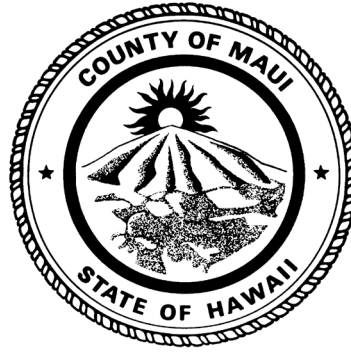

MAUI COUNTY DATA BOOK

2014

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 2014 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 2014 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 2014 edition is available online at our Maui County Website at www.mauicounty.gov/oed/links and at the Hawai`i Business Research Library's Website at www.hisbdc.org/BusinessResearchLibrary/MauiCountyDataBook2014.aspx, and we hope you will use it often to help you start-up, grow and expand upon your exciting business idea.

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

Alan M. Arakawa
Mayor

This publication is partially supported and some material is based upon work supported by the U.S. Small Business Administration and the University of Hawai'i at Hilo under Cooperative Agreement SBAHQ-15-B-0043/0001. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the authors and do not necessarily reflect the view of the U.S. Small Business Administration or other sponsors.

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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/BusinessResearchLibrary/MauiCountyDataBook2014.aspx> 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://dbedt.hawaii.gov/economic/databook/>

ABOUT THIS BOOK

We hope you find the 2014 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 twenty-second 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/BusinessResearchLibrary/MauiCountyDataBook2014.aspx>). 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://dbedt.hawaii.gov/economic/databook/>) annually through the Hawaii State Department of Business, Economic Development and Tourism. The Hawai'i State Office of Hawaiian Affairs publishes the Native Hawaiian Data Book (<http://www.ohadatabook.com/>).

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

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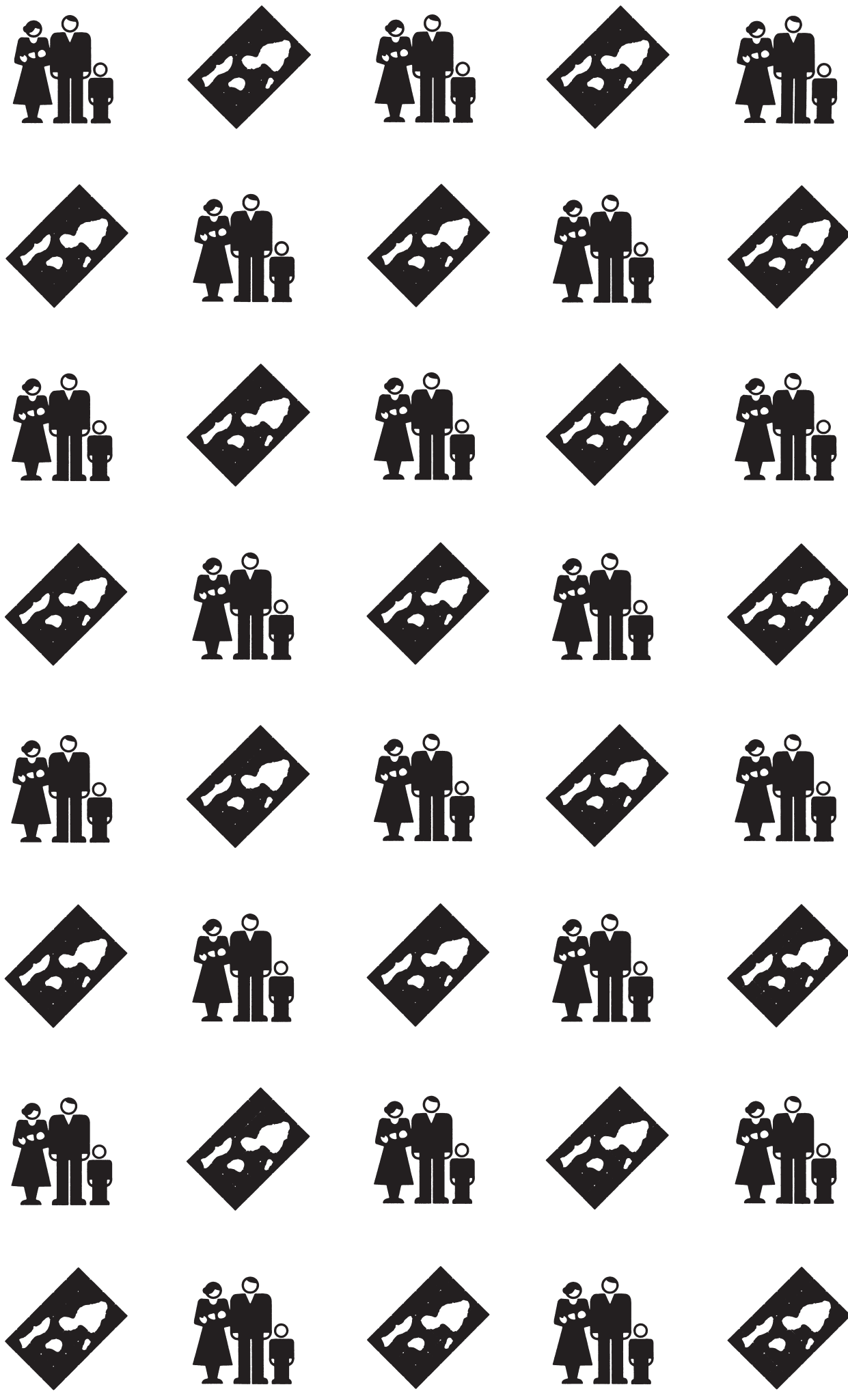
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General Statistics

Section 1

General Statistics

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

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

The totals for population have been broken down by factors such as 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	2008	2009	2010	2011	2012	2013	% Change 12/13	% Change 08/13
Resident Population ¹	Number	July 1	143,691	145,240	154,834	156,764	158,226	160,292	1.31	11.55
Civilian Labor Force	Number	Mo. Avg.	78,700	76,600	76,750	78,150	77,500	77,500	0.00	-1.52
Employment	Number	Mo. Avg.	75,050	69,900	70,200	72,150	72,700	73,550	1.17	-2.00
Unemployment	Number	Mo. Avg.	3,600	6,700	6,550	6,000	4,800	4,000	-16.67	11.11
Percent Unemployed	Percent	Mo. Avg.	4.6	8.7	8.5	7.7	6.2	5.1	-17.74	10.87
Total Job Count ²	Number	Mo. Avg.	71,150	67,100	64,600	65,700	68,000	69,900	2.79	-1.76
Gross Business Receipts	Mil. \$	Total	5,983.9	5,054.9	4,989.5	5,500.9	5,649.0	5,617.2	-0.6	-6.13
State Tax Collections ³	Thous. \$	Total	373,600	294,668	304,900	298,286	374,750	385,233	2.8	3.11
County Tax Collections ⁴	Thous. \$	Total	243,510	245,267	261,331	306,787	302,953	311,932	3.0	28.1
Estimated Domestic Visitors	Thous.	Total	1,851	1,688	1,840	1,869	1,953	1,959	0.3	5.8
Estimated International Visitors	Thous.	Total	279	244	295	342	401	443	10.5	58.8
Hotel Inventory	Number	Feb.	19,653	20,151	20,068	21,745	20,441	18,694	-8.5	-4.9
Hotel Occupancy	Percent	Mo. Avg.	67.9	62.1	68.1	70.2	72.6	72.0	-0.8	6.0
Real Estate Resales										
Single Family	Number	Total	907	693	814	901	933	943	1.1	4.0
	Dollars	Avg.	831,242	713,946	747,891	786,157	707,719	872,238	23.2	4.9
Condominium	Number	Total	788	824	1,147	1,157	1,248	1,199	-3.9	52.2
	Dollars	Avg.	921,063	719,993	648,043	485,839	470,614	628,668	33.6	-31.7
Sugar Production, Raw Sugar 96'	Thous. \$	Total	51,500	NA	NA	NA	NA	NA	NA	NA
Vegetable & Melon Sales	Thous. \$	Total	6,630	NA	NA	NA	NA	NA	NA	NA
Floriculture Sales	Thous. \$	Total	13,922	NA	NA	NA	NA	NA	NA	NA
Livestock & Aquaculture	Thous. \$	Total	7,013	NA	NA	NA	NA	NA	NA	NA
Farm Labor & Proprietors' Income	Thous. \$	Total	91,824	98,557	NA	NA	NA	NA	NA	NA

1. PRELIMINARY ESTIMATES BY THE U. S. BUREAU OF THE CENSUS. 2. REFERS TO NUMBER OF JOBS RATHER THAN NUMBER OF PERSONS EMPLOYED (SELF-EMPLOYED NOT COUNTED IN JOBS COUNT).

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, 2013 estimate	160,202	1,408,987
Population, percent change - April 1, 2010 to July 1, 2013	3.50%	3.60%
Population, 2010	154,834	1,360,301
Persons under 5 years, percent, 2013	6.20%	6.50%
Persons under 18 years, percent, 2013	22.50%	21.90%
Persons 65 years and over, percent, 2013	14.70%	15.60%
Female persons, percent, 2013	49.60%	49.50%
White alone, percent, 2013 (a)	35.90%	26.60%
Black or African American alone, percent, 2013 (a)	0.80%	2.30%
American Indian and Alaska Native alone, percent, 2013 (a)	0.60%	0.40%
Asian alone, percent, 2013 (a)	28.80%	37.70%
Native Hawaiian and Other Pacific Islander alone, percent, 2013 (a)	10.60%	10.00%
Two or More Races, percent, 2013	23.30%	23.10%
Hispanic or Latino, percent, 2013 (b)	10.70%	9.80%
White alone, not Hispanic or Latino, percent, 2013	31.50%	23.00%
General		
Living in same house 1 year & over, percent, 2009-2013	82.80%	84.90%
Foreign born persons, percent, 2009-2013	17.20%	17.90%
Language other than English spoken at home, pct age 5+, 2009-2013	20.70%	25.40%
High school graduate or higher, percent of persons age 25+, 2009-2013	90.20%	90.40%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	25.70%	30.10%
Veterans, 2009-2013	10,056	112,625
Mean travel time to work (minutes), workers age 16+, 2009-2013	20.8	26.0
Housing		
Housing units, 2013	71,118	526,257
Homeownership rate, 2009-2013	58.10%	57.60%
Housing units in multi-unit structures, percent, 2009-2013	37.10%	38.10%
Median value of owner-occupied housing units, 2009-2013	\$523,700	\$503,100
Households, 2009-2013	52,623	449,771
Persons per household, 2009-2013	2.93	2.96
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$29,517	\$29,305
Median household income, 2009-2013	\$63,512	\$67,402
Persons below poverty level, percent, 2009-2013	10.60%	11.20%

1.1.2

CONTINUED

Category	Maui County	State of Hawai'i
Business		
Private nonfarm establishments, 2012	4,343	31,496
Private nonfarm employment, 2012	62,030	492,089
Private nonfarm employment, percent change, 2011-2012	1.80%	1.30%
Nonemployer establishments, 2012	15,073	97,151
Total number of firms, 2007	20,097	120,374
Black-owned firms, percent, 2007	0.60%	0.90%
American Indian & Alaska Native-owned firms, percent, 2007	1.70%	1.30%
Asian-owned firms, percent, 2007	30.30%	47.20%
Native Hawaiian & 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, 2013	353	3,882
Geography		
Land area in square miles, 2010	1,161.52	6,422.63
Persons per square mile, 2010	133.3	211.8
FIPS Code	9	15

(a) Includes persons reporting only one race.

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

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

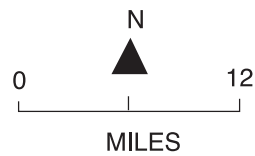
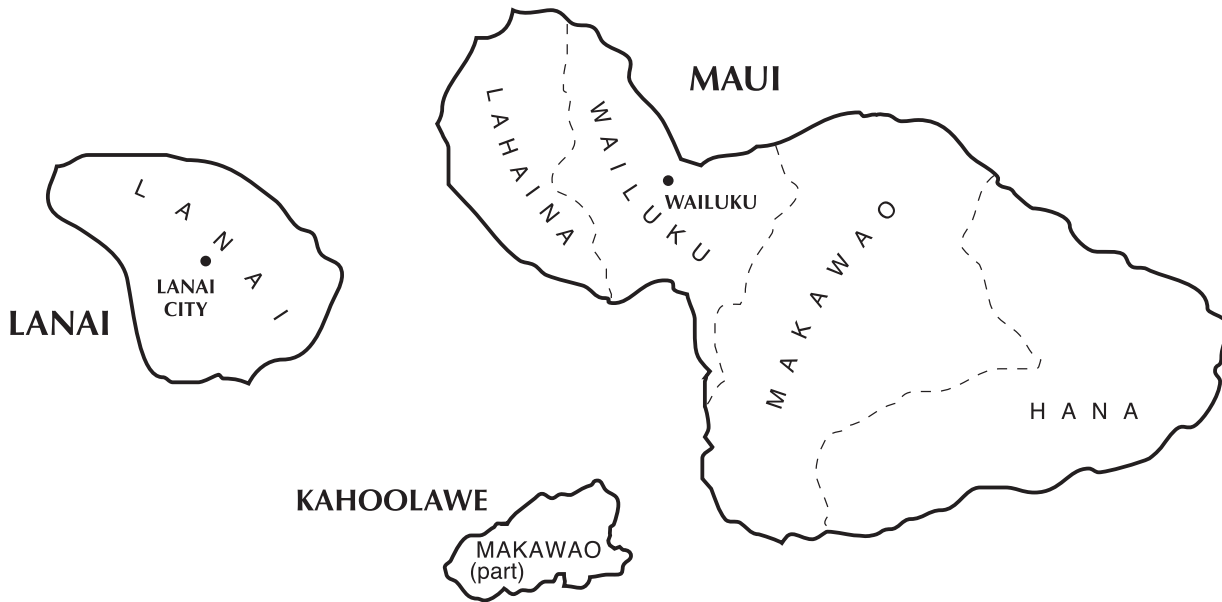
1.2.1

MAUI COUNTY AND DISTRICTS



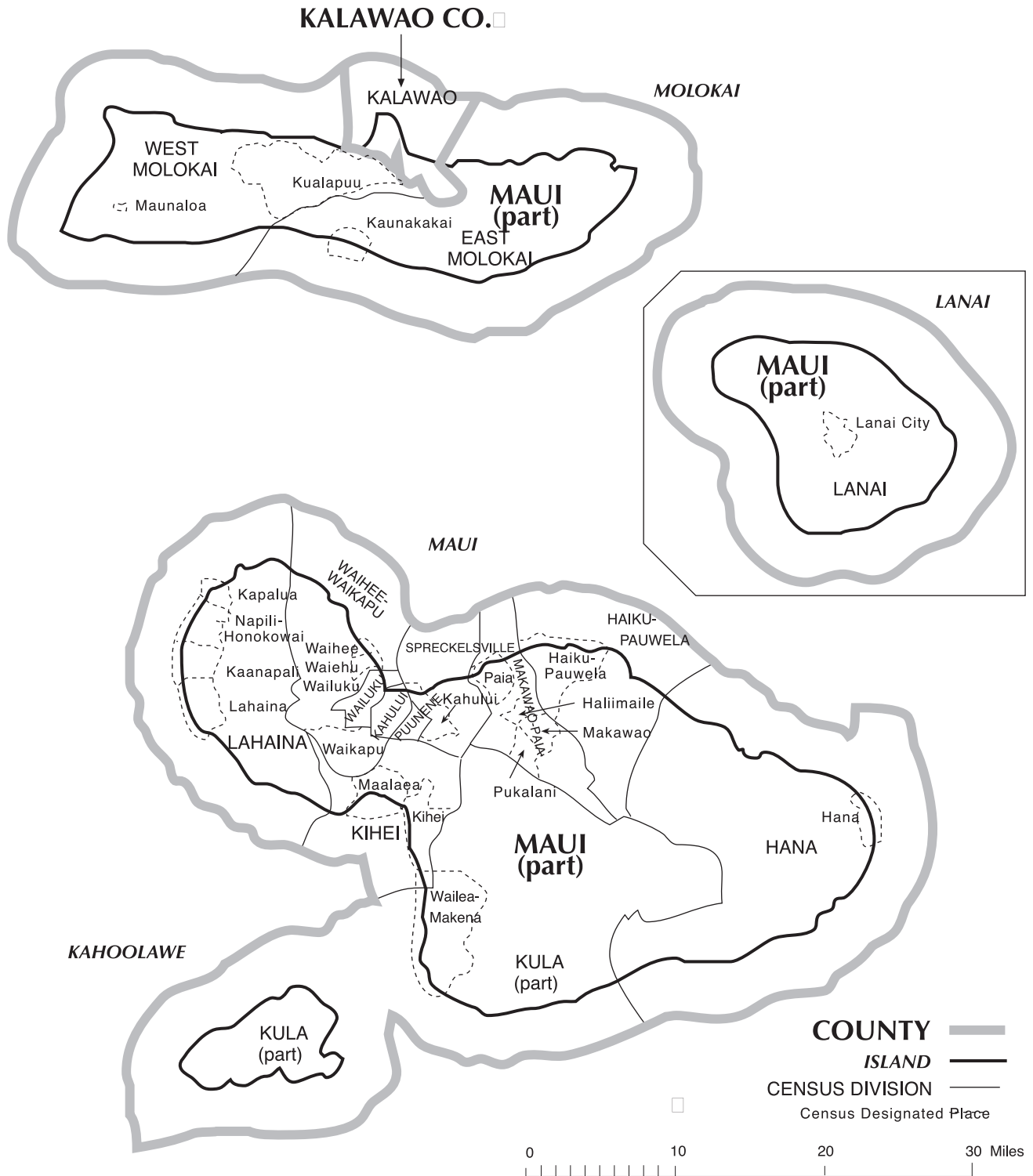
*Kalawao is officially designated as a separate county but is usually treated as a district of Maui for statistical purposes

MOLOKAI



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

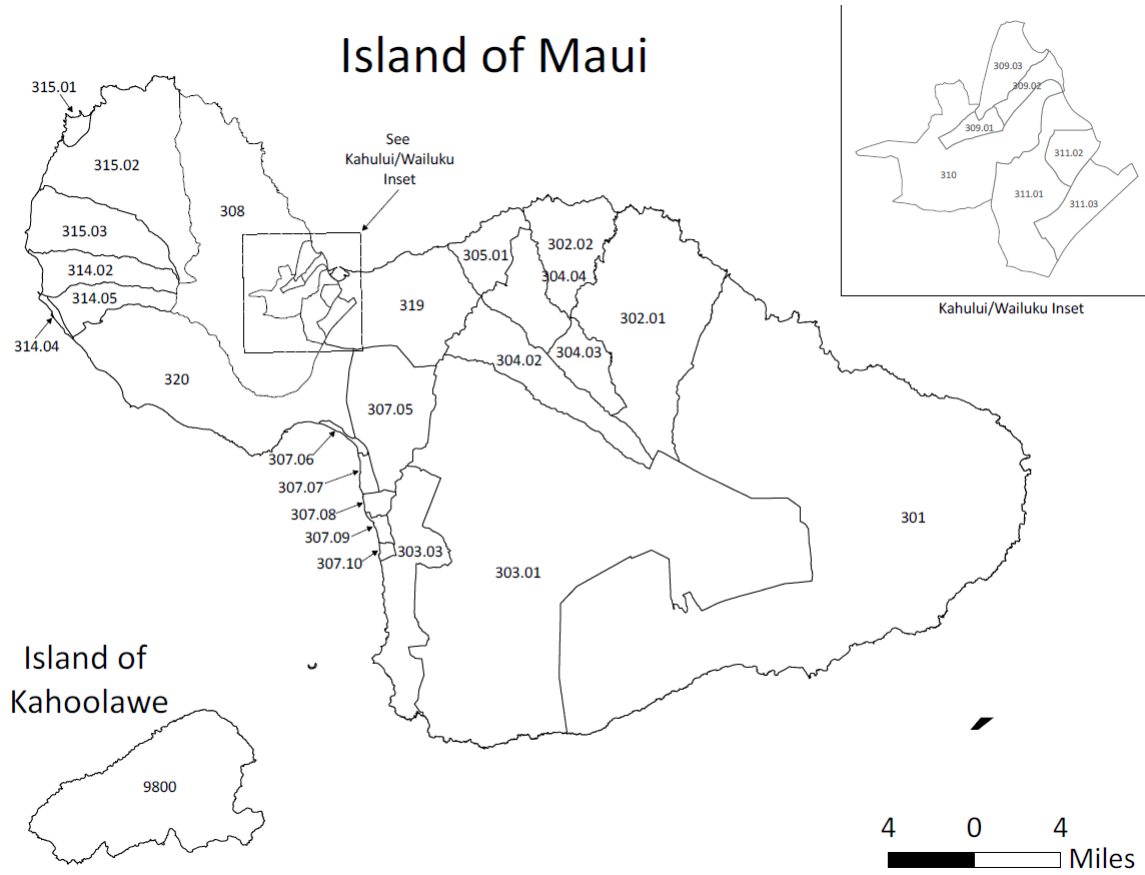
MAUI COUNTY SUBDIVISIONS AND PLACES



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, 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
April 1, 2000 ^{2/}	128,241	876,156	148,677	58,463	1,211,537
July 1, 2001 ^{3/}	132,428	882,755	151,690	59,075	1,225,948
July 1, 2002 ^{3/}	134,583	890,473	154,576	59,981	1,239,613
July 1, 2003 ^{3/}	137,596	894,311	158,442	60,805	1,251,154
July 1, 2004 ^{3/}	140,625	907,997	162,852	62,095	1,273,569
July 1, 2005 ^{3/}	143,448	918,181	168,237	62,863	1,292,729
July 1, 2006 ^{3/}	145,776	926,954	173,536	63,465	1,309,731
July 1, 2007 ^{3/}	148,117	925,335	177,733	64,490	1,315,675
July 1, 2008 ^{3/}	151,424	933,680	181,506	65,603	1,332,213
July 1, 2009 ^{3/}	153,393	943,177	183,629	66,518	1,346,717
April 1, 2010 ^{2/}	154,924	953,207	185,079	67,091	1,360,301
July 1, 2011	156,854	966,559	187,039	67,799	1,378,251
July 1, 2012	158,521	976,746	188,946	68,553	1,392,766
July 1, 2013	160,880	987,019	191,409	69,679	1,408,987

1/ INCLUDING KALAWAO COUNTY (KALAUPAPA SETTLEMENT). KALAWAO HAD 147 IN 2000, 90 IN 2010 AND 89 IN 2014.

2/ DECENNIAL CENSUS FIGURE.

3/ POPULATION ESTIMATES FOR 2000 THROUGH 2009 WERE REVISED BASED UPON THE APRIL 1, 2010 FIGURES WHICH WERE RELEASED SEPTEMBER 28, 2011. POPULATION ESTIMATES AFTER APRIL 1, 2010 WERE BASED ON REVISIONS RELEASED IN MARCH 2015 AND MAY DIFFER SOMEWHAT FROM EARLIER FIGURES CITED IN OTHER TABLES.

SOURCE: U.S. CENSUS BUREAU, STATE OF HAWAII DATA BOOK 2014, FEDERAL-STATE COOPERATIVE PROGRAM FOR POPULATION ESTIMATES, TABLE 1. INTERCENSAL ESTIMATES OF THE RESIDENT POPULATION FOR COUNTIES OF HAWAII: APRIL 1, 2000 TO JULY 1, 2010" (CO-EST00INT-01-15) <[HTTP://WWW.CENSUS.GOV/POPEST/DATA/INTERCENSAL/COUNTY/TABLES/CO-EST00INT-01/CO-EST00INT-01-15.XLS](http://www.census.gov/popest/data/intercensal/county/tables/co-est00int-01/co-est00int-01-15.xls)> ACCESSED SEPTEMBER 28, 2011 AND "ANNUAL ESTIMATES OF THE RESIDENT POPULATION: APRIL 1, 2010 TO JULY 1, 2014" (PEPANNRES) (RELEASED MARCH 26, 2015). <[HTTP://FACTFINDER.CENSUS.GOV/FACES/NAV/JSF/PAGES/INDEX.XHTML?_TS=445486742893](http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml?_ts=445486742893)> ACCESSED MARCH 26, 2015.

1.3.2

DE FACTO POPULATION, BY COUNTIES

Includes all persons physically present in area, regardless of military status or usual place of residence. Includes visitors present but excludes residents temporarily absent.

Both calculated as averages for 12-month periods centered on estimate date.

Date	Maui County ¹	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
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 ^{2/}	168,650	926,192	166,429	74,734	1,336,005
July 1, 2001 ^{2/}	168,845	926,713	168,131	73,940	1,337,629
July 1, 2002 ^{2/}	172,302	934,070	171,784	74,895	1,353,051
July 1, 2003 ^{2/}	176,044	931,880	174,683	76,148	1,358,755
July 1, 2004 ^{2/}	180,033	949,262	180,107	78,167	1,387,569
July 1, 2005 ^{2/}	184,987	959,340	188,612	79,561	1,412,500
July 1, 2006 ^{2/}	188,221	967,400	194,008	80,887	1,430,516
July 1, 2007 ^{2/}	189,875	963,577	196,723	83,286	1,433,461
July 1, 2008 ^{2/}	189,331	962,908	198,413	81,968	1,432,620
July 1, 2009 ^{2/}	189,206	972,202	199,047	82,101	1,442,556
July 1, 2010 ^{2/}	194,364	987,936	202,650	83,513	1,468,463
July 1, 2011	198,492	999,803	205,523	85,040	1,488,858
July 1, 2012	201,684	1,017,774	208,909	87,005	1,515,372
July 1, 2013	206,685	1,029,798	212,047	89,454	1,537,984

1/ INCLUDING KALAWAO COUNTY (KALAUPAPA SETTLEMENT).

3/ POPULATION ESTIMATES FOR 2000 THROUGH 2009 WERE REVISED BASED UPON THE APRIL 1, 2010 FIGURES WHICH WERE RELEASED SEPTEMBER 28, 2011. POPULATION ESTIMATES AFTER APRIL 1, 2010 WERE BASED ON REVISIONS RELEASED IN MARCH 2015 AND MAY DIFFER SOMEWHAT FROM EARLIER FIGURES CITED IN OTHER TABLES.

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	Kahana	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'S 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	Kahana	3,003	844
314.04	Lahaina	3,250	1,352
314.05	Lahainaluna	5,491	1,355
315.01	Kapalua	2,368	799
315.02	Honokahua	5,036	2,128
315.03	Honokōwai	2,366	1,042
319	Spreckelsville	5,624	1,597
320	Launiupoko	994	435
Lāna'i		3,135	1,158
316.01	Lāna'i	3,135	1,158
Moloka'i		7,345	2,582
317	Moloka'i	4,503	1,671
318.01	Moloka'i	2,752	842
319	Kalawao	90	69

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

1.3.6

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

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

1.3.6

CONTINUED

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

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

1.3.7

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

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

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 2013

	Estimate	Percent
Total population	160,195	100%
One race	120,017	74.92%
Two or more races	40,178	25.08%
One race	120,017	74.92%
White	54,792	34.20%
Black or African American	762	0.48%
American Indian and Alaska Native	425	0.27%
Asian	45,915	28.66%
Asian Indian	138	0.09%
Chinese	1,326	0.83%
Filipino	27,611	17.24%
Japanese	11,885	7.42%
Korean	753	0.47%
Vietnamese	219	0.14%
Other Asian	3,983	2.49%
Native Hawaiian and Other Pacific Islander	16,902	10.55%
Native Hawaiian	13,024	8.13%
Guamanian or Chamorro	0	0.00%
Samoan	500	0.31%
Other Pacific Islander	3,378	2.11%
Some other race	1,221	0.76%
Hispanic or Latino (of any race)	17,081	10.66%
Mexican	2,499	1.56%
Puerto Rican	7,998	4.99%
Other Hispanic or Latino	6,584	4.11%
Two or more races	40,178	25.08%
White and Black or African American	620	0.39%
White and American Indian	1,492	0.93%
White and Asian	5,145	3.21%

SOURCE: U.S. CENSUS 2013 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	488	260	228	133	-239	127
7/1/2010 to 7/1/2011	2032	1059	973	472	222	1599
7/1/2011 to 7/1/2012	2019	1133	886	497	109	1479
7/1/2012 to 7/1/2013	1983	1217	766	515	774	2162

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	2007	2008	2009	2010	2011	2012	2013
One or more is a Resident	1,052	1,054	953	958	889	903	890
Both Bride and Groom are Non-Residents	7,717	7,558	5,715	5,950	6,199	5,827	5,442
Total	8,769	8,612	6,668	6,908	7,088	6,730	6,332

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

1.3.11

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

	2009	2010	2011	2012	2013	2014
January	330	332	365	317	319	358
February	424	339	379	407	360	411
March	429	427	424	436	426	439
April	462	445	499	508	514	534
May	688	650	646	659	581	NA
June	514	597	588	522	467	NA
July	503	481	507	436	454	NA
August	474	507	495	499	433	NA
September	597	524	667	530	587	NA
October	563	872	596	643	520	NA
November	384	411	692	425	427	NA
December	228	362	341	445	354	NA

NA: Not available yet.

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 Maui Island	Location	2006	2006	2008	2009	2010	2011
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 HAWAII¹, 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)					
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
2013	6,205,613	6,544,583	2,728,398	47,989,720	63,468,314
Per Capita Income, in \$					
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
2013	38,714	34,297	39,251	48,798	45,204

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

1.4.2

**EARNINGS BY DETAILED INDUSTRY
MAUI COUNTY, 2013**

In thousands of dollars

Personal income	6,205,613
Population (persons)	160,292
Per capita personal income (dollars)	38,714
Earnings by place of work	4,369,988
less: Contributions for government social insurance	523,478
Employee and self-employed contributions for government social insurance	260,731
Employer contributions for government social insurance	262,747
plus: Adjustment for residence	-24,879
equals: Net earnings by place of residence	3,821,631
plus: Dividends, interest, and rent	1,344,288
plus: Personal current transfer receipts	1,039,694
Wage and salary disbursements	2,983,228
Supplements to wages and salaries	769,614
Employer contributions for employee pension and insurance funds	506,867
Employer contributions for government social insurance	262,747
Proprietors' income	617,146
Farm proprietors' income	49,152
Nonfarm proprietors' income	567,994
Farm earnings	126,433
Nonfarm earnings	4,243,555
Private earnings	3,486,069
Forestry, fishing, and related activities	(D)
Mining	(D)
Utilities	73,155
Construction	352,922

1.4.2

CONTINUED

Manufacturing	61,718
Durable goods manufacturing	19,557
Nondurable goods manufacturing	42,161
Wholesale trade	94,750
Retail trade	366,970
Transportation and warehousing	174,975
Information	41,153
Finance and insurance	61,498
Real estate and rental and leasing	221,606
Professional, scientific, and technical services	148,021
Management of companies and enterprises	27,835
Administrative and waste services	210,141
Educational services	53,441
Health care and social assistance	308,954
Arts, entertainment, and recreation	88,272
Accommodation and food services	980,449
Other services, except public administration	214,535
Government and government enterprises	757,486
Federal, civilian	72,982
Military	40,258
State and local	644,246
State government	444,185
Local government	200,061

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

SOURCE: U.S. BUREAU OF ECONOMIC ANALYSIS, REGIONAL ECONOMIC INFORMATION SYSTEM, MARCH 2014.

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	219.504 ¹	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
2013	253.924	253.202	254.646	252.178	251.663	252.694
2014	257.589	255.989	259.190	254.757	253.417	256.098

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

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

SOURCE: U.S. BUREAU OF LABOR STATISTICS.

