500 or more	6,675	7,262	5,792	7,418
No cash rent	1,541	2,190	1,644	2,066
Median rent	\$1,307	\$1,287	\$1,173	\$1,241

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, ANNUALLY 2009-2012.

8.2.3

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

2012	Total Housing Units	Occupied Housing Units	Owner Occupied Units	Renter Occupied Units
Maui Island				
Haiku-Pauwela CDP	3,367	3,012	1,716	1,296
Hāli'imaile CDP	324	308	230	78
Hāna CDP	535	354	209	145
Kā'anapali CDP	1,999	552	458	94
Kahului CDP	7,480	6,721	3,809	2,912
Kapalua CDP	982	191	148	43
Kīhei CDP	12,259	8,302	3,986	4,316
Kula	2,938	2,627	1,363	1,264
Lahaina CDP	4,163	3,263	1,659	1,604
Ma'alaea CDP	655	268	191	77
Makawao CDP	2,689	2,528	1,285	1,243
Mākena CDP	132	52	39	13
Nāpili-Honokōwai CDP	4,739	2,647	1,090	1,557
Pā'ia CDP	1,007	790	498	292
Pukalani CDP	2,908	2,597	1,624	973
Waihe'e-Waiehū CDP	2,583	2,517	2,054	463
Waikapū CDP	908	818	648	170
Wailea CDP	6,029	2,853	1,863	990
Wailuku CDP	5,935	5,326	3,400	1,926
Moloka'i				
Kaunakakai CDP	1,552	1,272	698	574
Kualapu'u CDP	647	542	383	159
Maunaloa CDP	140	100	46	54
Lāna'i				
Lāna'i City CDP	1,371	1,040	599	441

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2008-2012

8.2.4

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

2012	All Housing Units	Vacant	VACANT HOUSING UNITS		
			Seasonal, Recreational or Occasional	Homeowner Vacancy Rate	Rental Vacancy Rate
Maui Island					
Haiku-Pauwela CDP	3,367	355	51	86	184
Hāli'imaile CDP	324	16	0	0	7
Hāna CDP	535	181	72	0	93
Kā'anapali CDP	1,999	1,447	907	26	492
Kahului CDP	7,480	759	243	77	56
Kapalua CDP	982	791	455	44	289
Kīhei CDP	12,259	3,957	2,282	98	948
Kula	2,938	311	59	32	208
Lahaina CDP	4,163	900	384	11	293
Ma'alaea CDP	655	387	187	10	176
Makawao CDP	2,689	161	74	30	28
Mākena CDP	132	80	4	0	41
Nāpili-Honokōwai CDP	4,739	2,092	1,275	53	627
Pā'ia CDP	1,007	217	80	0	95
Pukalani CDP	2,908	311	87	0	48
Waihe'e-Waiehū CDP	2,583	66	34	0	32
Waikapū CDP	908	90	38	31	15
Wailea CDP	6,029	3,176	1,433	97	1471
Wailuku CDP	5,935	609	209	106	147
Moloka'i					
Kaunakakai CDP	1,552	280	62	52	96
Kualapu'u CDP	647	105	8	0	29
Maunaloa CDP	140	40	19	3	14
Lāna'i					
Lāna'i City CDP	1,371	331	75	24	110

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2008-2012

8.2.5

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

2012	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	3,367	3,012	1,716	1,269	3.14	2.39
Hāli'imaile CDP	324	308	230	78	3.27	3.94
Hāna CDP	535	354	209	145	3.67	3.12
Kā'anapali CDP	1,999	552	458	94	2.21	1.90
Kahului CDP	7,480	6,721	3,809	2,912	4.00	3.20
Kapalua CDP	982	191	18	43	2.13	1.65
Kīhei CDP	12,259	8,302	3,986	4,316	2.79	2.41
Kula	2,938	2,627	1,363	1,264	2.63	2.61
Lahaina CDP	4,163	3,263	1,659	1,604	3.89	2.56
Ma'alaea CDP	655	268	191	77	1.74	1.45
Makawao CDP	2,689	2,528	1,285	1,243	2.74	2.89
Mākena CDP	132	52	39	13	4.97	1.31
Nāpili-Honokōwai CDP	4,739	2,647	1,090	1,557	3.00	1.85
Pā'ia CDP	1,007	790	498	292	3.32	2.29
Pukalani CDP	2,908	2,597	1,624	973	3.17	2.56
Waihe'e-Waiehū CDP	2,583	2,517	2,054	463	4.34	2.86
Waikapū CDP	908	818	648	170	3.40	3.51
Wailea CDP	6,029	2,853	1,863	990	2.33	2.00
Wailuku CDP	5,935	5,326	3,400	1,926	2.99	2.79
Moloka'i						
Kaunakakai CDP	1,552	1,272	698	574	2.82	2.22
Kualapu'u CDP	647	542	383	159	3.24	3.53
Maunaloa CDP	140	100	46	54	3.26	2.89
Lāna'i						
Lāna'i City CDP	1,371	1,040	599	441	3.18	3.41

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2008-2012

8.2.6

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

2012	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	1,716	28	18	119	283	1,039	229
Hāli'imaile CDP	230	0	3	32	95	95	5
Hāna CDP	209	0	4	22	73	92	18
Kā'anapali CDP	458	3	0	0	31	143	281
Kahului CDP	3,809	202	120	145	1,126	2,042	174
Kapalua CDP	148	0	0	4	9	44	91
Kīhei CDP	3,986	27	328	276	1,376	1,714	265
Kula	1,363	16	40	0	150	748	409
Lahaina CDP	1,659	51	63	129	318	905	193
Ma'alaea CDP	191	0	1	22	96	56	16
Makawao CDP	1,285	13	45	55	403	767	12
Mākena CDP	39	0	0	0	0	0	39
Nāpili-Honokōwai CDP	1,090	16	126	106	404	318	120
Pā'ia CDP	498	5	13	0	178	213	89
Pukalani CDP	1,624	15	54	0	287	1,229	39
Waihe'e-Waiehū CDP	2,054	62	165	176	617	959	75
Waikapū CDP	648	13	2	46	311	267	9
Wailea CDP	1,863	29	55	97	159	802	721
Wailuku CDP	3,400	86	240	282	1,056	1,609	127
Moloka'i							
Kaunakakai CDP	698	11	77	244	244	76	46
Kualapū'u CDP	383	69	117	68	83	40	6
Maunaloa CDP	46	0	18	28	0	0	0
Lāna'i							
Lāna'i City CDP	599	27	43	71	311	136	11

SOURCE: U.S. CENSUS BUREAU, 2008-2012 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.7

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

2012	Total Rentals	Under 20%	20% to 24.9%	25% to 29.9%	30% to 34.9 %	Over 34%	Not Computed
Maui Island							
Haiku-Pauwela CDP	1,146	129	69	115	59	774	150
Hāli'imaile CDP	75	11	11	27	0	26	3
Hāna CDP	90	12	10	19	20	29	55
Kā'anapali CDP	48	8	3	29	4	4	46
Kahului CDP	2,575	709	195	494	248	929	337
Kapalua CDP	29	3	10	0	4	12	14
Kīhei CDP	4,157	451	677	371	537	2,121	159
Kula	1,118	196	157	66	133	566	146
Lahaina CDP	1,533	334	162	173	160	704	71
Ma'ālaea CDP	60	20	2	6	15	17	17
Makawao CDP	1,201	96	91	155	140	719	42
Mākena CDP	0	0	0	0	0	0	0
Nāpili-Honokōwai CDP	1,514	287	318	275	148	486	43
Pā'ia CDP	266	53	48	10	32	123	26
Pukalani CDP	882	281	203	145	9	244	91
Waihe'e-Waiehū CDP	354	64	34	37	39	180	109
Waikapū CDP	162	36	17	17	18	74	8
Wailea CDP	890	149	60	108	90	483	100
Wailuku CDP	1,771	365	255	174	160	817	155
Moloka'i							
Kaunakakai CDP	423	85	88	56	25	169	151
Kualapu'u CDP	128	27	0	7	5	89	31
Maunaloa CDP	46	14	8	2	0	22	8
Lāna'i							
Lāna'i City CDP	414	206	75	58	22	53	27

SOURCE: U.S. CENSUS BUREAU, 2008-2012 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.8

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

2012	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	1,146	0	0	80	192	452	422
Hāli'imaile CDP	75	0	0	0	11	40	24
Hāna CDP	90	0	0	28	18	24	20
Kā'anapali CDP	52	0	0	0	0	9	43
Kahului CDP	2,623	193	110	354	535	1006	425
Kapalua CDP	29	0	0	10	1	0	18
Kihei CDP	4,177	9	28	72	464	1,383	2,221
Kula	1,140	14	0	0	158	441	527
Lahaina CDP	1,533	77	47	144	425	484	356
Ma'alaea CDP	60	0	0	0	0	29	31
Makawao CDP	1,201	0	43	57	143	527	431
Mākena CDP	0	0	0	0	0	0	0
Nāpili-Honokōwai CDP	1,528	28	0	29	217	783	471
Pā'ia CDP	266	10	8	16	49	59	124
Pukalani CDP	882	0	0	48	101	386	347
Waihe'e-Waiehū CDP	374	0	115	0	19	145	95
Waikapū CDP	162	0	5	0	28	31	98
Wailea CDP	905	0	0	45	90	132	638
Wailuku CDP	1,796	19	43	344	299	465	626
Moloka'i							
Kaunakakai CDP	423	36	92	66	41	93	95
Kualapu'u CDP	128	6	3	2	19	49	49
Maunaloa CDP	51	0	3	19	22	7	0
Lāna'i							
Lāna'i City CDP	414	9	28	94	74	156	53

1. Includes no cash rent.

SOURCE: U.S. CENSUS BUREAU, 2008-2012 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.9

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

	2009	2010	2011	2012
Owner				
Housing Units with a mortgage	19,750	22,576	20,927	19,865
Less than 20% of income	4,514	3,973	4,861	3,841
20% to 24.9%	2,609	2,551	2,975	2,274
25% to 29.9%	2,065	2,754	2,066	2,565
30% to 34.9%	2,257	1,987	1,651	2,467
35% or more	8,305	11,311	9,318	8,701
Not computed	283	176	56	17
Median mortgage (dollars)	\$2,199	\$2,479	\$2,309	\$2,325
Renter				
Renter-occupied units	18,596	18,710	20,961	20,306
Less than 15% of income	1,618	1,235	1,736	1,280
15% to 19.9%	2,391	1,759	2,237	2,277
20% to 24.9%	2,805	2,488	2,609	3,190
25% to 29.9%	1,814	2,619	2,189	2,911
30% to 34.9%	2,165	1,815	1,643	1,638
35% or more	7,803	8,794	10,547	8,771
Not computed	1,899	2,374	1,821	2,305
Median rent (dollars)	\$1,307	\$1,287	\$1,173	\$1,241

SOURCE: U.S. CENSUS BUREAU, SELECTED HOUSING CHARACTERISTICS, ANNUALLY 2009-2012.

8.2.10

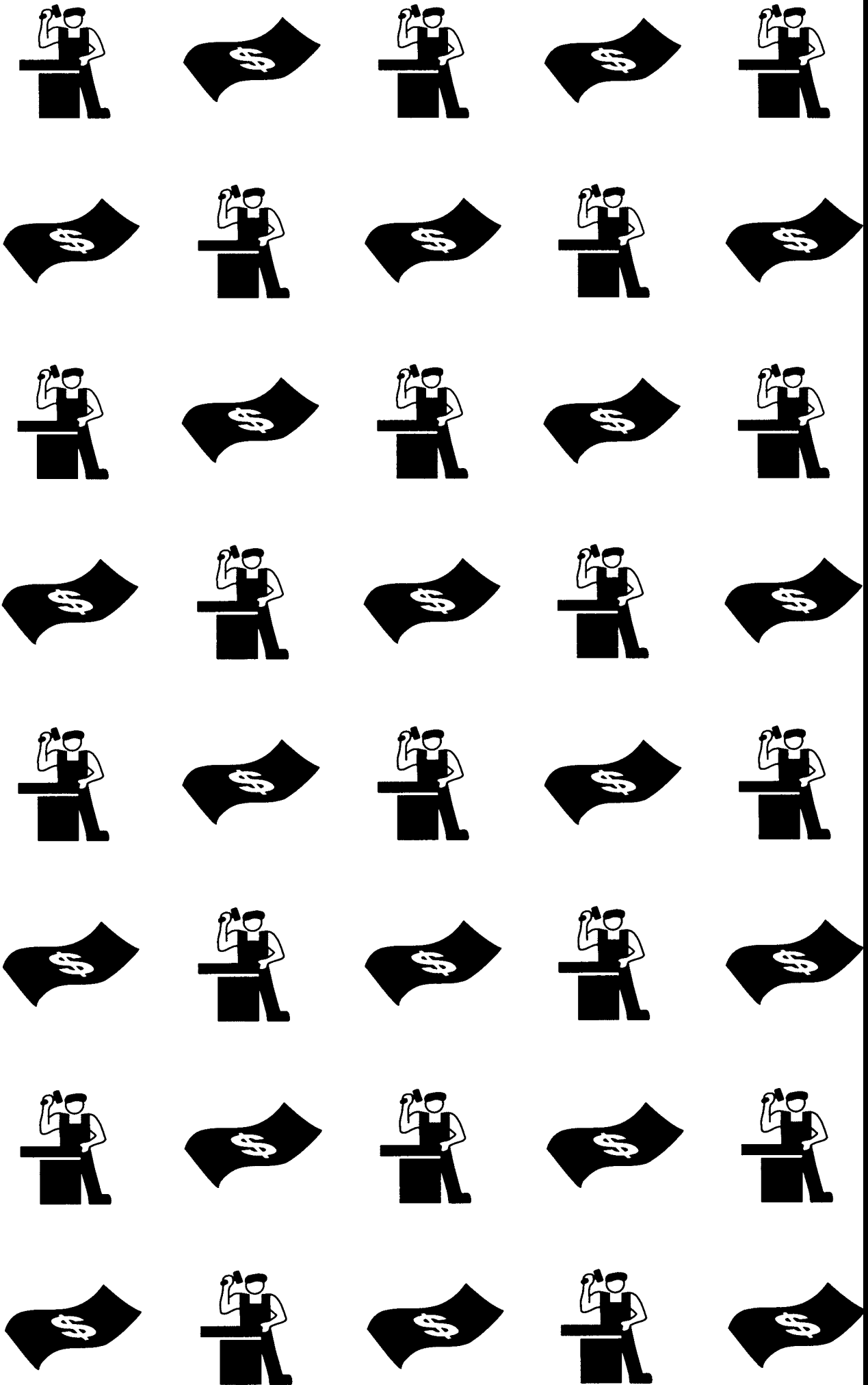
FORECLOSURE FILINGS BY JUDICIAL CIRCUIT

Year	Maui County ¹	Hawai'i County	Kaua'i County	City and County of Honolulu ¹	State Total
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
2009	386	488	140	786	1,800
2010	280	316	93	611	1,300
2011	571	750	165	1,171	2,657
2012	678	860	145	1,505	3,188
2013	728	961	229	1,504	3,422

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, 2013

	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	2009	2010	2011	2012	2013
Hāna	\$5,385	\$5,108	5,016	5,671	5,808
Kahului	763,513	741,668	782,902	840,177	902,230
Kīhei	343,697	387,947	388,509	455,817	486,548
Lahaina	336,723	351,376	372,786	405,335	423,124
Makawao/Pukalani	165,745	164,076	171,161	181,481	195,587
Pā'ia	43,885	45,901	51,144	52,513	58,842
Wailuku	334,164	310,379	304,456	417,981	344,756
Kaunakakai	61,895	61,076	61,772	64,326	85,235
Lāna'i City	34,606	29,336	27,995	26,963	31,465
Total	\$2,089,613	\$2,096,867	\$2,165,741	\$2,450,264	\$2,533,595

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 2013

Name	Location	Assets (\$)	Loans (\$)	Members
First Hawaiian Homes	Ho'olehua	\$3,255,240	\$1,548,781	1,338
Kahului	Kahului	\$56,606,097	\$23,556,683	4,886
Kula Community	Kahului	\$41,243,144	\$12,795,281	2,589
Lāna'i	Lāna'i City	\$25,967,822	\$1,109,084	1,852
Maui	Kahului	\$59,622,235	\$15,807,184	5,287
Maui County	Wailuku	\$243,349,333	\$133,556,308	14,338
Maui Teachers	Wailuku	\$33,934,869	\$5,201,396	1,751
Moloka'i Community	Kaunakakai	\$19,506,745	\$8,310,496	3,904
Valley Isle Community	Kahului	\$106,210,863	\$33,597,093	12,668
Wailuku	Wailuku	\$41,533,330	\$27,123,163	3,836
West Maui Community	Lahaina	\$34,449,330	\$2,619,994	2,649
Maui County Total		\$665,679,008	\$265,225,463	55,098

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, FINANCIAL PERFORMANCE REPORTS

9.1.4

FEDERAL CREDIT UNION CHARACTERISTICS, MAUI COUNTY

	2009	2010	2011	2012
Number of credit unions	12	11	11	11
Total members	55,410	55,914	55,937	55,771
Total assets	\$640,902,399	\$640,799,313	\$640,240,870	\$649,594,050
Total shares and deposits	\$537,561,342	\$466,082,986	\$459,647,684	\$561,893,863
Number of shares & deposit accounts	89,364	77,481	76,411	80,280
Total loans	\$330,231,131	\$312,246,610	\$307,935,358	\$289,805,889
Number of loans	15,992	15,121	14,912	19,437

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, CALL REPORT DATA FILES UNDER FOIA (FINAL), DECEMBER 2009-2012.

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					
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
2012	77,500	83,400	32,700	458,000	651,600
Employed					
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
2012	72,600	76,450	30,300	434,350	613,650
Unemployed					
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
2012	4,900	6,950	2,400	23,650	37,900
Percent Unemployed					
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
2012	6.3	8.3	7.4	5.2	5.8

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				
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
2012	73,550	2,500	1,450	77,500
Employment				
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
2012	69,050	2,150	1,400	72,600

9.2.2

CONTINUED

	Maui	Moloka'i	Lāna'i	Maui County
Unemployment				
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
2012	4,500	350	50	4,900
Percent Unemployed				
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
2012	6.1	14.0	2.5	6.3

*: Data is less than 50

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

9.2.3

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

Race and Sex, 2012	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, 2012	Maui	Moloka'i	Lāna'i	County
TOTAL NONAGRICULTURAL	64,800	1,600	1300	67,700
Total Private	55,800	1,100	1100	58,000
Goods Producing	3,900	*	*	3,900
Nat. Resources & Mining & Construction	2,900	*	*	2,900
Special Trade Contractors	1,600	*	*	1,600
Manufacturing	1,100	*	0	1,100
Durable Goods	300	*	0	300
Non-Durable Goods	800	*	0	800
Service-Providing	60,900	1,500	1300	63,800
Private Service-Providing	51,900	1,000	1100	54,100
Trade, Transportation & Utilities	13,500	300	100	13,900
Wholesale Trade	1,400	*	*	1,400
Retail Trade	8,500	200	100	8,800
Food & Beverage Stores	1,900	100	*	2,100
Grocery Stores	1,800	*	*	1,900
Clothing & Clothing Accessories Stores	1,500	*	*	1,500
General Merchandise	1,500	*	*	1,500
Department Stores	1,000	*	*	1,000
Transportation, Warehousing & Utilities	3,600	100	*	3,700
Air Transportation	500	*	*	600
Information	600	*	*	600
Telecommunications	200	*	*	200
Financial Activities	2,400	*	100	2,500
Finance & Insurance	800	*	*	800
Professional & Business Services	6,200	*	200	6,300
Professional, Scientific & Tech. Svcs.	1,400	*	*	1,400
Administrative & Support & Waste Management & Remediation Services	4,600	*	*	4,600
Education & Health Services	5,700	300	*	6,100
Education Services	1,000	*	*	1,000
Health Care & Social Assistance	4,700	300	*	5,100
Leisure and Hospitality	20,900	200	700	21,700
Accommodation & Food Services	19,100	200	700	19,900
Accommodation	10,700	100	600	11,400
Food Services and Drinking Places	8,400	100	*	8,600
Full-Service Restaurants	6,000	*	*	6,100
Other Services	2,800	100	*	2,900
Government	9,000	500	200	9,700
Federal Government	800	*	*	900
Department of Defense	*	*	*	*
State Government	5,800	300	100	6,200
State Education (DOE & UH)	2,900	100	100	3,200
Local Government	2,400	100	*	2,600
AGRICULTURE	NA	NA	NA	NA

* 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		Annual Wage (Statewide)
		Estimated Employees	Annual Mean Wage	
1	Retail Salespersons	3,230	\$26,590	\$26,930
2	Waiters and Waitresses	2,820	\$33,144	\$26,280
3	Maids and Housekeeping Cleaners	2,790	\$31,418	\$30,900
4	Cashiers	2,330	\$24,709	\$22,810
5	Landscaping & Groundskeeping	1,720	\$31,946	\$29,740
6	Cooks, Restaurant	1,500	\$34,828	\$29,200
7	Janitors and Cleaners (except Maids)	1,330	\$28,301	\$25,710
8	Office Clerks, General	1,310	\$31,248	\$30,650
9	Maintenance and Repair Workers	1,270	\$41,928	\$41,560
10	General and Operations Managers	1,120	\$88,903	\$98,730

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

9.2.6

INCOME FOR HOUSEHOLDS AND FAMILIES, MAUI COUNTY

Income (in Inflation-Adjusted Dollars) ¹	2011		2012	
	Households	Families	Households	Families
Total number	52,549	36,489	52,120	34,861
Less than \$10,000	3,143	996	2,492	1,027
\$10,000 to \$14,999	1,823	951	2,584	1,202
\$15,000 to \$24,999	4,879	2,495	4,523	2,288
\$25,000 to \$34,999	4,461	2,780	3,511	2,182
\$35,000 to \$49,999	7,390	4,440	7,758	5,060
\$50,000 to \$74,999	10,132	7,578	10,810	6,728
\$75,000 to \$99,999	7,318	5,875	7,632	5,792
\$100,000 to \$149,999	7,435	6,584	7,908	6,420
\$150,000 to \$199,999	2,817	2,178	2,476	2,109
\$200,000 or more	3,151	2,612	2,426	2,053
Median income	\$60,147	\$72,843	\$61,207	\$71,311
Mean income	\$79,916	\$91,395	\$78,500	\$88,115