1.4.4

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

Expenditure Item	Maui Index ¹	Honolulu Index ¹	Hawaii Index ²	Kauai Index ¹	Expenditure Item	Maui Index ¹	Honolulu Index ¹	Hawaii Index ²	Kauai Index ¹
Food					Transportation				
Cereals and bakery products	129.38	124.98	127.40 ³	123.69	Motor vehicle costs	112.80	108.89	115.33	111.11
Meats, poultry, fish, and eggs	165.52	160.63	163.39	162.33	Gasoline and motor oil	100.64	101.41	105.84	100.90
Dairy products	123.11	119.77	120.36	121.00	Maintenance and repairs	115.68	105.17	111.28	111.13
Fruits and vegetables	154.50	145.22	140.45	145.09	Vehicle insurance	104.70	110.00	117.54	104.18
Processed foods	173.92	144.06	159.85	172.84	Public transportation	100.14	93.71	96.29	91.43
Other food at home	135.32	136.06	136.16	136.43		210.88	193.26	218.78	218.95
Nonalcoholic beverages	126.95	125.44	138.95	126.21	Medical	88.22	85.88	85.41	84.68
Food away from home	150.17	144.38	138.59	131.80	Health insurance	72.14	72.55	71.97	72.61
Alcoholic beverages	115.31	112.13	110.03	106.60	Medical services	118.90	106.48	108.03	98.94
	114.99	118.38	114.41	112.22	Drugs and medical supplies	99.92	102.70	99.66	106.41
Shelter and Utilities									
Shelter	129.64	131.54	105.21 ³	119.96	Recreation	104.74	107.42	98.95	98.63
Energy utilities	97.73	115.89	69.00	89.51	Fees and admissions	88.08	87.64	86.99	77.82
Water and other public services	443.26	289.58	414.51	423.64	Television, radios, sound equip	106.89	112.97	105.76	115.26
	90.63	89.70	52.45	59.34	Pets, toys, & playground equip.	124.61	135.71	108.27	122.95
Household Furnishings & Supplies					Other entertainment supplies	113.65	116.74	114.66	107.99
Household operations	102.45	103.09	98.74	100.28	Personal care products	97.82	105.35	102.91	97.05
Housekeeping supplies	93.17	92.48	85.89	82.24	Personal care services	111.28	97.81	86.72	78.04
Housekeeping supplies	115.95	112.71	109.79	116.65	Reading	101.18	104.58	96.08	106.81
Textiles and area rugs	109.09	121.99	110.00	116.26	Education and Communication	98.27	103.74	100.06	97.46
Furniture	99.10	99.58	99.10	99.10	Education	81.32	159.48	88.71	98.03
Major appliances	107.30	108.34	117.29	113.98	Communications	99.21	100.38	100.83	97.08
Small appliances, misc. housewares	117.36	116.85	110.75	112.73	Computers & computer services	100.16	99.94	100.16	100.16
Misc. household equipment	101.27	103.81	98.17	102.44					
Apparel and Services					Miscellaneous	101.72	101.45	100.45	100.66
Men and boys	107.80	102.26	105.14	103.01	Tobacco products, etc	131.78	135.87	128.29	129.69
Women and girls	111.16	100.69	113.64	112.41	Miscellaneous	107.46	91.43	97.93	99.30
Children under 2	104.82	89.41	97.40	92.11	Personal insurance & pensions	99.74	101.56	99.74	99.74
Children under 2	124.64	119.16	113.30	121.64					
Footwear	98.23	103.97	97.19	99.10	Overall Price Index	116.62	116.37	104.71	111.14
Other apparel products and services	122.98	132.11	123.75	119.00	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	2010	2011	2012	2013	2014
All Items	234.869	243.622	249.474	253.924	257.589
Food and Beverages	224.774	232.656	242.786	250.922	256.023
Food	224.794	233.256	243.315	250.720	256.204
Food at home	232.694	243.147	251.257	254.618	260.591
Food away from home	213.582	219.140	230.345	241.201	247.703
Alcoholic Beverages	223.755	222.459	233.299	251.786	250.982
Housing	251.968	260.606	265.473	269.885	273.499
Shelter	272.182	277.348	280.702	285.979	289.519
Rent of Primary Residence	265.333	271.986	278.121	281.572	287.813
Owners' equivalent rent	282.422	287.113	289.858	296.499	298.747
Fuels and Utilities	280.202	335.109	360.247	363.734	375.685
Household energy	240.938	305.047	327.002	326.966	334.996
Gas (piped) and electricity	237.451	300.711	322.344	322.311	330.151
Electricity	232.605	295.459	318.271	318.855	327.118
Piped gas service	277.267	336.101	341.478	328.520	331.538
Household Furnishings and operations	157.188	153.134	153.086	153.196	151.278
Apparel	116.423	118.394	121.481	119.011	111.141
Transportation	214.411	229.223	231.275	233.133	236.373
Private Transportation	211.530	227.249	235.881	236.516	237.308
Motor Fuel	263.334	311.585	329.113	324.575	317.398
Gasoline (All types)	270.775	320.614	338.599	333.975	326.302
Gasoline, unleaded regular	287.744	340.371	360.067	355.142	346.012
Gasoline, unleaded midgrade ¹	212.918	249.720	263.366	259.349	257.427
Gasoline, unleaded premium	237.763	283.383	298.215	294.709	287.258

1.4.5

CONTINUED

Group	2010	2011	2012	2013	2014
Medical Care	320.153	324.180	334.441	345.184	351.763
Recreation²	107.484	110.473	113.961	116.818	119.586
Education and Communication²	128.483	132.248	137.276	139.423	143.488
Other goods and services	415.526	433.536	440.428	447.178	457.958
Special Aggregate Indexes					
All items less shelter	218.944	229.363	236.406	240.466	244.165
All items less medical care	230.394	239.355	244.988	249.131	252.635
All items less energy	235.509	241.020	245.982	251.027	255.021
All items less food and energy	239.010	243.891	247.841	252.469	256.238
Commodities	185.266	192.510	198.400	200.602	201.057
Commodities less food	161.351	167.835	171.385	171.027	169.051
Nondurables	210.505	221.716	230.568	233.677	234.514
Nondurables less food	195.311	209.303	216.645	215.900	212.561
Nondurables less food and beverage	193.408	208.464	215.562	213.540	210.020
Services	278.394	288.467	294.510	300.849	307.192
Services less rent of shelter ³	285.581	302.484	312.316	320.021	330.028
Services less medical care	273.790	284.353	290.148	295.971	302.124

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: Kula Hospital did not report in time for data to be available. NA: Data Not Available
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	5	21	4182	5.02
Kīhei	1	5	3225	1.55
Wailuku	4	20	3425	5.84
Maui Island Total	10	46	18,148	2.53
Molokaʻi	2	10	1181	8.47
Lānaʻi	0	0	474	0.00
Maui County Total	12	56	19,803	2.83
Hawaiʻi County	53	236	26,834	8.79
Kauaʻi County	12	55	9,985	5.51
City and County of Honolulu	386	1824	138,490	13.17
State Total	463	2171	195,112	11.13
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	0	0	26,834	0.00
Kauaʻi County	0	0	9,985	0.00
City and County of Honolulu	33	513	138,490	3.70
State Total	34	535	195,112	2.74

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, MARCH 2015

1.5.3

HEALTH PRACTITIONERS LICENSED IN HAWAII BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	82	65	101	92	1,229
Molokai	1	2	3	4	11
Lanai	0	0	0	1	9
Oahu	318	185	580	832	3,303
Hawaii	117	63	68	109	896
Kauai	41	25	40	37	497
State Subtotal	559	340	792	1,075	5,945
Mainland	169	134	252	410	779
Foreign/Other	4	6	2	17	69
Total	732	480	1,046	1,502	6,793

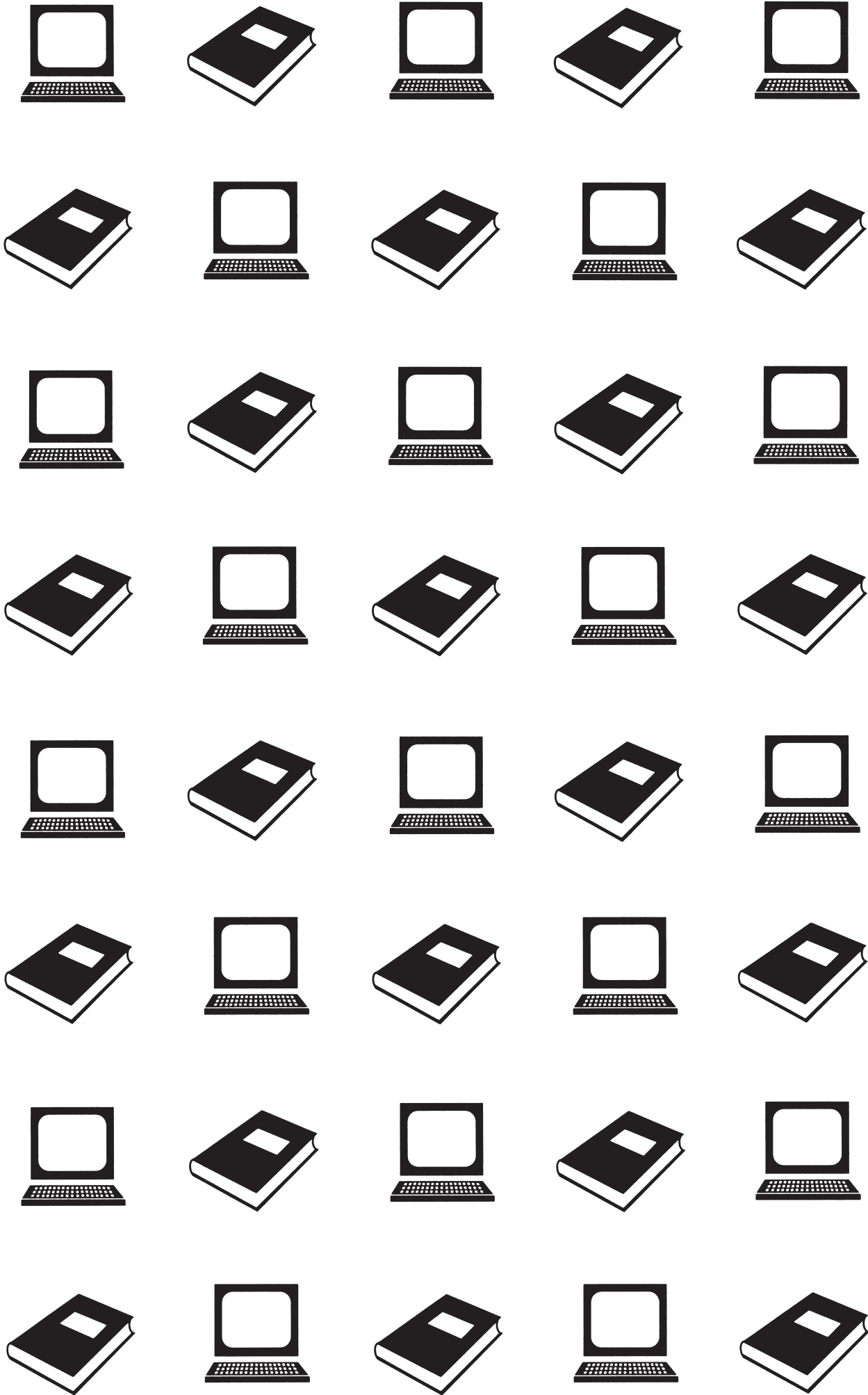
	Certified Physician's Assistant	Emergency Medical Tech. Basic	Emergency Medical Tech. Paramedic	Physician or Surgeon ¹	Osteopathic Physician and Surgeon
Maui	31	76	39	383	23
Molokai	0	0	3	9	2
Lanai	0	0	0	3	1
Oahu	147	352	301	3,431	198
Hawaii	13	258	102	427	41
Kauai	8	32	19	176	13
State Subtotal	199	718	464	4,429	278
Mainland	58	11	51	4,077	447
Foreign/Other	0	0	0	53	0
Total	257	729	515	8,559	725

	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	413	1,455	59	36	106
Molokai	10	33	7	0	3
Lanai	1	17	2	0	1
Oahu	1,330	11,231	716	258	608
Hawaii	358	1,841	100	50	123
Kauai	180	720	44	14	48
State Subtotal	2,292	15,297	928	358	889
Mainland	393	8,266	331	183	415
Foreign/Other	6	117	5	5	14
Total	2,691	23,680	1,264	546	1,318

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	15	23	115	4	48
Molokai	0	0	4	0	1
Lanai	0	0	0	0	1
Oahu	37	216	1,003	29	577
Hawaii	28	27	162	5	85
Kauai	10	10	63	1	32
State Subtotal	90	276	1,347	39	744
Mainland	40	137	1,044	42	271
Foreign/Other	1	2	5	1	4
Total	131	415	2,396	82	1,019

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 17, 2015



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 12

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 9 thru 12

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 PreK thru 6

H. Perrine Baldwin High 9 thru 12

Emmanuel Lutheran K thru 8

ʻĀao 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

Pu'u Kukui 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 8

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

2.2

BUDGET ALLOCATIONS FOR PUBLIC SCHOOL IN MAUI COUNTY

School	2011-2012	2012-2013	2013-2014	2014-2015
Elementary Schools				
Ha'ikū	231,181	419,803	487,871	458,860
Kahului	924,216	977,620	1,375,232	1,112,772
Kamali'i	313,143	465,065	383,007	397,446
Kamehameha III	482,360	629,885	892,239	840,159
Kaunakakai	179,402	183,755	519,940	415,808
Kīhei	680,026	717,499	990,163	740,001
Kilohana	134,971	129,941	90,014	108,209
Kula	135,541	153,111	303,703	335,881
Lihikai	677,763	703,120	836,998	1,095,616
Makawao	378,135	426,700	630,206	500,486
Maunaloa	41,449	124,063	178,204	144,643
Nahi'ena'ena	454,066	712,784	967,834	778,607
Pā'ia	301,433	334,477	426,054	462,634
Pomaika'i	376,715	363,574	295,939	356,413
Pukalani	289,680	311,162	390,122	443,619
Pu'u Kukui	NA	1,377,314	1,346,653	532,898
Waihe'e	444,845	465,290	595,137	571,883
Wailuku	613,275	698,701	159,439	584,773
Intermediate Schools				
Īao	477,776	407,499	923,915	1,073,410
Kalama	338,326	230,959	508,467	734,678
Lahaina	303,743	232,690	392,326	573,920
Lokelani	345,025	176,405	469,553	532,142
Maui Waena	780,741	896,437	765,349	802,240
Moloka'i	310,823	452,863	487,357	692,713
High Schools				
Baldwin	949,737	919,729	946,287	845,697
King Kekaulike	624,809	551,264	590,083	1,273,244
Lahainaluna	663,786	779,853	731,222	983,036
Maui	1,151,023	1,101,111	1,483,473	1,250,497
Moloka'i	169,970	147,893	219,858	421,644
Multi-Level Schools				
Hāna High & Elem.	368,008	269,191	634,055	533,431
Lāna'i High & Elem.	184,539	191,501	600,447	154,867
Total	13,326,507	14,173,945	19,621,147	19,752,227

Allocations do not include salaries

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS.

2.3

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

School	2010	2011	2012	2013	2014
Elementary Schools					
Ha'ikū	440	448	487	501	479
Kahului	965	986	1024	1064	983
Kamali'i	634	638	620	585	530
Kamehameha III	733	760	800	813	773
Kaunakakai	240	247	256	290	274
Kīhei	868	920	969	947	864
Kilohana	88	67	75	80	65
Kualapu'u Charter School	379	380	359	336	306
Kula	415	357	378	396	391
Lihikai	1003	971	982	943	897
Makawao	461	500	529	550	527
Maunaloa	69	68	87	61	55
Nahi'ena'ena	607	643	704	761	724
Pā'ia	242	297	310	356	338
Pomaika'i	588	655	675	550	544
Pukalani	513	496	500	478	441
Pu'u Kukui	0	0	0	541	655
Waihe'e	746	769	816	775	742
Wailuku	871	920	960	740	704
Intermediate Schools					
Īao	884	876	841	886	889
Kalama	843	829	804	788	822
Lahaina	653	651	617	626	635
Lokelani	565	597	573	550	553
Maui Waena	1068	1084	1112	1095	1109
Moloka'i	165	179	209	209	197
High Schools					
Baldwin	1592	1612	1598	1538	1467
Kīhei Charter School	507	509	503	576	526
King Kekaulike	1147	1116	1066	1017	1086
Lahainaluna	1027	1057	1063	1028	1014
Maui	1771	1826	1870	1908	1931
Moloka'i	343	326	318	336	353
Multi-Level Schools					
Hāna High & Elem.	340	341	346	336	341
Lāna'i High & Elem.	549	543	530	582	567

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS.

2.4

**STUDENT PROFILES,
MAUI COUNTY PUBLIC SCHOOLS,
YEAR 2013-14**

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	501	90.4%	52.7%	11.2%	3.4%
Kahului	1064	94.1%	65.7%	5.7%	21.4%
Kamali'i	585	93.0%	35.7%	7.2%	6.7%
Kamehameha III	813	92.9%	54.0%	6.4%	17.3%
Kaunakakai	290	92.8%	76.9%	10.0%	3.8%
Kīhei	947	91.0%	57.2%	7.0%	12.2%
Kilohana	80	81.3%	81.3%	10.0%	0.0%
Kula	396	94.7%	50.5%	8.3%	3.0%
Lihikai	943	93.6%	70.7%	5.3%	19.3%
Makawao	550	92.5%	61.6%	11.3%	4.2%
Maunaloa	61	86.9%	95.1%	8.2%	0.0%
Nahi'ena'ena	761	93.4%	59.0%	7.6%	22.6%
Pā'ia	356	96.3%	62.9%	5.1%	1.1%
Pomaika'i	550	95.6%	21.8%	7.1%	1.1%
Pukalani	478	95.0%	56.7%	5.2%	3.1%
Pu'u Kukui	541	92.6%	41.4%	4.3%	9.4%
Waihe'e	775	96.8%	63.9%	7.0%	3.0%
Wailuku	740	94.3%	66.4%	7.4%	10.0%
Intermediate Schools					
Īao	886	95.9%	48.0%	9.7%	5.2%
Kalama	788	95.8%	60.2%	13.5%	1.3%
Lahaina	626	95.5%	58.0%	10.7%	14.9%
Lokelani	550	90.0%	51.6%	7.1%	8.7%
Maui Waena	1095	96.1%	57.1%	8.4%	14.2%
Moloka'i	209	92.8%	79.4%	11.0%	4.8%
High Schools					
Baldwin	1538	94.9%	39.2%	9.6%	3.8%
King Kekaulike	1017	95.3%	45.5%	13.8%	2.1%
Lahainaluna	1028	93.5%	40.7%	12.4%	15.6%
Maui	1908	94.3%	42.1%	9.5%	9.3%
Moloka'i	336	96.1%	69.3%	13.1%	2.7%
Multi-Level Schools					
Hāna High & Elem.	336	92.6%	81.5%	13.7%	0.0%
Lāna'i High & Elem.	582	96.6%	40.7%	17.2%	12.9%

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2013-2014.

2.5

ETHNIC PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2013-2014

School	Chinese	Filipino	Hawaiian	Japanese	Portuguese	Hispanic	White	Other ¹
Elementary Schools								
Ha'ikū	0.6%	4.4%	25.9%	4.4%	2.4%	2.6%	49.4%	10.3%
Kahului	1.1%	51.7%	17.6%	5.4%	1.4%	3.3%	3.5%	16.0%
Kamali'i	0.5%	8.3%	9.7%	2.6%	0.8%	8.8%	61.4%	7.9%
Kamehameha III	1.1%	19.0%	15.0%	4.2%	0.4%	16.4%	30.0%	13.9%
Kaunakakai	0.0%	15.2%	70.2%	4.0%	0.3%	1.0%	7.3%	2.0%
Kihei	0.2%	29.4%	19.2%	1.8%	0.5%	11.2%	26.1%	11.6%
Kilohana	0.0%	2.9%	84.3%	0.0%	0.0%	0.0%	7.1%	5.7%
Kula	1.8%	3.8%	34.5%	4.5%	5.5%	5.0%	40.8%	4.1%
Lihikai	1.2%	43.8%	19.5%	3.2%	2.3%	7.6%	3.3%	19.1%
Makawao	0.7%	8.8%	38.1%	6.6%	8.6%	4.8%	23.7%	8.7%
Maunaloa	1.6%	3.2%	87.3%	0.0%	0.0%	0.0%	4.8%	3.1%
Nahi'ena'ena	0.4%	46.5%	22.8%	2.3%	0.3%	11.3%	7.5%	8.9%
Pā'ia	0.8%	8.4%	66.9%	3.1%	3.6%	0.8%	9.2%	7.2%
Pomaika'i	1.6%	36.1%	15.7%	15.9%	1.8%	2.5%	22.2%	4.2%
Pukalani	1.2%	11.3%	37.1%	10.9%	5.8%	4.4%	19.4%	9.9%
Pu'u Kukui	2.5%	19.9%	20.7%	15.0%	3.8%	1.5%	18.5%	18.1%
Waihe'e	0.8%	23.9%	51.6%	5.6%	2.4%	1.0%	7.0%	7.7%
Wailuku	1.3%	18.9%	34.3%	11.3%	3.7%	4.2%	8.4%	17.9%
Intermediate Schools								
Īao	2.4%	24.5%	39.4%	9.9%	1.6%	3.2%	8.1%	10.9%
Kalama	1.8%	12.3%	38.7%	5.8%	5.4%	4.7%	24.7%	6.6%
Lahaina	1.1%	35.5%	17.4%	3.3%	0.5%	16.4%	16.4%	9.4%
Lokelani	0.4%	29.9%	17.9%	2.9%	0.8%	8.8%	26.5%	12.8%
Maui Waena	1.6%	52.9%	19.8%	5.9%	1.2%	3.8%	3.7%	11.1%
Moloka'i	0.0%	17.7%	79.8%	0.5%	0.0%	0.5%	1.0%	0.5%
High Schools								
Baldwin	2.0%	22.9%	32.7%	10.9%	2.6%	4.1%	13.6%	11.2%
King Kekaulike	1.1%	11.1%	33.5%	6.7%	6.1%	3.7%	29.5%	8.3%
Lahainaluna	0.2%	35.4%	18.4%	3.5%	0.8%	16.4%	17.3%	8.0%
Maui	0.6%	49.9%	15.9%	5.6%	1.5%	4.7%	11.8%	10.0%
Moloka'i	0.6%	13.9%	76.4%	1.2%	0.0%	0.3%	5.3%	2.3%
Multi-Level Schools								
Hāna High & Elem.	0.5%	0.5%	77.2%	1.6%	0.5%	0.8%	14.1%	4.8%
Lāna'i High & Elem.	0.5%	50.3%	22.0%	3.2%	0.7%	2.9%	8.5%	11.9%

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

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2013-2014..

2.6

COMMUNITY PROFILES, MAUI COUNTY PUBLIC SCHOOLS

School Community	Population	% of Population Aged 5-19	Median Age	Number of Family Households	Median Household Income
State of Hawaii	1,360,301	18.4%	38.6	313,907	\$66,420
Baldwin Complex	29,861	20.3%	38.2	6,740	\$83,311
King Kekaulike Complex	38,220	18.6%	41.0	9,388	\$68,744
Lahainaluna Complex	22,157	17.2%	38.9	4,767	\$74,490
Maui Complex	51,920	18.2%	39.6	11,562	\$75,378
Hāna Complex	2,285	19.1%	40.1	483	\$69,777
Lānaʻi Complex	3,136	19.8%	38.6	788	\$56,264
Molokaʻi Complex	7,258	21.4%	40.2	1,765	\$49,391

Note: All figures based on 2010 Census

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2013-2014.

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%
Lāna'i Complex	20.5%	25.9%	35.3%	18.4%
Moloka'i 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 2013-2014.

2.8

SCHOOL COMPLETION, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2013-2014

School	Total Completers ¹	Diploma Graduates	Certificate of Completion	Individual Program	School Dropouts ²
High Schools					
Baldwin	97.4%	96.9%	0.0%	0.5%	11.3%
King Kekaulike	94.1%	93.7%	0.0%	0.5%	22.9%
Lahainaluna	99.6%	99.1%	0.0%	0.4%	13.6%
Maui	97.8%	95.6%	0.0%	2.2%	11.3%
Moloka'i	97.4%	97.4%	0.0%	0.0%	15.6%
Multi-Level Schools					
Hāna High & Elem.	100.0%	100.0%	0.0%	0.0%	17.6%
Lāna'i High and Elem.	100.0%	100.0%	0.0%	0.0%	2.9%

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 2013-2014.

2.9

TEACHING STAFF PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2013-2014

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	32	19	11	14.3	19.3	7.0
Kahului	59	31	23	12.9	20.9	7.6
Kamali'i	32	14	12	10.8	20.1	8.4
Kamehameha III	47	27	18	10.9	19.5	8.7
Kaunakakai	18	15	6	14.2	18.6	7.3
Kīhei	63	30	20	9.0	17.6	7.3
Kilohana	9	6	2	10.9	9.0	8.0
Kula	24	15	5	14.4	17.3	11.0
Lihikai	54	39	15	16.0	19.0	8.3
Makawao	39	26	7	13.7	16.8	6.9
Maunaloa	7	1	3	10.0	9.3	10.0
Nahi'ena'ena	44	19	19	9.9	19.5	9.7
Pā'ia	21	9	5	11.1	18.8	9.0
Pomaika'i	36	25	12	12.0	17.6	6.5
Pukalani	29	16	11	11.6	18.9	5.0
Pu'u Kukui	29	0	9	12.4	19.2	11.5
Waihe'e	47	33	14	13.6	17.6	10.8
Wailuku	50	35	18	13.7	16.3	6.9
Intermediate Schools						
Īao	53	28	21	11.3	18.6	8.6
Kalama	56	36	23	15.9	15.5	8.8
Lahaina	38	26	19	11.7	19.3	11.2
Lokelani	36	27	14	13.4	17.0	7.8
Maui Waena	62	38	22	13.5	19.7	9.2
Moloka'i	15	9	2	14.5	16.9	5.8
High Schools						
Baldwin	82	54	37	14.0	21.4	9.8
King Kekaulike	69	50	41	12.3	16.5	8.8
Lahainaluna	67	37	23	10.6	17.7	9.1
Maui	114	71	46	12.1	19.0	8.3
Moloka'i	22	20	8	16.0	17.2	8.8
Multi-Level Schools						
Hāna High & Elem.	29	17	11	11.3	13.2	7.7
Lāna'i High & Elem.	40	20	11	10.8	16.1	11.1

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2013-14.

2.10

**SUBJECT PROFICIENCIES, MAUI COUNTY SCHOOLS,
SCHOOLS YEAR 2013-2014**

School	Grade	% Proficient Reading	% Proficient Math	% Proficient Science
Elementary Schools				
Ha'ikū	4	82%	78%	63%
Kahului	4	73%	59%	41%
Kamali'i	4	77%	73%	67%
Kamehameha III	4	71%	56%	55%
Kaunakakai	4	52%	41%	28%
Kīhei	4	82%	70%	59%
Kilohana	4	67%	67%	50%
Kula	4	74%	67%	49%
Lihikai	4	60%	66%	51%
Makawao	4	75%	64%	58%
Maunaloa	3	81%	69%	NA
Nahi'ena'ena	4	71%	53%	29%
Pā'ia	4	62%	62%	48%
Pomaika'i	4	84%	81%	68%
Pukalani	4	77%	67%	42%
Pu'u Kukui	4	71%	52%	31%
Waihe'e	4	66%	75%	58%
Wailuku	4	60%	54%	45%
State Average	4	70%	62%	53%
Intermediate Schools				
Īao	8	68%	47%	26%
Kalama	8	75%	68%	44%
Lahaina	8	62%	55%	6%
Lokelani	8	69%	61%	11%
Maui Waena	8	64%	63%	32%
Moloka'i	8	63%	54%	24%
State Average	8	72%	59%	35%
High Schools				
Baldwin	10	56%	44%	25%
King Kekaulike	10	67%	33%	31%
Lahainaluna	10	55%	27%	16%
Maui	10	64%	44%	25%
Moloka'i	10	46%	31%	23%
Multi-Level Schools				
Hāna High & Elem.	10	60%	25%	5%
Lāna'i High & Elem.	10	83%	54%	24%
State Average	10	68%	42%	30%

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2013-14.

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 2015-2016**

School	Tuition Fees \$
Aka'ula School	6,000
Carden Academy of Maui	8,500 - 11,250
Clearview Christian Girl's School	7,500
Doris Todd Memorial Christian	6,170 - 7,072
Emmanuel Lutheran	6,100
Haleakalā Waldorf	10,930 - 14,500
Horizons Academy of Maui	900 per month
Kamehameha Schools (Maui)	3,889 - 4,784
Maui Adventist	5,145
Maui Preparatory Academy	14,610 - 17,350
Montessori of Maui	12,663 - 14,924
Sacred Hearts Elementary	6,630 - 7,730
Seabury Hall	18,950
St. Anthony Grade School	5,200
St. Anthony Junior & Senior High	8,900 - 11,900

SOURCE: LISTED SCHOOL WEBSITES

2.13

**PRIVATE SCHOOL ENROLLMENT BY GRADES,
MAUI DISTRICT 2012-2013**

School	PreK	K	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	Total
Carden Academy of Maui		12	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 ASSOCIATION OF INDEPENDENT SCHOOLS, PRIVATE SCHOOL ENROLLMENT REPORT 2012-2013

2.14

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

	2011	2012	2013
Library Locations, June 30	8	8	8
Personnel, June 30	42	42	42
Circulation, year ending June 30	649,392	710,835	671,716
Collections, June 30			
Books	392,661	400,244	394,186
Periodical Subscriptions	778	788	662
DVDs and Videotapes	21,818	22,965	23,710
Sound Recordings	19,993	19,885	20,058

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
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
2013	64,361	21,548

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 2014**

School	Total Graduates	UH System	Mānoa	Hilo	West O'ahu	Maui College	Other Campuses
Public Schools, Maui County							
Baldwin	382	121	19	1	0	94	7
Hāna	16	3	0	0	1	1	1
Kīhei Charter School	41	17	1	1	0	15	0
King Kekaulike	192	58	12	2	0	42	2
Lahainaluna	230	68	9	0	1	53	5
Maui	407	135	15	2	0	113	5
Lāna'i	37	10	0	0	0	4	6
Moloka'i	75	16	2	3	0	8	3
Private Schools, Maui County							
Ka'ahumanu Hou	2	1	0	0	0	1	0
Kamehameha Maui	120	42	8	7	0	22	5
Maui Preparatory	12	1	1	0	0	0	0
Saint Anthony	33	14	6	1	0	6	1
Seabury Hall	69	11	8	0	0	3	0

SOURCE: UNIVERSITY OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, HIGH SCHOOL BACKGROUND OF FIRST-TIME STUDENTS, FALL 2014.

2.18

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

	Historic	Projections					
	2012	2013	2014	2015	2016	2017	2018
Status							
Full time	1,644	1,618	1,607	1,620	1,624	1,642	1,665
Part time	2,738	2,718	2,699	2,720	2,726	2,757	2,796
Degree Type							
Liberal arts	2,185	2,144	2,121	2,135	2,138	2,161	2,191
Career & Technical Ed	1,677	1,658	1,649	1,660	1,666	1,685	1,710
Unclassified	310	318	317	324	323	327	333
Home-based at Other UH campus	210	216	219	221	223	226	227

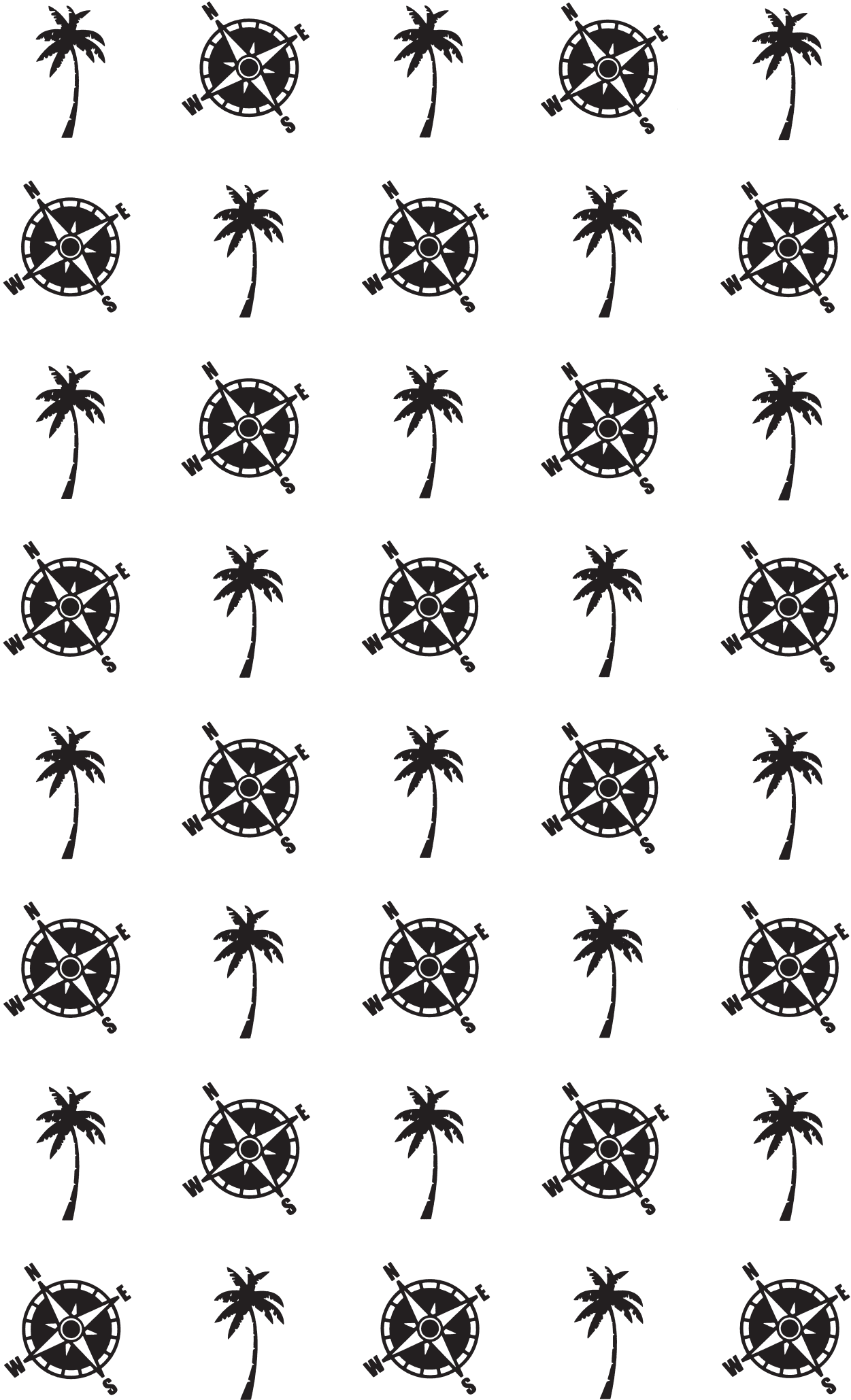
SOURCE: STATE OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, ENROLLMENT PROJECTIONS FALL 2013 TO FALL 2018.

2.19

**UNIVERSITY OF HAWAI'I MAUI COLLEGE,
HISTORICAL ENROLLMENT, FACULTY & STAFF**

Fall Semester	Total	Full-time	Part-time
Students Enrolled			
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	2,841	1,611	1,230
2007	2,981	1,651	1,330
2008	3,287	1,328	1,959
2009	4,114	1,733	2,381
2010	4,367	1,830	2,537
2011	4,527	1,681	2,846
2012	4,382	1,644	2,738
2013	4,076	1,460	2,616
2014	3,809	1,325	2,484
Number of Employees			
	2012	2013	2014
Board of Regents	350	339	328
Appointees			
Faculty	282	274	259
Professor	17	18	20
Associate Professor	14	16	14
Assistant Professor	41	48	45
Instructor	46	34	35
Lecturer	164	158	145
Support Staff	60	57	61
Executive Staff	8	8	8
Civil Service Staff	57	55	52
Total Employees	407	394	380

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 15 inches at Kapalua-West Maui Airport.

The State Land Use Commission currently zoned 30,060 acres in Maui County as urban, 311,601 as conservation, 400,913 as agricultural and 8,326 as rural.

The island of Kaho'olawe (28,800 acres) was transferred from the federal government to the State of Hawai'i in May, 1994.