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
	2010	2020	Change	Change	Growth
Total Employment, All Jobs	73,660	84,760	11,110	15.1%	1.5%
Goods-Producing	5,350	6,170	820	15.4%	1.5%
Natural Resources & Mining	1,660	1,580	-80	-5.1%	-0.5%
Agriculture, Forestry, Fishing & Hunting	1,640	1,550	-90	-5.4%	-0.5%
Construction	2,700	3,510	810	30.2%	3.0%
Manufacturing	990	1,090	90	9.4%	0.9%
Services-Providing	60,530	70,250	9,720	16.1%	1.6%
Trade, Transportation, & Utilities	13,140	15,680	2,550	19.4%	1.9%
Wholesale Trade	1,430	1,720	290	20.1%	2.0%
Retail Trade	8,760	9,920	1,160	13.2%	1.3%
Transportation & Warehousing	2,510	3,560	1,050	41.9%	4.2%
Utilities	440	480	50	10.5%	1.1%
Information	740	710	-30	-4.1%	-0.4%
Financial Activities	2,430	2,740	310	12.8%	1.3%
Finance & Insurance	820	870	50	6.0%	0.6%
Real Estate & Rental & Leasing	1,610	1,870	260	16.4%	1.6%
Professional & Business Services	6,210	7,630	1,420	22.8%	2.3%
Professional, Scientific, & Technical Services	1,380	1,660	280	20.1%	2.0%
Management of Companies & Enterprises	300	470	170	54.5%	5.4%
Administrative & Support & Waste Management	4,530	5,500	970	21.5%	2.1%
Education & Health Services	10,780	12,380	1,600	14.9%	1.5%
Educational Services	4,270	4,860	590	13.9%	1.4%
Health Care & Social Assistance	6,510	7,520	1,010	15.5%	1.5%
Leisure & Hospitality	19,660	22,890	3,230	16.4%	1.6%
Arts, Entertainment, & Recreation	1,790	2,150	370	20.7%	2.1%
Accommodation & Food Services	17,880	20,740	2,860	16.0%	1.6%
Accommodation	10,350	11,710	1,350	13.1%	1.3%
Food Services & Drinking Places	7,520	9,030	1,510	20.1%	2.0%
Other Services (Except Government)	2,580	2,970	390	15.1%	1.5%
Government	4,990	5,250	260	5.2%	0.5%
Total Self-Employed & Unpaid Family Workers	7,770	8,340	570	7.3%	0.7%

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 2012

All Claimants

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Total	1,508	100.0	118	100.0
Sex				
Male	941	62.4	66	55.9
Female	568	37.7	52	44.1
Industry				
State	35	2.3	10	8.5
County	1	0.1	0	0.0
Agriculture	35	2.3	22	18.6
Mining	0	0.0	0	0.0
Utilities	2	0.1	0	0.0
Construction	359	23.8	15	12.7
Manufacturing	18	1.3	1	0.8
Wholesale	14	0.9	1	0.8
Retail Trades	104	6.9	7	5.9
Transportation/Warehousing	69	4.6	9	7.6
Information	14	0.9	1	0.8
Finance/Insurance	13	0.9	0	0.0
Real Estate/Rental	33	2.2	2	1.7
Professional/Science/Tech.	41	2.7	1	0.8
Management	2	0.1	0	0.0
Admin/Waste Management	206	13.7	12	10.2
Education	7	0.5	0	0.0
Health/Social Asst.	64	4.2	12	10.2
Arts/Entertainment	36	2.4	0	0.0
Accommodation/Food Serv.	261	17.3	15	12.7
Other Services	56	3.7	2	1.7
Public Administration	0	0.0	0	0.0
Info. Not Available	139	9.2	10	8.5
Age				
Under 22	24	1.6	4	3.4
22 to 24	61	4.0	8	6.8
25 to 34	354	23.5	24	20.3
35 to 44	346	22.9	28	23.7
45 to 54	368	24.4	26	22.0
55 to 64	284	18.8	20	16.9
65 and over	71	4.7	8	6.8
Duration				
1 to 4 weeks	530	35.1	39	33.1
5 to 14 weeks	545	36.1	48	40.7
15 and over	434	28.8	32	27.1

9.3.1

CONTINUED

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Occupation				
Management	103	6.8	3	2.5
Business/Finance	21	1.4	0	0.0
Computer/Math	7	0.5	0	0.0
Architecture/Engineer	6	0.4	0	0.0
Life/Physical/Social Science	8	0.5	1	0.8
Community/Social Serv.	18	1.2	3	2.5
Legal	3	0.2	0	0.0
Education/Training/Library	36	2.4	8	6.8
Arts/Entertainment	19	1.3	1	8.0
Health Practitioner/Tech.	16	1.1	1	8.0
Healthcare Support	19	1.3	3	2.5
Protective Services	18	1.2	1	0.8
Food Prep/Serving	180	11.9	15	12.7
Building/Grounds Maint.	65	4.3	5	4.2
Personal Care/Service	49	3.2	1	0.8
Sales	129	8.6	6	5.1
Office/Admin. Support	172	11.4	12	10.2
Farm/Fishing/Forestry	48	3.2	21	17.8
Construction	426	28.2	20	16.9
Installation/Repair	32	2.1	2	1.7
Production	27	1.8	4	3.4
Transportation/Moving	68	4.5	9	7.6
Info. Not Available	42	2.8	4	3.4
Ethnicity				
American Indian	9	0.6	1	0.8
Chinese	14	0.9	1	0.8
Filipino	242	16.0	12	10.2
Japanese	80	5.3	1	0.8
Other Asian	13	0.9	2	1.7
Black	20	1.3	1	0.8
Hawaiian	266	17.6	65	55.1
Other Pacific Islander	44	2.9	2	1.7
White & Latino	613	40.6	8	6.8
Other	208	13.8	27	22.9
Info. Not Available	0	0.0	0	0.0

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, CHARACTERISTICS OF THE INSURED UNEMPLOYED 2012.

9.3.2

LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS, MAUI COUNTY

LABOR FORCE STATUS	2009	2010	2011	2012
Persons 16 Years and Over	115,397	122,882	125,006	126,547
In labor force	83,994	85,675	85,785	86,765
Civilian labor force	83,994	85,286	85,693	86,269
Employed	77,860	73,905	78,152	79,258
Unemployed	6,134	11,381	7,541	7,011
Armed forces	0	389	92	496
Not in labor force	31,403	37,207	39,221	39,782
Males 16 years and over	57,890	61,537	62,399	63,232
In labor force	46,289	44,094	45,782	44,551
Civilian labor force	46,289	43,761	45,690	44,193
Employed	42,625	36,944	41,121	40,151
Unemployed	3,664	6,817	4,569	4,042
Armed forces	0	333	92	496
Not in labor force	11,601	17,443	16,617	18,681
Females 16 years and over	57,507	61,345	62,607	63,315
In labor force	37,705	41,581	40,003	42,214
Civilian labor force	37,705	41,525	40,003	42,076
Employed	35,235	36,961	37,031	39,107
Unemployed	2,470	4,564	2,972	2,969
Armed forces	0	56	0	0
Not in labor force	19,802	19,764	22,604	21,101

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2009-2012.

9.3.3

LABOR FORCE STATUS, BY CENSUS DESIGNATED PLACE, MAUI COUNTY, 2012

Census Designated Place	Total:	Armed forces	CIVILIAN LABOR FORCE				
			Not in labor force	Total	Em- ployed	Unem- ployed	% Unem- ployed
Maui Island							
Haiku-Pauwela CDP	6,408	29	2,062	4,317	3,841	476	11.0%
Hāli'imaile CDP	854	0	222	632	572	60	9.5%
Hāna CDP	893	0	306	587	525	62	10.6%
Kā'anapali CDP	1031	0	491	540	502	38	7.0%
Kahului CDP	20,711	0	7,274	13,437	13,168	1269	9.4%
Kapalua CDP	360	0	202	158	149	9	5.7%
Kīhei CDP	17,428	52	4,468	12,908	12,004	904	7.0%
Kula CDP	5,649	0	1,585	4,064	3,872	192	4.7%
Lahaina CDP	8,792	27	2,075	6,690	6,248	442	6.6%
Ma'alaea CDP	429	0	230	199	191	8	4.0%
Makawao CDP	5,404	20	1,443	3,941	3,454	487	12.4%
Mākena CDP	122	0	72	50	50	0	0.0%
Nāpili-Honokōwai CDP	4,975	0	784	4,191	3,987	204	4.9%
Pā'ia CDP	2,059	0	70	1,356	1,286	70	5.2%
Pukalani CDP	6,133	6	1,590	4,537	4,340	197	4.3%
Waihe'e-Waiehū CDP	7,940	29	1,990	5,921	5,360	561	9.5%
Waikapū CDP	2,049	5	436	1,608	1,511	97	6.0%
Wailea CDP	5,359	13	1,981	3,365	3,184	181	5.4%
Wailuku CDP	12,255	39	3,716	8,500	7,640	860	10.1%
Moloka'i							
Kaunakakai CDP	2,556	0	1,124	1,432	1,284	148	10.3%
Kualapu'u CDP	1,332	0	456	876	740	136	15.5%
Maunaloa CDP	232	0	72	160	111	49	30.6%
Lāna'i							
Lāna'i City CDP	2,582	12	795	1,775	1,604	171	9.6%

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2008-2012 5-YEAR ESTIMATES.

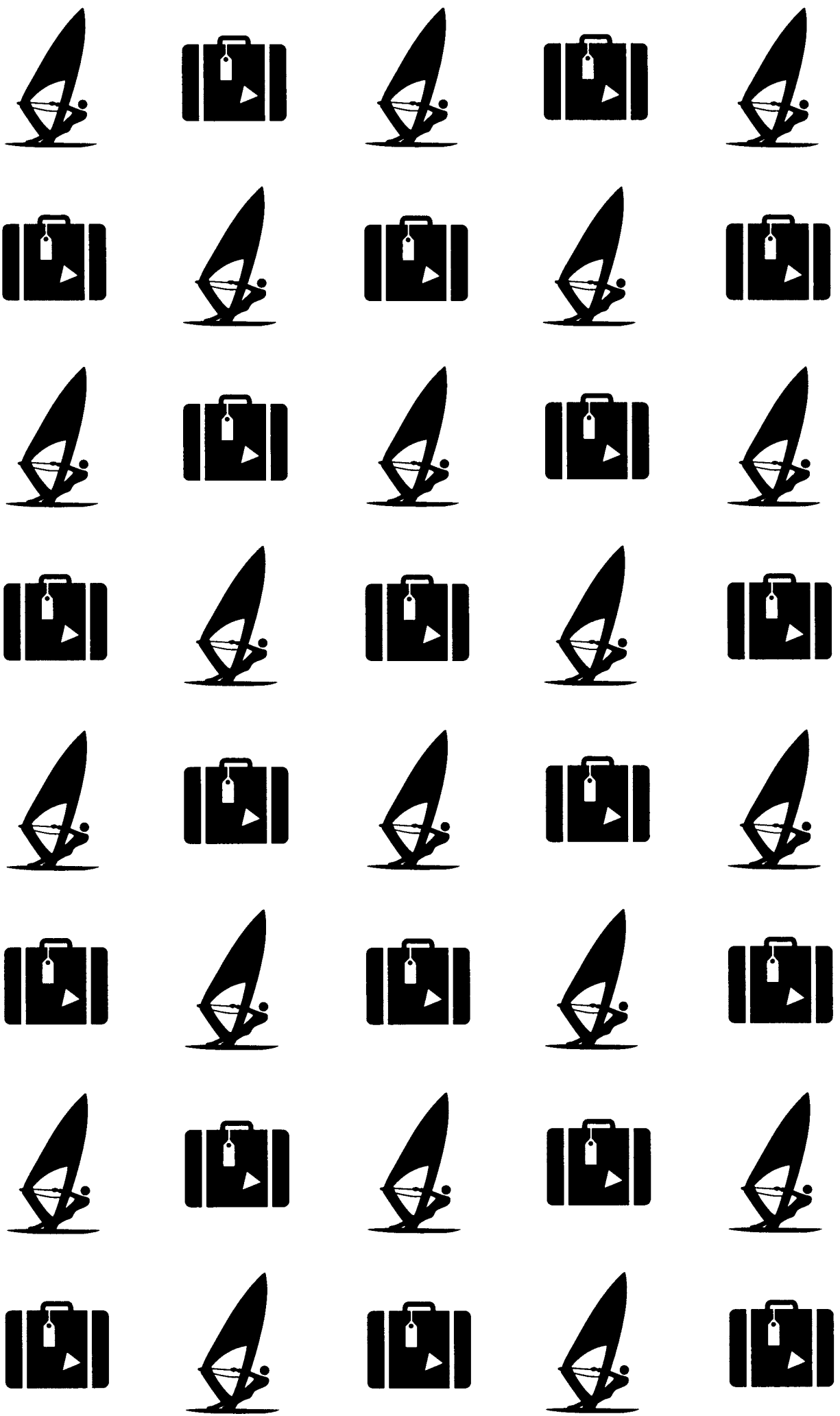
9.3.4

**WORKERS' COMPENSATION STATISTICS,
MAUI COUNTY**

	2008	2009	2010	2011	2012
Maui					
Reported	3,477	2,902	2,740	2,740	2,885
Processed	6,439	5,575	5,125	5,222	5,049
With cost	5,013	4,265	3,841	3,880	3,544
Cost	\$31,761,600	\$32,164,840	\$30,878,177	\$29,981,637	\$27,064,371
Days Lost	114,849	107,457	110,868	109,881	92,235
Moloka'i					
Reported	82	75	73	77	73
Processed	165	153	160	166	147
With cost	120	109	117	113	94
Cost	\$472,590	\$731,912	\$611,853	\$1,006,360	\$577,228
Days Lost	1,484	3,047	3,061	4,401	2,509
Lāna'i					
Reported	116	94	83	89	101
Processed	193	166	148	148	158
With cost	150	129	104	72	97
Cost	\$849,870	\$1,178,183	\$837,964	\$544,632	\$627,604
Days Lost	3,095	5,292	3,957	1,748	2,323

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

2012	Maui	Moloka'i	Lāna'i	Maui County
All Visitors				
January	190,324	4,993	6,356	194,305
February	185,220	4,611	6,055	189,302
March	215,132	4,361	6,582	218,946
April	186,611	4,841	6,319	190,129
May	172,117	4,295	5,639	175,563
June	206,947	4,169	6,459	210,670
July	213,700	4,683	6,138	217,404
August	204,669	4,036	6,593	207,928
September	163,167	4,125	5,545	166,745
October	178,430	4,106	5,213	181,629
November	182,443	4,069	5,317	185,653
December	210,434	5,033	6,434	215,055
Total	2,309,194	53,323	72,649	2,353,329
Domestic Visitors				
January	146,290	3,981	4,887	149,626
February	144,420	3,831	5,148	148,070
March	168,377	3,533	5,327	171,797
April	152,916	3,142	4,702	155,948
May	150,719	3,168	4,126	153,294
June	177,586	3,464	5,405	181,008
July	188,181	3,835	5,286	191,324
August	178,017	3,342	5,265	181,015
September	135,321	3,131	4,572	138,233
October	152,907	3,368	4,597	155,685
November	152,005	3,079	4,308	154,801
December	167,968	3,867	5,255	171,916
Total	1,914,706	41,740	58,877	1,952,718
International Visitors				
January	44,034	1,012	1,468	44,679
February	40,801	780	907	41,233
March	46,755	828	1,255	47,150
April	33,694	1,699	1,618	34,180
May	21,398	1,128	1,513	22,268
June	29,360	705	1,054	29,662
July	25,520	849	852	26,080
August	26,653	695	1,328	26,913
September	27,846	993	972	28,512
October	25,523	739	616	25,944
November	30,437	990	1,009	30,852
December	42,466	1,166	1,179	43,139
Total	394,488	11,583	13,772	400,611

SOURCE: HAWAII TOURISM AUTHORITY

10.1.2

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

Arrivals by Air

	2008	2009	2010	2011	2012
Length of Stay (days)					
All Visitors					
Maui	7.83	8.03	8.07	8.09	8.08
Moloka'i	4.42	4.88	4.88	4.63	4.85
Lāna'i	3.50	3.64	3.62	3.52	3.62
Domestic					
Maui	8.01	8.10	8.16	8.23	8.22
Moloka'i	5.19	5.29	5.45	5.20	5.46
Lāna'i	3.92	3.91	3.94	3.87	3.94
International					
Maui	6.68	7.49	7.53	7.34	7.42
Moloka'i	2.20	2.57	2.13	2.45	2.67
Lāna'i	1.63	1.96	1.97	1.87	2.23
Average Daily Census (people)					
All Visitors					
Maui	44,433	41,608	46,263	48,055	50,976
Moloka'i	831	647	672	704	707
Lāna'i	774	609	684	723	718
Domestic					
Maui	39,793	36,673	40,281	41,274	42,979
Moloka'i	724	596	621	628	623
Lāna'i	708	563	624	655	634
International					
Maui	4,940	4,936	5,982	6,781	7,997
Moloka'i	107	51	51	76	84
Lāna'i	66	46	60	67	84

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
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
2012	52,401	28,559	22,318	97,989	201,267

SOURCE: HAWAII TOURISM AUTHORITY

10.1.4

DOMESTIC VISITOR ARRIVALS FROM TOP US MSAS, MAUI COUNTY

Arrivals by Air

2012	Maui	Moloka'i	Lāna'i	County	State
Albuquerque	5,075	113	163	5,172	15,186
Anchorage	12,111	510	294	12,511	42,475
Atlanta	12,863	261	643	13,220	39,676
Austin	9,275	224	368	9,476	25,582
Bakersfield	4,566	87	146	4,667	13,374
Bellingham	5,392	102	81	5,485	15,848
Boise	6,784	134	182	6,892	18,301
Boston	22,358	419	822	22,753	56,014
Charlotte	4,176	91	171	4,252	11,232
Chicago	47,484	969	2,016	48,503	110,630
Cincinnati	6,226	228	249	6,396	15,255
Cleveland	7,591	159	231	7,725	18,111
Colorado Springs	4,322	130	88	4,442	15,460
Columbus	4,930	155	193	5,058	12,141
Dallas	33,368	614	1,377	33,987	83,823
Denver	34,590	756	1,190	35,388	93,345
Detroit	15,089	288	486	15,372	35,756
Eugene	5,543	144	143	5,682	15,223
Fort Collins	2,907	142	94	3,027	8,357
Fresno	7,628	123	204	7,763	22,422
Hartford	4,335	140	172	4,454	11,759
Houston	24,519	529	1,153	25,075	67,395
Indianapolis	5,907	146	234	6,053	14,379
Jacksonville, FL	2,499	88	129	2,564	8,445
Kansas City	8,400	157	354	8,566	21,830
Las Vegas	19,026	424	583	19,415	66,171
Los Angeles	228,744	3,659	6,513	233,337	687,876
Miami	6,173	144	243	6,272	16,211
Milwaukee	6,074	144	210	6,159	14,169
Minneapolis	20,012	397	653	20,445	51,645
Modesto	5,452	74	106	5,523	13,777

10.1.4

CONTINUED

2012	Maui	Moloka'i	Lāna'i	County	State
Nashville	4,087	81	182	4,173	10,633
New York	63,861	1,460	2,626	65,240	160,106
Norfolk	3,277	92	167	3,360	15,247
Oklahoma City	3,986	88	146	4,067	11,349
Omaha	3,469	78	145	3,535	9,207
Orlando	4,798	130	242	4,876	14,325
Philadelphia	17,391	417	689	17,681	42,264
Phoenix	40,265	798	1,308	41,099	112,533
Pittsburgh	5,712	131	213	5,822	13,612
Portland	66,898	1,326	1,438	68,108	163,796
Provo	4,708	89	173	4,854	17,926
Raleigh	4,668	75	183	4,773	12,307
Reno	6,637	116	210	6,765	17,571
Sacramento	48,086	753	943	48,677	118,119
Saint Louis	9,737	224	409	9,974	24,516
Salinas	4,887	95	145	4,975	14,973
Salt Lake City	17,240	282	452	17,544	53,620
San Antonio	5,558	167	256	5,689	19,406
San Diego	60,978	1,270	1,724	62,199	177,175
San Francisco	221,149	3,687	5,973	225,393	649,946
San Luis/Obispo	4,775	149	156	4,917	13,751
Santa Barbara	6,217	135	221	6,389	18,651
Seattle	129,364	2,220	2,670	131,515	339,036
Spokane	8,059	116	130	8,191	19,648
Stockton	7,825	120	173	7,938	21,307
Tampa	5,227	164	211	5,345	15,882
Tucson	6,367	171	225	6,582	20,230
Tulsa	3,133	35	108	3,171	8,307
Washington	29,613	831	1,178	30,388	103,336

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.5

VISITOR ARRIVALS, MAUI COUNTY

Year	International	Domestic	By Ship	Total
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
2012	400,611	1,952,718	267,306	2,620,635

NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY

10.1.6

**NATION OF RESIDENCE OF VISITORS
TO MAUI COUNTY**

Arrivals by Air

	2012	Maui	Moloka'i	Lāna'i
Total		2,309,194	53,323	72,649
U.S.		1,732,160	36,627	54,370
Canada		255,602	3,927	4,735
Asia		130,445	3,239	3,298
China		15,343	1,560	641
Hong Kong		1,073	19	64
Japan		67,977	1,286	2,203
Korea		43,413	363	291
Singapore		1,018	0	10
Taiwan		1,624	11	89
Oceania		50,625	3,742	4,240
Australia		45,831	3,461	4,116
New Zealand		4,794	281	124
Europe		53,556	2,132	1,469
United Kingdom		15,876	373	500
Germany		20,017	1,148	480
France		5,158	162	131
Italy		5,344	133	127
Switzerland		7,161	316	232
Latin America		9,284	292	350
Argentina		1,844	38	89
Brazil		4,043	133	140
Mexico		3,397	122	120
Other		77,520	3,364	4,187