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

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

3.1.1

LAND AND WATER AREA OF COUNTIES AND ISLANDS

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

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

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

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

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

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

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

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

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

3.1.2

GENERAL COASTLINE AND TIDAL SHORELINE OF HAWAII, BY COUNTY AND ISLAND

	General Coastline ¹		Tidal Shoreline ²	
	Statute Miles	Kilometers ³	Statute Miles	Kilometers
State Total	750	1207	1052	1693
Counties				
Hawai'i	266	428	313	504
Maui and Kalawao	210	338	343	552
Honolulu	137	220	234	377
Kaua'i	137	220	162	261
Islands⁴				
Hawai'i	266	428	313	504
Maui	120	193	149	240
Kaho'olawe	29	47	36	58
Lāna'i	47	76	52	84
Moloka'i	88	142	106	171
O'ahu	112	180	209	336
Kaua'i	90	145	110	177
Kaua'i	45	72	50	80
Ka'ula	2	3	2	3
Northwestern Hawaiian Islands⁵				
Nihoa	3	5	3	5
Necker Island	2	3	2	3
French Frigate Shoals	6	10	6	10
Laysan Island	6	10	6	10
Lisianski Island	3	5	3	5
Kure Atoll	5	8	5	8

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

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

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

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

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

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

3.1.3

MAJOR NAMED WATERFALLS, MAUI COUNTY

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

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

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

3.1.4

ELEVATIONS OF MAJOR SUMMITS

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

Island and Summit		Feet	Meters
Hawai'i	Mauna Ke'a ¹	13,796	4,205
	Mauna Loa ²	13,679	4,169
	Hualālai	8,271	2,521
	Kaunu o 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**

TEMPERATURES

Station	Elevation (feet)	1st Year of Record	Daily average		Warmest Month		Coolest Month		Record High		Record Low	
			High	Low	High	Low	High	Low	°F	Date	°F	Date
Haleakalā Ranger Station	7,030	1949	62.7	44.7	66.1	47.6	59.1	41.5	80	7/25/53	27	2/26/65
Hāna Airport	70	1950	80.8	67.4	83.5	70.3	78.2	63.9	94	11/3/79	50	1/9/53
Kahului Airport	50	1954	83.8	67.4	87.3	71.3	80.1	63.3	97	8/31/94	48	1/20/69
Kailua (NE Maui, Inland)	700	1949	76.5	63.7	79.4	66.2	74.1	60.7	88	9/18/68	44	3/16/09
Kapalua Airport	240	1987	84.9	66.4	88.1	69.7	81.4	63.0	98	4/20/05	58	12/18/88
Molokaʻi Airport	450	1957	81.4	67.7	85.2	71.4	77.3	63.2	96	4/14/74	46	3/4/87
Lānaʻi Airport	1300	1949	79.3	62.7	82.7	65.8	75.8	59.2	93	7/2/04	46	1/22/55
Lānaʻi City	1620	1949	75.4	62.4	78.1	65.8	72.5	59.5	92	10/20/06	47	2/22/73

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	52.89	144	121.16	1980	17.71	1962	8.43	Jan	1.26	Jan	18.50	1/9/80
Hāna Airport	80.76	268	126.23	1965	49.64	1953	9.52	Mar	4.08	Mar	17.57	4/16/68
Kahului Airport	18.93	97	40.63	1989	6.76	1998	3.70	Jan	0.23	Jan	5.82	12/21/55
Kailua (NE Maui, Inland)	119.30	268	161.82	1969	79.20	1953	12.71	Mar	6.76	Mar	15.20	11/15/65
Kapalua Airport	14.62	33	48.43	2004	18.92	2000	3.15	Jan	0.08	Jan	8.14	3/24/06
Molokaʻi Airport	25.98	105	43.70	1963	11.06	2001	4.61	Jan	0.54	Jan	9.03	2/12/89
Lānaʻi Airport	19.43	60	47.66	1951	5.28	1999	3.25	Dec	0.51	Dec	10.45	11/10/55
Lānaʻi City	35.04	113	66.87	1968	15.64	1999	5.30	Jan	1.28	Jan	11.25	11/10/55

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, 2014**

Rainfall	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Maui													
Hā'iku	11.22	4.06	21.23	14.94	9.20	2.39	7.07	5.89	2.10	5.84	5.23	13.17	102.34
Hāna Airport	8.90	2.91	9.04	8.54	8.98	4.44	8.15	3.59	3.77	4.88	5.12	8.54	76.86
Kahakuloa	1.69	1.43	0.86	0.39	0.69	0.11	0.46	0.45	1.23	0.80	0.23	1.73	10.07
Kahului Airport	4.96	2.60	3.75	2.55	1.03	0.27	0.84	0.47	0.72	0.88	1.01	4.24	23.32
Kailua (NE Maui)	9.87	1.49	1.13	7.65	5.87	3.50	6.14	3.04	1.60	3.95	0.20	2.58	47.02
Kapalua Airport	6.06	2.72	7.77	6.08	1.13	0.37	3.28	0.94	0.52	3.46	0.78	3.41	36.52
Kula Branch Station	6.16	4.69	8.50	0.76	2.20	0.45	3.53	0.26	1.78	2.93	0.62	7.43	39.31
'Ohe'o	5.09	2.96	8.39	5.91	4.30	6.14	8.97	2.30	3.50	6.20	4.51	6.31	64.58
Pa'akea	5.68	NA	NA	3.00	5.40	NA	1.02	NA	NA	0.86	NA	NA	15.96
Ulupalakua Ranch	4.09	1.45	2.36	0.14	1.45	0.60	0.77	0.41	3.08	2.78	0.62	0.94	18.69
Moloka'i													
Maunaloa	3.30	4.25	3.00	1.17	2.72	0.53	0.95	0.35	0.95	2.15	1.90	2.29	23.56
Molokai Airport	6.49	4.84	4.62	1.56	4.48	0.28	1.19	2.51	3.00	4.09	2.86	4.47	40.39
Kaunakakai	5.34	3.39	4.43	0.03	2.14	0.05	0.48	0.03	0.13	1.42	0.70	1.45	19.59

3.1.7

CONTINUED

Temperature¹

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Maui													
Hāna Airport	70.9	73.6	72.0	73.4	75.7	75.6	76.8	77.5	78.3	78.1	75.2	72.0	74.9
Kahului Airport	72.3	74.5	74.1	75.2	77.2	78.6	80.2	80.6	80.6	80.1	76.6	73.0	76.9
Kailua (NE Maui)	65.7	68.0	67.5	68.4	70.5	72.0	73.0	73.4	73.9	73.0	70.9	66.9	70.3
Kapalua Airport	73.0	73.9	72.9	73.2	75.7	77.4	78.6	79.5	80.6	79.3	76.8	72.7	76.1
Kaupo Gap	59.2	62.4	61.5	66.2	68.4	65.7	68.4	67.5	68.5	67.8	63.5	60.6	65.0
Kula Branch Station	60.1	62.4	61.3	62.4	63.7	64.9	66.9	67.5	67.6	66.9	64.2	61.5	64.1
'Ohe'o	70.2	75.0	72.9	71.2	77.0	76.3	78.4	79.0	75.4	70.7	NA	NA	74.6
Moloka'i													
Moloka'i Airport	70.5	72.1	72.0	73.2	74.7	76.3	78.4	78.6	79.3	78.3	74.8	70.5	74.9

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				
	2010	2011	2012	2013	2014
Maui					
Hā'īku	NA	NA	11.08	74.53	102.34
Hāna Airport	20.93	9.78	10.76	57.56	76.86
Kahakuloa	9.44	6.25	5.29	9.00	10.07
Kahului Airport	9.52	10.63	5.10	15.47	23.32
Kailua (NE Maui)	62.15	52.89	47.28	43.64	47.02
Kapalua Airport	20.19	23.91	19.10	21.37	36.52
Kula Branch Station	11.23	19.73	11.37	22.19	39.31
'Ohe'o	61.31	66.74	63.73	61.87	64.58
Pa'akea	31.48	29.98	10.70	43.89	15.96
Ulupalakua Ranch	17.14	10.66	7.70	12.27	18.69
Moloka'i					
Maunaloa	NA	NA	NA	8.33	23.56
Moloka'i Airport	16.87	10.13	7.21	18.96	40.39
Kaunakakai	7.45	7.97	4.02	15.10	19.59

	Average Annual Temperature, Fahrenheit				
	2010	2011	2012	2013	2014
Maui					
Hāna Airport	NA	NA	74.9	74.2	74.9
Kahului Airport	75.8	75.6	75.5	76.5	76.9
Kailua (NE Maui)	62.4	70.0	69.4	69.7	70.3
Kapalua Airport	74.7	75.4	75.7	78.1	76.1
Kaupo Gap	NA	NA	NA	63.4	65.0
Kula Branch Station	63.4	63.4	63.0	63.5	64.1
'Ohe'o	75.1	74.7	74.2	74.2	74.6
Moloka'i					
Moloka'i Airport	74.6	74.3	74.8	74.4	74.9

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

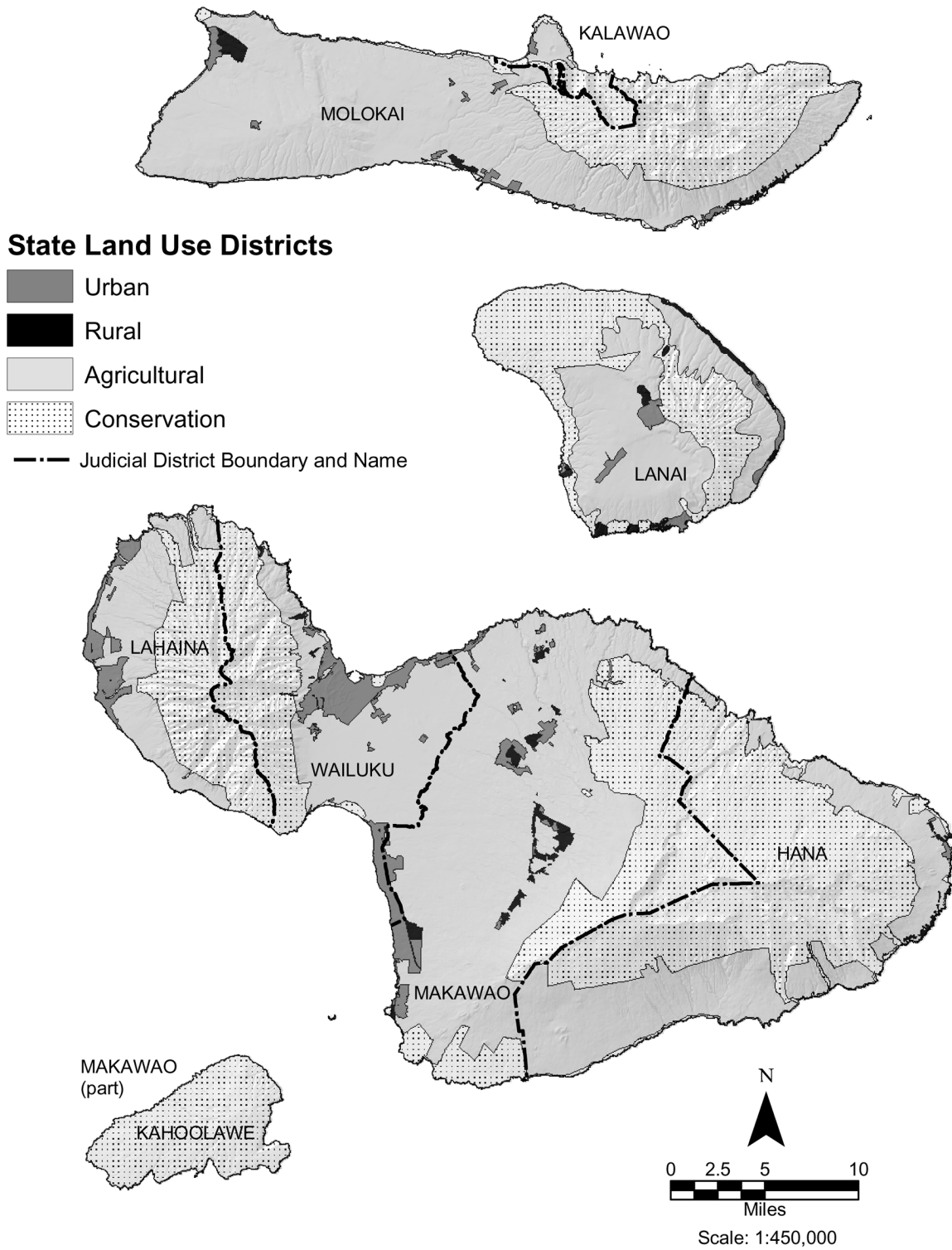
	2009	2010	2011	2012	2013	2014
Improved Residential¹						
Land	5,399,221	4,180,014	4,000,496	3,503,854	3,601,197	3,686,699
Improvements	2,070,229	2,108,966	2,110,846	2,157,923	2,292,069	2,341,946
Unimproved Residential¹						
Land	561,922	358,577				
Improvements	1,707	544				
Homeowner						
Land	10,655,335	8,424,063	6,859,815	5,530,653	5,529,016	5,988,415
Improvements	6,997,284	6,998,022	6,664,084	6,580,712	6,643,709	6,923,257
Hotel/Resort						
Land	3,003,430	2,325,263	1,820,070	1,434,536	1,450,145	1,783,169
Improvements	7,238,142	6,242,720	5,715,836	5,940,394	5,954,578	7,100,922
Apartment						
Land	1,900,236	1,900,081	1,756,162	1,491,850	1,623,663	1,726,925
Improvements	4,274,671	3,903,308	3,426,937	3,242,276	3,292,887	3,507,941
Time Share						
Land	294,584	348,275	205,659	173,172	169,889	191,541
Improvements	1,780,307	1,789,782	1,421,993	1,337,767	1,314,201	1,403,586
Commercial						
Land	1,481,011	1,466,493	1,464,329	1,183,383	1,196,976	1,222,050
Improvements	905,570	910,740	905,019	907,292	921,968	950,483
Industrial						
Land	1,047,648	1,039,239	894,229	959,813	1,115,918	919,840
Improvements	694,800	705,277	668,461	657,813	677,213	708,349
Agricultural						
Land	3,094,315	2,576,126	2,110,435	1,998,325	2,089,824	2,151,407
Improvements	999,833	1,051,200	1,027,998	1,135,884	1,311,504	1,363,765
Conservation						
Land	347,270	335,975	297,308	281,471	295,211	281,645
Improvements	48,748	139,367	129,570	124,911	205,320	189,516
Commercialized Residential						
Land		43,367	36,416	31,778	41,861	57,361
Improvements		30,456	34,048	43,470	52,323	51,992
Total	52,796,263	46,877,855	41,549,711	38,717,277	39,779,472	42,550,809

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, 2013

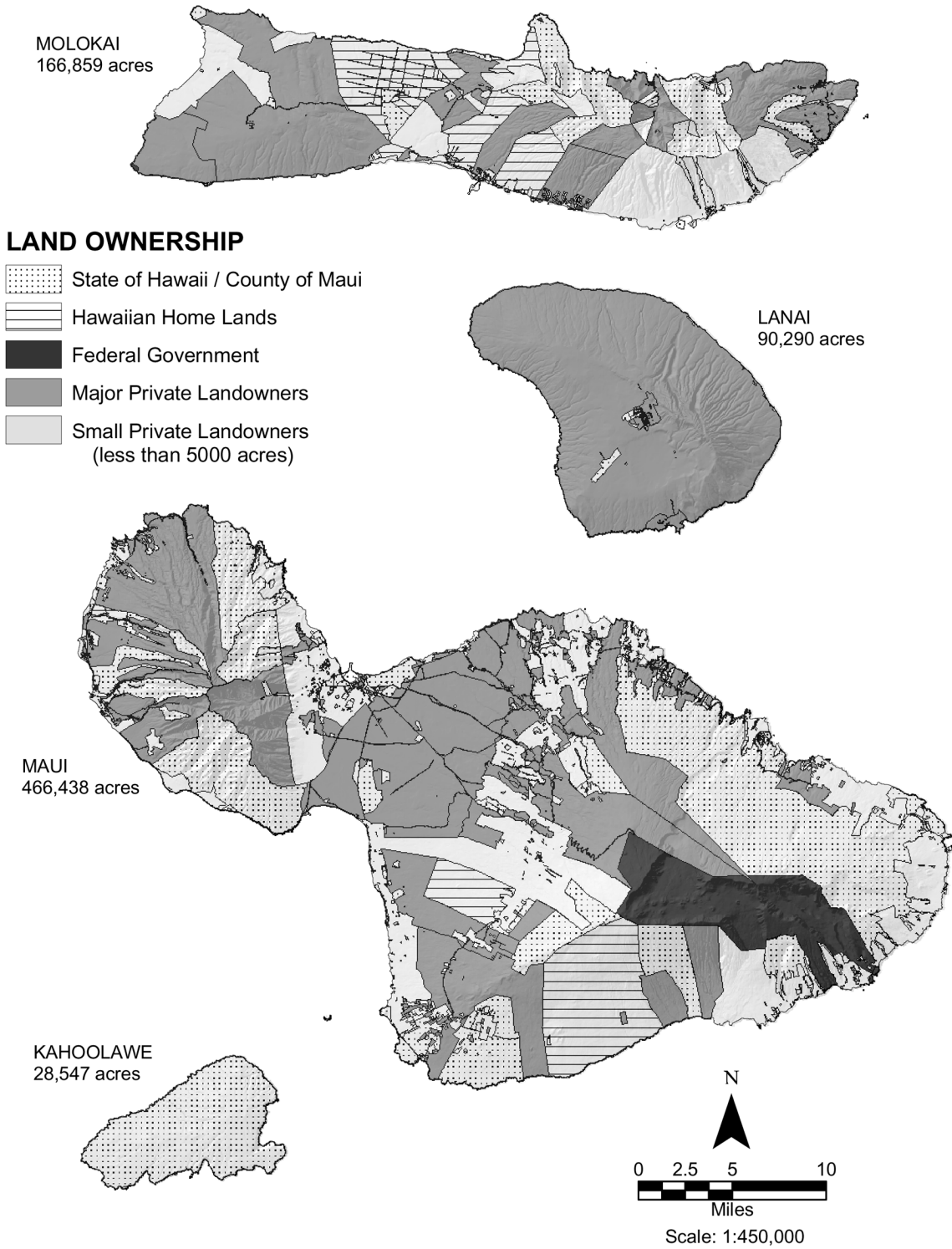
Total acreage, including inland water, as classified by the Hawai'i State Land Use Commission under the provisions of Chapter 205, Hawai'i Revised Statutes, as amended; all data are approximate

Island	Classification by State Land Use Commission				
	Total Area	Urban	Conservation	Agricultural	Rural
Maui	465,800	24,191	194,836	242,720	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
Asa Baldwin Residence
Bank of Hawaii- Haiku Branch
Cave of Seven Coffins
CHINESE SOCIETY HALLS
 Wo Hing Society Hall
 Ket Hing
Frank Baldwin/H.F. Rice Res.
Fred Baldwin Memorial Home
Gomes Residence
Haiku Fruit & Packing Co. Manager's House
Haiku Mill
Hale Ho'ike'ike
Hale Pa'i
Haleki'i-Pihana Heiau
Hale-o-Lono Heiau
Hāmoa Complex
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 Ko'a
Kaimupe'elua Heiau
Kalepolepo Fishpond
Kaluakakalioa Cave
Kalanui Heiau Complex
Kama'ole House Site

Island of Maui (Continued)

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

Island of Moloka'i

'Ahina Heiau
FISHPONDS
Fishponds (numerous)
Mikiawa Fishpond
Weheleau'ulu Fishpond
Halemahana Fishpond
'Ualapu'e Fishpond
Kalua'aha Fishpond
Mahilika Fishpond
Panahana Fishpond
Ipukaiole Fishpond
Kainalu Fishpond
Kahinapōhaku Fishpod
Honouliwai Fishtrap
Hōkūkano-'Ualapu'e Complex
Keawanui Fishpond
Kukui Heiau
Pu'u'ōlelo Heiau
Kaluakapi'ioho Heiau
Kahokukano Heiau
Pāku'i Heiau
Kalauonākukui Heiau
'Ualapu'e Fishpond
'Ili'i'i'ōpae Heiau
Kapukikani 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
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
2014	71,515	281,463	140,257	34,124	527,359

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, 2013							
Residential	3,629	66	755	5,643	1,598	10,238	21,929
Agricultural	4,510	0	1,041	6,939	2,174	3,500	18,164
Pastoral	574	0	194	1,915	304	0	2,987

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

3.2.8
DISPOSITION OF STATE LANDS, MAUI COUNTY
2014

Document Number	Permitee or Grantee Name	Location	Acres	Use	Payment
Revocable Permits					
RP7846	Lurlyn Scott, Sanford Kekahuna	Makawao	5	Agriculture	480
General Leases & Term Easements					
GL6050	Puamana Community Association	Lahaina	0.044	Sea wall/boat ramp	116,300
GL6052	Huelo Hui LP	NA	0.015	Agriculture	15,000
GL6053	Huelo Hui LP	NA	0.231	Agriculture	14,400
GL6055	AOAO Kihei Surfside	Wailuku	0.001	Sea wall/boat ramp	3,300
GL6058	Granzow Family Trust	Wailuku	0.055	Sea wall/boat ramp	32,400
GL6072	CMBY Investment	Wailuku	8.146	Agriculture	192,500
GL6073	West Maui Veterans Club	Lahaina	0.46	Recreational	480
Perpetual Easements					
LOD29114	State Of Hawaii	Wailuku	0.446	Access & Utility	0
Fee Conveyances					
LOD29103	State of Hawaii	Wailuku	65.378	Sports Complex	1,634,000

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, 2014

Area	# Sales	% Change	Avg. Price	% Change Last Yr	Median Price	% Change Last Yr	Total volume	% Change Last Yr
<u>Single Family Homes</u>								
Central	301	-1%	\$485,245	6%	\$445,000	7%	\$146,058,613	5%
Ha'ikū	73	-9%	\$708,542	4%	\$650,000	9%	\$51,723,589	-5%
Hāna	3	-63%	\$428,533	-47%	\$367,000	-49%	\$1,285,000	-80%
Kā'anapali	27	23%	\$1,782,245	27%	\$1,600,000	36%	\$48,120,620	55%
Kahakuloa	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Kapalua	7	-42%	\$3,456,714	-5%	\$3,250,000	4%	\$24,197,000	-45%
Kīhei	155	2%	\$784,307	21%	\$599,000	4%	\$121,567,589	23%
Kipahulu	2	NA	\$1,250,000	NA	\$1,250,000	NA	\$2,500,000	NA
Kula/Ulupalakua/Kanaio	74	1%	\$876,480	8%	\$785,000	29%	\$64,859,510	10%
Lahaina	52	0%	\$1,118,283	25%	\$743,750	23%	\$58,150,711	25%
Lāna'i	18	-44%	\$938,333	82%	\$465,000	45%	\$16,890,000	2%
Makawao/Olinda/Hali'imaile	54	-5%	\$577,806	-2%	\$472,500	13%	\$31,201,500	-7%
Mau Meadows	20	-29%	\$1,477,370	20%	\$1,072,800	-11%	\$29,547,400	-15%
Moloka'i	11	0%	\$256,545	-50%	\$224,000	-39%	\$2,822,000	-50%
Nāhiku	1	NA	\$233,000	NA	\$233,000	NA	\$233,000	NA
Nāpili/Kahana/Honokōwai	34	-3%	\$1,154,263	42%	\$750,000	-6%	\$39,244,944	38%
Olowalu	2	100%	\$3,562,500	203%	\$3,562,500	203%	\$7,125,000	506%
Pukalani	54	-5%	\$632,119	16%	\$576,250	12%	\$34,134,434	9%
Spreckelsville/Pā'ia/Ku'au	23	-18%	\$1,913,337	60%	\$875,000	20%	\$44,006,750	32%
Wailea/Mākena	32	10%	\$3,089,141	-18%	\$1,892,250	-31%	\$98,852,500	-9%
Maui Summary	943	-4%	\$872,238	11%	\$570,000	8%	\$822,520,160	6%
<u>Condominiums</u>								
Central	163	-6%	\$287,607	22%	\$280,000	14%	\$46,880,000	15%
Ha'ikū	3	NA	\$541,600	NA	\$599,900	NA	\$1,624,800	NA
Hāna	1	0%	\$419,900	-12%	\$419,900	-12%	\$419,900	-12%
Kā'anapali	151	-6%	\$1,140,418	13%	\$850,000	9%	\$172,203,075	6%
Kapalua	35	-5%	\$2,285,914	102%	\$1,200,000	30%	\$80,006,999	91%
Kīhei	411	-6%	\$401,797	5%	\$320,000	1%	\$165,138,644	-2%
Lahaina	72	-15%	\$450,032	21%	\$420,000	19%	\$32,402,290	2%
Lāna'i	6	-75%	\$1,812,500	198%	\$1,725,000	1678%	\$10,875,000	-26%
Mā'alaea	36	-42%	\$449,506	33%	\$385,000	19%	\$16,182,200	-23%
Moloka'i	15	114%	\$113,399	-7%	\$95,000	-4%	\$1,700,990	100%
Nāpili/Kahana/Honokōwai	208	-5%	\$426,062	8%	\$399,500	5%	\$88,620,858	3%
Pukalani	2	-33%	\$502,500	15%	\$502,500	12%	\$1,005,000	-23%
Spreckelsville/Pā'ia/Ku'au	4	33%	\$925,000	252%	\$290,000	-1%	\$3,700,000	369%
Wailea/Mākena	92	-25%	\$1,445,799	-7%	\$1,021,250	-8%	\$133,013,512	-30%
Maui Summary	1199	-10%	628,668	10%	415,000	11%	753,773,268	-1%

N/A: Not applicable.

SOURCE: MAUI BOARD OF REALTORS, MLS RESALE DATA, DECEMBER 2014.

3.2.10

LAND SALES BY AREA, MAUI COUNTY 2014

Area	# Sales	% Change Last Yr	Avg. Price	% Change Last Yr	Median Price	% Change Last Yr	Total volume	% Change Last Yr
Central	26	-28%	\$349,069	-27%	\$275,500	9%	\$9,075,805	-47%
Ha'ikū	19	-56%	\$690,053	45%	\$500,000	30%	\$13,111,000	-36%
Hāna	10	233%	\$812,770	362%	\$367,500	110%	\$8,127,699	1439%
Kā'anapali	27	69%	\$1,060,276	61%	\$610,000	-15%	\$28,627,451	172%
Kahakuloa	2	-67%	\$972,500	154%	\$972,500	309%	\$1,945,000	-15%
Kapalua	3	-57%	\$2,075,000	46%	\$2,550,000	132%	\$6,225,000	-37%
Kaupo	0	-100%	0	-100%	0	-100%	0	-100%
Kīhei	14	-26%	\$416,500	2%	\$323,500	1%	\$5,831,000	-25%
Kula/Ulupalakua/ Kanaio	16	-11%	\$566,156	-73%	\$655,000	23%	\$9,058,500	-76%
Lahaina	12	9%	\$931,167	20%	\$707,500	-10%	\$11,174,000	30%
Lāna'i	0	-100%	0	-100%	0	-100%	0	-100%
Makawao/Olin- da/Hali'imaile	11	120%	\$567,045	11%	\$352,500	-22%	\$6,237,500	145%
Maui Meadows	2	-33%	\$482,500	-7%	\$482,500	-9%	\$965,000	-38%
Moloka'i	5	-58%	\$101,000	-55%	\$123,000	-13%	\$505,000	-81%
Nāhiku	1	0%	\$227,500	3%	\$227,500	3%	\$227,500	3%
Nāpili/Kahana/ Honokōwai	3	-40%	\$696,000	70%	\$725,000	157%	\$2,088,000	2%
Olowalu	2	100%	\$753,500	-80%	\$753,500	-80%	\$1,507,000	-60%
Pukalani	3	-63%	\$290,000	-8%	\$230,000	-12%	\$870,000	-65%
Spreckelsville/ Pā'ia/Ku'au	3	-40%	\$925,000	10%	\$900,000	128%	\$2,775,000	-34%
Wailea/Mākena	7	-42%	\$1,553,571	6%	\$1,550,000	35%	\$10,875,000	-38%
Maui Summary	167	-23%	\$719,913	0%	\$525,000	31%	\$120,225,455	-22%

N/A: Not applicable.

SOURCE: MAUI BOARD OF REALTORS, MLS RESALES DATA DECEMBER 2014

3.2.11

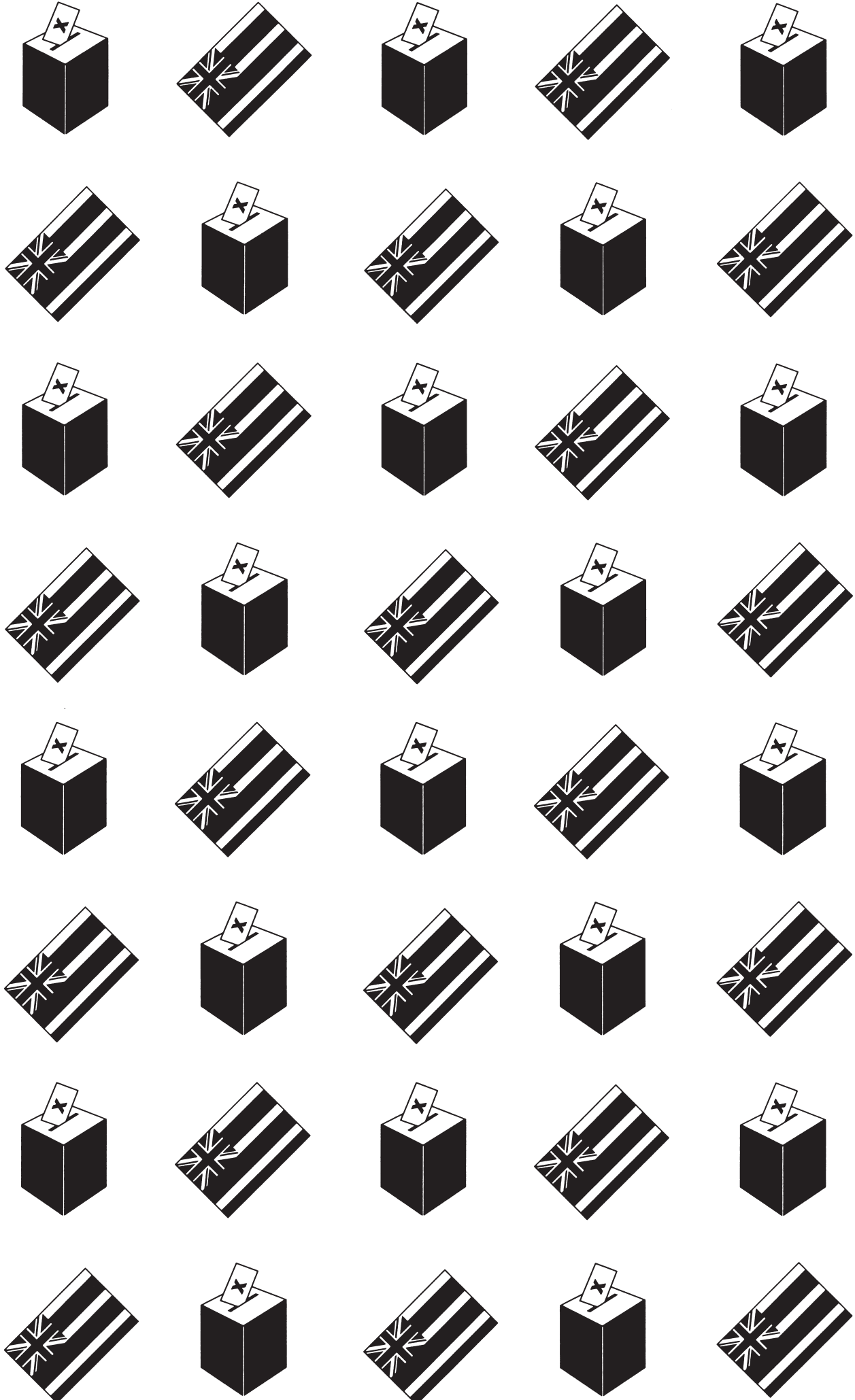
**FOREST AND NATURAL AREA ACREAGE,
BY ISLAND JUNE 30, 2013**

Island	Conservation district forest land		Natural areas	
	Forest reserve	Private forest	Number of areas	Acres
State total	644,720	328,742	20	123,432
Hawai'i	445,413	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	33,223	88,817	3	1,770
Kaua'i	86,174	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.

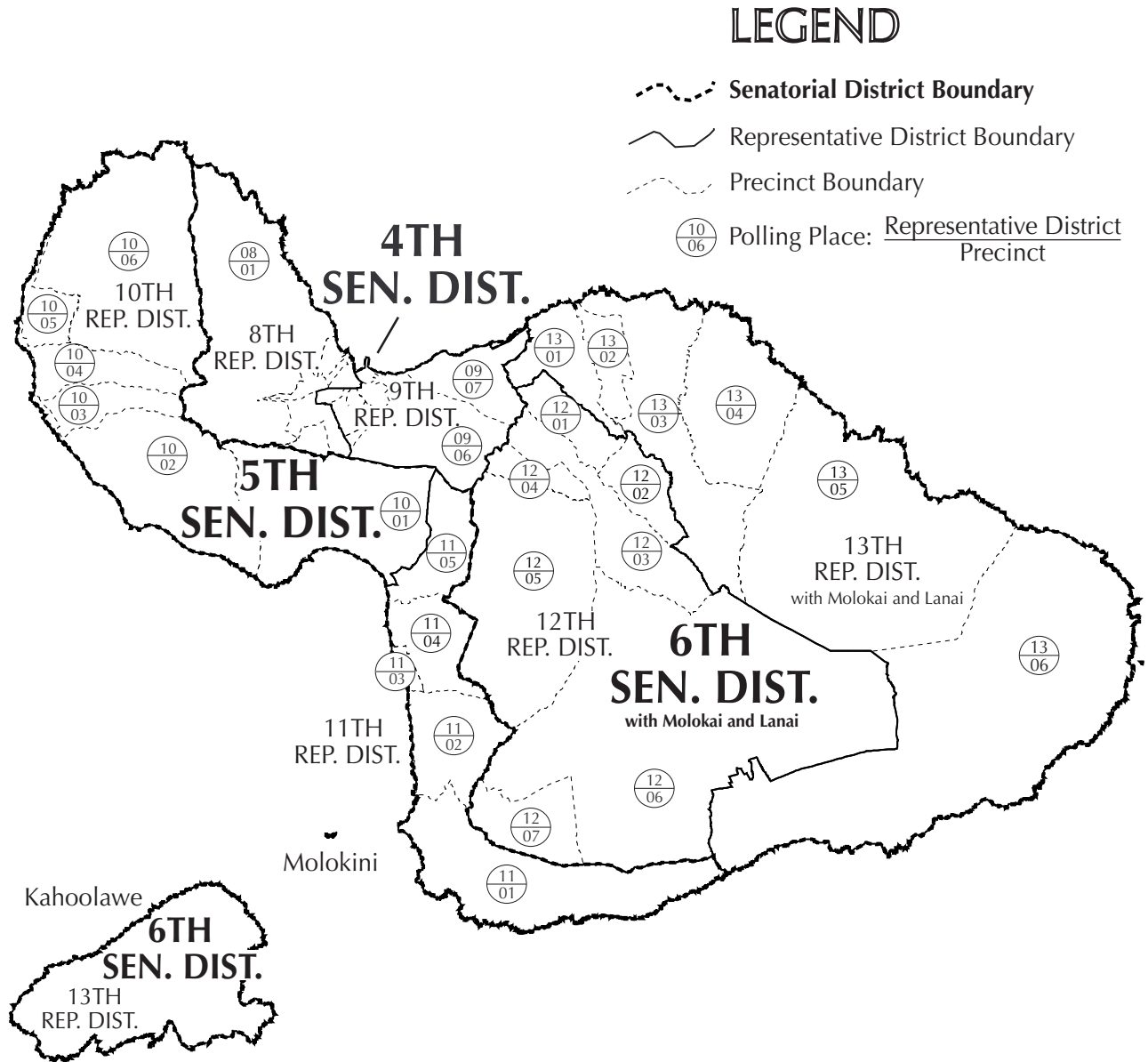
Official results for the primary, general and special elections are published by the Office of Elections. Reapportionment for Maui County was effected in May 2012.