SOURCE: HAWAII TOURISM AUTHORITY

10.1.7

TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2009	2010	2011	2012
TOTAL SEATS	1,441,894	1,680,120	1,688,594	1,791,027
Scheduled	1,441,894	1,680,120	1,688,594	1,791,027
Charter	0	0	0	0
DOMESTIC SEATS	1,350,143	1,557,143	1,537,738	1,621,404
Scheduled Seats	1,350,143	1,557,143	1,537,738	1,621,404
Charter seats	0	0	0	0
US West	1,216,194	1,426,490	1,426,490	1,529,136
Anchorage	24,806	9,891	9,688	10,676
Denver	40,992	29,152	44,042	28,264
Las Vegas	0	6,552	21,420	22,176
Los Angeles	426,888	530,345	496,230	524,651
Oakland	4,710	61,289	63,809	123,738
Orange County	0	20,584	16,768	248
Phoenix	113,291	114,712	106,020	102,220
Portland	119,958	149,285	147,926	83,503
Sacramento	0	44,117	55,946	67,824
Salt Lake City	51,964	10,929	0	
San Diego	0	31,580	55,946	71,278
San Francisco	230,630	215,756	199,772	185,161
San Jose	0	19,939	42,747	112,146
Seattle	202,955	182,359	174,478	189,258
US East	133,949	130,653	102,946	92,268
Chicago	51,824	41,328	20,821	9,918
Dallas	82,125	89,325	82,125	82,350
INTERNATIONAL SEATS	91,751	122,977	150,856	169,623
Canada	91,751	122,977	150,856	169,623
Calgary	1,477	14,517	28,610	36,772
Edmonton	0	1,224	5,694	9,198
Vancouver	90,274	107,236	116,552	123,653

NA: Not available.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.8

HOTEL OCCUPANCY RATES, MAUI ISLAND

Month, 2012	Occupancy	Average Daily Rate	Revenue per Available Room
January	77.7	269.6	209.5
February	83.9	277.1	232.5
March	79.4	270.5	214.8
April	72.5	264.1	191.5
May	64.2	231.4	148.5
June	67.7	256.6	173.7
July	74.4	273.8	203.7
August	75.0	263.4	197.5
September	65.1	213.1	138.7
October	69.1	217.3	150.1
November	70.6	230.9	163.0
December	72.3	309.9	224.0
Total	72.6	258.0	187.3

SOURCE: HAWAII TOURISM AUTHORITY

10.2.1

CLASS OF VISITOR ACCOMODATION UNITS BY ISLAND, MAUI COUNTY

	2008	2009	2010	2011	2012
Maui					
Luxury (over \$500 per night)	31.8%	32.5%	36.8%	44.1%	47.6%
Deluxe (\$251 to \$500)	28.7%	29.1%	27.9%	27.6%	23.1%
Standard (\$101 to \$250)	33.8%	34.6%	30.7%	25.4%	25.1%
Budget (up to \$100)	5.6%	3.7%	4.6%	2.9%	4.2%
Moloka'i					
Luxury (over \$500 per night)	0.4%	0.3%	0.5%	1.5%	0.7%
Deluxe (\$251 to \$500)	4.9%	2.7%	2.8%	5.5%	5.9%
Standard (\$101 to \$250)	71.8%	60.2%	65.8%	65.2%	88.2%
Budget (up to \$100)	22.9%	36.9%	30.9%	27.9%	5.2%
Lāna'i					
Luxury (over \$500 per night)	46.6%	45.9%	45.9%	52.6%	52.4%
Deluxe (\$251 to \$500)	48.9%	49.9%	49.9%	43.5%	43.4%
Standard (\$101 to \$250)	3.7%	3.4%	3.4%	3.1%	3.1%
Budget (up to \$100)	0.8%	0.8%	0.8%	0.9%	1.1%

SOURCE: HAWAII TOURISM AUTHORITY, 2012 VISITOR PLANT INVENTORY

10.2.2

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

	2009		2010		2011		2012	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
Maui								
Apartment/Hotel	2	14	1	0	1	12	2	25
Bed & Breakfast	34	105	34	91	45	151	44	145
Condo Hotel	81	5,931	84	5,941	50	4,663	51	4,975
Hostel	3	42	2	32	2	32	2	32
Hotel	28	7,130	26	7,129	24	7,039	26	7,172
Individual Unit	221	2,901	282	2,831	360	5,457	191	3,896
Timeshare	26	3,324	29	3,298	22	3,562	17	3,407
Other	5	8	3	2	0	1	3	7
Total	400	19,455	461	19,324	504	20,917	336	19,659
Moloka'i								
Apartment/Hotel	0	0	0	0	0	0	2	14
Bed & Breakfast	3	7	3	7	3	7	2	2
Condo Hotel	6	258	4	257	2	75	2	74
Hostel	0	0	0	0	0	0	0	0
Hotel	1	50	1	0	0	0	0	0
Individual Unit	17	21	35	121	42	386	32	339
Timeshare	1	7	1	7	1	7	0	0
Other	0	0	0	0	0	0	0	0
Total	28	343	44	392	48	475	38	429
Apartment/Hotel								
Apartment/Hotel	1	1	1	1	1	1	1	1
Bed & Breakfast	1	3	1	3	1	4	0	0
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	3	348	3	348	3	348	3	348
Individual Unit	1	1	0	0	0	0	1	4
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	6	353	5	352	5	353	5	353

Note: Prop means number of proproperties

SOURCE: HAWAII TOURISM AUTHORITY, 2012 VISITOR PLANT INVENTORY

10.2.3

**SUMMARY OF VISITOR PLANT INVENTORY
BY AREA AND TYPE, MAUI ISLAND 2012**

Area/Type	Properties	Units
Hāna		
Bed & Breakfast	4	9
Condo Hotel	0	0
Hotel	1	71
Individual Unit	15	53
Kahului-Wailuku		
Apartment/Hotel	1	13
Bed & Breakfast	4	17
Hostel	2	32
Hotel	3	346
Individual Unit	7	57
Other	0	1
Kula-Makawao		
Bed & Breakfast	14	42
Individual Unit	6	9
West Maui		
Apartment/Hotel	1	12
Bed & Breakfast	9	52
Condo Hotel	30	3,523
Hotel	9	3,719
Individual Unit	73	1,294
Timeshare	11	2,914
Ma'alaea		
Bed & Breakfast	1	4
Condo Hotel	1	111
Individual Unit	8	148
Timeshare	0	4
Wailea-Kīhei		
Bed & Breakfast	12	23
Condo Hotel	20	1,341
Hotel	12	3,036
Individual Unit	82	2,344
Timeshare	6	489

SOURCE: HAWAII TOURISM AUTHORITY, 2012 VISITOR PLANT INVENTORY

10.2.4

VISITOR PLANT INVENTORY, MAUI COUNTY

Year	Available Units
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
2012	20,441

SOURCE: HAWAII TOURISM AUTHORITY, 2012 VISITOR PLANT INVENTORY

10.3.1

**EXPENDITURES PER PERSON PER DAY
BY ISLAND,
STATE OF HAWAI'I**

Arrivals by air

2012	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i
Total Spending	\$213.9	\$185.5	\$109.5	\$303.1	\$158.0	\$158.9
Total Food and beverage	41.8	37.8	21.9	67.5	33.5	32.4
Restaurant food	30.5	24.4	8.7	62.5	20.9	21.2
Dinner shows and cruises	4.2	4.0	0.4	0.6	3.3	2.2
Groceries and snacks	7.1	9.5	12.8	4.4	9.3	9.1
Entertainment & Recreation	16.1	16.4	6.6	23.7	17.9	17.3
Total Transportation	15.4	20.1	18.0	15.8	20.9	24.1
Interisland airfare	2.9	2.4	6.1	9.6	2.8	4.3
Ground transportation	1.9	0.6	0.2	2.1	0.4	0.7
Rental vehicles	9.2	15.5	11.0	3.7	16.4	16.7
Gasoline, parking, etc.	1.4	1.5	0.7	0.5	1.4	2.4
Total Shopping	41.6	18.1	4.1	13.9	14.9	16.9
Fashion and clothing	16.4	7.3	1.4	7.1	5.5	5.5
Jewelry and watches	5.8	3.8	0.2	1.6	3.0	3.0
Cosmetics, perfume	2.0	0.2	0.0	0.1	0.2	0.2
Leather goods	6.2	0.5	0.0	0.0	0.2	0.5
Hawai'i food products	3.1	1.8	0.8	0.6	1.9	3.0
Souvenirs	8.1	4.4	1.7	4.5	4.1	4.8
Lodging	92.2	87.1	57.0	168.7	65.8	62.8
All other expenses	6.8	6.0	2.0	13.4	4.9	5.5

SOURCE: HAWAI'I TOURISM AUTHORITY, 2012 ANNUAL VISITOR RESEARCH REPORT

10.3.2

**CRUISE VISITOR PER PERSON PER DAY SPENDING
BY CATEGORY, MAUI COUNTY 2012**

	State	O'ahu	Maui	Kaua'i	Hawai'i
Total per person per day spending	\$194.74	\$104.71	\$63.81	\$58.30	\$66.96
Lodging	11.46	23.94	5.26	5.17	4.87
Food & beverages	10.74	18.66	8.19	5.44	6.10
Restaurant	7.49	13.60	5.45	3.53	3.94
Dinner shows	1.39	2.40	1.20	0.84	0.57
Groceries/snacks	1.85	2.66	1.54	1.08	1.59
Entertainment and Recreation	4.00	6.17	2.84	2.95	2.91
Shore Tour	19.72	14.62	18.19	23.84	25.41
Total Transportation	7.26	10.27	6.07	5.22	5.70
Inter-island airfare	1.42	1.64	1.33	1.22	1.31
Ground transportation	1.93	3.69	1.10	0.86	1.17
Rental car/moped	3.25	4.05	3.08	2.69	2.68
Other transportation	0.65	0.90	0.56	0.46	0.54
Total Shopping	19.17	24.35	18.87	12.11	17.58
Fashion & clothing	6.66	9.78	6.24	3.90	4.77
Jewelry/watch	4.03	4.93	5.15	2.33	2.87
Cosmetics/perfumes	0.43	0.84	0.25	0.18	0.21
Leather goods	0.35	0.56	0.26	0.18	0.26
Hawai'i food products	2.43	2.40	1.66	1.37	4.17
Souvenirs	5.27	5.83	5.31	4.15	5.29
All other spending outside ship	5.02	6.70	4.39	3.56	4.39

SOURCE: HAWAII TOURISM AUTHORITY, 2012 ANNUAL VISITOR RESEARCH REPORT

10.3.3

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY 2012

Arrivals by Air

	Total	Domestic	International
Islands Visited			
O'ahu	690,432	481,444	208,989
Maui County	2,353,329	1,952,718	400,611
Maui	2,309,194	1,914,706	394,488
Moloka'i	53,323	41,740	11,583
Lāna'i	72,649	58,877	13,772
Kaua'i	271,448	230,160	41,288
Hawai'i Island	317,832	250,120	67,712
Hilo	185,584	141,202	44,382
Kona	265,440	213,539	51,901
Maui County Only	1,495,719	1,321,811	173,908
Visit Status			
First-Time	769,798	586,451	183,347
Repeat	1,583,531	1,366,267	217,264
Average # of Trips	5.10	5.55	2.89
Party Size			
One	308,347	270,550	37,797
Two	1,108,176	908,163	200,013
Three or more	936,806	774,005	162,801
Avg Party Size	1.96	1.89	2.27
Accommodations			
Hotel	1,313,213	1,056,383	256,830
Hotel Only	1,021,841	819,827	202,015
Condo	700,703	575,653	125,050
Condo Only	546,937	453,627	93,310
Timeshare	283,546	257,954	25,593
Timeshare Only	207,967	193,022	14,945
Rental House	112,401	94,157	18,244
Bed & Breakfast	29,580	25,025	4,555
Cruise Ship	103,136	87,822	15,314
Friends or Relatives	146,171	130,094	16,077

SOURCE: HAWAII TOURISM AUTHORITY, 2012 ANNUAL VISITOR RESEARCH REPORT

10.3.4

SUMMARY VISITOR CHARACTERISTICS, BY ISLAND, MAUI COUNTY 2012

Arrivals by Air

	Maui	Moloka'i	Lāna'i
Islands Visited			
O'ahu	671,536	30,147	32,337
Maui County	2,309,194	53,323	72,649
Maui	2,309,194	33,940	47,118
Moloka'i	33,940	53,323	13,824
Lāna'i	47,118	13,824	72,649
Kaua'i	265,706	16,418	19,479
Hawai'i Island	310,147	18,270	21,604
Hilo	183,178	13,439	14,549
Kona	258,998	16,439	19,570
Island only	1,446,459	7,255	10,933
Visit Status			
First-Time	758,341	19,908	23,906
Repeat	1,550,853	33,415	48,743
Average # of Trips	5.07	5.13	5.20
Party Size			
One	299,764	10,441	11,361
Two	1,086,609	27,230	38,670
Three or more	922,821	15,651	22,619
Avg Party Size	2.15	2.03	1.92
Accommodations			
Hotel	1,286,970	29,581	49,134
Hotel Only	1,001,183	17,629	36,075
Condo	692,778	12,562	12,682
Condo Only	541,822	7,606	7,976
Timeshare	280,652	4,104	5,422
Timeshare Only	206,144	2,385	3,605
Rental House	107,125	5,920	4,573
Bed & Breakfast	28,593	1,999	1,749
Cruise Ship	102,750	5,203	5,904
Friends or Relatives	139,435	7,993	7,533

SOURCE: HAWAII TOURISM AUTHORITY, 2012 ANNUAL VISITOR RESEARCH REPORT

10.3.5

TOTAL CRUISE PASSENGERS BY MMA

	US West	US East	Canada	Oceania	Europe	Other	Hawai'i	Total
2012								
Maui County	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Maui	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Moloka'i	2,401	1,017	390	163	118	466	87	4,642
Lāna'i	3,282	1,834	524	211	155	695	95	6,795
2011								
Maui County	75,000	97,322	28,465	NA	10,382	23,501	2,096	236,767
Maui	75,000	97,322	28,465	NA	10,382	23,501	2,096	236,767
Moloka'i	1,417	805	402	NA	84	336	45	3,089
Lāna'i	2,157	1,205	454	NA	120	535	33	4,504
2010								
Maui County	64,380	97,357	26,740	NA	11,563	16,624	1,912	218,575
Maui	64,380	97,357	26,740	NA	11,563	16,624	1,912	218,575
Moloka'i	1,339	1,115	168	NA	43	168	51	2,885
Lāna'i	1,749	1,644	425	NA	131	309	23	4,280
2009								
Maui County	65,120	98,427	22,813	NA	7,115	11,657	3,826	208,959
Maui	65,120	98,427	22,813	NA	7,115	11,657	3,826	208,959
Moloka'i	3,089	2,670	486	NA	231	280	0	6,756
Lāna'i	3,644	3,146	591	NA	334	377	0	8,093

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, 2012 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 2012

	US West	US East	Japan	Canada
All Sightseeing	92.4%	94.4%	89.1%	96.8%
Self-guided/DriveAroundIsland	84.5	79.7	50.6	86.4
Boat/Submarine Tour, WhaleWatching	28.0	38.4	16.4	37.1
Visit Communities	24.0	21.9	11.6	33.3
Limo, Van/Bus Tour	4.3	15.3	34.3	12.1
ScenicViews/NaturalLandmarks	54.4	65.8	19.4	65.9
All Recreation	95.5	92.7	73.0	96.3
Beach/sunbathing/swimming	89.1	81.5	50.6	90.2
Surfing/bodyboarding/paddleboarding	25.4	21.9	5.3	30.4
Canoeing/kayaking	8.8	7.1	0.0	6.5
Snorkeling/scuba diving	51.6	44.0	13.9	57.1
Golf	13.0	11.5	11.5	11.9
Running/jogging/fitness walking	40.4	34.8	19.6	42.1
Spa	13.4	14.6	5.5	10.9
Backpacking/hiking/camping	16.7	16.1	1.1	12.4
Agritourism	7.4	8.0	2.0	7.0
StateParks/BotanicalGardens	35.9	41.4	20.1	38.3
All Entertainment	97.7	92.0	79.6	96.0
Lunch/sunset/dinner/evening cruise	25.2	28.3	41.2	28.4
Live music/stage show	28.4	35.3	18.4	34.0
Fine dining	64.1	61.3	19.1	57.7
Family restaurant/diner	69.9	60.2	17.6	73.1
Fast Food	30.4	31.9	27.8	43.0
Cafe/Coffee House	41.1	29.3	25.2	46.5
Ethnic dining	23.5	25.0	8.1	24.4
Prepared own meal	64.7	42.7	18.2	72.7
All Shopping	96.7	92.0	71.1	96.6
Mall/Department stores	50.6	42.5	43.8	65.3
Designer boutiques	28.4	26.9	6.9	31.1
Hotel stores	33.2	35.0	23.7	30.8
Swap meet/Flea market	17.7	12.4	8.0	26.2
Discount/outlet stores	20.3	22.1	8.3	24.1
Supermarkets	74.2	56.1	43.1	75.7
Farmers Market	31.3	18.0	12.8	40.2
Convenience Stores	47.4	38.4	24.5	53.2
Duty Free stores	1.9	2.2	9.8	4.0
Local shops/artisans	70.8	68.8	25.3	74.5
All Culture	62.2	67.3	31.9	66.9
Other historic site	21.4	20.2	15.1	24.5
Museum/art gallery	24.1	19.3	10.3	26.0
Luau	26.1	38.5	3.3	32.6
Polynesian show/hula	13.9	16.5	11.3	15.8
Play/concert/theatre	4.1	5.3	1.3	6.8
Art/craft fair	16.8	15.4	2.5	16.2
All Transportation	92.1	92.7	86.7	94.8
Airport Shuttle	21.8	21.0	10.4	32.1
Trolley	3.6	1.9	2.8	5.0
Public Bus	5.6	2.9	14.1	8.4
Tour Bus/Tour Van	5.1	19.7	38.0	16.5
Meeting	3.9	4.3	0.7	1.3
Convention	1.4	4.0	2.4	1.6

SOURCE: HAWAII TOURISM AUTHORITY, 2012 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						
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
2012	66.2	58.6	65.0	56.9	62.3	70.4
Japan Visitors						
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
2012	57.9	26.6	48.8	57.6	60.1	55.8

SOURCE: HAWAII TOURISM AUTHORITY, 2012 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, 2012 VISITOR SATISFACTION AND ACTIVITY REPORT

10.4.4

OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND, MAUI COUNTY 2012

	US Total	US West	US East	Japan	Canada
Maui					
Excellent	66.2%	63.1%	72.1%	57.9%	64.3%
Above Average	32.1	35.1	26.5	37.4	33.8
Below Average	1.5	1.5	1.4	3.1	1.6
Poor	0.3	0.4	0.0	1.5	0.2
Moloka'i					
Excellent	58.6	58.3	58.9	26.6	53.6
Above Average	26.6	28.8	23.6	73.4	38.3
Below Average	13.5	10.8	17.3	0.0	8.1
Poor	1.3	2.1	0.1	0.0	0.0
Lāna'i					
Excellent	65.0	64.3	65.7	48.8	71.1
Above Average	33.1	35.3	30.8	51.2	28.4
Below Average	1.9	0.5	3.4	0.0	0.5
Poor	0.0	0.0	0.0	0.0	0.0

SOURCE: HAWAII TOURISM AUTHORITY, 2012 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 \$40,000	6.0%	6.2%	5.5%	5.1%
\$40,000 to \$50,000	5.1	6.0	3.4	4.0
\$50,000 to \$60,000	5.8	5.5	6.5	3.8
\$60,000 to \$70,000	4.3	4.3	4.2	7.4
\$70,000 to \$80,000	6.2	5.6	7.6	6.4
\$80,000 to \$90,000	4.3	4.4	4.2	6.3
\$90,000 to \$100,000	7.7	7.7	7.7	7.4
\$100,000 to \$125,000	15.3	14.3	17.3	18.9
\$125,000 to \$150,000	9.5	9.4	9.7	11.2
\$150,000 to \$175,000	9.0	9.2	8.4	8.4
\$175,000 to \$200,000	4.8	5.3	3.8	4.7
\$200,000 to \$250,000	7.0	7.2	6.6	5.0
\$250,000 or more	14.9	14.8	15.2	11.6
	Japan	Europe	Australia/ NZ	
Under \$40,000	16.9%	12.0%	15.6%	
\$40,000 to \$50,000	7.7	7.7	2.3	
\$50,000 to \$60,000	5.9	7.1	5.7	
\$60,000 to \$70,000	2.9	9.4	3.9	
\$70,000 to \$80,000	5.9	6.8	5.6	
\$80,000 to \$90,000	9.3	6.1	3.9	
\$90,000 to \$100,000	8.8	5.8	3.7	
\$100,000 to \$125,000	36.8	12.6	18.2	
\$125,000 to \$150,000	1.6	7.6	10.1	
\$150,000 to \$175,000	0.0	7.1	12.4	
\$175,000 to \$200,000	2.8	3.4	6.1	
\$200,000 to \$250,000	1.3	6.1	1.5	
\$250,000 or more	0.0	8.3	11.0	

1. All in U.S. dollars

SOURCE: HAWAII TOURISM AUTHORITY, 2012 VISITOR SATISFACTION AND ACTIVITY REPORT

10.5.1

ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS, MAUI COUNTY

Attraction	2010	2011	2012
Maui			
Alexander & Baldwin Sugar Museum	31,654	32,331	34,037
Aquarium Maui/Maui Ocean Center	290,821	299,038	306,669
Haleakala National Park	1,105,606	956,989	1,094,668
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	NA	13,795	NA
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	31,200	27,300	32,100
Lahaina Restoration Foundation	32,064	26,794	30,538
Baldwin Missionary Home Museum	20,313	11,442	16,919
Hale Pa'i Printing House	1,488	1,706	2,300
Wo Hing Temple Museum	10,163	13,646	11,319
Maui Historical Society Bailey House Museum	10,437	10,868	11,018
Whalers Village Museum	223,167	200,155	180,140
Moloka'i			
Kalaupapa National Historical Park	27,919	57,841	58,875
Kalaupapa Settlement	5,204	7,797	8,778

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION,
STATE OF HAWAII DATA BOOK 2012.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2012	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, 2012.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	2009	2010	2011	2012
National Parks				
Number	2	2	2	2
Acreage	44,002	44,001	44,001	44,043
Visits	1,139,758	1,332,586	1,014,830	1,153,543
State Parks & Historic Sites				
Number	11	11	11	11
Acreage	562	562	562	562
Visits	NA	NA	NA	NA
County Parks				
Number	129	142	135	139
Acreage	1,184	1,395	1,720	1,801

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	Waikapū	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	
‘Īao Theater	400
Lahaina Civic Center Convention Hall	4,050
Maui Academy of Performing Arts	60
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	16
Maui Community College Student Center Lounge	100
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
‘Īao Congregational	175
‘Īao Congregational Hall	100
St. John Episcopal Church	100
St. John Episcopal Church Hall	200
Trinity Episcopal Church by the Sea	100

SOURCE: OFFICIALS OF THE FACILITIES.