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



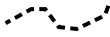
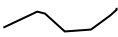
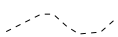

SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

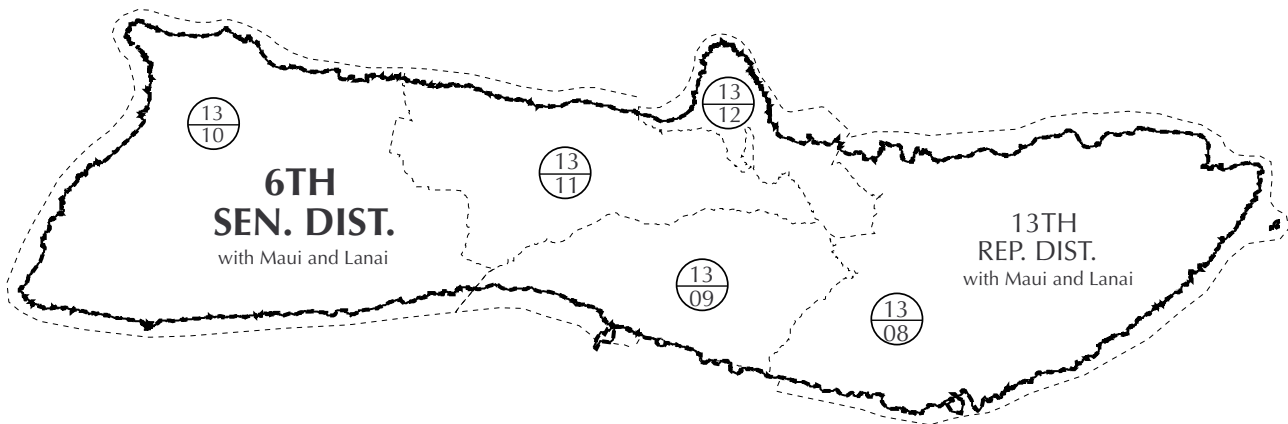
4.1.2

MAPS OF ELECTION DISTRICTS

Island of Moloka'i

LEGEND

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




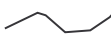


SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

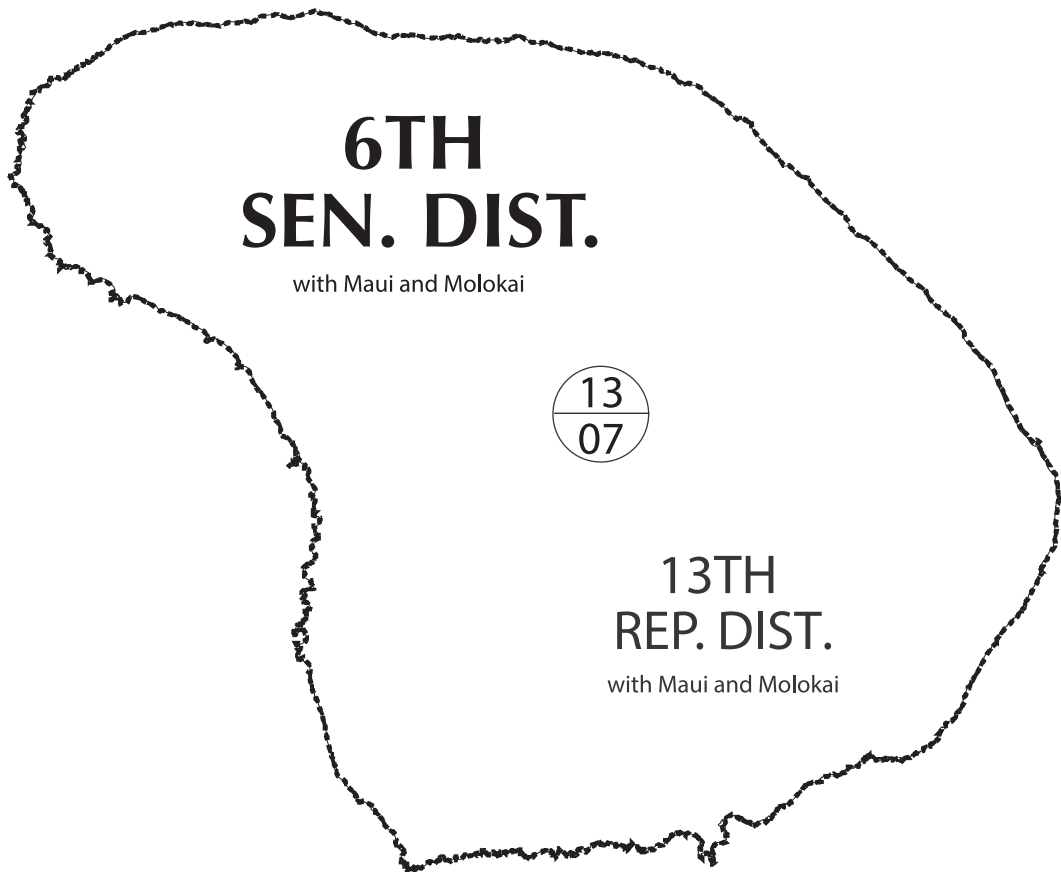
4.1.3

MAPS OF ELECTION DISTRICTS

Island of Lānaʻi

LEGEND

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



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

4.1.4

MAPS OF ELECTION DISTRICTS

List of Polling Places

8th Representative District Kahakuloa, Waihe'e, Waiehu, Wailuku, Kahului

1. Waihe'e Elementary School
2. Santos Community Center
3. Baldwin High School
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 'Ulupalakua

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

4.2.1

**REGISTERED VOTERS AND VOTES
CAST IN THE NOVEMBER 4, 2014 GENERAL ELECTION**

District	Precinct Name	Registered Voters		Votes Cast		Turnout	District	Precinct Name	Registered Voters		Votes Cast		Turnout
		Voters	Cast	Voters	Cast				Voters	Cast			
8-1	Waihe'e Elementary School	1,867	534	28.6%	11-1	Trinity Episcopal Church	3,113	862	27.7%				
8-2	Santos Community Center	3,326	825	24.8%	11-2	Kamali'i Elementary School	4,319	1,197	27.7%				
8-3	Baldwin High School	1,472	368	25.0%	11-3	Kihei Community Center	3,766	1,033	27.4%				
8-4	Paukūalo Hwn Homes Comm Ctr.	1,905	370	19.4%	11-4	Kihei Elementary School	3,874	1,021	26.4%				
8-5	Īao Intermediate School	3,917	942	24.0%		Absentee walkins		413					
8-6	Pomaikai Elementary School	1,613	455	28.2%		Absentee mail		2,430					
8-7	Maui Economic Opportunity Ctr.	1,106	269	24.3%									
	Absentee walkins		793		12-1	Kalama Intermediate	3,268	998	30.5%				
	Absentee mail		4,259		12-2	Eddie Tam Memorial Center	2,084	701	33.6%				
9-1	Kahului Elementary	3,565	1,040	29.2%	12-3	Pukalani Elementary	2,872	884	30.8%				
9-2	Maui Waena Intermediate	3,264	866	26.5%	12-4	Mayor Hannibal Tavares Comm Ctr.	3,177	964	30.3%				
9-3	Lihikai Elementary	2,246	591	26.3%	12-5	Kula Community Center	4,758	1,434	30.1%				
9-4	Maui High School	2,324	524	22.5%	12-6	Kaunoa Senior Center	256	110	43.0%				
	Absentee walkins		380			Absentee walkins		538					
	Absentee mail		2,885			Absentee mail		4,137					
10-1	Kenolio Recreational Complex	1,394	376	27.0%	13-1	Pā'ia Community Center	1,711	546	31.9%				
10-2	Kamehameha III Elementary	2,290	650	28.4%	13-2	Ha'ikū Community Center	6,552	2,188	33.4%				
10-3	Lahaina Intermediate	2,366	713	30.1%	13-3	Hāna High and Elementary	1,365	442	32.4%				
10-4	Princess Nahi'ena'ena Elementary	1,806	485	26.9%	13-4	Lāna'i High and Elementary	1,740	533	30.6%				
10-5	Lahaina Civic Center	5,769	1,502	26.0%	13-5	Kilohana Community Center	612	213	34.8%				
	Absentee walkins		175		13-6	Kaunakakai School	2,019	505	25.0%				
	Absentee mail		1,838		13-7	Maunaloa Community Center	379	99	26.1%				
10-6	Honolua United Methodist Church	2,616	888	33.9%	13-8	Kualapu'u Community Center	1,190	338	28.4%				
	Absentee walkins		184		13-9	Kalaupapa Settlement	42	0	0.0%				
	Absentee mail		930		13-10	Absentee walkins		942					
					13-11	Absentee mail		2,648					

SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS, 2014 PRECINCT DETAILS

4.2.2

MAUI COUNTY GENERAL ELECTION RESULTS NOVEMBER 4, 2014

U.S. Senator	Votes	Percent	Mayor, County of Maui	Votes	Percent
D) Schatz, Brian	31,668	68.8%	Arakawa, Alan	25,435	55.3%
R) Cavasso, Cam	10,165	22.1%	Paltin, Tamara	18,162	39.5%
L) Kokoski, Michael	1,634	3.6%	Blank Votes	2,372	5.2
Blank Votes	2,507	5.4%	Councilmember (East Maui)		
U.S. Representative, District 2			Carroll, Robert (Bob)	27,071	58.9%
D) Gabbard, Tulsi	35,487	77.1%	Nikhilananda, Nick	11,730	25.5%
R) Crowley, Kawika	6,974	15.2%	Blank Votes	7,162	15.6%
L) Kent, Joe	1,406	3.1%	Councilmember (West Maui)		
Blank Votes	2,111	4.6%	Cochran, Elle	22,124	48.1%
Governor and Lt. Governor			Buenconsejo, Ka'ala	18,792	40.9%
D) Ige/ Tsutsui	23,669	51.4%	Blank Votes	5,047	11.0%
R) Aiona/ Ahu	12,614	27.4%	Councilmember (Wailuku Waihe'e Waikapū)		
I) Hanneman/ Chang	7,641	16.6%	Victorino, Michael (Mike)	25,289	55.0%
L) Davis/ Marlin	1,073	2.3%	Blackburn, Joseph	12,606	27.4%
Blank Votes	927	2.0%	Blank Votes	8,060	17.5%
State Senator, Dist. 5			Councilmember (Kahului)		
D) Keith-Agaran, Gil	9,770	64.7%	Guzman, Don	23,856	51.9%
R) Kamaka, Joe	4,149	27.5%	Pontanilla, Joe	15,719	34.2%
Blank Votes	1,172	7.8%	Blank Votes	6,379	13.9%
State Senator, Dist. 6			Councilmember (South Maui)		
D) Baker, Roz	7,210	56.8%	Couch, Don	24,990	54.3%
R) Dubois, Jared	2,916	23.0%	Fitzpatrick, John	13,942	30.3%
L) Kaahui, Bronson	1,196	9.4%	Blank Votes	7,029	15.3%
Blank Votes	1,349	10.6%	Councilmember (Makawao, Ha'ikū, Pā'ia)		
State Representative, Dist. 8			White, Mike	23,042	50.1%
D) Souki, Joe	5,359	60.8%	Molina, Mike	16,938	35.7%
R) Kapoi, Cranston	2,715	30.8%	Blank Votes	6,504	14.1%
Blank Votes	736	8.3%	Councilmember (Upcountry)		
State Representative, Dist. 10			Baisa, Gladys Coelho	26,117	56.8%
D) McKelvey, Angus	3,522	61.5%	Bruch, Courtney	12,819	27.9%
R) Marten, Chayne	1,666	29.1%	Blank Votes	7,025	15.3%
Blank Votes	534	9.3%	Councilmember (Lāna'i)		
State Representative, Dist. 11			Hokama, Riki	28,546	62.1%
D) Ing, Kaniela	4,926	70.8%	Blank Votes	17,437	37.9%
R) Brock Pat	1,362	19.6%	Councilmember (Moloka'i)		
Blank Votes	661	9.5%	Crivello, Stacy Helm	28,250	61.4%
State Representative, Dist. 12			Blank Votes	17,733	38.6%
D) Yamashita, Kyle	6,639	68.0%			
R) Pohle, Richard	1,950	20.0%			
Blank Votes	1,174	12.0%			

SOURCE: HAWAII STATE OFFICE OF ELECTIONS, RECORDS.

4.2.3

MAUI COUNTY GENERAL ELECTION RESULTS, OFFICE OF HAWAIIAN AFFAIRS TRUSTEES AND STATE CONSTITUTIONAL AMENDMENTS, NOVEMBER 4, 2014

Office of Hawaiian Affairs

At Large Trustee	Votes	Percent
Waihee, John	17,571	12.7%
Trask, Mililani	14,096	10.2%
Akana, Rowena	13,302	9.6%
Akina, Kelii	10,495	7.6%
Ahu Isa, Lei	9,280	6.7%
McInerney, Harvey	6,451	4.7%
Blank Votes	66,790	48.4%
Over Votes	19	0.0%
OHA Vacancy, Maui		
Lindsey, Carmen Hulu	19,141	41.6%
Wendt, Mahealani	13,342	29.0%
Blank Votes	13,502	29.3%
Over Votes	20	0.0%

State of Hawai'i Constitutional Amendments

Judicial Nominees disclosures			Agricultural Enterprises		
Yes	37,326	81.1%	Yes	21,029	45.7%
No	4,648	10.1%	No	19,820	43.1%
Blank	4,010	8.7%	Blank	5,105	11.1%
State Justices and Judges			Early Childhood Education		
Yes	9,920	21.6%	Yes	22,201	48.3%
No	33,048	71.8%	No	21,020	45.7%
Blank	2,984	6.5%	Blank	2,728	5.9%
Dams and Bridges					
Yes	29,542	64.2%			
No	11,732	25.5%			
Blank	4,698	10.2%			

SOURCE: HAWAII'S STATE OFFICE OF ELECTIONS, RECORDS.

4.2.4

MAUI COUNTY GENERAL ELECTION RESULTS MAUI COUNTY CHARTER AMENDMENTS, NOVEMBER 4, 2014

Ballot Text Summaries and Results

Extend requirement that 2% of property tax revenue be allocated to affordable housing until 2021?

Yes	30,532	66.4%
No	11,507	25.0%
Blank Votes	3,915	8.5%

Increase the maximum penalties for violating Charter to \$25,000 fine and/or 1 year jail?

Yes	17,689	38.5%
No	21,355	46.4%
Blank Votes	6,901	15.0%

Prohibit cultivation and reproduction of genetically engineered organisms?

Yes	23,082	50.2%
No	22,005	47.9%
Blank Votes	872	1.9%

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	2011	2012	2013	2014
Taxes	244,852	238,829	246,315	255,440
Intergovernmental Revenues	63,792	68,001	64,074	69,449
Charges for Services	61,935	64,124	65,617	64,251
Licenses and Permits	22,363	26,649	27,231	28,185
Revenues from Use of Money and Property	6,594	1,416	1,018	1,747
Fines and Forfeitures	2,767	2,131	3,018	2,250
Assessments	670	1,219	791	1,086
Other	5,387	3,841	6,076	6,882
Total Revenues	408,359	406,212	414,139	429,290
Expenditures				
Management and Other	90,652	105,552	89,510	190,718
Public Safety	78,703	79,427	80,782	78,981
Sanitation	39,835	41,891	45,366	46,344
Highway and Streets	32,484	33,798	35,926	44,878
Social Welfare	43,999	42,459	46,315	45,298
Culture and Recreation	23,652	27,257	26,346	39,739
Legislative	5,238	5,250	5,533	5,987
Capital Outlay	57,278	57,976	68,648	77,097
Debt Service: Principal	26,894	22,469	23,770	24,593
Interest	10,332	9,604	10,051	9,424
Total Expenditures	409,068	425,684	432,246	563,058
Excess (Deficiency) of Revenues over Expenditures	(708)	(19,472)	(18,106)	(133,768)

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

4.3.2

**STATE TAX COLLECTION
MAUI COUNTY**

In \$1,000

	2010	2011	2012	2013
Banks/Financial Corps	29,079	(16,007)	9,447	15,400
Employment Sec. Contri.	0	0	0	0
Fuel	8,524,797	7,194,413	8,635,224	7,688,458
GE License/Fees	0	0	0	0
General Excise & Use Tax	166,122,032	160,479,280	185,980,539	187,252,238
Honolulu County Surcharge ¹	1,379,269	1,711,231	1,482,700	1,531,316
Income-Corporate				
Decl. of Estimated Taxes	1,292,906	1,378,961	1,091,082	1,500,588
Payment With Returns	464,712	352,843	211,509	608,065
Refunds	(626,036)	(618,138)	(470,127)	(488,121)
Income-Individual				
Decl. of Estimated Taxes	17,709,742	27,257,020	29,587,919	41,579,293
Payment With Returns	12,745,908	15,669,351	15,434,069	20,823,234
Withholding Tax on Wages	60,035,408	59,842,879	67,091,566	68,572,254
Refunds	(40,334,123)	(42,732,288)	(40,900,536)	(43,397,847)
Liquor and Permits	6,447,019	10,380,052	7,696,672	7,208,954
Motor Vehicle Tax/Fees	9,929,523	11,937,551	18,544,126	20,171,880
Public Service Company	12,289,595	11,367,933	17,359,955	17,915,064
Tobacco and Licenses	11,124,960	10,750,505	10,140,584	9,469,335
Transient Accommod./Time Share Occup. Fees	0	0	0	0
Transient Accommod. Tax/Time Share Occup. Tax	37,764,990	23,329,879	51,620,149	44,676,518
All Others	30	155	220	145
Total	304,899,810	298,285,619	374,750,249	385,232,773

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 2010-2013.

4.3.3

ESTIMATED REAL PROPERTY TAX REVENUE, MAUI COUNTY

In thousands of dollars

Fiscal Year 2014-2015	
Assessor's gross valuation	42,550,806
Land	18,009,050
Improvements	24,541,756
Exemptions	6,117,104
Assessor's net taxable valuation	36,433,702
Half of valuation on appeal	184,591
Number of appeals	531
Valuation for tax rate purposes	36,249,112
Land	16,545,743
Improvements	19,703,368
Amount to be raised by taxation	235,908

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	5.57
Apartment	6.20
Commercial	6.83
Industrial	7.07
Agricultural	5.86
Conservation	6.06
Hotel and Resort	9.11
Homeowner	2.78
Time Share	15.07
Commercialized Residential	4.46
Buildings	
Residential	5.57
Apartment	6.20
Commercial	6.83
Industrial	7.07
Agricultural	5.86
Conservation	6.06
Hotel and Resort	9.11
Homeowner	2.78
Time Share	15.07
Commercialized Residential	4.46

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	56,308	301,553
2012	210,460	52,720	277,789
2013	254,591	41,827	301,682
2014	287,193	17,672	304,864

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

4.4

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

	2012	2013	2014	2015
Civil Defense	6	6	6	6
Corporation Counsel	28.5	34.5	34.5	34.5
Environmental Management				
General	6	6	7	5
Wastewater	120.0	118.0	118.0	117.0
Solid Waste	95	95	94	95
Finance	141.8	139.8	142.8	142.8
Fire & Public Safety	310.0	313.0	318.0	318.0
Housing & Human Concerns	81	79	80	80.3
Liquor Control	26.0	26.0	26.0	26.0
Management	46.0	52.0	54.0	56.0
Parks and Recreation				
General	421.6	417.5	417.5	426.3
Golf	21.9	21.9	21.9	20.9
Personnel Services	18.0	18.0	18.0	19.0
Planning	62.0	62.0	62.0	62.0
Police	506.6	501.6	513.1	518.5
Prosecuting Attorney	71.0	71.0	71.0	72.0
Public Works				
General	82.8	82.8	82.8	115
Highways	171.0	170.0	175.0	143.0
Transportation	5.0	5.0	5.0	6.0
Water Supply	218.0	216.0	216.0	219.0

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

4.5.1

**COUNTY PROPERTY TAX EXEMPTIONS BY TYPE,
MAUI COUNTY FY 2014-2015**

Type of Exemption	Number	Amount (\$1,000)
Federal Government	79	53,815
State Government	1,326	1,609,172
County Government	568	468,167
Government Leases-Total	79	76,638
Government Leases-Portion	46	18,417
Hawaiian Homes Commission	572	28,495
Hawn Homes Land-Basic	621	94,306
Hawn Homes Land-Multiple	137	19,343
Hawn Homes Land-Total Land	1,161	117
Hawn Homes Land-Vacant Land	256	26
Hawaiian Homes-7 year	258	53,809
Homes-Fee (Basic)	19,039	3,703,451
Homes-Fee (Multiple)	5,716	1,106,485
Homes-Leasehold (Basic)	212	39,422
Homes-Leasehold (Multiple)	464	88,808
Blind	28	684
Deaf	7	102
Hansen's Disease (Leprosy)	1	0
Totally Disabled	396	8,717
Totally Disabled Veterans	256	108,675
Cemetaries	7	1,287
Charitable Organizations	220	247,102
Childcare	18	900
Churches	244	260,971
Credit Unions	17	15,716
Forest Reserve	3	67
Historic Residential Properties	7	12,964
Kuleana	45	19,460
Hospitals	11	36,818
Landscaping, Open-Space	1	10
Low-Moderate Income Housing	45	149,929
Public Utilities	77	85,261
Roadways and Waterways	1,678	4,494
Schools	16	128,825
Taro	55	459
Miscellaneous	3	264
Military (deployed)	0	0
Total	33,669	8,443,176

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, MAUI COUNTY FISCAL YEAR ENDING JUNE 30, 2014

Source of Revenue	Gallons	State Tax	City Fuel Tax	Total Tax
Gasoline	61,643,870.60	\$10,459,024.66	\$9,842,585.96	\$20,301,610.62
Diesel Oil (non-hwy)	15,548,127.74	310,962.55	0.00	\$310,962.55
Diesel Oil (hwy use)	5,884,539.60	1,000,371.73	941,526.34	\$1,941,898.07
Liquid Petro. Gas (hwy)	0.00	0.00	0.00	\$0.00
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	61,904,987.00	1,238,099.74	0.00	\$1,238,099.74
Other fuel	347,575.75	13,903.03	0.00	\$13,903.03
Subtotal	145,329,100.69	13,022,361.71	10,784,112.30	23,806,474.01
Environmental Tax		3,893,413.68	0.00	3,893,413.68
Total		\$16,915,775.39	\$10,784,112.30	\$27,699,887.69

SOURCE: STATE OF HAWAII, DEPARTMENT OF TAXATION, MONTHLY TAX COLLECTION REPORTS.

4.5.3

LIQUID FUEL TAX ALLOCATION BY FUND, MAUI COUNTY FISCAL YEAR ENDING JUNE 30, 2014

	Amount	Total Tax
State Highway Special Fund	\$11,666,419.35	
State Airports Special Fund	1,238,099.74	
State Boating Special Fund	225,683.74	\$13,130,202.83
County Fuel Tax:		
Lanai	258,303.98	
Molokai	4,228.48	
Maui	10,413,738.71	10,676,271.17
Environmental Response Fund	185,400.66	
Energy Security Fund	556,201.96	
Energy Development Fund	0.00	
Agricultural Development Fund	556,201.96	
General Fund	2,595,609.10	3,893,413.68
Grand Total		27,699,887.68

SOURCE: STATE OF HAWAII, DEPARTMENT OF TAXATION, , MONTHLY TAX COLLECTION REPORTS.

Section 5

AGRICULTURE & AQUACULTURE

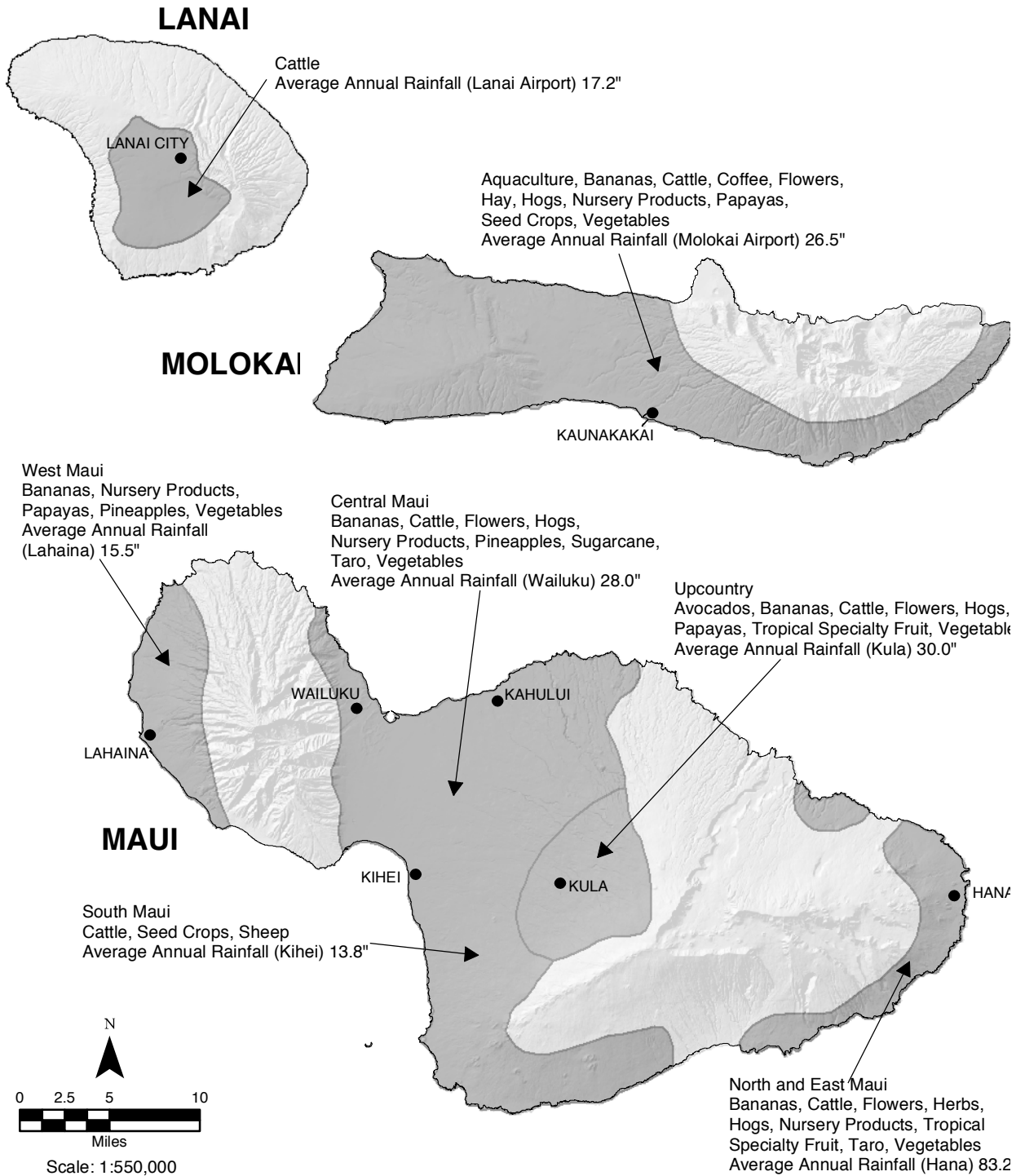
This section includes statistics on agriculture and aquaculture. Statistics about farms are presented along with the value and distribution of farm and other land based herbaculture production. Fish catches and other aquaculture statistics are given.

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

The data in this section comes mainly from the 2012 U.S. Census of Agriculture, 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

	1997	2002	2007	2012
Farms	806	823	1,156	1,128
Land in Farms (acres)	292,090	256,690	225,568	229,166
Tenure of Operator				
Full Owners				
Farms	460	529	827	774
Acres	81,616	82,274	62,325	94,317
Part Owners				
Farms	137	115	138	151
Acres	188,649	135,661	141,052	108,528
Owned land in farms (acres)	140,909	102,342	105,762	75,931
Rented land in farms (acres)	47,740	33,319	35,290	32,597
Tenants				
Farms	209	179	191	203
Acres	21,825	38,755	22,191	26,321
Operator Characteristics				
Place of Residence				
On farm operated	536	623	929	840
Not on farm operated	215	200	227	288
Not reported	55	n/a	n/a	n/a
Principal Occupation				
Farming	372	434	515	609
Other	434	389	641	519
Days of Work Off Farm ¹				
None	290	413	229	406
Any	455	410	927	722
1 to 49 days	59	47	155	100
50 to 99 days	33	36	151	125
100 to 199 days	86	63	166	144
200 days or more	277	264	455	353
Not reported	61	n/a	n/a	n/a
Years on Present Farm				
2 years or less	42	46	51	36
3 or 4 years	47	66	68	89
5 to 9 years	171	189	284	201
10 years or more	406	522	753	802
Average years on present farm	14.3	15.3	16.7	19.1
Not reported	140	n/a	n/a	n/a

5.1.2

CONTINUED

	1997	2002	2007	2012
Operator Characteristics (cont.)				
Age Group				
Under 25 years	7	4	4	4
25 to 34 years	24	26	32	37
35 to 44 years	182	108	89	78
45 to 54 years	270	310	314	227
55 to 59 years	107	117	242	212
60 to 64 years	59	82	197	215
65 to 69 years	45	54	129	145
70 years and over	112	122	149	210
Average age	53.0	55.0	57.7	59.0
Male				
Farms	681	659	856	873
Acres	275,346	241,920	217,574	201,222
Female				
Farms	125	164	300	255
Acres	16,744	14,770	7,994	27,944
Type of Organization				
Individual or Family (sole proprietorship)				
Farms	679	701	975	904
Acres	31,942	D	34,647	65,110
Partnership				
Farms	44	37	66	96
Acres	34,620	11,357	11,751	32,275
Corporation (family held)				
Farms	56	58	69	64
Acres	101,236	76,424	114,456	113,188
Corporation (other than family held)				
Farms	13	17	33	27
Acres	123,312	99,056	60,646	D
Other (cooperative, estate or trust, institutional, etc.)				
Farms	14	10	13	37
Acres	980	D	4,068	D

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

	1997	2002	2007	2012
Farms	80	823	1,156	1,128
Land in Farms	292,090	256,690	225,568	229,166
Average size of farms (acres)	362	312	195	203
Median size of farms (acres)	6	n/a	5	5
Estimated Market Value of Land & Buildings¹				
Average per farm (\$)	818,342	1,251,598	1,601,950	1,998,208
Average per acre (\$)	2,258	4,112	8,210	9,836
Est. Market Value of Machinery & Equipment¹				
Average per farm (\$)	88,989	58,849	52,480	53,228
Farms by Size				
1 to 9 acres	468	505	766	711
10 to 49 acres	233	212	289	293
50 to 179 acres	48	56	48	61
180 to 499 acres	29	20	21	24
500 to 999 acres	5	7	11	10
1,000 acres or more	23	23	21	29
Total Cropland				
Farms	684	649	975	902
Acres	D	28,404	54,557	49,578
Harvested Cropland				
Farms	605	649	928	852
Acres	32,243	28,404	54,528	D
Irrigated Land				
Farms	480	462	650	603
Acres	35,031	26,855	28,027	41,548
Value of Agricultural Products Sold (\$1,000)	128,385	124,511	139,326	188,100
Crops, including greenhouse & nursery crops	116,084	116,645	135,058	181,480
Livestock, poultry, and their products	12,301	7,866	7,268	6,620
Value of Agricultural Products Sold per Farm (\$)	159,287	151,289	120,524	166,755

D: Withheld to avoid disclosing data for individual farms.

NA: Not available.

¹ Data based on a sample of farms

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

	1997	2002	2007	2012
Number of Farms hiring	234	267	245	328
Hired Workers	2,573	2,804	2,051	2,311
Worked Over 150 days	1,685	1,856	1,386	1,655
Migrant workers	NA	5	17	26
Payroll (\$1,000)	42,470	52,542	47,311	99,270

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE..

5.1.5

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

Maui County	1997	2002	2007	2012
Number of Livestock Operations, December 31				
Cattle	179	145	190	204
Hogs	63	54	57	81
Goats	NA	NA	52	71
Horses	13	22	34	11
Aquaculture	18	8	2	18
Value of Livestock Sales (\$1,000)				
Cattle	5,420	4,670	5,689	5,231
Hogs	D	946	724	D
Goats	NA	NA	1,261	210
Horses	102	75	60	51
Aquaculture	D	D	D	D

D: Withheld to avoid disclosure of individual operations

NA: Not Available

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE..

5.1.6

VEGETABLES ACREAGE AND NUMBER OF FARMS, MAUI COUNTY

	2007		2012	
	Farms	Acres	Farms	Acres
Asparagus	8	D	6	D
Beans, Snap	21	30.0	28	38.0
Beets	10	3.0	13	7.0
Broccoli	6	D	11	69.0
Cabbage, Chinese	16	114.0	20	52.0
Cabbage, Head	16	114	16	106
Cabbage, Mustard	4	1	9	15
Carrots	5	1	6	2
Celery	4	D	2	D
Cucumbers and pickles	15	196	18	236
Daikon	4	D	3	11
Eggplant	34	15	40	23
Herbs	22	27	15	56
Kale	12	5	14	4
Lettuce, all	29	54	39	62
Mustard greens	13	2	4	1
Okra	4	4	11	2
Onions, Dry	25	D	23	D
Onions, Green	19	25	33	31
Parsley	12	D	15	36
Peppers, Bell	1	D	6	D
Potatoes	4	4	13	4
Pumpkins	19	13	24	D
Radishes	8	5	9	19
Squash, All	18	91	20	131
Sweet Corn	27	49	40	95
Sweet Potatoes	17	98	32	D
Other Vegetables	105	148	60	276

D: Withheld to avoid disclosure of individual operations

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE.