10.6.1

**DOG LICENSES ISSUED,
BY ISLAND**

Year	State total	Hawai'i	Maui ¹	Lana'i	Moloka'i	O'ahu	Kaua'i
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
2012	NA	6,205	4,042	NA	NA	32,892	2,664

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

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
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

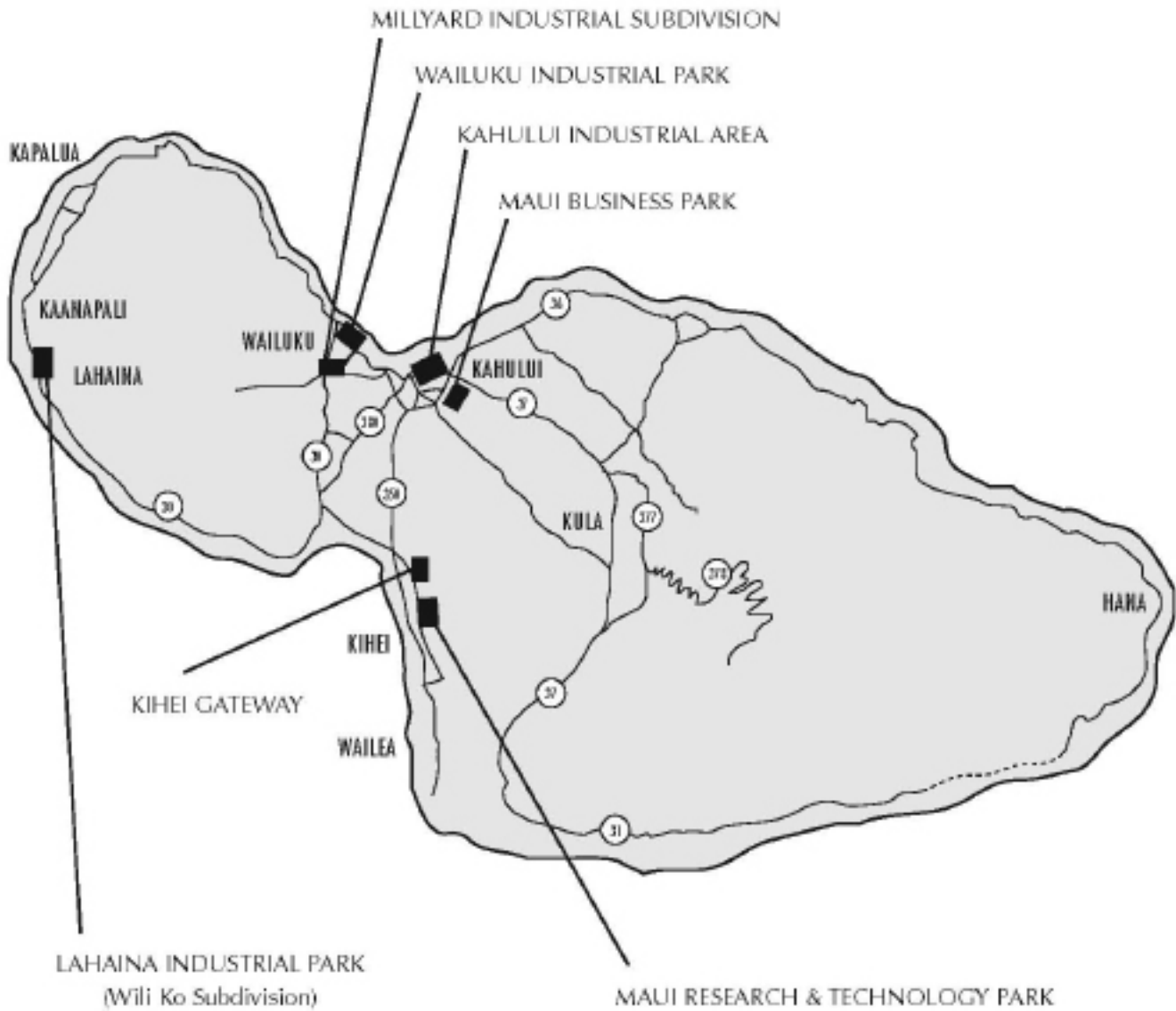
D: Data withheld to avoid disclosing data for individual companies

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

	2008	2009	2010	2011	2012	2013
Retailing	1,811,073,250	1,643,806,225	1,755,229,350	1,893,801,300	1,967,334,775	1,884,142,625
Services	848,982,850	769,970,400	722,056,450	832,008,100	870,113,025	894,327,625
Contracting	750,457,450	574,894,650	500,098,600	485,970,550	584,092,725	603,158,925
Theater, Amuse., Radio	22,023,375	20,127,050	24,975,075	17,360,650	19,169,350	17,563,175
Interest	4,022,925	69,075	29,750	23,300	29,325	30,075
Commissions	142,897,350	99,185,975	105,741,000	130,396,875	132,802,675	150,842,525
Hotel Rentals	605,640,475	473,888,125	482,286,475	537,060,650	521,309,225	517,916,900
All Other Rentals	373,678,075	357,225,800	352,896,100	367,036,025	367,632,475	368,320,475
Use (4%)	16,060,625	15,333,500	18,694,825	19,509,825	18,642,025	13,397,450
All Others (4%)	220,807,300	132,618,875	129,960,275	129,785,700	123,253,850	128,713,725
SUB-TOTAL	4,795,643,675	4,087,119,675	4,091,967,900	4,412,952,975	4,604,379,450	4,578,413,500
Insurance Solicitors	18,752,667	17,654,667	15,295,999	12,576,666	12,704,001	9,889,333
Sugar Processing	15,200	0	0	0	0	0
Pineapple Canning	0	0	0	0	0	0
Producing	23,909,600	22,727,000	25,913,800	31,013,400	29,610,600	29,086,600
Manufacturing	34,673,400	26,231,200	35,293,000	26,109,800	34,223,400	34,453,200
Wholesaling	507,465,000	415,502,600	393,880,400	428,979,400	457,636,400	470,972,000
Services (Intermediary)	85,672,400	76,842,200	76,912,000	74,552,000	83,847,000	70,324,400
Use (1/2%)	517,758,200	408,794,400	350,192,600	514,710,400	426,603,200	424,074,800
SUB-TOTAL	1,188,246,467	967,752,067	897,487,799	1,087,941,666	1,044,624,601	1,038,800,333
GRAND TOTAL	5,983,890,142	5,054,871,742	4,989,455,699	5,500,894,641	5,649,004,051	5,617,213,833

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

11.2.2

RETAIL ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2011

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	1	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	Kihei	68	2000	160,000
Pi'ilani Shopping Center	Kihei	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	Kihei	10	1989/1991	50,000
Kukui Mall	Kihei	15	1987	42,309
Dickinson Square	Lahaina	NA		40,073
Keālia Beach Center	Kihei	NA	1983	35,632
Banyan Inn Marketplace	Lahaina	9	1975	23,500
Kai Nani Village	Kihei	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	Kihei	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, 2011

	Businesses	Annual Employees	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)
Retail trade (NAICS 44-45)	778	9,089	60,810	251,666
Automobile dealers (NAICS 4411--)	12	371	4,529	18,989
Other motor vehicle dealers (NAICS 4412--)	3	54	452	2,142
Auto parts, accessories, & tire stores (NAICS 4413--)	22	197	2,247	7,246
Furniture stores (NAICS 4421--)	13	78	599	2,401
Home furnishings stores (NAICS 4422--)	19	141	917	4,133
Electronics and appliance stores (NAICS 4431--)	20	13	717	3,013
Building material and supplies dealers (NAICS 4441--)	35	542	4,196	17,275
Lawn & garden equip. & supplies stores (NAICS 4442--)	10	58	440	1,974
Grocery stores (NAICS 4451--)	65	1,965	12,393	50,955
Specialty food stores (NAICS 4452--)	10	68	313	1,447
Health and personal care stores (NAICS 4461--)	51	501	4,325	18,421
Gasoline stations (NAICS 4471--)	38	507	2,847	11,906
Clothing stores (NAICS 4481--)	151	1,286	5,333	21,048
Shoe stores (NAICS 4482--)	15	103	457	1,673
Jewelry, luggage, & leather goods stores (NAICS 4483--)	73	366	3,235	13,330
Sporting goods, & musical instr. stores (NAICS 4511--)	36	298	1,438	6,093
Book, periodical, and music stores (NAICS 4512--)	9	123	594	1,834
Department stores (NAICS 4521--)	4	955	5,623	23,257
Other general merchandise stores (NAICS 4529--)	11	250-499	NA	NA
Florists (NAICS 4531--)	10	30	151	696
Office supplies, stationery, & gift stores (NAICS 4532--)	73	457	2,423	9,700
Used merchandise stores (NAICS 4533--)	11	100	564	2,423
Other miscellaneous store retailers (NAICS 4539--)	47	249	2,543	9,593
Electronic shopping & mail-order houses (NAICS 4541--)	10	67	785	4,017
Direct selling establishments (NAICS 4543--)	17	20-99	632	2,556

NA: Not available

SOURCE: U.S. BUREAU OF THE CENSUS, COUNTY BUSINESS PATTERNS 2011

11.2.5

**RETAIL STORES BY NUMBER OF EMPLOYEES AND ZIP CODE AREA,
MAUI COUNTY 2011**

2011	Total Stores	1-4	5-9	10-19	20-49	50-99	100-499
Maui Island							
Hai'kū	14	9	2	2	1	0	0
Hāna	3	3	0	0	0	0	0
Kahului	202	66	51	45	26	5	7
Kīhei	115	39	40	23	8	3	2
Kula	18	11	5	2	0	0	0
Lahaina	263	120	90	34	16	2	1
Makawao	35	22	3	4	4	1	1
Pā'ia	28	16	7	4	0	0	1
Wailuku	60	30	15	11	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	0	4	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, 2011 ZIP CODE BUSINESS PATTERNS.