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
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

**FRUITS AND NUTS,
MAUI COUNTY**

	2007		2012	
	Farms	Acreage	Farms	Acreage
Noncitrus Fruits				
Apples	3	1	4	1
Avocados	59	D	193	D
Bananas	76	D	232	199
Coffee	34	D	77	D
Grapes	1	D	1	D
Guavas	9	4	28	20
Mangos	19	5	59	36
Papayas	16	5	71	101
Passion Fruit	10	2	38	14
Peaches	2	D	6	D
Persimmons	0	0	19	39
Pomegranates	1	D	5	1
Citrus Fruits				
Grapefruit	14	3	34	11
Kumquats	0	0	2	D
Lemons	24	6	98	30
Limes	28	7	84	36
Oranges	32	13	78	41
Tangelos	5	1	21	D
Tangerines	23	10	57	19
Nuts				
Macadamia Nuts	6	D	58	574
Other Nuts	6	D	16	18

D: Withheld to avoid disclosure of individual operations

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.9

**FLORICULTURE AND NURSERY PRODUCTS 2012,
MAUI COUNTY**

	Farms	Sq ft under glass	Open Acreage	Value of Sales (\$)
Aquatic Plants	4	0	3	D
Bulbs and tubers	7	3,300	D	8,350
Cuttings and seedlings	11	D	D	D
Bedding & garden plants	26	D	D	450,777
Cut flowers	168	180,196	419	3,419,390
Foliage, indoor	7	D	D	68,874
Potted flowering plants	43	283,653	40	2,068,928
Nursery Stock Crops	83	190,880	121	D
Sod	6	D	22	D
Vegetable transplants	4	3,400	D	D

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.10

**FARM MACHINERY AND EQUIPMENT,
MAUI COUNTY**

	1997	2002	2007	2012
Value of all Equipment (\$1000)	71,547	44,843	60,352	60,042
Average per Farm (\$)	88,989	58,849	52,480	53,228
Trucks				
Farms	NA	NA	862	774
Number	NA	NA	1,362	1,347
Tractors				
Farms	442	453	547	554
Number	914	881	974	1,032
Grain and Bean Combines				
Farms	3	1	1	6
Number	4	D	D	9
Forage Harvesters				
Farms	NA	NA	13	5
Number	NA	NA	13	5
Hay Balers				
Farms	1	2	3	1
Number	D	D	3	D

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.11

FERTILIZERS AND CHEMICALS APPLIED, MAUI COUNTY

Values in Acres	1997	2002	2007	2012
Commercial Fertilizer	52,334	51,645	42,248	40,923
Manure	NA	313	395	1,214
Acres treated to control				
Insects	7,945	9,901	5,566	4,424
Weeds	43,103	40,933	28,416	46,098
Nematodes	4,581	1,730	2,812	861
Diseases in crops	D	3,165	1,757	1,647

NA: Not available

D: Data not provided to avoid disclosing individual information

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.12

ORGANIC AGRICULTURE, STATE OF HAWAII 2012

	State of Hawaii	Hawaii County	Honolulu County	Kauai County	Maui County
USDA Certified Organic farms	129	89	8	5	27
Farms transitioning to organic	36	22	2	4	8
Total Organic product sales (\$1000)	6362	3220	717	1516	909
Farms by Value of Sales					
\$1 to \$4,999	103	59	11	4	29
\$5,000 or more	81	55	4	5	17

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

5.1.13

**AGRICULTURAL TOURISM
BY COUNTY**

	State of Hawaii	Hawaii County	Honolulu County	Kauai County	Maui County
2012					
Farms	233	106	36	39	52
Value (\$1,000)	17,768	1,029	6,449	3,874	6,416
2007					
Farms	121	58	24	9	60
Value (\$1,000)	22,911	D	6,647	D	8,464

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURE STATISTICS SERVICE, CENSUS OF AGRICULTURE.

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

	2008	2009	2010	2011	2012
Fishing Method					
Aku Pole & Line	702,193	NA	NA	347,898	NA
Longline	25,526,099	21,764,074	22,960,495	25,710,602	25,858,879
Deep Bottom Handline	503,814	525,330	451,428	338,023	417,150
Tuna Handline	1,180,948	1,414,844	1,683,532	1,937,263	2,429,619
Trolling	3,020,287	3,004,093	2,875,818	2,979,997	3,678,596
All Other	1,154,310	1,667,697	1,693,067	1,256,362	1,324,110
Total	32,087,651	28,376,038	29,664,340	32,570,145	33,708,354
Species Group					
Tunas	702,193	NA	NA	347,898	NA
Bill & Swordfish	25,526,099	21,764,074	22,960,495	25,710,602	25,858,879
Misc. Pelagic	503,814	525,330	451,428	338,023	417,150
Deep Bottom	1,180,948	1,414,844	1,683,532	1,937,263	2,429,619
Akule/'Ōpelu	3,020,287	3,004,093	2,875,818	2,979,997	3,678,596
Inshore	1,154,310	1,667,697	1,693,067	1,256,362	1,324,110
All Other	32,087,651	28,376,038	29,664,340	32,570,145	33,708,354
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	2008	2009	2010	2011	2012
Maui County	765,090	763,240	805,148	749,706	1,020,039
Maui	NA	694,560	763,746	694,490	972,822
Moloka'i	NA	49,205	30,581	43,004	40,308
Lāna'i	NA	19,475	10,821	12,212	6,909
O'ahu	28,332,176	24,126,553	25,325,284	28,218,659	28,572,885
Hawai'i	2,395,446	2,719,379	2,734,198	2,885,270	3,114,920
Kaua'i and Ni'ihau	594,939	766,866	799,710	716,510	1,000,510
Total	32,087,651	28,376,038	29,664,340	32,570,145	33,708,354

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	2008	2009	2010	2011	2012
Kawai (Moloka'i Channel)	21,918	19,137	19,545	16,226	24,374
Penguin Bank	102,352	116,712	117,093	103,726	144,954
Kealaikahiki Channel	28,517	43,402	40,080	38,431	36,448
'Alenuihāhā Channel	141,146	99,282	70,742	86,559	120,913
Moloka'i	27,846	41,354	58,042	41,815	41,987
Lāna'i	115,492	102,609	99,546	86,263	117,741
Kaho'olawe	12,783	55,686	20,980	31,701	127,785
Mākena - Hāna	53,553	42,283	34,694	40,113	23,339
Hāna - Kahului	221,693	196,110	287,049	210,469	242,300
Honolua - Lahaina	4,649	5,350	9,731	7,515	4,240
Lahaina - Mākena	53,213	49,555	73,810	65,645	71,801
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 40,000 tons of cargo and mail passing through Kahului Airport and just over 4,700,000 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

Year	Daily	Sunday Morning
2001	18,718	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
2010	18,247	20,590
2011	17,521	19,809
2012	17,387	19,662

SOURCE: DATA PROVIDED BY NEWSPAPER PUBLISHERS TO HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

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
The Lānaʻi Times	3,000	monthly
The Molokaʻi Dispatch	4,800	weekly

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					
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
2013	NA	NA	NA	NA	NA
Basic service revenue (\$1,000)					
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
2013	NA	NA	NA	NA	NA

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

6.1.4

RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY, 2014

	Maui County	State Total
Commercial		
AM	6	34
FM	13	60
TV	6	28
Public or Educational		
AM	0	0
FM	6	18
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
Ala Maha Street between Hanakai St. and Hanamau St. (Kahului)					
To Hanakai St.	8:00-9:00	270	4:15-5:15	484	4,909
To Hanamau St.	7:45-8:45	302	3:30-4:30	320	4,469
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 Kīhei Road, between North Kīhei Rd. and Uwapo Rd. (Kīhei)					
To Uwapo Rd.	7:00-8:00	514	3:00-4:00	376	5,453
To North Kīhei Rd	7:15-8:15	283	4:45-5:45	564	5,333
South Kīhei Road, between Maui Kamaole and Ala Koa St. (Kīhei)					
To Ala Koa St.	8:00-9:00	392	4:30-5:30	355	5,079
To Maui Kamaole	8:00-9:00	247	3:30-4:30	432	5,072
Baldwin Avenue between Mahiko St. and Puakou Pl. (Pā'ia)					
To Mahiko St.	7:00-8:00	214	3:45-4:45	218	2,292
To Puakou Pl.	7:30-8:30	246	4:00-5:00	143	1,861
Makawao Avenue between Haleakalā Hwy and Koehana Pl. (Makawao)					
To Koehana Pl	7:15-8:15	425	4:30-5:30	722	7,347
To Haleakalā Hwy	6:45-7:45	618	3:00-4:00	485	6,579
Old Haleakalā Hwy between Piimauna St. and Pahaa St. (Pukalani)					
To Piimauna St.	7:00-8:00	332	4:45-5:45	719	6,434
To Pahaa Pl.	7:00-8:00	657	3:00-4:00	332	5,531
Hāna Highway near Haleakalā National Park Boundary (Hāna)					
Towards Haleakalā	8:00-9:00	21	3:00-4:00	84	545
Towards Keawa Pl.	7:45-8:45	8	4:15-5:15	49	327
Kamehameha V Highway between Mohala St. and Ala Malama Ave. (Moloka'i)					
To Mohala St.	7:30-8:30	276	3:00-4:00	354	3,569
To Ala Malama Ave.	7:00-8:00	270	3:15-4:15	315	3,451
Maunaloa Highway between Puupeelua Ave. and Kalae Hwy (Moloka'i)					
To Puupeelua Ave.	6:00-7:00	108	3:30-4:30	119	1,270
To Kalae Hwy.	6:45-7:45	114	3:00-4:00	120	1,236
Kaunalapau Highway between Fraser Ave. and Manele Ave. (Lāna'i City)					
To Fraser Ave.	8:00-9:00	101	3:30-4:30	146	1,447
To Manele Ave.	7:30-8:30	118	3:15-4:15	117	1,455

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

6.2.2

MOTOR VEHICLE CRASHES BY TYPE AND TOWN, MAUI COUNTY CALENDAR YEAR 2011-2012

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

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

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

3. Crash occurred on private property..

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

6.2.3
GASOLINE AND DIESEL AVERAGE PRICES
PER GALLON

	Unit	Aug '14	Sept	Oct	Nov	Dec	Jan '15	Feb
Gasoline Prices, Wailuku								
Regular	\$ per Gallon	4.447	4.416	4.357	4.220	3.921	3.596	3.191
Mid Grade	\$ per Gallon	4.549	4.523	4.467	4.359	4.032	3.701	3.293
Premium	\$ per Gallon	4.622	4.598	4.538	4.402	4.128	3.795	3.380
Diesel Prices	\$ per Gallon	4.660	4.648	4.642	4.636	4.614	4.532	4.353
Gasoline Prices, Honolulu								
Regular	\$ per Gallon	4.277	4.190	4.005	3.850	3.557	3.175	2.943
Mid Grade	\$ per Gallon	4.383	4.299	4.117	3.964	3.674	3.285	3.050
Premium	\$ per Gallon	4.474	4.393	4.207	4.058	3.761	3.375	3.139
Diesel Prices	\$ per Gallon	4.782	4.778	4.765	4.749	4.684	4.588	4.503
Gasoline Prices, Hilo								
Regular	\$ per Gallon	4.125	4.094	4.032	3.893	3.603	3.285	3.026
Mid Grade	\$ per Gallon	4.200	4.182	4.130	3.979	3.692	3.365	3.124
Premium	\$ per Gallon	4.321	4.292	4.235	4.087	3.800	3.494	3.229
Diesel Prices	\$ per Gallon	4.753	4.750	4.758	4.695	4.570	4.361	4.281
Gasoline Prices, Kauai								
Regular	\$ per Gallon	4.595	4.487	4.413	4.200	3.965	3.783	3.332
Mid Grade	\$ per Gallon	4.683	4.569	4.512	4.305	4.066	3.894	3.486
Premium	\$ per Gallon	4.800	4.697	4.647	4.416	4.191	4.011	3.607
Diesel Prices	\$ per Gallon	4.900	4.881	4.807	4.727	4.585	4.295	4.158

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	19.50
High St, Honoapiilani Hwy, Kahekili Hwy	41.60	Kamehameha V Hwy	27.51
Piilani Hwy 3/	7.15	Kaunakakai Pl & Maunaloa Hwy	16.56
Hana Hwy	16.21		
Haleakala Hwy, Kula Hwy	21.35	Lāna'i	
Hana Hwy, Keawa Pl	34.84	Kaumalapau Hwy & Manele Rd	13.18
Haleakala Crater Rd	10.11		

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

	2008	2009	2010	2011	2012	2013
Driver's Licenses in Force	108,259	109,304	110,420	110,993	110,666	110,585
All vehicles	162,943	158,306	159,221	169,803	186,047	197,965
Motor vehicles	158,417	153,481	154,276	165,419	181,307	193,610
Passenger vehicles ¹	121,249	117,369	118,945	129,219	143,237	154,715
Ambulances	15	15	15	17	17	16
Buses	199	190	179	182	191	201
Trucks ¹	33,010	32,004	31,190	31,492	32,705	33,263
Truck tractors	89	75	70	67	71	75
Truck cranes	84	80	74	77	79	76
Motorcycles, motorscooters ²	3,771	3,748	3,803	4,365	5,007	5,264
Trailers and semi-trailers	4,526	4,825	4,945	4,384	4,740	4,355

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, 2013

Island	Total mileage	Paved		Unpaved
		Freeways	Other	
State total	4,405.15	88.55	4,144.19	172.41
Hawai'i	1,487.71	0.00	1,428.41	59.30
Maui	636.01	0.00	579.31	56.70
Lāna'i	47.80	0.00	33.80	14.00
Moloka'i	136.15	0.00	124.15	12.00
O'ahu	1,658.39	88.55	1,561.92	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				
2000	60,598	459	1,182.6	8,955
2001	61,922	456	1,216.9	8,956
2002	65,142	474	1,231.9	8,958
2003	77,140	534	1,292.5	8,952
2004	68,646	452	1,357.7	8,941
2005	69,270	531	1,426.0	10,932
2006	72,311	537	1,439.5	10,694
2007	75,216	470	1,444.6	9,024
2008	67,902	430	1,411.9	8,913
2009	67,412	441	1,369.2	8,921
2010	61,707	400	1,375.0	8,913
2011	69,460	420	1,471.3	8,895
2012	66,553	369	1,610.0	8,921
2013	67,451	348	1,716.2	8,864
State				
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
2013	523,856	391	12,078.2	9,006

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 2013

Taxation status	State total	Honolulu	Hawai'i	Kaua'i	Maui
Taxable vehicles	1,177,942	704,224	200,375	87,076	186,267
Exempt vehicles	122,030	116,524	2,320	1,107	2,079
Federal government	438	429	7	0	2
State government	6,442	6,441	0	0	1
County government	7,655	4,828	1,020	626	1,181
Fire department	323	61	140	58	64
Police department	1,829	1,294	407	6	122
Consulates	57	54	2	0	1
Disabled veterans	302	45	249	7	1
Military non-resident	96,311	95,906	77	230	98
Farm	123	36	53	1	33
Horseless carriage	85	64	9	12	0
Electric vehicles	2,240	1,674	109	70	387
National Guard	6,225	5,692	247	97	189
Total registered	1,299,972	820,748	202,695	88,183	188,346

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: 2012

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	52	36	68	17	32	3	5	14	27
Honolulu	84	61	72	23	28	3	3	21	25
Kaua'i	8	5	64	3	36	0	1	3	35
Maui	31	21	67	10	33	1	3	9	30
State	175	122	70	53	30	6	4	47	27

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

6.2.11

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

	2008	2009	2010	2011	2012 ²
Major traffic accidents¹					
Honolulu	5,064	4534	5,239	3,948	34
Hawai'i	1,716	1536	1,401	256	73
Kaua'i	567	445	440	409	5
Maui	911	858	849	180	20
Fatal Accidents					
Honolulu	41	50	59	49	55
Hawai'i	29	24	27	24	34
Kaua'i	9	7	9	6	7
Maui	23	18	12	19	18
Persons Injured					
Honolulu	3,946	3680	4,300	2,002	16
Hawai'i	1,074	834	825	42	70
Kaua'i	513	407	395	214	4
Maui	897	862	914	7	22
Persons Killed					
Honolulu	43	53	60	51	56
Hawai'i	29	27	29	24	38
Kaua'i	11	8	10	6	8
Maui	24	21	12	20	23

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

2. Preliminary numbers

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		
	2013	2012	% Change	2013	2012	% Change
DOMESTIC SEATS	1,671,934	1,613,642	3.6%	7,263,563	7,073,037	2.7%
US West	1,592,478	1,521,733	4.6%	6,373,358	6,237,480	2.5%
Anchorage	10,519	10,676	-1.5%	66,568	63,114	5.5%
Denver	29,040	25,292	14.8%	134,424	127,456	5.5%
Las Vegas	0	22,880	-100.0%	279,851	304,120	-8.0%
Los Angeles	528,679	521,084	1.5%	2,242,547	2,233,061	0.4%
Oakland	150,400	125,842	19.5%	346,050	356,298	-2.9%
Orange County	0	248	-100.0%	0	7,440	-100.0%
Phoenix	100,103	103,834	-3.6%	471,590	476,528	-1.0%
Portland	92,203	83,607	10.3%	285,106	255,800	11.5%
Sacramento	57,305	67,824	-15.5%	151,452	162,984	-7.1%
San Diego	69,394	71,278	-2.6%	253,346	229,272	10.5%
San Francisco	178,398	175,734	1.5%	905,675	881,429	2.8%
San Jose	149,100	113,882	30.90%	316,660	341,478	-7.3%
Seattle	191,293	192,186	-0.5%	659,847	627,973	5.1%
US East	79,456	91,909	-13.5%	832,797	770,697	8.1%
Chicago	2,720	10,384	-73.8%	141,156	131,743	7.1%
Dallas	76,736	81,525	-5.9%	235,876	244,575	-3.6%
CANADA SEATS	171,994	168,399	2.1%	367,825	362,878	1.4%
Calgary	33,882	36,052	-6.0%	41,963	48,624	-13.7%
Edmonton	11,592	8,694	33.3%	11,592	8,694	33.3%
Vancouver	126,520	123,653	2.3%	311,142	302,432	2.9%
TOTAL SEATS	1,843,928	1,782,041	3.5%	10,896,815	10,328,326	5.5%

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

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

6.2.13

AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT, MAJOR STATE-OWNED AIRPORTS 2013

Airport	Total operations	Air carrier	Air taxi	General aviation	Military
Honolulu International	290,237	154,585	71,763	49,329	14,560
Kahului	128,303	45,018	61,623	18,998	2,664
Kona International	118,037	22,276	26,621	52,548	16,592
Lihue	126,302	26,194	68,938	24,857	6,313
Hilo International	94,311	14,933	46,536	18,434	14,408
Molokai	34,518	1,358	24,005	6,041	3,114
Kalaeloa	139,124	2	2	110,742	28,378

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

	2006	2007	2008	2009	2010	2011	2012	2013
Kahului Airport								
All movements	164,992	148,034	128,022	118,800	118,896	121,962	130,010	128,303
Air carrier	67,676	52,172	39,240	40,802	39,400	38,078	43,374	45,018
Air taxi	70,272	72,935	68,981	58,664	59,387	62,151	65,872	61,623
General Aviation	24,468	20,237	17,005	15,306	17,287	18,646	18,418	18,998
Military	2,576	2,690	2,796	4,028	2,822	3,087	2,346	2,664
Moloka'i Airport								
All movements	39,685	37,615	31,200	24,295	26,491	30,056	34,672	34,518
Air carrier	181	0	0	0	0	0	0	1,358
Air taxi	27,488	26,821	23,405	17,966	19,679	21,038	26,475	24,005
General Aviation	10,137	9,407	6,601	5,629	6,065	6,539	6,352	6,041
Military	1,879	1,387	1,194	700	747	2,479	1,845	3,114

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	2010		2011		2012		2013	
	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming
Passengers								
Kahului								
interisland	1,220,115	1,228,489	1,194,285	1,211,869	1,332,091	1,350,847	1,412,147	1,421,932
overseas	1,448,210	1,449,880	1,543,388	1,536,431	1,624,470	1,618,644	1,632,197	1,634,611
Moloka'i	83,684	85,549	85,683	87,258	84,653	86,703	84,196	86,400
Lāna'i	45,354	45,213	46,279	46,470	45,146	45,365	49,536	49,743
Kapalua	40,236	40,391	44,788	44,983	42,549	42,028	28,033	24,780
Hāna	541	123	166	165	3,219	3,566	7,070	7,025
Kalaupapa	903	892	512	494	87	86	1,678	1,611
Cargo (U.S. tons)								
Kahului								
interisland	4,544	11,320	4,407	11,239	4,668	11,473	5,096	13,103
overseas	1,882	7,736	1,652	7,623	1,687	7,996	1,213	7,654
Moloka'i	205	611	163	612	199	664	211	680
Lāna'i	81	491	79	544	81	804	76	752
Kapalua	179	694	173	711	174	583	186	884
Hāna	27	0	0	0	0	0	1	1
Kalaupapa	24	135	34	135	29	168	23	119
Mail (U.S. tons)								
Kahului								
interisland	1,650	7,651	1,536	6,155	1,690	4,221	1,637	4,444
overseas	707	4,525	595	3,342	658	3,596	637	3,485
Moloka'i	0	0	0	0	0	0	0	0
Lāna'i	0	0	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	0	0	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 2012**

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

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

6.2.17

VESSEL ARRIVALS FOR KAHULUI HARBOR

Excludes domestic fishing craft

	2008	2009	2010	2011	2012
Total Inbound Vessels	2,160	1,033	987	1,650	903
By Type of Vessel					
Self propelled vessels					
Passenger and dry cargo	96	60	93	61	76
Tanker	6	3	8	7	7
Towboat or tugboat	1,544	531	466	427	547
Non-self propelled vessels					
Dry Cargo	419	361	331	1,047	184
Tanker	95	78	89	111	89
By Draft					
Less than 18 feet	1,417	791	699	829	702
18 feet and more	743	242	288	821	201

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)	
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
2012	2,762

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, 2012

In short tons

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
All Commodities	4,710,764	2,747,180	1,948,929	14,655
Total coal	59,500	59,500	0	0
1100 coal & lignite	59,500	59,500	0	0
Total Petroleum and Petroleum Products	480,680	467,410	1,972	11,298
2211 Gasoline	215,257	215,257	0	0
2330 Distillate fuel oil	180,105	180,105	0	0
2340 Residual fuel oil	65,262	63,312	1,950	0
2350 Lube oil & greases	155	133	22	0
2640 Hydrocarbon & petrol gases, liquefied and gaseous	19,828	8,530	0	11,298
Total Chemicals and Related Products	11,054	10,692	362	0
3190 Fertilizers and mixes NEC	1,610	1,610	0	0
3220 Alcohols	8,780	8,780	0	0
Total Crude Materials, Inedible (Except Fuels)	9,409	3,494	5,915	0
4189 Lumber	3,117	2,787	330	0
4420 Iron & steel scrap	2,221	622	1,599	0
Total Primary Manufactured Goods	56,652	49,903	4,958	1,791
5190 Paper products NEC	1,853	1,712	141	0
5220 Cement and concrete	37,822	37,822	0	0
5290 Misc. mineral products	3,085	2,909	176	0
5370 Iron & steel pipe and tube	69	69	0	0
5480 Fabricated metal products	12,079	6,055	4,233	1,791

6.2.19

CONTINUED

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
Total Food and Farm Products	229,698	52,684	177,014	0
6442 Rice	854	854	0	0
6654 Vegetables and products	5,293	4,746	547	0
6781 Hay & fodder	86	86	0	0
6782 Animal feed, prepared	987	987	0	0
6811 Meat, fresh, frozen	1,582	1,582	0	0
6839 Animals and products NEC	2,378	1,460	918	0
6861 Sugar	136,362	0	136,362	0
6865 Molasses	27,344	0	27,344	0
6885 Alcoholic beverages	10,359	10,279	80	0
6889 Food products NEC	27,644	20,868	6,776	0
6899 Farm products NEC	2,582	2,582	0	0
Total All Manufactured Equipment, Machinery, and Products	3,862,509	2,162,997	1,697,946	1,566
7110 Machinery (not electric)	1,094	555	226	313
7120 Electrical machinery	1,806	364	189	1,253
7210 Vehicles & parts	168,656	101,817	66,839	0
7400 Manufactured wood products	14,721	12,028	2,693	0
7600 Rubber and plastic products	472	40	432	0
7900 Manufactured products NEC	3,674,738	2,047,448	1,627,290	0
Total Waste and Scrap NEC	1,262	0	1,262	0
8900 Waste and scrap NEC	1,262	0	1,262	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

	2008	2009	2010	2011
All Commodities	3,957,865	2,139,458	2,114,105	3,504,332
Receipts	2,409,330	1,358,129	1,337,726	2,232,800
Shipments	1,548,535	781,329	776,379	1,271,532
Total Coal	94,202	93,496	85,938	63,080
Receipts	94,202	93,496	85,938	63,080
Shipments	0	0	0	0
Total Petroleum and Petroleum Products	448,417	370,808	478,811	510,114
Receipts	448,396	370,642	470,505	508,154
Shipments	21	166	26	1,960
Total Chemicals and Related Products	23,234	11,790	18,817	19,400
Receipts	22,962	11,722	18,527	18,929
Shipments	272	68	290	471
Total Crude Materials, Inedible (Except Fuels)	74,299	22,734	18,224	15,628
Receipts	46,194	18,653	14,145	13,444
Shipments	28,105	4,081	4,079	2,184
Total Primary Manufactured Goods	2,587,964	1,355,816	1,081,454	37,950
Receipts	1,313,664	680,691	550,696	35,766
Shipments	1,274,300	675,125	530,758	2,184
Total Food and Farm Products	264,064	143,216	292,360	278,401
Receipts	190,592	87,051	95,527	100,114
Shipments	73,472	56,165	196,833	178,287
Total All Manufactured Equipment, Machinery	459,504	132,910	129,656	2,571,528
Receipts	292,683	95,277	93,408	1,560,490
Shipments	166,821	37,633	36,248	1,011,038
Total Waste and Scrap, NEC	5,544	8,091	8,145	8,524
Receipts	0	0	0	0
Shipments	5,544	8,091	8,145	8,524

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: 2013

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	6	1970
Canada-France-Hawaii 3.6-m (Optical/Infrared)	30	7.2	44	1979
NASA IRTF 3.0-m (Infrared)	10	4.3	19	1979
United Kingdom 3.8-m (Infrared)	5	1.4	5	1979
James Clerk Maxwell 15-m Submillimeter	32	6.0	43	1986
Caltech 10.4-m Submillimeter	10	0.6	5	1986
VLBA Antenna 25-m (Radio)	7	0.4	2	1992
W.M. Keck Observatory (Keck I & II)				
10-m x 2 (Optical/Infrared)	170	13.8	118	1992/1996
Subaru (Japan National Large Telescope)				
8-m (Optical/Infrared)	170	26.0	96	1999
Fredrick C. Gillett Gemini 8m (Optical/Infrared)	92	13.8	94	1999
Submillimeter Array 8x6-m	80	5.5	24	2003
Mauna Kea Observatories Support Services	X	4.9	41	1980
Total	611	82.7	497	
Haleakala observatories:				
Mees Solar Observatory	0.5	0.20	1	1963
Haleakala Observatories Projects	NA	0.50	4	NA
Maui Space Surveillance Site (MSSS) 3/ Ground-Based Electro-Optical Deep Space Surveillance (GEODSS)	250.0	26.30	117	1965
Faulkes 2-m Telescope	10.0	0.60	2	2003
Transportable Laser Ranging System (TLRS4)	0.6	0.53	5	2005
Panoramic Survey Telescope And Rapid Response System (Pan-STARRS)	55.0	5.60	11	2009
Haleakala Support Facilities	8.6	0.60	11	1962/2008
Total	349.7	40.40	167	

NA Not available.

X Not applicable.

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

7.1.2

ELECTRIC UTILITIES, MAUI COUNTY

	2009	2010	2011	2012	2013
Customers, Dec 31					
Total					
Maui Island	62,707	62,992	63,433	64,047	64,657
Moloka'i	3,146	3,127	3,164	3,198	3,211
Lāna'i	1,636	1,620	1,633	1,677	1,709
Maui County	67,489	67,739	68,230	68,922	69,577
Residential					
Maui Island	53,438	53,848	54,305	54,785	55,301
Moloka'i	2,589	2,596	2,611	2,643	2,649
Lāna'i	1,404	1,391	1,410	1,451	1,469
Maui County	57,431	57,835	58,326	58,879	59,419
Other					
Maui Island	9,269	9,144	9,128	9,262	9,356
Moloka'i	557	531	553	555	562
Lāna'i	232	229	223	226	240
Maui County	10,058	9,904	9,904	10,043	10,158
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	10.1	10.1	10.1	10.1	10.1
Maui County	284.2	284.2	284.2	284.2	284.2
Peak Demand (mW)¹					
Maui Island	199.9	199.4	194.1	194.8	194.8
Moloka'i	5.9	5.6	5.8	5.5	5.5
Lāna'i	4.7	4.8	4.7	4.6	4.6
Power Sold (1,000 kWh)					
Total					
Maui Island	1,134,313	1,135,141	1,125,556	1,090,179	1,079,935
Moloka'i	31,834	31,451	30,685	29,942	29,380
Lāna'i	26,097	24,967	24,785	24,712	25,558
Maui County	1,192,244	1,191,559	1,181,026	1,144,833	1,134,873
Residential					
Maui Island	408,068	403,908	398,869	377,209	369,877
Moloka'i	12,261	12,041	11,700	10,951	10,459
Lāna'i	7,614	7,377	7,358	7,186	7,572
Maui County	427,943	423,326	417,927	395,346	387,908
Other					
Maui Island	726,245	731,233	726,687	712,970	710,058
Moloka'i	19,573	19,410	18,985	18,991	18,921
Lāna'i	18,483	17,590	17,427	17,526	17,985
Maui County	764,301	768,233	763,099	749,487	746,964

7.1.2

CONTINUED

	2009	2010	2011	2012	2013
Average Annual Use, Dec 31 (kWh)					
Residential					
Maui Island	7,636	7,501	7,345	6,885	6,688
Moloka'i	4,736	4,638	4,481	4,143	3,948
Lāna'i	5,423	5,303	5,218	4,952	5,155
Other					
Maui Island	78,352	79,969	79,611	76,978	75,893
Moloka'i	35,140	36,554	34,332	34,217	33,667
Lāna'i	79,668	76,812	78,149	77,549	74,938
Average Rate (dollars per kWh)					
Residential					
Maui Island	0.25552604	0.29453	0.35774	0.38709	0.37824
Moloka'i	0.321017862	0.35778	0.43025	0.46129	0.46435
Lāna'i	0.325978461	0.37102	0.44049	0.46612	0.46344
Other					
Maui Island	0.238562744	0.27890	0.34497	0.37238	0.36193
Moloka'i	0.324784141	0.36182	0.43526	0.45633	0.45530
Lāna'i	0.33171022	0.37470	0.44506	0.47129	0.46317
Revenues (\$1,000)					
Total					
Maui Island	277,527	322,903	393,156	411,509	396,894
Moloka'i	10,293	11,331	13,298	13,718	13,471
Lāna'i	8,613	9,328	10,997	11,609	11,840
Maui County	296,433	343,562	417,451	436,836	422,205
Residential					
Maui Island	104,272	118,962	142,692	146,013	139,902
Moloka'i	3,936	4,308	5,034	5,052	4,856
Lāna'i	2,482	2,737	3,241	3,349	3,509
Maui County	110,690	126,007	150,967	154,414	148,267
Other					
Maui Island	173,255	203,941	250,464	265,496	256,991
Moloka'i	6,357	7,023	8,264	8,666	8,615
Lāna'i	6,131	6,591	7,756	8,260	8,330
Maui County	185,743	217,555	266,484	282,422	273,936

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 2005-2011

7.1.3

GAS UTILITIES, MAUI COUNTY*Excludes bottled gas*

	2009	2010	2011	2012	2013
Island of Maui					
Customers, Dec. 31					
Residential	429	427	431	428	420
Other	84	86	86	88	90
Total	513	513	517	516	510
Gas Sold (1,000 therms)					
Residential	100	108	109	111	107
Other	660	769	749	777	770
Total	760	877	858	888	876
Average Annual Use (therms)					
Residential	233	252	252	259	254
Other	7,857	8,941	8,711	8,825	8,551
Average rate (dollar per therm)					
Residential	3.58000	3.91045	4.30770	4.12958	3.90245
Other	2.23030	2.53368	2.91648	2.78814	2.5438
Revenues (\$1,000)					
Residential	358	421	468	458	417
Other	1,472	1,948	2,185	2,165	1,958
Total	1,830	2,369	2,653	2,624	2,374
Islands of Moloka'i and Lāna'i¹					
Customers, Dec. 31					
Moloka'i	77	78	83	85	91
Lāna'i	16	17	22	20	21
Gas Sold (1,000 therms)					
Moloka'i	12	13	12	16	15
Lāna'i	1	1	1	2	3
Average Annual Use (therms)					
Moloka'i	156	163	145	184	165
Lāna'i	63	75	65	115	136
Average rate (dollar per therm)					
Moloka'i	4.25000	4.57941	4.94771	4.74503	4.52344
Lāna'i	6.00000	6.14759	6.70154	5.66075	5.17527
Revenues (\$1,000)					
Moloka'i	51	58	60	74	68
Lāna'i	6	8	10	13	15

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

	2008	2009	2010	2011	2012
Coal	20.2	19.0	17.1	16.1	16.6
Natural gas	0.1	0.2	2.7	0.2	0.2
Petroleum					
Distillate fuel oil	33.0	35.6	27.5	36.8	35.2
Jet fuel	60.7	47.0	51.0	62.1	64.1
Liquefied petroleum gas	2.4	2.9	3.2	3.5	3.4
Motor gasoline	52.5	52.5	51.8	53.8	50.4
Residual fuel oil	78.4	78.2	76.7	73.6	67.4
Other	14.5	14.4	14.6	16.6	16.9
Total petroleum	241.5	230.7	238.6	246.2	237.4
Renewable Energy					
Hydroelectric	0.8	1.1	0.7	0.9	1.1
Wood and waste	8.6	8.4	7.5	NA	NA
Ethanol fuel	3.2	3.6	4.3	NA	NA
Geothermal	2.3	1.6	2.0	NA	NA
Solar / Photovoltaic	2.4	2.8	3.5	NA	NA
Wind	2.4	2.5	2.5	NA	NA
Biomass	NA	NA	NA	NA	10.2
Other Renewables	NA	NA	NA	NA	12.9
Total renewable energy	19.7	20.0	20.6	23.5	24.2
Total Energy Consumption	281.5	269.8	272.1	286.0	278.4

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*

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
	Number of Services									
Maui County	32,344	33,123	33,675	34,682	35,444	35,540	35,611	35,540	35,753	35,866
Maui	30,751	31,510	32,045	33,032	33,789	33,876	33,947	33,876	34,090	34,200
Moloka'i	1,593	1,613	1,630	1,650	1,655	1,664	1,664	1,664	1,663	1,666
	Consumption (million gallons)									
Maui County	12,436	12,961	13,186	13,258	12,797	12,074	12,214	12,371	12,675	13,253
Maui	12,105	12,644	12,883	12,961	12,510	11,794	11,916	12,089	12,410	12,958
Moloka'i	331	317	303	297	287	280	298	282	265	295

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT, 2004-2013.