11.2.6

COMMERCIAL LEASE RENTS, MAUI ISLAND

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

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

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

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

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

11.3.1

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY 2011

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	3	0-19	D
Mining, quarrying, & oil & gas extraction	1	0-19	D
Utilities	12	452	36,724
Construction	432	2,277	123,827
Construction of buildings	147	602	26,769
Heavy & civil engineering construction	19	112	6,457
Specialty trade contractors	266	1,563	90,601
Manufacturing	106	1,028	36,941
Food manufacturing	33	673	23,957
Beverage & tobacco product manufacturing	7	47	1,416
Textile product mills	3	0-19	318
Apparel manufacturing	3	0-19	97
Wood product manufacturing	5	0-19	D
Printing & related support activities	10	20-99	1,808
Chemical manufacturing	6	23	926
Plastics & rubber products manufacturing	2	0-19	D
Nonmetallic mineral product manufacturing	8	100-249	D
Fabricated metal product manufacturing	5	20-99	2,244
Electronic equipment manufacturing	1	0-19	D
Furniture & related product manufacturing	7	13	282
Miscellaneous manufacturing	16	23	798
Wholesale trade	144	1,228	55,829
Merchant wholesalers, durable goods	50	346	16,113
Merchant wholesalers, nondurable goods	80	842	38,585
Wholesale electronic markets & agents & brokers	14	40	1,131
Retail trade	778	9,089	251,666
Motor vehicle & parts dealers	41	622	29,502
Furniture & home furnishings stores	32	219	6,534
Electronics & appliance stores	20	123	3,013
Bldg material & garden equipment & supplies	45	600	19,249
Food & beverage stores	81	2,048	52,569
Health & personal care stores	51	501	18,421
Gasoline stations	38	507	11,906
Clothing & clothing accessories stores	239	1,755	36,051
Sporting goods, hobby, book, & music stores	45	421	7,927
General merchandise stores	15	1,332	37,420
Miscellaneous store retailers	141	836	22,412
Nonstore retailers	30	125	6,662
Transportation & warehousing	132	2,958	91,049
Air transportation	13	721	30,329
Water transportation	1	20-99	D
Truck transportation	25	413	16,594
Transit & ground passenger transportation	17	322	6,336
Pipeline transportation	0	0	0
Scenic & sightseeing transportation	45	958	29,941

11.3.1

CONTINUED

Industry	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
Support activities for transportation	19	347	11,148
Couriers & messengers	10	138	4,502
Warehousing & storage	2	20-99	D
Information	66	571	24,610
Publishing industries (except Internet)	22	100-249	8,227
Motion picture & sound recording industries	14	113	1,619
Broadcasting (except Internet)	6	56	1,966
Telecommunications	20	215	12,518
Data processing, hosting & related services	3	0-19	D
Finance & insurance	149	745	32,700
Credit intermediation & related activities	86	590	23,380
Securities, commodity contracts, investments	24	20-99	3,703
Insurance carriers & related activities	39	114	5,617
Real estate & rental & leasing	379	2,256	85,284
Real estate	231	1,672	66,495
Rental & leasing services	70	500-999	19,448
Professional, scientific, & technical services	379	1,416	65,284
Management of companies & enterprises	14	D	D
Administrative Support & Waste Management	270	3,758	103,881
Administrative & support services	253	3,517	95,672
Waste management & remediation services	17	241	8,209
Educational services	65	783	22,811
Health care & social assistance	390	6,111	317,066
Ambulatory health care services	279	2,557	153,851
Hospitals	2	1,000-2,499	D
Nursing & residential care facilities	19	683	24,829
Social assistance	90	1,664	44,836
Arts, entertainment, & recreation	116	2,024	48,650
Performing arts, spectator sports, & related	116	799	48,650
Museums, historical sites, & similar institutions	11	166	4,590
Amusement, gambling, & recreation industries	57	1,059	24,916
Accommodation & food services	496	20,366	620,156
Accommodation	88	11,106	425,431
Food services & drinking places	408	9,260	194,725
Other services (except public administration)	458	2,710	70,684
Repair & maintenance	89	318	10,345
Personal & laundry services	95	783	16,340
Religious, Grantmaking, Civic, Professional Orgs	274	1,609	43,999
Industries not classified	2	0-19	D
Total for all sectors	4,314	60,913	2,137,744

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 2011*.

11.3.2

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS
BY SECTOR, FOR EMPLOYERS AND
NONEMPLOYERS, MAUI COUNTY 2011**

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Forestry, fishing, hunting, & agriculture Support	3	296	8,104
Mining, quarrying, & oil & gas extraction	1	5	608
Utilities	12	16	1,510
Construction	432	1,316	83,623
Construction of buildings	147	388	28,106
Heavy & civil engineering construction	19	20	3,334
Specialty trade contractors	266	908	52,183
Manufacturing	106	337	16,381
Food manufacturing	33	37	2,033
Beverage & tobacco product manufacturing	7	D	D
Textile product mills	3	D	D
Apparel manufacturing	3	37	809
Wood product manufacturing	5	38	1,388
Printing & related support activities	10	14	919
Chemical manufacturing	6	11	631
Plastics & rubber products manufacturing	2	D	D
Nonmetallic mineral product manufacturing	8	17	251
Fabricated metal product manufacturing	5	11	474
Electronic equipment manufacturing	1	D	D
Furniture & related product manufacturing	7	20	938
Miscellaneous manufacturing	16	117	5,424
Wholesale trade	144	373	26,459
Merchant wholesalers, durable goods	50	187	12,078
Merchant wholesalers, nondurable goods	80	166	10,990
Wholesale electronic markets & agents & brokers	14	20	3,391
Retail trade	778	1,132	61,254
Motor vehicle & parts dealers	41	27	2,177
Furniture & home furnishings stores	32	17	2,710
Electronics & appliance stores	20	D	D
Bldg material & garden equipment & supplies	45	18	1,252
Food & beverage stores	81	64	7,376
Health & personal care stores	51	61	1,833
Gasoline stations	38	D	D
Clothing & clothing accessories stores	239	151	10,483
Sporting goods, hobby, book, & music stores	45	57	2,175
General merchandise stores	15	19	1,576
Miscellaneous store retailers	141	226	18,566
Nonstore retailers	30	482	12,621
Transportation & warehousing	132	297	9,636
Air transportation	13	D	D
Water transportation	1	10	61
Truck transportation	25	30	1,818
Transit & ground passenger transportation	17	169	3,999

11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Scenic & sightseeing transportation	45	19	385
Support activities for transportation	19	30	2,534
Couriers & messengers	10	34	657
Warehousing & storage	2	D	D
Information	66	170	6,012
Publishing industries (except Internet)	22	41	1,597
Motion picture & sound recording industries	14	60	1,237
Broadcasting (except Internet)	6	7	88
Telecommunications	20	D	D
Data processing, hosting & related services	3	17	287
Other information services	0	32	1,730
Finance & insurance	149	283	32,096
Credit intermediation & related activities	86	21	512
Securities, commodity contracts, investments	24	96	26,155
Insurance carriers & related activities	39	166	5,429
Real estate & rental & leasing	379	1,699	132,317
Real estate	231	1,620	126,967
Rental & leasing services	70	78	5,310
Professional, scientific, & technical services	379	1,847	64,669
Administrative Support & Waste Management	270	1,556	40,698
Administrative & support services	253	1,550	40,330
Waste management & remediation services	17	6	368
Educational services	65	285	5,929
Health care & social assistance	390	959	33,746
Ambulatory health care services	279	648	26,324
Nursing & residential care facilities	19	44	1,094
Social assistance	90	267	6,328
Arts, entertainment, & recreation	116	1,278	49,554
Performing arts, spectator sports, & related	116	1,051	29,328
Museums, historical sites, & similar institutions	11	6	203
Amusement, gambling, & recreation industries	57	221	20,023
Accommodation & food services	496	318	24,411
Accommodation	88	85	6,055
Food services & drinking places	408	233	18,356
Other services (except public administration)	458	2,492	74,394
Repair & maintenance	89	663	20,429
Personal & laundry services	95	1,741	52,501
Religious, Grantmaking, Civic, Professional Orgs	274	88	1,464
Total for all sectors	4,314	14,659	671,401

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 2011

11.3.3

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2013	2012	2013	2012	
Jim Falk Automotive Group	25	32	289.7	211.8	273
Grand Wailea	38	N/A	184.2	N/A	1460
Dorvin D. Leis Co., Inc.	83	91	88.6	74	364
VIP Foodservice	88	90	80.0	76.0	146
Maui Petroleum Inc.	89	89	79.0	76.3	13
Minit Stop Stores	103	115	65.6	57.2	132
Haleakala Solar Inc.	160	N/A	36.5	N/A	180
Maui Medical Group Inc.	163	157	34.4	34.5	279
Hale Makua Health Services	171	162	32.2	32.7	389
Maui Clothing Co. Inc.	215	218	20.7	19.0	105
Maui Land & Pineapple Co. Inc.	234	231	16.1	14.5	N/A
Maui Economic Opportunity Inc.	237	229	15.3	15.2	250
Wailea Golf LLC	247	240	12.7	12.5	79

SOURCE: "TOP 250," *HAWAII BUSINESS*, AUGUST 2013.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristics	2010		2011	
	State Total	Maui	State Total	Maui
Number	4,332	31,939	4,314	31,472
Employees	57,370	478,838	60,913	485,548
Payroll, 1st quarter (\$1,000)	453,896	4,158,617	509,332	4,410,075
Annual payroll (\$1,000)	1,934,793	17,541,821	2,137,744	18,362,124

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

11.3.5

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

Year	State Total	Maui County
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
2011	31,472	4,314

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
Accommodation 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, 2011

Establishment Type		Location	Number	Location	Number	Location	Number
Professional, Scientific, & Tech Services							
	Ha'ikū	20	Kula	26	Wailuku	139	
	Hāna	2	Lahaina	34	Ho'olehua	1	
	Kahului	42	Makawao	31	Kaunakakai	1	
	Kīhei	69	Pā'ia	12	Lāna'i City	1	
Management of Companies							
	Kahului	5	Lahaina	7			
	Kīhei	1	Makawao	1			
Administrative & Support							
	Ha'ikū	20	Kula	8	Wailuku	51	
	Hāna	1	Lahaina	37	Kaunakakai	2	
	Kahului	47	Makawao	22	Lāna'i City	3	
	Kīhei	50	Pā'ia	3			
Waste Management & Remediation							
	Ha'ikū	1	Makawao	3	Maunaloa	1	
	Kahului	3	Wailuku	2	Lāna'i City	1	
	Kīhei	1	Ho'olehua	1			
Educational Services							
	Ha'ikū	4	Kula	2	Wailuku	5	
	Hāna	2	Lahaina	10	Kaunakakai	1	
	Kahului	9	Makawao	12	Maunaloa	1	
	Kīhei	16	Pā'ia	2			
Ambulatory Health Care							
	Ha'ikū	6	Kula	12	Wailuku	93	
	Hāna	2	Lahaina	26	Kaunakakai	9	
	Kahului	68	Makawao	20	Kualapu'u	1	
	Kīhei	35	Pā'ia	2	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	3	Lahaina	9	Ho'olehua	1	
	Kahului	12	Makawao	4	Kaunakakai	6	
	Kīhei	10	Pā'ia	3	Kualapu'u	2	
	Kula	3	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	5	Wailuku	4
Kahului	3	Lahaina	11		
Kīhei	10	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	3	Kula	3	Pā'ia	3
Hāna	1	Lahaina	11	Wailuku	3
Kahului	10	Makawao	6	Kaunakakai	1
Kīhei	15				
Accommodation					
Ha'ikū	3	Kula	2	Kaunakakai	1
Hāna	4	Lahaina	43	Maunaloa	1
Kahului	2	Pā'ia	1	Lāna'i City	5
Kīhei	21	Wailuku	4		
Food Service					
Ha'ikū	7	Kula	4	Wailuku	54
Hāna	2	Lahaina	114	Kaunakakai	7
Kahului	82	Makawao	16	Kualapu'u	1
Kīhei	100	Pā'ia	14	Lāna'i City	6
Repair & Maintenance					
Ha'ikū	1	Kula	3	Wailuku	28
Kahului	33	Lahaina	8	Ho'olehua	1
Kīhei	8	Makawao	4	Lāna'i City	1
Personal & Laundry Services					
Ha'ikū	4	Kula	4	Pā'ia	2
Kahului	24	Lahaina	20	Wailuku	18
Kīhei	18	Makawao	4	Kalaupapa	1
Religious, Civic, & Professional Orgs.					
Ha'ikū	8	Lahaina	72	Kaunakakai	10
Hāna	2	Makawao	6	Kualapu'u	1
Kahului	22	Pā'ia	3	Maunaloa	1
Kīhei	87	Wailuku	46	Lāna'i City	2
Kula	8	Ho'olehua	2		

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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