7.1.6

DAILY AVERAGES FOR WATER PRODUCTION BY AREA, MAUI COUNTY

in thousands of gallons

Area	01/14	02/14	03/14	04/14	05/14	06/14	07/14	08/14	09/14	10/14	11/14	12/14	Previous 12 Months
Central Maui													
Groundwater-Īao	12,382	11,691	11,758	14,036	15,895	16,611	16,778	16,432	16,568	15,659	14,600	13,805	14,701
Īao Tunnel	1311	1461	1482	1544	1516	1557	1562	1579	1559	1528	1514	1547	1513
Groundwater-Waihe'e	3,351	3,389	3,344	3,411	3,397	3,401	3,430	3,431	3,478	3,446	3,496	3,413	3,415
Kepaniwai	727	727	725	727	727	727	722	724	727	726	727	725	726
Maui Lani	920	970	1,118	1,109	791	1,099	1,119	873	735	736	737	979	932
Surface Water	1,326	1,147	819	901	377	1,029	993	1,057	1,216	823	1,140	1,051	988
Upcountry Maui													
Surface Water	4,208	4,265	4,187	5,417	5,753	6,944	6,770	7,170	7,081	5,178	5,292	5,265	5,623
Groundwater	1,171	831	732	422	551	1,190	1,332	1,349	2,148	1,525	1,288	1,259	1,151
West Maui													
Surface Water	2,953	2,784	2,933	3,197	3,457	3,648	3,920	3,573	3,457	3,405	3,257	2,965	3,299
Groundwater	2,075	2,006	1,886	2,000	2,017	2,336	2,357	2,498	2,659	2,166	2,285	2,271	2,214
East Maui													
Groundwater	471	495	468	464	473	502	525	538	523	514	538	538	504
Moloka'i													
Groundwater	973	637	703	837	894	920	973	985	984	851	832	786	842
Total Water Production	31,586	30,404	30,155	34,065	35,847	39,964	40,480	40,206	41,135	36,557	35,706	34,604	35,908

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).

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, 2013

System	Services	Change from FY 2012	Consumption (1,000 gal)	Change from FY 2012 (1,000 gal)
Wailuku District				
Wailuku	5,795	2	1,551,875	258,856
Waihe'e	193	(2)	32,230	5,139
Waikapū	915	(1)	135,592	12,280
Wailuku Heights	491	4	92,145	7,865
Kahului	4,722	53	1,534,742	14,605
Pu'unēnē	14	0	54,162	(740)
Kīhei	6,777	7	4,138,032	50,217
Mā'alaea	46	1	127,462	27,636
Mākena	201	(2)	261,108	(13,447)
Pā'ia-Kū'au	907	0	171,366	21,204
Spreckelsville	203	(1)	75,643	3,881
Subtotal	20,264	61	8,174,357	387,496
Makawao District				
Kokomo-Kaupakalua	1,122	3	148,349	(7,828)
Kuiaha	301	0	47,840	(2,999)
Ha'ikū-Pa'uwela	847	5	120,003	(8,663)
Makawao	1,986	1	313,891	(8,630)
Pukalani	2,063	(3)	351,028	(8,009)
Hāli'imaile	200	1	33,479	(646)
Upper Kula	2,289	31	606,814	37,488
Lower Kula	1,099	0	984,228	138,162
'Ulupalakua-Kanaio	81	0	70,121	11,902
Kula Ag. Park	39	0	211,388	16,756
Subtotal	10,027	38	2,887,141	167,533
Lahaina District				
Lahaina	2,101	1	797,102	(5,537)
Honokōwai	450	1	501,189	(818)
'Alaeloa	795	2	539,994	2,923
Honokōhau	13	0	745	(278)
Subtotal	3,359	4	1,839,030	(3,710)
Moloka'i District				
Kawela-Kaunakakai	1,175	2	217,134	20,768
'Ualapu'e	1	1	68,674	10,442
Kala'e	379	0	9,045	(895)
Hālawa	111	0	0	0
Subtotal	1,666	3	294,853	30,315
Hāna District				
Hāna	402	7	44,830	(2,968)
Nāhiku	40	0	3,305	(18)
Ke'anae	87	0	7,731	(322)
Kaupō	21	0	1,406	(296)
Subtotal	550	7	57,272	(3,604)

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2013

7.1.11

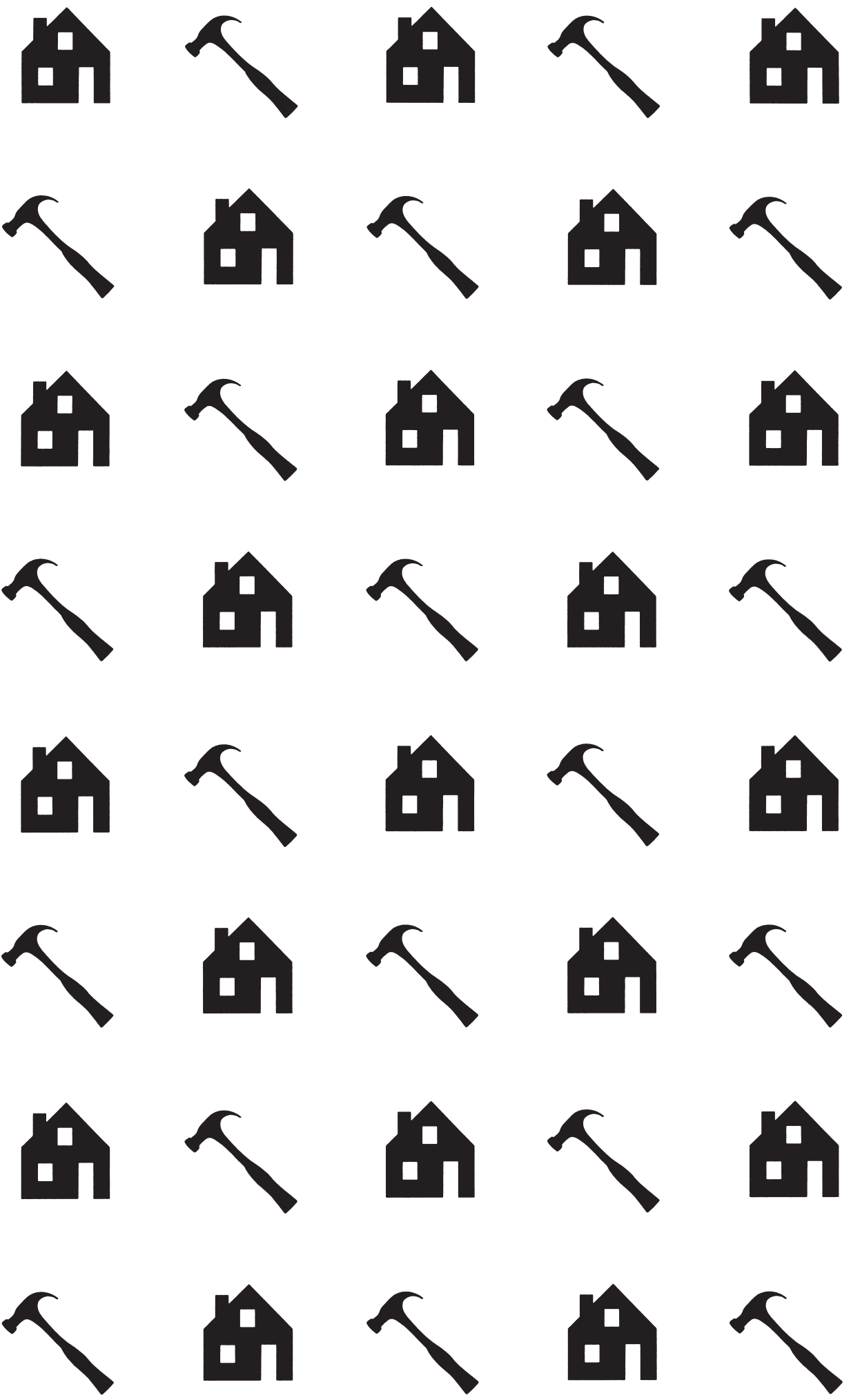
WATER CONSUMPTION BY DISTRICT, MAUI COUNTY

Year ending June 30, 2013, in 1,000 gallons

Months	Total	Wailuku	Makawao	Kula	Lahaina	Moloka'i	Hāna
General							
July	735,751	602,226	2,636	85,111	823	44,924	31
August	1,374,632	854,147	166,255	14,892	352,983	4,089	9,266
September	628,685	473,383	3,534	107,929	161	43,685	-7
October	1,335,047	823,932	168,160	11,782	316,328	6,032	8,813
November	584,411	441,844	3,436	98,209	193	40,638	91
December	1,208,286	715,781	164,197	12,967	303,550	3,842	7,949
January	720,157	559,403	19,826	100,387	34,342	935	5,264
February	1,339,390	890,074	48,735	113,574	230,872	51,857	4,279
March	929,413	677,397	60,765	41,039	130,261	17,724	2,228
April	867,264	570,558	66,494	45,333	147,779	28,951	8,150
May	963,154	650,973	81,772	48,887	151,311	23,743	6,468
June	1,008,270	684,004	85,974	53,616	172,097	12,401	178
Total General	11,694,460	7,943,722	871,784	733,725	1,840,700	278,820	52,709
Agricultural							
July	231,837	27,731	1,082	200,765	0	2,259	0
August	46,699	10,703	12,953	17,002	4,679	523	839
September	227,726	29,799	276	195,059	0	2,592	0
October	54,824	10,649	16,140	20,790	5,905	528	812
November	222,373	21,834	433	197,617	0	2,489	0
December	48,281	9,568	14,928	17,654	5,379	91	661
January	197,931	27,593	1,849	168,156	0	0	333
February	117,177	28,193	7,237	76,118	2,881	2,411	337
March	93,432	14,028	4,799	72,585	1,061	854	105
April	93,723	16,212	6,206	67,333	1,473	1,569	930
May	109,157	15,563	8,392	81,094	1,856	1,706	546
June	115,034	18,762	8,518	84,647	2,096	1,011	0
Total Agricultural	1,558,193	230,635	82,813	1,198,820	25,330	16,033	4,563
Grand Total	13,252,653	8,174,357	954,596	1,932,545	1,866,030	294,853	57,272

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2013

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 were approximately 65,301 housing units on Maui of which around 48,703 (42.8%) were owner-occupied.

1,200 building permits were issued in 2013, a slight increase over 2012.

8.1.1

NUMBER AND VALUE OF BUILDING PERMITS, MAUI COUNTY

Year	Number Issued	Estimated Value (\$1,000)
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
2013	1,200	325,014

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	2008	2009	2010	2011	2012	2013
Residential	276,188	103,630	81,594	68,913	114,290	111,866
Hotel	0	0	0	12,000	19,883	75,070
Non-residential	66,171	54,809	75,325	108,300	74,095	62,041
Additions and alterations	101,481	65,997	37,688	54,470	158,727	76,038

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

	2009	2010	2011	2012	2013
Authorized Housing Units (number)					
New single family units	273	210	196	246	333
New multi-family units	115	67	3	260	3
Total	388	277	199	506	336
Permit Value (\$)					
New single family units	62,789,622	49,727,615	43,935,794	57,279,962	81,325,902
New multi-family units	45,984,620	14,380,634	2,676,999	43,376,775	3,423,360
Total	108,774,242	64,108,249	46,612,793	100,656,737	84,749,262

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
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
2013	329	4	16	30

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	\$24.27	\$35.00	\$18.27	\$30.71	\$31.54
Housing Cost					
2 bedroom FMR	\$1,262	\$1,820	\$950	\$1,597	\$1,640
Income needed to afford 2 bedroom FMR	\$50,480	\$72,800	\$38,000	\$63,880	\$65,600
Full-time jobs at minimum wage to afford 2 bedroom FMR	3.3	4.8	2.5	4.2	4.4
Area Median Income (AMI)					
Annual AMI	\$75,800	\$82,600	\$56,700	\$70,300	\$77,463
Rent affordable at AMI	\$1,895	\$2,065	\$1,418	\$1,758	\$1,937
30% of AMI	\$22,740	\$24,780	\$17,010	\$21,090	\$23,239
Rent affordable at 30% of AMI	\$569	\$620	\$425	\$527	\$581
Renter Households					
Number (2008-2012)	21,902	134,530	22,514	8,191	187,185
% of total households (2008-2012)	42%	44%	35%	37%	42%
Estimated mean renter hourly wage	\$13.18	\$14.52	\$10.85	\$12.46	\$13.86
Rent affordable at mean wage	\$685	\$755	\$564	\$648	\$721
Full time jobs at mean renter wage needed to afford 2 bedroom FMR	1.8	2.4	1.7	2.5	2.3

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

SOURCE: NATIONAL LOW INCOME HOUSING COALITION, OUT OF REACH 2014

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	388	NA
Kamaole Heights	Hotel/Condo	24	NA
Kula Lodge Project	Hotel	15	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
Piilani Suites	Hotel	200	NA
Maui Research & Tech Park	Mixed Use	150	NA
Down Town Kihei	Mixed Use	150	NA
Wada Commercial Bldg. & Hotel	Mixed Use	8	NA
Bed and Breakfasts	B&B	79	NA
Short term rentals	New Class	123	NA
Transient vacation rentals		12	NA

NA: Not Available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT SURVEY, 2014.

8.1.7

AVERAGE ANNUAL WAGES FOR CONSTRUCTION INDUSTRIES, MAUI COUNTY - 2013

Industry	Number of Establishments	Number of Employees	Total Wages	Average Annual Wages
Construction	570	3,115	\$180,961,143	\$58,093
Construction of Buildings	189	917	\$54,096,345	\$58,993
Residential	151	466	\$21,453,856	\$46,038
Nonresidential	38	451	\$32,642,489	\$72,378
Heavy and Civil Engineering Construction	41	398	\$32,166,657	\$80,821
Land Subdivision	16	70	\$5,563,878	\$79,484
Highway, Street, and Bridge Construction	14	232	\$19,111,642	\$82,378
Specialty Trade Contractors	340	1,800	\$94,698,141	\$52,610
Building Foundation/Exterior Contractors	63	291	\$12,971,772	\$44,577
Building Equipment Contractors	125	907	\$53,765,848	\$59,279
Building Finishing Contractors	97	398	\$17,652,446	\$44,353
Other Specialty Trade Contractors	55	203	\$10,308,075	\$50,779

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

8.1.8

**BUILDING PERMITS ISSUED,
MAUI COUNTY CALENDAR YEAR 2013**

Types of Permits	No. of Permits	No. of Units	Valuation
Single family, detached	336	337	\$108,770,077
Two family buildings	1	2	\$329,910
Five or more family buildings	1	16	\$2,766,000
Hotels, Motels, and tourist cabins	1	131	\$75,069,604
Other non-house shelter	1		\$50,000
Amusement and recreational	3		\$2,172,532
Churches and religious	1		\$200,000
Industrial	1		\$2,451,000
Service station and repair garage	1		\$831,500
Offices, banks, and professional	3		\$4,049,291
Public works and utilities	1		\$60,000
Stores and customer service	7		\$13,117,000
Other non-residential	63		\$5,726,763
Structures other than bldgs	200		\$31,203,951
Residential alterations	369	18	\$25,414,509
Commercial alterations	171	2	\$50,623,643
Additions of garages/carports	41		\$2,228,650
Demo-single family homes	31	31	\$174,750
Demo- all other	49		\$1,166,674
Repairs to dwellings	10		\$394,200
Repairs to other buildings	71		\$10,008,957
Relocated residential buildings	1		\$24,725
Relocated garages	1		\$3,200
Fences, retaining walls, seawalls	105		\$4,392,207
Mechanical work	2		\$496,921
Temporary structures	82		\$336,582
Total	1,553	537	\$342,062,646

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

8.1.9

CONSTRUCTION ESTABLISHMENTS BY TYPE AND LOCATION, MAUI COUNTY

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 2012

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

2013	Total Housing Units	Occupied Housing Units	Owner Occupied Units	Renter Occupied Units
Maui Island				
Haiku-Pauwela CDP	3,347	2,925	1,785	1,140
Hāli'imaile CDP	290	272	203	69
Hāna CDP	512	330	181	149
Kā'anapali CDP	1,959	515	430	85
Kahului CDP	7,689	6,835	3,662	3,173
Kapalua CDP	971	167	130	37
Kīhei CDP	12,250	8,292	4,068	4,224
Kula	2,926	2,713	1,556	1,157
Lahaina CDP	4,236	3,368	1,641	1,727
Ma'alaea CDP	640	232	168	64
Makawao CDP	2,581	2,319	1,203	1,116
Mākena CDP	148	56	41	15
Nāpili-Honokōwai CDP	4,392	2,611	1,033	1,578
Pā'ia CDP	997	782	509	273
Pukalani CDP	3,045	2,700	1,692	1,008
Waihe'e-Waiehū CDP	2,512	2,444	1,890	554
Waikapū CDP	1,041	941	747	194
Wailea CDP	6,023	2,769	1,904	865
Wailuku CDP	6,003	5,475	3,436	2,039
Moloka'i				
Kaunakakai CDP	1,498	1,197	645	552
Kualapu'u CDP	678	578	422	156
Maunaloa CDP	158	112	55	57
Lāna'i				
Lāna'i City CDP	1,405	1,070	583	487

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2009-2013

8.2.4

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

2013	All Housing Units	Vacant	VACANT HOUSING UNITS		
			Seasonal, Recreational or Occasional	Homeowner Vacancy Rate	Rental Vacancy Rate
Maui Island					
Haiku-Pauwela CDP	3,347	422	52	86	268
Hāli'imaile CDP	290	18	0	0	9
Hāna CDP	512	182	67	4	96
Kā'anapali CDP	1,959	1,444	901	29	514
Kahului CDP	7,689	854	272	38	86
Kapalua CDP	971	804	411	42	347
Kīhei CDP	12,250	3,958	2,124	96	1121
Kula	2,926	213	59	0	142
Lahaina CDP	4,236	868	350	0	244
Ma'alaea CDP	640	408	181	13	193
Makawao CDP	2,581	262	79	21	110
Mākena CDP	148	92	10	2	41
Nāpili-Honokōwai CDP	4,392	1,781	977	51	661
Pā'ia CDP	997	215	83	0	79
Pukalani CDP	3,045	345	90	50	42
Waihe'e-Waiehū CDP	2,512	68	34	0	34
Waikapū CDP	1,041	100	27	17	32
Wailea CDP	6,023	3,254	1,491	69	1523
Wailuku CDP	6,003	528	121	110	152
Moloka'i					
Kaunakakai CDP	1,498	301	87	50	71
Kualapu'u CDP	678	100	11	0	27
Maunaloa CDP	158	46	28	0	10
Lāna'i					
Lāna'i City CDP	1,405	335	73	31	116

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2009-2013

8.2.5

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

2013	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	3,347	2,925	1,785	1,140	3.15	2.46
Hāli'imaile CDP	290	272	203	69	3.63	2.64
Hāna CDP	512	330	181	149	4.02	2.98
Kā'anapali CDP	1,959	515	430	85	2.27	2.15
Kahului CDP	7,689	6,835	3,662	3,173	4.00	3.18
Kapalua CDP	971	167	130	37	2.18	2.16
Kīhei CDP	12,250	8,292	4,068	4,224	2.77	2.51
Kula	2,926	2,713	1,556	1,157	2.41	2.57
Lahaina CDP	4,236	3,368	1,641	1,727	3.68	3.01
Ma'alaea CDP	640	232	168	64	1.83	1.28
Makawao CDP	2,581	2,319	1,203	1,116	2.91	2.72
Mākena CDP	148	56	41	15	4.76	1.27
Nāpili-Honokōwai CDP	4,392	2,611	1,033	1,578	2.94	2.09
Pā'ia CDP	997	782	509	273	3.30	2.63
Pukalani CDP	3,045	2,700	1,692	1,008	3.02	2.67
Waihe'e-Waiehū CDP	2,512	2,444	1,890	554	4.29	3.18
Waikapū CDP	1,041	941	747	194	3.57	3.58
Wailea CDP	6,023	2,769	1,904	865	2.22	2.07
Wailuku CDP	6,003	5,475	3,436	2,039	2.89	2.94
Moloka'i						
Kaunakakai CDP	1,498	1,197	645	552	2.89	2.26
Kualapu'u CDP	678	578	422	156	3.46	3.56
Maunaloa CDP	158	112	55	57	3.55	3.02
Lāna'i						
Lāna'i City CDP	1,405	1,070	583	487	3.17	2.98

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2009-2013

8.2.6

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

2013	Total	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	1,785	46	0	111	267	1,040	321
Hāli'imaile CDP	203	0	6	33	89	70	5
Hāna CDP	181	13	4	22	74	53	15
Kā'anapali CDP	430	4	0	0	36	148	242
Kahului CDP	3,662	255	83	183	1,409	1,598	134
Kapalua CDP	130	0	0	4	11	37	78
Kīhei CDP	4,068	78	440	331	1,644	1,422	153
Kula	1,556	40	34	26	237	815	404
Lahaina CDP	1,641	39	62	163	411	812	154
Ma'alaea CDP	168	6	3	9	89	48	13
Makawao CDP	1,203	22	27	60	448	633	13
Mākena CDP	41	0	0	0	0	1	40
Nāpili-Honokōwai CDP	1,033	6	121	165	350	290	101
Pā'ia CDP	509	6	16	22	184	220	61
Pukalani CDP	1,692	14	77	0	353	1,227	21
Waihe'e-Waiehū CDP	1,890	75	135	168	809	617	86
Waikapū CDP	747	31	3	47	410	251	5
Wailea CDP	1,904	32	60	77	176	862	697
Wailuku CDP	3,436	104	257	344	1,196	1,444	91
Moloka'i							
Kaunakakai CDP	645	21	71	285	173	65	30
Kualapu'u CDP	422	80	101	76	91	62	12
Maunaloa CDP	55	0	19	33	3	0	0
Lāna'i							
Lāna'i City CDP	583	22	36	78	309	129	9

SOURCE: U.S. CENSUS BUREAU, 2009-2013 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.7

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

2013	Total Rentals	Less than 20%	20% to 24.9%	25% to 29.9%	30% to 34.9 %	Over 35%	Not Computed
Maui Island							
Haiku-Pauwela CDP	1,140	116	35	165	37	581	206
Hāli'imaile CDP	69	0	11	12	7	31	8
Hāna CDP	149	12	17	13	17	48	42
Kā'anapali CDP	85	9	3	28	7	15	23
Kahului CDP	3,173	707	239	617	267	1,024	319
Kapalua CDP	37	3	11	4	0	5	14
Kīhei CDP	4,224	615	605	353	540	1,849	262
Kula	1,157	92	196	15	112	580	162
Lahaina CDP	1,727	427	205	130	125	749	91
Ma'alaea CDP	64	10	1	6	9	21	17
Makawao CDP	1,116	151	129	128	96	566	46
Mākena CDP	15	0	0	0	0	0	15
Nāpili-Honokōwai CDP	1,578	235	350	263	123	561	46
Pā'ia CDP	273	52	47	21	10	102	41
Pukalani CDP	1,008	329	153	143	16	276	91
Waihe'e-Waiehū CDP	554	81	76	30	29	206	132
Waikapū CDP	194	48	28	17	17	80	4
Wailea CDP	865	139	86	102	22	428	88
Wailuku CDP	2,039	393	272	158	214	827	175
Moloka'i							
Kaunakakai CDP	552	50	113	88	19	150	132
Kualapu'u CDP	156	26	4	9	4	70	43
Maunaloa CDP	57	12	6	2	0	33	4
Lāna'i							
Lāna'i City CDP	487	204	105	50	34	77	17

SOURCE: U.S. CENSUS BUREAU, 2009-2013 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.8

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

2013	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	1,140	206	0	97	77	305	455
Hāli'imaile CDP	69	8	0	7	11	30	13
Hāna CDP	149	42	0	34	16	36	21
Kā'anapali CDP	85	20	0	0	0	10	55
Kahului CDP	3,173	432	127	378	528	1075	633
Kapalua CDP	37	14	0	11	2	0	10
Kīhei CDP	4,224	193	122	22	536	1,344	2,007
Kula	1,157	136	0	20	75	366	560
Lahaina CDP	1,727	169	24	137	401	511	485
Ma'alaea CDP	64	17	0	0	0	27	20
Makawao CDP	1,116	46	37	61	109	525	338
Mākena CDP	15	15	0	0	0	0	0
Nāpili-Honokōwai CDP	1,578	62	0	18	243	713	542
Pā'ia CDP	273	51	8	12	24	71	107
Pukalani CDP	1008	91	0	48	87	418	364
Waihe'e-Waiehū CDP	554	122	76	0	26	199	131
Waikapū CDP	194	4	4	0	26	50	110
Wailea CDP	865	47	0	43	76	94	605
Wailuku CDP	2,039	209	36	425	388	375	606
Moloka'i							
Kaunakakai CDP	552	172	75	113	16	104	72
Kualapu'u CDP	156	49	4	2	11	40	50
Maunaloa CDP	57	3	3	23	20	8	0
Lāna'i							
Lāna'i City CDP	487	26	27	116	77	184	57

1. Includes no cash rent.

SOURCE: U.S. CENSUS BUREAU, 2009-2013 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.9

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

	2010	2011	2012	2013
Owner				
Housing Units with a mortgage	22,576	20,927	19,865	20,873
Less than 20% of income	3,973	4,861	3,841	5,120
20% to 24.9%	2,551	2,975	2,274	3,333
25% to 29.9%	2,754	2,066	2,565	2,075
30% to 34.9%	1,987	1,651	2,467	1,208
35% or more	11,311	9,318	8,701	9,137
Not computed	176	56	17	112
Median mortgage (dollars)	\$2,479	\$2,309	\$2,325	\$2,261
Renter				
Renter-occupied units	18,710	20,961	20,306	19,418
Less than 15% of income	1,235	1,736	1,280	2,512
15% to 19.9%	1,759	2,237	2,277	3,020
20% to 24.9%	2,488	2,609	3,190	2,684
25% to 29.9%	2,619	2,189	2,911	2,119
30% to 34.9%	1,815	1,643	1,638	1,697
35% or more	8,794	10,547	8,771	7,386
Not computed	2,374	1,821	2,305	2,624
Median rent (dollars)	\$1,287	\$1,173	\$1,241	\$1,292

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, SELECTED HOUSING CHARACTERISTICS, 2010, 2011, 2012, 2013.

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
2003	78	112	35	396	621
2004	51	80	23	283	437
2005	47	51	12	198	308
2006	59	105	23	266	453
2007	101	188	34	395	718
2008	254	359	84	666	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

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 2012 was 77,500 and the number of employed was 72,600. The unemployment rate decreased from 7.9% to 6.3% between 2011 and 2012.

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	2010	2011	2012	2013	2014
Hāna	\$5,108	5,016	5,671	5,808	5,825
Kahului	741,668	782,902	840,177	902,230	972,135
Kīhei	387,947	388,509	455,817	486,548	496,687
Lahaina	351,376	372,786	405,335	423,124	495,438
Makawao/Pukalani	164,076	171,161	181,481	195,587	214,635
Pā'ia	45,901	51,144	52,513	58,842	70,487
Wailuku	310,379	304,456	417,981	344,756	372,569
Kaunakakai	61,076	61,772	64,326	85,235	69,776
Lāna'i City	29,336	27,995	26,963	31,465	33,638
Total	\$2,096,867	\$2,165,741	\$2,450,264	\$2,533,595	\$2,731,190

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

9.1.3

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

As of December 2014

Name	Location	Assets (\$)	Loans (\$)	Members
First Hawaiian Homes	Ho'olehua	\$3,117,128	\$1,588,884	1,325
Kahului	Kahului	\$56,558,128	\$22,237,413	4,860
Lāna'i	Lāna'i City	\$25,961,540	\$1,084,774	1,845
Maui	Kahului	\$92,119,229	\$27,658,846	7,409
Maui County	Wailuku	\$248,036,779	\$12,814,380	14,433
Maui Teachers	Wailuku	\$34,682,305	\$5,238,911	1,750
Moloka'i Community	Kaunakakai	\$19,500,579	\$7,945,105	3,881
Valley Isle Community	Kahului	\$109,556,153	\$38,832,614	12,927
Wailuku	Wailuku	\$43,791,385	\$27,748,740	4,001
West Maui Community	Lahaina	\$35,290,867	\$2,788,453	2,689
Maui County Total		\$668,614,093	\$147,938,120	55,120

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, FINANCIAL PERFORMANCE REPORTS

9.1.4

FEDERAL CREDIT UNION CHARACTERISTICS, MAUI COUNTY

	2011	2012	2013	2014
Number of credit unions	11	11	11	10
Total members	55,937	55,771	55,098	55,120
Total assets	\$640,240,870	\$649,594,050	\$665,679,008	\$668,614,093
Total shares and deposits	\$459,647,684	\$561,893,863	\$567,812,545	\$569,777,751
Number of shares & deposit accounts	76,411	80,280	82,457	84,301
Total loans	\$307,935,358	\$289,805,889	\$265,225,463	\$147,938,120
Number of loans	14,912	19,437	19,376	19,324

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, CALL REPORT DATA FILES UNDER FOIA

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					
2007	78,300	84,600	32,600	441,750	637,250
2008	78,700	85,350	32,850	446,800	643,700
2009	76,600	84,450	32,200	443,550	636,800
2010	76,750	83,650	32,900	454,000	647,250
2011	78,150	86,300	33,300	458,750	656,450
2012	77,500	82,900	32,700	455,950	649,050
2013	77,500	82,150	32,400	456,800	648,850
Employed					
2007	76,100	81,700	31,750	430,550	620,100
2008	75,050	80,500	31,350	430,600	617,500
2009	69,900	76,200	29,200	418,000	593,300
2010	70,200	75,300	30,000	428,100	603,650
2011	72,150	78,000	30,450	433,400	614,050
2012	72,700	76,150	30,350	432,850	612,050
2013	73,550	76,600	30,550	437,250	617,850
Unemployed					
2007	2,200	2,900	850	11,200	17,100
2008	3,600	4,850	1,500	16,250	26,200
2009	6,700	8,250	3,000	25,550	43,500
2010	6,550	8,300	2,900	25,900	43,600
2011	6,000	8,250	2,850	25,350	42,450
2012	4,800	6,800	2,350	23,050	37,000
2013	4,000	5,550	1,850	19,550	30,950
% Unemployed					
2007	2.8	3.4	2.6	2.5	2.7
2008	4.6	5.7	4.6	3.6	4.1
2009	8.7	9.7	9.3	5.8	6.8
2010	8.5	9.9	8.8	5.7	6.7
2011	7.7	9.6	8.5	5.5	6.5
2012	6.2	8.2	7.2	5.1	5.7
2013	5.1	6.8	5.7	4.3	4.8

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				
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
2013	75,650	2,550	1,650	79,850
Employment				
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
2013	71,850	2,300	1,600	75,750

9.2.2

CONTINUED

	Maui	Moloka'i	Lāna'i	Maui County
Unemployment				
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
2013	3,800	250	50	4,100
Percent Unemployed				
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
2013	5.0	9.7	3.2	5.1

*: Data is less than 50

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

9.2.3

LABOR FORCE BY RACE AND SEX, MAUI COUNTY

Race and Sex, 2013	PERCENT DISTRIBUTION						
	Civilian Labor Force	Employ- ed	Un- employed	Civilian Labor Force	Employ- ed	Un- employed	Unem- ployment Rate
Both Sexes	77,500	73,550	4,000	100%	100%	100%	5.1%
White	31,050	29,650	1,350	40.0	40.3	34.4	4.4
Black/African American	550	550	0	0.7	0.8	0.0	0.0
Amer. Indian/Alaska Native	200	200	0	0.3	0.3	0.0	0.0
Asian	21,950	21,300	700	28.3	28.9	17.0	3.1
Native Hawaiian/Pac. Islander	7,500	6,750	750	9.7	9.2	19.1	10.1
Some Other Race	1,400	1,200	150	1.8	1.7	4.2	12.1
Two or More Races	14,850	13,850	1,000	19.2	18.8	25.3	6.8
Minority Group	46,450	43,850	2,600	60.0	59.7	65.6	5.6
Hispanic or Latino	6,950	6,500	450	9.0	8.8	11.5	6.6
Females	36,400	34,950	1,450	100%	100%	100%	3.9%
White	13,800	13,350	450	37.9	38.2	32.2	3.3
Black/African American	100	100	0	0.3	0.3	0.0	0.0
Amer. Indian/Alaska Native	100	100	0	0.3	0.3	0.0	0.0
Asian	11,300	11,050	250	31.1	31.6	17.6	2.2
Native Hawaiian/Pac. Islander	3,250	3,000	250	8.9	8.6	17.6	7.7
Some Other Race	700	600	150	2.0	1.7	8.8	17.4
Two or More Races	7,100	6,750	350	8.6	8.6	9.1	4.1
Minority Group	22,600	21,600	950	62.1	61.8	67.8	4.3
Hispanic or Latino	3,150	3,000	150	8.6	8.6	9.1	4.1
Females as % of both sexes	46.9%	47.5%	36.0%				

* Less than 25

SOURCE: STATE OF HAWAII, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, ESTIMATES BASED ON 2013 LOCAL AREA UNEMPLOYMENT STATISTICS FROM U.S. BUREAU OF LABOR STATISTICS

9.2.4

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

Industry, 2014	Maui	Moloka'i	Lāna'i	County
TOTAL NONAGRICULTURAL	68,200	1,600	1300	71,300
Total Private	59,100	1,100	1100	61,600
Goods Producing	4,400	*	*	4,500
Nat. Resources & Mining & Construction	3,200	*	*	3,300
Special Trade Contractors	1,900	*	*	1,900
Manufacturing	1,200	*	0	1,200
Durable Goods	300	*	0	300
Non-Durable Goods	900	*	0	900
Service-Providing	63,800	1,500	1300	66,800
Private Service-Providing	54,800	1,000	1100	57,100
Trade, Transportation & Utilities	14,000	300	100	14,500
Wholesale Trade	1,400	*	*	1,500
Retail Trade	9,100	200	100	9,400
Food & Beverage Stores	2,100	100	*	2,300
Clothing & Clothing Accessories Stores	1,500	*	*	1,600
General Merchandise	1,500	*	*	3,500
Transportation, Warehousing & Utilities	3,600	100	*	3,700
Air Transportation	600	*	*	600
Information	600	*	*	2,600
Air Transportation	500	*	*	600
Information	600	*	*	600
Financial Activities	2,400	*	100	2,800
Finance & Insurance	800	*	*	800
Professional & Business Services	5,200	*	200	7,000
Professional, Scientific & Tech. Svcs.	1,400	*	*	1,400
Administrative & Support & Waste Management & Remediation Services	4,600	*	*	5,200
Education & Health Services	5,700	300	*	6,200
Education Services	1,000	*	*	1,100
Health Care & Social Assistance	4,700	300	*	5,200
Leisure and Hospitality	20,900	200	700	23,200
Accommodation & Food Services	19,100	200	700	21,100
Accommodation	10,700	100	600	11,900
Food Services and Drinking Places	8,400	100	*	9,200
Full-Service Restaurants	6,000	*	*	6,400
Other Services	2,800	100	*	2,900
Government	9,000	500	200	9,700
Federal Government				800
State Government				6,300
State Education (DOE & UH)	2,900	100	100	3,300
Local Government	2,400	100	*	2,700
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

2013 Rank	Occupation	Maui County		Statewide Annual Wage
		Estimated Employees	Annual Mean Wage	
1	Retail Salespersons	3,690	\$26,123	\$25,610
2	Maids and Housekeeping Cleaners	3,100	\$30,976	\$32,520
3	Waiters and Waitresses	2,810	\$35,593	\$28,930
4	Cashiers	2,140	\$25,772	\$23,240
5	Landscaping & Groundskeeping	1,640	\$32,885	\$30,480
6	Janitors and Cleaners (except Maids)	1,440	\$29,161	\$26,180
7	Cooks, Restaurant	1,380	\$36,808	\$29,250
8	Maintenance and Repair Workers	1,260	\$44,775	\$42,730
9	General and Operations Managers	1,240	\$87,292	\$97,630
10	Office Clerks, General	1,240	\$29,979	\$30,980

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	2012		2013	
	Households	Families	Households	Families
Total number	52,120	34,861	53,946	35,146
Less than \$10,000	2,492	1,027	2,703	797
\$10,000 to \$14,999	2,584	1,202	1,932	720
\$15,000 to \$24,999	4,523	2,288	4,559	1,551
\$25,000 to \$34,999	3,511	2,182	6,523	2,835
\$35,000 to \$49,999	7,758	5,060	5,883	4,105
\$50,000 to \$74,999	10,810	6,728	8,559	6,252
\$75,000 to \$99,999	7,632	5,792	7,754	6,032
\$100,000 to \$149,999	7,908	6,420	8,966	7,651
\$150,000 to \$199,999	2,476	2,109	3,660	2,555
\$200,000 or more	2,426	2,053	3,407	2,648
Median income	\$61,207	\$71,311	\$65,558	\$79,411
Mean income	\$78,500	\$88,115	\$83,921	\$97,924

Note: Income figures are adjusted for inflation

SOURCE: U.S. CENSUS BUREAU, 2012 AND 2013 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 2013

All Claimants

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Total	1,464	100.0	99	100.0
Sex				
Male	931	63.6	54	54.5
Female	534	36.5	45	45.5
Industry				
State	26	1.8	10	10.1
County	0	0.0	0	0.0
Agriculture	36	2.5	15	15.2
Mining	1	0.1	0	0.0
Utilities	2	0.1	0	0.0
Construction	418	28.6	16	16.2
Manufacturing	14	1.0	1	1.0
Wholesale	16	1.1	1	1.0
Retail Trades	88	6.0	3	3.0
Transportation/Warehousing	72	4.9	9	9.1
Information	10	0.7	0	0.0
Finance/Insurance	12	0.8	0	0.0
Real Estate/Rental	26	1.8	1	1.0
Professional/Science/Tech.	39	2.7	1	1.0
Management	6	0.4	0	0.0
Admin/Waste Management	181	12.4	7	7.1
Education	10	0.7	1	1.0
Health/Social Asst.	47	3.2	15	15.2
Arts/Entertainment	26	1.8	0	0.0
Accommodation/Food Serv.	229	15.6	9	9.1
Other Services	49	3.3	3	3.0
Public Administration	0	0.0	0	0.0
Info. Not Available	158	10.8	9	9.1
Age				
Under 22	16	1.1	2	2.0
22 to 24	43	2.9	8	8.1
25 to 34	338	23.1	22	22.2
35 to 44	331	22.6	24	24.2
45 to 54	358	24.5	21	21.2
55 to 64	300	20.5	14	17.2
65 and over	78	5.3	6	6.1
Duration				
1 to 4 weeks	558	38.1	36	36.4
5 to 14 weeks	541	37.0	36	36.4
15 and over	366	25.0	27	27.3

9.3.1

CONTINUED

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Occupation				
Management	107	7.3	5	5.1
Business/Finance	25	1.7	1	1.0
Computer/Math	9	0.6	1	1.0
Architecture/Engineer	8	0.5	0	0.0
Life/Physical/Social Science	9	0.6	0	0.0
Community/Social Serv.	14	1.0	3	3.0
Legal	3	0.2	0	0.0
Education/Training/Library	23	1.6	6	6.1
Arts/Entertainment	20	1.4	0	0.0
Health Practitioner/Tech.	13	0.9	2	2.0
Healthcare Support	15	1.0	2	2.0
Protective Services	16	1.1	1	1.0
Food Prep/Serving	153	10.5	9	9.1
Building/Grounds Maint.	53	3.6	7	7.1
Personal Care/Service	57	3.9	3	3.0
Sales	113	7.7	3	3.0
Office/Admin. Support	125	8.5	9	9.1
Farm/Fishing/Forestry	37	2.5	14	14.1
Construction	490	33.5	17	17.2
Installation/Repair	36	2.5	1	1.0
Production	24	1.6	2	2.0
Transportation/Moving	72	4.9	11	11.1
Info. Not Available	44	3.0	3	3.0
Ethnicity				
American Indian	12	0.8	0	0.0
Chinese	17	1.2	0	0.0
Filipino	248	16.9	10	10.1
Japanese	74	5.1	2	2.0
Other Asian	15	1.0	1	1.0
Black	24	1.6	0	0.0
Hawaiian	269	18.4	53	53.5
Other Pacific Islander	52	3.6	2	2.0
White & Latino	542	37.0	7	7.1
Other	212	14.5	23	23.2
Info. Not Available	0	0.0	0	0.0

SOURCE: HAWAII'S STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, CHARACTERISTICS OF THE INSURED UNEMPLOYED 2013.

9.3.2

LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS, MAUI COUNTY

LABOR FORCE STATUS	2010	2011	2012	2013
Persons 16 Years and Over	122,882	125,006	126,547	128,330
In labor force	85,675	85,785	86,765	89,373
Civilian labor force	85,286	85,693	86,269	89,243
Employed	73,905	78,152	79,258	82,975
Unemployed	11,381	7,541	7,011	6,268
Armed forces	389	92	496	130
Not in labor force	37,207	39,221	39,782	38,957
Males 16 years and over	61,537	62,399	63,232	64,430
In labor force	44,094	45,782	44,551	46,438
Civilian labor force	43,761	45,690	44,193	46,415
Employed	36,944	41,121	40,151	42,759
Unemployed	6,817	4,569	4,042	3,656
Armed forces	333	92	496	130
Not in labor force	17,443	16,617	18,681	17,992
Females 16 years and over	61,345	62,607	63,315	63,900
In labor force	41,581	40,003	42,214	42,935
Civilian labor force	41,525	40,003	42,076	42,828
Employed	36,961	37,031	39,107	40,216
Unemployed	4,564	2,972	2,969	2,612
Armed forces	56	0	0	0
Not in labor force	19,764	22,604	21,101	20,965

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2009-2013.

9.3.3

LABOR FORCE STATUS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY 2013

Census Designated Place	Total:	CIVILIAN LABOR FORCE					
		Armed forces	Not in labor force	Total	Em- ployed	Unem- ployed	% Unem- ployed
Maui Island							
Haiku-Pauwela CDP	6,446	30	1,992	4,424	3,992	432	9.8%
Hāli'imaile CDP	749	0	212	537	492	45	8.4%
Hāna CDP	842	0	290	552	497	55	10.0%
Kā'anapali CDP	980	0	496	484	438	46	9.5%
Kahului CDP	21,266	0	7,591	13,675	12,289	1386	10.1%
Kapalua CDP	329	0	179	150	140	10	6.7%
Kīhei CDP	17,462	39	4,532	12,891	11,976	915	7.1%
Kula CDP	5,465	0	1,574	3,891	3,689	202	5.2%
Lahaina CDP	9,355	33	2,068	7,254	6,770	484	6.7%
Ma'alaea CDP	368	0	200	168	165	3	1.8%
Makawao CDP	5,080	17	1,400	3,663	3,267	396	10.8%
Mākena CDP	133	0	79	54	53	1	1.9%
Nāpili-Honokōwai CDP	5,107	0	915	4,192	3,947	245	5.8%
Pā'ia CDP	2,126	0	675	1,451	1,356	95	6.5%
Pukalani CDP	6,105	6	1,636	4,463	4,285	178	4.0%
Waihe'e-Waiehū CDP	7,800	0	1,842	5,958	5,340	618	10.4%
Waikapū CDP	2,459	5	597	1,857	1,727	130	7.0%
Wailea CDP	5,104	15	2162	2,927	2,789	138	4.7%
Wailuku CDP	12,554	24	3,920	8,610	7,698	912	10.6%
Moloka'i							
Kaunakakai CDP	2,376	0	1,007	1,369	1,227	142	10.4%
Kualapu'u CDP	1,538	0	491	1047	866	181	17.3%
Maunaloa CDP	256	0	96	160	111	49	30.6%
Lāna'i							
Lāna'i City CDP	2,510	0	775	1,735	1,561	174	10.0%

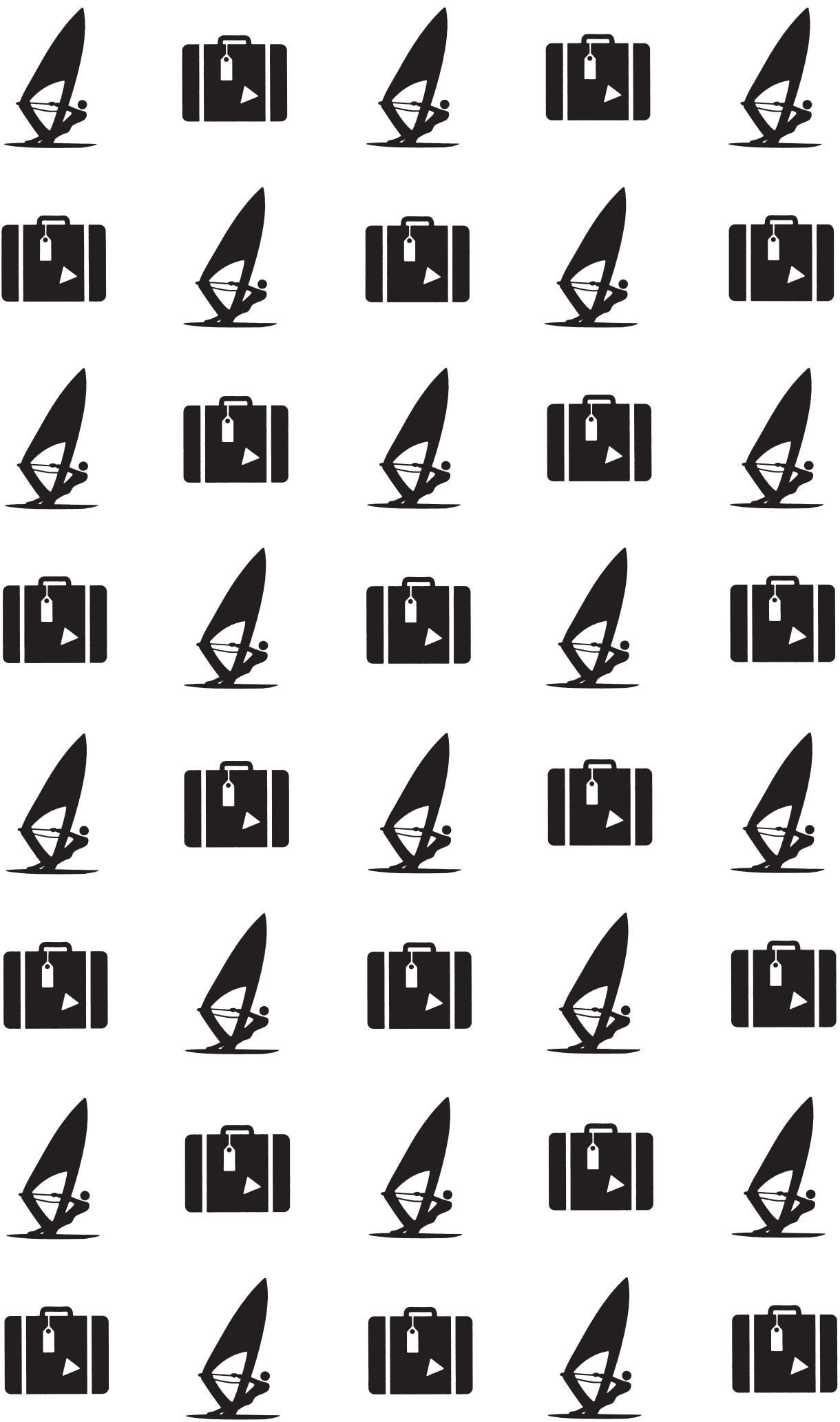
SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2009-2013 5-YEAR ESTIMATES.

9.3.4

**WORKERS' COMPENSATION STATISTICS,
MAUI COUNTY**

	2009	2010	2011	2012	2013
Maui					
Reported	2,902	2,740	2,740	2,885	2,762
Processed	5,575	5,125	5,222	5,049	5,332
With cost	4,265	3,841	3,880	3,544	3,907
Cost	\$32,164,840	\$30,878,177	\$29,981,637	\$27,064,371	\$30,305,143
Days Lost	107,457	110,868	109,881	92,235	119,099
Moloka'i					
Reported	75	73	77	73	59
Processed	153	160	166	147	137
With cost	109	117	113	94	102
Cost	\$731,912	\$611,853	\$1,006,360	\$577,228	\$941,518
Days Lost	3,047	3,061	4,401	2,509	4,875
Lāna'i					
Reported	94	83	89	101	98
Processed	166	148	148	158	158
With cost	129	104	72	97	114
Cost	\$1,178,183	\$837,964	\$544,632	\$627,604	\$670,754
Days Lost	5,292	3,957	1,748	2,323	2,925

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

2013	Maui	Moloka'i	Lāna'i	Maui County
All Visitors				
January	198,822	5,270	6,302	203,148
February	190,752	4,204	6,145	194,121
March	217,820	4,336	6,664	221,951
April	189,408	4,458	5,696	192,827
May	182,190	4,315	5,477	185,432
June	211,888	4,591	7,037	215,515
July	225,274	4,792	6,212	228,940
August	208,401	3,748	6,242	211,553
September	165,982	4,965	6,392	168,985
October	176,231	4,503	5,883	179,782
November	180,874	4,354	5,507	184,109
December	211,142	5,621	6,752	215,370
Total	2,358,784	55,157	74,310	2,401,733
Domestic Visitors				
January	151,351	4,017	4,837	154,733
February	146,177	3,481	4,621	149,335
March	171,291	3,459	5,657	175,143
April	155,259	2,963	4,296	158,158
May	155,373	3,476	4,619	158,188
June	183,991	3,542	4,949	186,887
July	193,462	4,132	5,512	196,900
August	177,069	3,163	4,999	179,746
September	132,349	3,284	4,104	134,871
October	144,664	3,364	4,957	147,788
November	145,168	3,458	4,396	148,175
December	165,210	4,323	5,389	168,965
Total	1,921,362	42,663	58,334	1,958,891
International Visitors				
January	47,470	1,252	1,466	48,415
February	44,576	723	1,524	44,786
March	46,529	877	1,007	46,808
April	34,149	1,494	1,400	34,668
May	26,818	839	858	27,244
June	27,897	1,049	2,088	28,628
July	31,812	660	701	32,039
August	31,332	585	1,243	31,807
September	33,633	1,681	2,289	34,114
October	31,567	1,139	927	31,994
November	35,707	896	1,112	35,934
December	45,932	1,298	1,363	46,405
Total	437,421	12,494	15,975	442,842

SOURCE: HAWAII TOURISM AUTHORITY

10.1.2

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

Arrivals by Air

	2009	2010	2011	2012	2013
Length of Stay (days)					
All Visitors					
Maui	8.03	8.07	8.09	8.08	8.17
Moloka'i	4.88	4.88	4.63	4.85	4.79
Lāna'i	3.64	3.62	3.52	3.62	3.49
Domestic					
Maui	8.10	8.16	8.23	8.22	8.49
Moloka'i	5.29	5.45	5.20	5.46	5.46
Lāna'i	3.91	3.94	3.87	3.94	3.95
International					
Maui	7.49	7.53	7.34	7.42	6.78
Moloka'i	2.57	2.13	2.45	2.67	2.54
Lāna'i	1.96	1.97	1.87	2.23	1.79
Average Daily Census					
All Visitors					
Maui	41,608	46,263	48,055	50,976	52,798
Moloka'i	647	672	704	707	725
Lāna'i	609	684	723	718	710
Domestic					
Maui	36,673	40,281	41,274	42,979	44,675
Moloka'i	596	621	628	623	638
Lāna'i	563	624	655	634	632
International					
Maui	4,936	5,982	6,781	7,997	8,124
Moloka'i	51	51	76	84	87
Lāna'i	46	60	67	84	78

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
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
2013	54,266	29,255	23,334	96,053	202,876

SOURCE: HAWAII TOURISM AUTHORITY

10.1.4

DOMESTIC VISITOR ARRIVALS FROM TOP US MSAs, MAUI COUNTY

Arrivals by Air

2013	Maui	Moloka'i	Lāna'i	County	State
Albuquerque	4,760	126	152	4,875	14,390
Anchorage	14,707	587	328	15,140	49,999
Atlanta	13,613	318	717	13,916	40,346
Austin	9,245	231	405	9,502	25,012
Bakersfield	4,799	65	108	4,879	13,407
Bellingham	6,443	119	97	6,521	15,812
Boise	7,196	170	193	7,321	22,145
Boston	16,567	377	673	16,885	42,120
Charlotte	4,711	110	207	4,792	13,126
Chicago	45,249	886	1,569	46,097	104,649
Cincinnati	6,002	159	255	6,142	14,485
Colorado	4,106	134	135	4,245	15,216
Dallas	32,762	549	1,231	33,328	81,486
Denver	29,165	642	969	29,784	77,375
Detroit	12,489	245	389	12,702	29,144
Eugene	5,801	165	147	5,939	16,309
Fresno	6,952	102	149	7,055	20,055
Houston	23,719	533	985	24,240	64,923
Indianapolis	5,965	137	194	6,060	14,571
Kansas City	8,358	160	276	8,505	21,606
Las Vegas	17,040	407	630	17,464	62,785
Los Angeles	180,337	3,202	5,337	184,293	548,337
Miami	9,127	258	461	9,350	24,195
Minneapolis	20,227	410	608	20,551	51,335
Modesto	5,376	81	114	5,441	14,122
New York	62,048	1,394	2,527	63,328	155,994
Ogden	5,368	121	139	5,503	19,264
Olympia	5,606	157	100	5,723	15,410
Orlando	4,724	122	192	4,789	13,922
Oxnard	15,664	268	442	15,955	43,058
Philadelphia	16,538	406	689	16,847	40,576

10.1.4

CONTINUED

2013	Maui	Moloka'i	Lāna'i	County	State
Phoenix	43,664	805	1,256	44,447	125,492
Pittsburgh	5,723	129	208	5,822	14,108
Portland	57,963	1,284	1,210	58,977	148,380
Provo	4,783	100	149	4,911	20,052
Reno	7,305	129	148	7,428	18,452
Riverside-San Bernardino	34,340	575	885	34,918	103,067
Sacramento	47,914	911	954	48,583	118,932
Salem	5,749	161	99	5,896	14,962
Salinas	4,803	84	167	4,901	14,178
Salt Lake City	12,366	163	391	12,623	40,503
San Antonio	5,722	151	211	5,859	18,914
San Diego	58,995	1,102	1,598	60,095	174,736
San Francisco	133,817	2,190	4,021	136,738	389,623
San Jose	58,870	862	1,359	59,834	158,108
San Luis	4,561	129	138	4,661	14,374
Santa Cruz	8,069	165	214	8,229	22,105
Santa Maria	6,266	203	244	6,518	20,015
Santa Rosa	12,198	234	299	12,417	30,566
Seattle	117,148	1,996	2,378	119,081	302,660
Spokane	9,160	205	151	9,337	24,013
St. Louis	9,955	207	366	10,133	24,347
Stockton	7,641	127	114	7,741	21,456
Tampa	5,446	172	270	5,569	15,822
Tucson	7,175	192	207	7,343	21,521
Vallejo	6,781	120	136	6,868	20,804
Virginia Beach	2,961	121	132	3,036	13,491
Washington	22,306	569	1,041	22,891	76,081

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.5

VISITOR ARRIVALS, MAUI COUNTY

Year	International	Domestic	By Ship	Total
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
2013	442,842	1,958,891	275,066	2,676,799

NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY

10.1.6

**NATION OF RESIDENCE OF VISITORS
TO MAUI COUNTY, 2013**

Arrivals by Air

2013	Maui	Moloka'i	Lāna'i
Total	2,309,194	53,323	72,649
United States	1,739,216	38,018	53,973
Canada	267,156	4,593	6,401
Asia	225,309	4,888	4,961
China	18,789	1,034	718
Hong Kong	1,238	33	47
Japan	79,396	1,100	1,800
Korea	46,314	739	345
Singapore	774	13	16
Taiwan	5,842	75	454
Oceania	69,582	8,699	285
Australia	61,021	7,585	225
New Zealand	8,561	1,114	60
Europe	57,837	2,243	2,398
United Kingdom	15,977	485	915
Germany	21,012	1,087	470
France	6,778	161	581
Italy	5,701	166	131
Switzerland	8,369	344	301
Latin America	10,318	342	380
Argentina	2,290	82	76
Brazil	4,390	147	191
Mexico	3,638	114	114
Other	58,161	2,113	2,130

SOURCE: HAWAII TOURISM AUTHORITY

10.1.7

TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2010	2011	2012	2013
TOTAL SEATS	1,680,120	1,688,594	1,791,027	1,843,928
Scheduled	1,680,120	1,688,594	1,791,027	1,843,928
Charter	0	0	0	0
DOMESTIC SEATS	1,557,143	1,537,738	1,621,404	1,671,934
Scheduled Seats	1,557,143	1,537,738	1,621,404	1,671,934
Charter seats	0	0	0	0
US West	1,426,490	1,426,490	1,529,136	1,592,478
Anchorage	9,891	9,688	10,676	10,519
Denver	29,152	44,042	28,264	29,040
Las Vegas	6,552	21,420	22,176	0
Los Angeles	530,345	496,230	524,651	528,679
Oakland	61,289	63,809	123,738	150,400
Orange County	20,584	16,768	248	0
Phoenix	114,712	106,020	102,220	100,103
Portland	149,285	147,926	83,503	92,203
Sacramento	44,117	55,946	67,824	57,305
Salt Lake City	10,929	0	0	0
San Diego	31,580	55,946	71,278	69,394
San Francisco	215,756	199,772	185,161	178,398
San Jose	19,939	42,747	112,146	149,100
Seattle	182,359	174,478	189,258	191,293
US East	130,653	102,946	92,268	79,456
Chicago	41,328	20,821	9,918	2,720
Dallas	89,325	82,125	82,350	76,736
INTERNATIONAL SEATS	122,977	150,856	169,623	171,994
Canada	122,977	150,856	169,623	171,994
Calgary	14,517	28,610	36,772	33,882
Edmonton	1,224	5,694	9,198	11,592
Vancouver	107,236	116,552	123,653	126,250

NA: Not available.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.8

HOTEL OCCUPANCY RATES, MAUI ISLAND, 2013

Month	Occupancy	Average Daily Rate	Revenue per Available Room
January	78.7	290.0	228.2
February	82.6	294.3	243.1
March	79.6	302.6	240.8
April	74.5	263.1	196.0
May	66.4	241.5	160.3
June	69.7	275.8	192.2
July	73.7	304.0	224.1
August	73.3	288.5	211.4
September	64.7	227.8	147.4
October	66.1	235.4	155.6
November	66.9	242.7	162.4
December	69.1	338.9	234.2
Total	72.0	277.6	199.9

SOURCE: HAWAII TOURISM AUTHORITY

10.2.1

CLASS OF VISITOR ACCOMODATION UNITS BY ISLAND, MAUI COUNTY

	2010	2011	2012	2013	2014
Maui					
Luxury (over \$500 per night)	36.8%	44.1%	47.6%	46.2%	47.4%
Deluxe (\$251 to \$500)	27.9%	27.6%	23.1%	26.4%	27.3%
Standard (\$101 to \$250)	30.7%	25.4%	25.1%	24.3%	22.3%
Budget (up to \$100)	4.6%	2.9%	4.2%	3.1%	3.1%
Moloka'i					
Luxury (over \$500 per night)	0.5%	1.5%	0.7%	0.7%	0.8%
Deluxe (\$251 to \$500)	2.8%	5.5%	5.9%	3.5%	3.9%
Standard (\$101 to \$250)	65.8%	65.2%	88.2%	89.4%	92.1%
Budget (up to \$100)	30.9%	27.9%	5.2%	6.3%	3.1%
Lāna'i					
Luxury (over \$500 per night)	45.9%	52.6%	52.4%	52.4%	52.4%
Deluxe (\$251 to \$500)	49.9%	43.5%	43.4%	43.3%	43.3%
Standard (\$101 to \$250)	3.4%	3.1%	3.1%	4.2%	4.2%
Budget (up to \$100)	0.8%	0.9%	1.1%	0.0%	0.0%

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY

10.2.2

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

	2011		2012		2013		2014	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
Maui								
Apartment/Hotel	1	12	2	25	2	53	2	25
Bed & Breakfast	45	151	44	145	43	147	85	263
Condo Hotel	50	4,663	51	4,975	45	4,749	41	4,123
Hostel	2	32	2	32	2	32	3	48
Hotel	24	7,039	26	7,172	26	7,038	32	7,482
Individual Unit	360	5,457	191	3,896	304	3,342	147	3,385
Timeshare	22	3,562	17	3,407	2	2,796	4	2,845
Other	0	1	3	7	18	23	17	39
Total	504	20,917	336	19,659	442	18,180	331	18,210
Moloka'i								
Apartment/Hotel	0	0	2	14	1	20	1	20
Bed & Breakfast	3	7	2	2	2	2	2	2
Condo Hotel	2	75	2	74	2	100	2	73
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Individual Unit	42	386	32	339	24	36	22	36
Timeshare	1	7	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	48	475	38	429	29	158	27	131
Lāna'i								
Apartment/Hotel	1	1	1	1	0	0	0	0
Bed & Breakfast	1	4	0	0	0	0	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	349	3	349
Individual Unit	0	0	1	4	1	4	1	4
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	5	353	5	353	4	353	4	353

Note: Prop means number of properties

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY, CALENDAR YEARS.

10.2.3

**SUMMARY OF VISITOR PLANT INVENTORY
BY AREA AND TYPE, MAUI ISLAND 2014**

Area/Type	Properties	Units
Hāna		
Bed & Breakfast	10	21
Condo Hotel	1	18
Hotel	1	71
Individual Unit	8	26
Kahului-Wailuku		
Apartment/Hotel	0	0
Bed & Breakfast	3	18
Hostel	3	48
Hotel	3	472
Individual Unit	11	390
Condo Hotel	1	46
Kula-Makawao		
Bed & Breakfast	7	25
Hotel	1	24
Individual Unit	6	20
West Maui		
Apartment/Hotel	1	12
Bed & Breakfast	14	64
Condo Hotel	25	2,749
Hotel	11	3,616
Individual Unit	35	1,202
Timeshare	10	2,355
Ma'alaea		
Bed & Breakfast	30	79
Apartment/Hotel	1	13
Individual Unit	10	29
Timeshare	0	0
Wailea-Kīhei		
Bed & Breakfast	21	56
Condo Hotel	14	1,310
Hotel	13	3,271
Individual Unit	77	1,718
Timeshare	7	490

SOURCE: HAWAII TOURISM AUTHORITY, 2014 VISITOR PLANT INVENTORY

10.2.4

VISITOR PLANT INVENTORY, MAUI COUNTY

Year	Available Units
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
2013	18,691
2014	18,694

SOURCE: HAWAI'I TOURISM AUTHORITY, VISITOR PLANT INVENTORY, CALENDAR YEARS

10.3.1

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

Arrivals by air

2013	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i
Total Spending	\$209.9	\$190.3	\$113.8	\$307.0	\$163.3	\$170.9
Total Food and beverage	39.9	37.7	21.2	69.9	33.9	34.3
Restaurant food	28.9	24.2	9.8	65.2	20.7	22.9
Dinner shows and cruises	3.8	3.6	0.0	0.4	3.5	2.3
Groceries and snacks	7.2	10.0	11.4	4.2	9.7	9.2
Entertainment & Recreation	16.4	14.5	10.6	20.1	18.5	19.0
Total Transportation	14.7	20.7	21.5	16.1	20.3	24.3
Interisland airfare	2.6	2.3	14.2	9.6	2.7	5.4
Ground transportation	2.0	0.7	1.7	2.0	0.4	0.6
Rental vehicles	8.9	16.3	5.1	3.9	15.9	16.0
Gasoline, parking, etc.	1.2	1.4	0.5	0.7	1.3	2.3
Total Shopping	36.5	16.9	5.9	11.0	14.5	16.1
Fashion and clothing	14.6	7.5	0.9	6.4	5.1	5.6
Jewelry and watches	4.7	3.5	0.3	1.1	3.4	2.6
Cosmetics, perfume	1.7	0.2	0.0	0.2	0.2	0.3
Leather goods	5.2	0.4	0.0	0.4	0.1	0.5
Hawai'i food products	2.9	1.7	2.6	0.4	1.9	3.3
Souvenirs	7.4	3.6	2.2	2.4	3.7	3.9
Lodging	94.8	93.6	52.4	180.9	70.4	70.7
All other expenses	7.6	6.9	2.2	9.0	5.7	6.4

SOURCE: HAWAI'I TOURISM AUTHORITY, 2013 ANNUAL VISITOR RESEARCH REPORT

10.3.2

**CRUISE VISITOR PER PERSON PER DAY SPENDING
BY CATEGORY, MAUI COUNTY 2013**

	State	O'ahu	Maui	Kaua'i	Hawai'i
Total per person per day spending	\$198.56	\$106.63	\$66.27	\$57.54	\$67.50
Lodging	11.73	25.43	5.67	5.19	4.81
Food & beverages	10.89	18.72	8.71	5.25	6.68
Restaurant	7.72	13.78	6.16	3.51	4.32
Dinner shows	1.32	2.32	1.20	0.76	0.56
Groceries/snacks	1.84	2.62	1.35	0.98	1.80
Entertainment and Recreation	3.76	5.62	2.89	2.65	2.81
Shore Tour	20.97	16.17	19.59	24.23	24.45
Total Transportation	7.17	9.89	6.46	5.12	5.57
Inter-island airfare	1.47	1.71	1.44	1.22	1.32
Ground transportation	2.03	3.83	1.24	0.80	1.36
Rental car/moped	3.12	3.66	3.27	2.67	2.42
Other transportation	0.55	0.68	0.52	0.43	0.47
Total Shopping	19.53	24.48	18.56	11.65	18.66
Fashion& clothing	6.90	9.68	6.62	4.05	5.25
Jewelry/watch	4.03	4.99	4.59	2.27	3.42
Cosmetics/perfumes	0.46	0.85	0.30	0.16	0.30
leather goods	0.40	0.63	0.35	0.23	0.24
Hawai'i food products	2.47	2.25	1.68	1.36	4.11
Souvenirs	5.27	6.08	5.03	3.59	5.34
All other spending outside ship	4.94	6.32	4.39	3.44	4.52

SOURCE: HAWAII TOURISM AUTHORITY, 2013 ANNUAL VISITOR RESEARCH REPORT

10.3.3

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY 2013

Arrivals by Air

	Total	Domestic	International
Islands Visited			
O'ahu	735,312	479,586	255,726
Maui County	2,401,733	1,958,891	442,842
Maui	2,358,784	1,921,362	437,421
Moloka'i	55,157	42,663	12,494
Lāna'i	74,310	58,334	15,975
Kaua'i	285,144	228,226	56,918
Hawai'i Island	338,205	246,835	91,370
Hilo	198,269	137,110	61,158
Kona	281,095	209,389	71,706
Maui County Only	1,495,324	1,326,053	169,271
Visit Status			
First-Time	783,351	581,196	202,155
Repeat	1,618,382	1,377,695	240,687
Average # of Trips	5.18	5.60	3.33
Party Size			
One	306,644	269,598	37,046
Two	1,113,556	902,684	210,872
Three or more	981,532	786,609	194,923
Avg Party Size	2.17	2.13	2.36
Accommodations			
Hotel	1,333,711	1,037,740	295,971
Hotel Only	1,032,734	802,783	229,951
Condo	730,773	592,695	138,078
Condo Only	564,191	467,293	96,897
Timeshare	278,437	257,057	21,379
Timeshare Only	206,462	192,071	14,390
Rental House	127,496	107,452	20,044
Bed & Breakfast	32,868	26,275	6,593
Cruise Ship	101,856	81,333	20,523
Friends or Relatives	143,651	130,954	12,697

SOURCE: HAWAII TOURISM AUTHORITY, 2013 ANNUAL VISITOR RESEARCH REPORT

10.3.4

SUMMARY VISITOR CHARACTERISTICS, BY ISLAND, MAUI COUNTY 2013

Arrivals by Air

	Maui	Moloka'i	Lāna'i
Islands Visited			
O'ahu	716,246	32,255	34,898
Maui County	2,358,784	55,157	74,310
Maui	2,358,784	35,733	49,474
Moloka'i	35,733	55,157	14,898
Lāna'i	49,474	14,898	74,310
Kaua'i	278,875	18,452	21,144
Hawai'i Island	331,429	20,302	24,206
Hilo	195,457	16,030	18,032
Kona	275,281	18,212	22,185
Island only	1,446,628	6,959	10,926
Visit Status			
First-Time	773,153	20,586	25,051
Repeat	1,585,630	34,571	49,258
Average # of Trips	5.15	5.26	5.62
Party Size			
One	297,091	10,787	11,931
Two	1,093,304	26,965	37,482
Three or more	968,388	17,405	24,897
Avg Party Size	2.18	1.92	2.02
Accommodations			
Hotel	1,308,062	30,334	50,626
Hotel Only	1,013,107	17,414	35,999
Condo	722,822	14,427	14,879
Condo Only	558,894	8,963	9,433
Timeshare	275,112	4,400	5,604
Timeshare Only	204,323	2,561	3,410
Rental House	123,076	6,096	4,358
Bed & Breakfast	31,881	2,335	1,671
Cruise Ship	101,558	5,535	6,876
Friends or Relatives	136,556	7,684	6,523

SOURCE: HAWAII TOURISM AUTHORITY, 2013 ANNUAL VISITOR RESEARCH REPORT

10.3.5

TOTAL CRUISE PASSENGERS BY MMA

	Visitors	US West	US East	Canada	Oceania ¹	Europe	Other	Hawai'i Residents	Total
2013									
Maui County	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Maui	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Moloka'i	4,703	2,564	1,423	150	128	54	384	71	4,774
Lāna'i	6,673	3,752	1,657	455	199	133	477	21	6,694
2012									
Maui County	264,113	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Maui	264,113	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Moloka'i	4,555	2,401	1,017	390	163	118	466	87	4,642
Lāna'i	6,700	3,282	1,834	524	211	155	695	95	6,795
2011									
Maui County	234,671	75,000	97,322	28,465	NA	10,382	23,501	2,096	236,767
Maui	234,671	75,000	97,322	28,465	NA	10,382	23,501	2,096	236,767
Moloka'i	3,044	1,417	805	402	NA	84	336	45	3,089
Lāna'i	4,471	2,157	1,205	454	NA	120	535	33	4,504
2010									
Maui County	216,663	64,380	97,357	26,740	NA	11,563	16,624	1,912	218,575
Maui	216,663	64,380	97,357	26,740	NA	11,563	16,624	1,912	218,575
Moloka'i	2,833	1,339	1,115	168	NA	43	168	51	2,885
Lāna'i	4,258	1,749	1,644	425	NA	131	309	23	4,280

MMA: Major Market Area

1. Oceania includes Australia and New Zealand; this category began to be counted in 2012.

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 BY VISITOR CATEGORY MAUI ISLAND, 2013

	US West	US East	Japan	Canada
All Sightseeing	93.6%	96.6%	83.1%	97.0%
Self-guided/DriveAroundIsland	84.3	79.8	51.7	86.8
Helicopter/Airplane Tour	4.1	8.0	2.2	7.6
Boat/Submarine Tour, WhaleWatching	34.0	36.1	8.2	36.8
Visit Communities	22.1	24.0	10.8	32.4
Limo, Van/Bus Tour	6.7	18.3	35.6	11.0
ScenicViews/NaturalLandmarks	55.8	66.1	16.3	65.8
Movie/TV film location	0.4	1.0	0.7	0.8
All Recreation	96.5	92.1	60.8	96.2
Beach/sunbathing/swimming	89.4	82.8	42.9	91.8
Surfing/bodyboarding/paddleboarding	24.6	15.8	4.5	26.1
Canoeing/kayaking	5.8	5.0	0.0	4.8
Snorkeling/scuba diving	58.1	43.2	8.4	55.8
Jet skiing/parasailing/windsurfing	3.3	3.0	0.8	2.4
Golf	13.1	11.6	12.6	11.2
Running/jogging/fitness walking	40.1	31.4	21.1	41.4
Spa	13.0	13.9	4.4	9.0
Backpacking/hiking/camping	15.6	16.4	2.3	16.2
Agritourism	7.6	9.5	2.1	6.0
Sports event/tournament	2.3	1.7	1.9	2.1
StateParks/BotanicalGardens	35.2	43.6	12.2	39.1
All Entertainment	98.1	91.0	65.9	95.5
Lunch/sunset/dinner/evening cruise	25.2	27.5	28.8	27.2
Live music/stage show	31.8	35.6	14.3	34.4
Nightclub/dancing/bar/karaoke	8.2	9.1	0.0	8.8
Fine dining	64.8	63.6	24.1	53.5
Family restaurant/diner	72.0	57.5	24.3	69.6
Fast Food	33.9	28.2	20.4	40.5
Cafe/Coffee House	40.0	30.7	22.7	43.8
Ethnic dining	26.0	25.8	6.0	22.0
Prepared own meal	66.4	38.8	18.0	71.5
All Shopping	96.1	92.0	75.8	95.5
Mall/Department stores	50.6	41.5	45.0	63.1
Designer boutiques	28.2	24.9	10.9	32.0
Hotel stores	31.3	35.8	16.1	29.2
Swap meet/Flea market	18.6	11.7	6.9	22.4
Discount/outlet stores	20.9	17.8	8.9	22.5
Supermarkets	71.1	53.7	41.7	72.6
Farmers Market	29.2	17.6	6.1	31.5
Convenience Stores	44.5	38.8	26.1	51.5
Duty Free stores	2.7	2.2	5.8	4.7
Local shops/artisans	72.6	68.3	20.2	71.5
All Culture	61.5	63.1	27.4	63.8
Historic military site	2.7	3.2	2.7	3.1
Other historic site	21.0	20.8	7.5	22.9
Museum/art gallery	24.8	21.4	3.3	22.5
Luau	27.0	37.3	4.5	31.3
Polynesian show/hula	13.0	17.2	13.1	13.7
Lessons, Hula/Canoeing	2.1	2.9	2.2	2.0
Ukulele Lessons	0.8	0.3	0.8	0.9
Play/concert/theatre	4.8	4.8	2.6	8.0
Art/craft fair	15.0	12.3	1.3	15.8
Festivals	3.0	2.6	0.0	2.4
All Transportation	94.4	95.8	93.1	96.9
Airport Shuttle	26.0	25.3	15.9	28.4
Trolley	2.1	2.6	6.5	2.7
Public Bus	4.1	4.3	9.6	7.5
Tour Bus/Tour Van	7.3	22.1	41.8	13.5
Meeting	2.6	4.0	0.8	1.8
Convention	2.1	5.2	5.6	1.5

SOURCE: HAWAII TOURISM AUTHORITY, 2013 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						
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
2013	67.1	55.6	60.5	56.9	63.9	69.4
Japan Visitors						
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
2013	52.3	43.6	36.3	57.3	60.4	49.7

SOURCE: HAWAII TOURISM AUTHORITY, 2013 VISITOR SATISFACTION AND ACTIVITY REPORT

10.4.3

OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND, MAUI COUNTY 2013

	US Total	US West	US East	Japan	Canada
Maui					
Excellent	67.1%	63.6%	72.9%	52.3%	65.5%
Above Average	30.8	34.3	25.0	43.2	32.7
Below Average	1.8	1.8	1.9	4.2	1.6
Poor	0.3	0.3	0.2	0.4	0.2
Moloka'i					
Excellent	55.6	64.8	46.5	56.4	48.2
Above Average	33.3	27.0	39.6	43.6	40.2
Below Average	10.7	7.6	13.7	0.0	10.2
Poor	0.4	0.6	0.2	0.0	1.3
Lāna'i					
Excellent	60.5	60.2	60.6	36.3	64.1
Above Average	33.1	33.3	32.9	52.6	26.8
Below Average	4.7	5.7	3.9	11.1	9.1
Poor	1.7	0.8	2.6	0.0	0.0

SOURCE: HAWAII TOURISM AUTHORITY, 2013 VISITOR SATISFACTION AND ACTIVITY REPORT

10.4.4

VISITATION DECISION TIMETABLE, MAUI COUNTY

Visitors	More than 1 year	10 to 12 months	7 to 9 months	4 to 6 months	1 to 3 months	Less than 1 month
U.S. West						
Decide to take vacation/pleasure trip	4.1%	20.8%	10.1%	33.4%	31.1%	0.5%
Decide to visit Hawaii	4.8	21.3	9.7	32.1	31.5	0.6
Decide on which islands to visit	3.6	19.6	10.1	33.0	33.7	0.1
Set date for the trip	2.4	14.3	10.1	34.5	38.5	0.2
Make airline reservations	0.3	5.6	9.1	35.7	49.2	0.1
Purchase tickets	0.2	5.5	9.2	35.4	49.5	0.1
Make accommodation reservations	1.7	11.8	8.9	32.1	45.1	0.3
Make rental car reservations	0.2	4.1	5.0	26.2	62.8	0.9
Purchase tour or attraction packages	0.3	1.6	2.6	11.7	64.7	4.7
U.S. East						
Decide to take vacation/pleasure trip	5.6%	25.4%	13.2%	29.8%	25.3%	0.6%
Decide to visit Hawaii	6.0	24.1	13.9	28.9	26.5	0.5
Decide on which islands to visit	3.5	20.4	13.2	31.2	31.0	0.3
Set date for the trip	2.7	17.1	12.4	32.9	34.6	0.1
Make airline reservations	0.7	7.1	11.1	34.8	45.9	0.1
Purchase tickets	0.7	6.8	11.0	34.5	46.5	0.4
Make accommodation reservations	2.0	11.9	11.7	32.0	41.8	0.2
Make rental car reservations	0.4	4.5	7.3	27.1	59.0	0.4
Purchase tour or attraction packages	0.5	2.9	4.1	17.6	58.4	2.0
Canada						
Decide to take vacation/pleasure trip	4.2%	23.5%	11.8%	30.1%	29.4%	1.1%
Decide to visit Hawaii	4.2	22.9	11.0	29.5	31.6	0.7
Decide on which islands to visit	3.0	20.0	11.6	28.7	36.2	0.4
Set date for the trip	2.1	16.3	11.6	30.6	39.0	0.4
Make airline reservations	0.1	7.5	11.0	32.8	47.9	0.5
Purchase tickets	0.1	7.1	11.1	32.3	48.8	0.5
Make accommodation reservations	1.3	12.7	10.3	28.9	45.7	0.7
Make rental car reservations	0.2	3.3	5.3	21.6	66.1	1.3
Purchase tour or attraction packages	0.0	2.5	2.7	12.6	55.2	3.5
Japan						
Decide to take vacation/pleasure trip	4.2%	23.5%	11.8%	30.1%	29.4%	1.1%
Decide to visit Hawaii	4.2	22.9	11.0	29.5	31.6	0.7
Decide on which islands to visit	3.0	20.0	11.6	28.7	36.2	0.4
Set date for the trip	2.1	16.3	11.6	30.6	39.0	0.4
Make airline reservations	0.1	7.5	11.0	32.8	47.9	0.5
Purchase tickets	0.1	7.1	11.1	32.3	48.8	0.5
Make accommodation reservations	1.3	12.7	10.3	28.9	45.7	0.7
Make rental car reservations	0.2	3.3	5.3	21.6	66.1	1.3
Purchase tour or attraction packages	0.0	2.5	2.7	12.6	55.2	3.5

SOURCE: HAWAII TOURISM AUTHORITY, 2013 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	4.9%	4.8%	5.1%	7.0%
\$40,000 to \$50,000	2.9	2.8	3.0	4.1
\$50,000 to \$60,000	5.4	5.5	5.0	5.7
\$60,000 to \$70,000	4.5	4.1	5.2	6.6
\$70,000 to \$80,000	6.6	7.3	5.5	6.3
\$80,000 to \$90,000	5.1	4.7	5.8	6.1
\$90,000 to \$100,000	6.2	5.8	6.9	7.6
\$100,000 to \$125,000	16.4	15.2	18.5	14.2
\$125,000 to \$150,000	11.5	11.5	11.6	13.5
\$150,000 to \$175,000	7.4	6.9	8.4	7.9
\$175,000 to \$200,000	5.2	5.2	5.1	5.0
\$200,000 to \$250,000	6.7	6.7	6.7	5.3
\$250,000 or more	17.3	19.6	13.2	10.7
	Japan	Europe	Australia/ NZ	
Under \$40,000	9.9%	15.0%	4.6%	
\$40,000 to \$50,000	16.3	5.0	7.2	
\$50,000 to \$60,000	11.2	7.4	7.6	
\$60,000 to \$70,000	4.6	8.5	6.7	
\$70,000 to \$80,000	9.0	7.7	5.0	
\$80,000 to \$90,000	7.7	6.9	4.0	
\$90,000 to \$100,000	5.7	7.8	12.8	
\$100,000 to \$125,000	31.5	8.6	13.0	
\$125,000 to \$150,000	0.7	9.9	8.6	
\$150,000 to \$175,000	0.0	7.8	9.8	
\$175,000 to \$200,000	1.5	3.8	2.8	
\$200,000 to \$250,000	0.0	4.8	6.3	
\$250,000 or more	1.8	6.8	11.5	

1. All in U.S. dollars

SOURCE: HAWAII TOURISM AUTHORITY, 2013 VISITOR SATISFACTION AND ACTIVITY REPORT

10.5.1

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

Attraction	2011	2012	2013
Maui			
Alexander & Baldwin Sugar Museum	32,331	34,037	36,680
Aquarium Maui/Maui Ocean Center	299,038	306,669	312,577
Haleakala National Park	956,989	1,094,668	785,300
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	13,795	NA	NA
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	27,300	32,100	34,275
Lahaina Restoration Foundation	26,794	30,538	NA
Baldwin Missionary Home Museum	11,442	16,919	NA
Hale Pa'i Printing House	1,706	2,300	NA
Wo Hing Temple Museum	13,646	11,319	NA
Maui Historical Society Bailey House Museum	10,868	11,018	10,732
Whalers Village Museum	200,155	180,140	202,700
Moloka'i			
Kalaupapa National Historical Park	57,841	58,875	101,112
Kalaupapa Settlement	7,797	8,778	NA

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, STATE OF HAWAII DATA BOOK 2013.

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, 2013.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

	2010	2011	2012	2013
National Parks				
Number	2	2	2	2
Acreage	44,001	44,001	44,043	44,043
Visits	1,332,586	1,014,830	1,153,543	886,412
State Parks & Historic Sites				
Number	11	11	11	11
Acreage	562	562	562	562
Visits	NA	NA	NA	NA
County Parks				
Number	142	135	139	143
Acreage	1,395	1,720	1,801	1,977

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)	200
Makawao Union Church Hall	250
First Assembly of God Maui (Moloka‘i)	200
‘Īao Congregational	175
‘Īao Congregational Hall	100
St. John Episcopal Church	200
St. John Episcopal Church Hall	100
Trinity Episcopal Church by the Sea	NA

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
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
2013	39,227	2,167	NA	54	26	32,970	3,709

NA Not available.

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

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

10.6.2

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

Area	FY 2010-2011				FY 2011-2012			
	Dogs	Cats	Feral Cats	Other	Dogs	Cats	Feral Cats	Other
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 305 employees, and sales of \$326 million in 2013.

11.1.1

MANUFACTURING MAUI COUNTY AND STATE OF HAWAI'I, 2012

	Maui County		State of Hawai'i	
	All	Food	All	Food
Number of establishments	99	NA	796	NA
20 employees or more	7	NA	126	NA
All employees	997	NA	11,440	NA
Annual payroll (\$1,000)	41,107	NA	465,024	NA
Production workers	623	NA	7,396	NA
Hours (1,000)	1,261	NA	13,640	NA
Wages (\$1,000)	25,641	NA	257,974	NA
Value added (\$1,000)	172,964	NA	1,101,021	NA
Total cost of materials (\$1,000)	104,138	NA	6,740,826	NA
Total value of shipments (\$1,000)	D	NA	D	NA
Total capital expenditures (\$1,000)	12,318	NA	108,404	NA

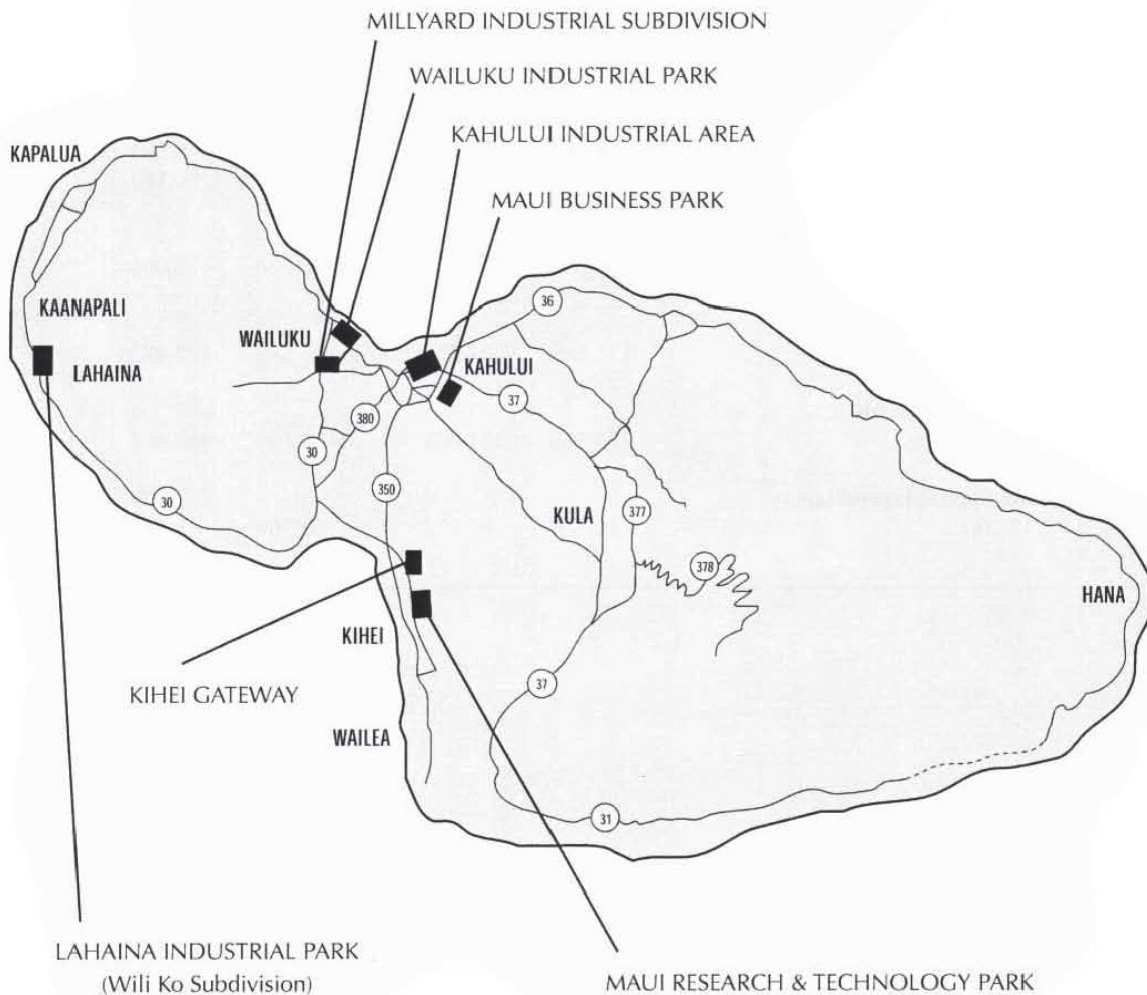
D: Data withheld to avoid disclosing data for individual companies
 NA: Not yet available

SOURCE: U.S. CENSUS BUREAU, 2012 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 Industrial 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 2008 TO 2013

11.2.2

RETAIL ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2012

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				

CONTINUED ON NEXT PAGE...

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 2012

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	NA	134,557
Lahaina Cannery Mall	Lahaina	50	1987/1999	128,000
Kahului Shopping Center	Kahului	3	1951/1960	18,600
Whalers Village	Lahaina	84	1971	79,000
Lahaina Shopping Center	Lahaina	21	1995	77,000
Kahana Gateway	Lahaina	NA	1990	58,902
Whaler's Marketplace in Lahaina	Lahaina	46	1974	56,165
Lahaina Square	Lahaina	25	1973	52,000
The Wharf	Lahaina	40	1978/1987	50,000
Līpoa Center	Kihei	10	1989/1991	42,309
Kukui Mall	Kihei	15	1987	40,073
Dickinson Square	Lahaina	NA	NA	23,500
Keālia Beach Center	Kihei	NA	1983	20,350
Banyan Inn Marketplace	Lahaina	9	1975	20,028
Kai Nani Village	Kihei	14	1975	13,878
Pukalani Square	Pukalani	NA	1986	6,600
Nāpili Plaza	Lahaina	NA	NA	NA
West Maui Center	Lahaina	NA	NA	NA
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, 2012**

	Businesses	Annual Employees	1st Quar- ter Payroll (\$1,000)	Annual- Payroll (\$1,000)
Retail Trade (NAICS 44-45)	759	9,015	62,436	255,821
Automobile dealers (NAICS 4411--)	15	398	4,899	21,481
Other Motor Vehicle Dealers (4412--)	4	D	D	D
Auto parts, accessories, & tire stores (4413--)	23	217	1,663	6,628
Furniture Stores (4421--)	14	68	602	2,724
Home Furnishing Stores (4422--)	18	134	1,090	4,194
Electronics & Appliance Stores (4431--)	18	104	765	3,013
Building Material & Supplies Dealers (4441--)	32	589	4,432	19,087
Lawn & Garden Equip. & Supplies Stores (4442--)	8	49	399	1,584
Grocery Stores (4451--)	64	1,978	13,499	54,301
Specialty food Stores (4452--)	12	84	425	1,666
Health & Personal Care Stores (4461--)	46	634	4,665	19,056
Gasoline Stations (4471--)	37	D	2,766	11,094
Clothing Stores (4481--)	155	1,211	5,092	20,617
Shoe Stores (4482--)	14	84	476	1,754
Jewelry, Luggage, & Leather Good Stores (4483--)	70	348	3,343	12,767
Sporting Goods & Music Instrument Stores (4511--)	33	293	1,498	6,065
Book, Periodical, & Music Stores (4512--)	3	D	D	D
Department Stores (4521--)	4	930	5,199	22,876
Other General Merchandise Stores (4529--)	13	D	D	D
Florists (4531--)	8	22	110	504
Office Supplies, Stationery, & Gift Stores (4532--)	67	433	2,484	10,101
Used Merchandise Stores (4533--)	10	76	386	1,570
Other Miscellaneous Store Retailers (4539--)	44	251	2,242	8,695
Electronic Shopping & Mail Order Houses (4541--)	11	74	865	4,379
Direct Selling Establishments (4543--)	26	D	832	3,469

NA: Not available

D: Not disclosed

SOURCE: U.S. BUREAU OF THE CENSUS, COUNTY BUSINESS PATTERNS 2012

11.2.5

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

2012	Total Stores	1-4	5-9	10-19	20-49	50-99	100-499
Maui Island							
Hai'kū	10	8	0	1	1	0	0
Hāna	3	3	0	0	0	0	0
Kahului	192	53	54	44	28	3	8
Kīhei	122	35	50	27	6	3	1
Kula	15	10	4	1	0	0	0
Lahaina	253	110	96	30	13	3	1
Makawao	30	19	3	3	2	2	1
Pā'ia	28	16	9	2	0	0	1
Wailuku	61	32	17	6	3	3	0
Moloka'i							
Ho'olehua	1	0	1	0	0	0	0
Kalaupapa	1	1	0	0	0	0	0
Kaunakakai	19	8	6	2	3	0	0
Kualapu'u	1	0	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, 2012 ZIP CODE BUSINESS PATTERNS.

11.2.6

COMMERCIAL LEASE RENTS, MAUI ISLAND, 2009

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

Location	RANGE PER SQUARE FOOT PER MONTH		
	Retail	Office	Warehouse
West Maui:			
Shopping Centers	\$2.50 to \$5.00	NA	NA
Off Front Street	\$1.50 to \$3.00	\$1.25 to \$1.60	NA
Industrial Area	\$1.25 to \$1.75	\$1.00 to \$1.50	\$1.00 to \$1.75
Front Street, Lahaina	\$7.50 to \$15.00	NA	NA
Kihei	\$1.50 to \$3.80	\$0.99 to \$2.50	\$1.50 to \$1.75
Wailuku	\$1.50 to \$2.00	\$0.75 to \$1.50	\$0.75 to \$1.25
Kahului	\$1.75 to \$2.25	\$0.89 to \$1.50	\$0.99 to \$1.25
Wailea	\$3.25 to \$5.50	\$3.00 to \$5.00	NA
Makawao	\$1.75 to \$2.50	\$1.00 to \$2.00	N/A
Common area charges (in addition to rent, per square foot rented, all areas):	\$0.30 to \$2.00	\$0.3 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 FELICON ENTERPRISES, RECORDS. CURRENT PROPERTY LISTINGS CAN BE FOUND AT MAUICOMMERCIAL.COM, SPONSORED BY MEMBERS OF THE COMMERCIAL ROUND TABLE OF MAUI. LAHAINA REVISED BY MAC LOWSON, LOWSON AND ASSOCIATES 12/09/09; CENTRAL AND KIHEI, MAUI REVISED BY FELIX OSORNO, FELICON ENTERPRISES, LTD. 12/10/09

11.3.1

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY 2012

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	4	0-19	D
Mining, quarrying, & oil & gas extraction	1	0-19	D
Utilities	13	473	39,722
Construction	428	2,444	139,543
Construction of buildings	138	512	26,927
Heavy & civil engineering construction	17	90	6,531
Specialty trade contractors	273	1,842	106,085
Manufacturing	103	1,024	41,972
Food manufacturing	35	670	23,282
Beverage & tobacco product manufacturing	6	20-99	1,250
Textile product mills	2	0-19	D
Apparel manufacturing	2	0-19	D
Wood product manufacturing	4	0-19	D
Printing & related support activities	9	49	1,793
Chemical manufacturing	5	26	1,420
Plastics & rubber products manufacturing	1	0-19	D
Nonmetallic mineral product manufacturing	9	20-99	D
Fabricated metal product manufacturing	5	20-99	D
Electronic equipment manufacturing	1	0-19	D
Furniture & related product manufacturing	6	0-19	203
Miscellaneous manufacturing	18	20-99	889
Wholesale trade	155	1,235	55,420
Merchant wholesalers, durable goods	56	311	14,539
Merchant wholesalers, nondurable goods	83	838	38,921
Wholesale electronic markets & agents & brokers	16	86	1,960
Retail trade	756	9,015	255,821
Motor vehicle & parts dealers	42	674	30,499
Furniture & home furnishings stores	32	202	6,918
Electronics & appliance stores	18	104	3,013
Bldg material & garden equipment & supplies	40	589	19,087
Food & beverage stores	80	2,070	56,096
Health & personal care stores	46	634	19,056
Gasoline stations	37	250-499	11,094
Clothing & clothing accessories stores	239	1,643	35,138
Sporting goods, hobby, book, & music stores	36	346	6,953
General merchandise stores	17	1,322	39,160
Miscellaneous store retailers	129	782	20,870
Nonstore retailers	40	156	7,937
Transportation & warehousing	137	3,098	97,425
Air transportation	12	603	19,038
Water transportation	6	67	2,266
Truck transportation	25	334	16,851
Transit & ground passenger transportation	18	508	10,055
Scenic & sightseeing transportation	42	1,030	31,409

11.3.1

CONTINUED

Industry	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
Support activities for transportation	21	399	12,009
Couriers & messengers	10	141	5,058
Warehousing & storage	3	0-19	D
Information	67	620	26,784
Publishing industries (except Internet)	21	177	7,347
Motion picture & sound recording industries	12	118	1,617
Broadcasting (except Internet)	6	81	2,853
Telecommunications	22	231	14,401
Data processing, hosting & related services	3	0-19	D
Finance & Insurance	153	796	36,240
Credit intermediation & related activities	87	608	24,905
Securities, commodity contracts, investments	27	51	6,121
Insurance carriers & related activities	39	137	5,214
Real estate & rental & leasing	301	1,940	72,411
Real estate	232	1,150	44,509
Rental & leasing services	69	500-999	D
Professional, Scientific, & Technical Services	395	1,523	76,250
Management of Companies & Enterprises	13	D	D
Administrative Support & Waste Management	272	3,840	106,967
Administrative & Support Services	255	3,612	99,270
Waste management & remediation services	17	228	7,697
Educational Services	74	818	23,455
Health Care & Social Assistance	396	6,023	298,373
Ambulatory Health Care Services	288	2,586	153,383
Hospitals	2	1,000-2,499	D
Nursing & residential care facilities	14	676	24,073
Social assistance	92	1,360	33,212
Arts, entertainment, & recreation	119	1,961	48,431
Performing arts, spectator sports, & related	49	774	18,658
Museums, historical sites, & similar institutions	12	169	4,488
Amusement, gambling, & recreation industries	58	1,018	25,685
Accommodation & Food Services	503	21,112	663,888
Accommodation	90	11,963	473,319
Food services & drinking places	413	9,149	190,569
Other Services (except public administration)	454	2,703	72,951
Repair & Maintenance	88	362	10,466
Personal & laundry services	93	727	15,865
Religious, Grantmaking, Civic, Professional Orgs	273	1,614	46,620
Total for All Sectors	4,343	62,030	2,214,844

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 2012*.

11.3.2

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS
BY SECTOR, FOR EMPLOYERS AND
NONEMPLOYERS, MAUI COUNTY 2012**

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Forestry, fishing, hunting, & agriculture Support	4	292	9,288
Mining, quarrying, & oil & gas extraction	1	5	810
Utilities	13	27	1,194
Construction	428	1,338	85,007
Construction of buildings	138	419	29,382
Heavy & civil engineering construction	17	16	2,099
Specialty trade contractors	273	903	53,526
Manufacturing	103	365	14,968
Food manufacturing	35	46	1,499
Beverage & tobacco product manufacturing	6	D	D
Textile product mills	2	D	D
Apparel manufacturing	2	41	734
Wood product manufacturing	4	42	1,443
Printing & related support activities	9	20	1,138
Chemical manufacturing	5	11	958
Plastics & rubber products manufacturing	1	5	707
Nonmetallic mineral product manufacturing	9	17	319
Fabricated metal product manufacturing	5	11	490
Electronic equipment manufacturing	1	D	D
Furniture & related product manufacturing	6	20	959
Miscellaneous manufacturing	18	132	5,967
Wholesale trade	155	388	25,627
Merchant wholesalers, durable goods	56	181	11,008
Merchant wholesalers, nondurable goods	83	184	11,466
Wholesale electronic markets & agents & brokers	16	23	3,153
Retail trade	756	1,202	71,555
Motor vehicle & parts dealers	42	23	2,173
Furniture & home furnishings stores	32	21	1,629
Electronics & appliance stores	18	12	566
Bldg material & garden equipment & supplies	40	23	2,134
Food & beverage stores	80	59	8,953
Health & personal care stores	46	70	1,516
Gasoline stations	37	D	D
Clothing & clothing accessories stores	239	161	11,725
Sporting goods, hobby, book, & music stores	36	52	2,650
General merchandise stores	17	21	1,880
Miscellaneous store retailers	129	243	22,225
Nonstore retailers	40	514	15,942
Transportation & warehousing	137	309	12,215
Air transportation	12	D	D
Water transportation	6	6	41
Truck transportation	25	33	5,323
Transit & ground passenger transportation	18	173	4,270

11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Scenic & sightseeing transportation	42	22	457
Support activities for transportation	21	32	757
Couriers & messengers	10	33	588
Warehousing & storage	3	3	223
Information	67	174	5,769
Publishing industries (except Internet)	21	42	1,747
Motion picture & sound recording industries	12	65	1,701
Broadcasting (except Internet)	6	8	113
Telecommunications	22	D	D
Data processing, hosting & related services	3	16	253
Other information services	0	34	1,093
Finance & insurance	153	D	D
Credit intermediation & related activities	87	11	459
Securities, commodity contracts, investments	27	D	D
Insurance carriers & related activities	39	158	5,471
Real estate & rental & leasing	301	1,770	137,232
Real estate	232	1,680	132,337
Rental & leasing services	69	89	4,845
Professional, scientific, & technical services	13	1,951	73,881
Administrative Support & Waste Management	272	1,557	45,013
Administrative & support services	255	1,546	43,280
Waste management & remediation services	17	11	1,733
Educational services	74	303	6,719
Health care & social assistance	396	985	36,745
Ambulatory health care services	288	682	28,542
Nursing & residential care facilities	14	38	1,272
Social assistance	92	265	6,931
Arts, entertainment, & recreation	119	1,241	52,858
Performing arts, spectator sports, & related	49	998	29,696
Museums, historical sites, & similar institutions	12	6	63
Amusement, gambling, & recreation industries	58	237	23,099
Accommodation & food services	503	343	28,394
Accommodation	90	85	7,795
Food services & drinking places	413	258	20,599
Other services (except public administration)	454	2,565	79,436
Repair & maintenance	88	654	23,364
Personal & laundry services	93	1,812	54,286
Religious, Grantmaking, Civic, Professional Orgs	273	99	1,786
Total for all sectors	4,343	15,073	719,761

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

SOURCE: U.S. CENSUS BUREAU, 2012 NONEMPLOYER STATISTICS

11.3.3

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2014	2013	2013	2012	
Jim Falk Automotive Group	24	25	326.0	289.7	305
Four Seasons	55	NA	150.0	NA	600
Dorvin D. Leis Co., Inc.	84	83	83	88.6	377
VIP Foodservice	88	88	82.0	80.0	150
Maui Petroleum Inc.	102	89	71.1	79.0	13
Minit Stop Stores	109	103	67.2	65.6	134
Hale Makua Health Services	161	171	32.9	32.2	387
Haleakala Solar Inc.	162	160	32.0	36.5	148
Maui Clothing Co. Inc.	204	215	20.5	20.7	92
Maui Economic Opportunity Inc.	206	237	19.8	15.3	250
Maui Land & Pineapple Co. Inc.	226	234	15.2	16.1	19.0
Wailea Golf LLC	239	247	13.4	12.7	85
Maui County Credit Union	244	NA	9.0	10.1	41
Employer's Options	247	NA	8.5	7.1	400

SOURCE: "TOP 250," *HAWAII BUSINESS*, AUGUST 2014.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristics	2011		2012	
	State Total	Maui	State Total	Maui
Number	4,314	31,472	4,343	31,496
Employees	60,913	485,548	62,030	492,089
Payroll, 1st quarter (\$1,000)	509,332	4,410,075	538,227	4,636,495
Annual payroll (\$1,000)	2,137,744	18,362,124	2,214,844	19,078,553

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
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
2012	31,496	4,343

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
Ha'ikū-Pa'uwela	18	3,664	32	917
Kahului	43	23,970	243	8,221
Moloka'i	2	D	0-19	D
Kīhei	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 Services¹, Support, and Waste Management				
Maui County	271	303,209	4,901	137,378
Ha'ikū-Pa'uwela	18	5,880	54	1,698
Kahului	53	97,251	2,052	56,866
Moloka'i	3	1,439	11	143
Kīhei	41	28,642	307	11,969
Lahaina	20	46,539	969	27,982
Lāna'i	4	D	D	D
Makawao	11	5,630	175	3,207
Nāpili-Honokōwai	8	4,747	56	1,721
Pukalani	9	D	D	D
Wailea-Mākena	12	9,449	57	1,086
Wailuku	48	70,854	746	20,474
Balance of Maui County	17	D	D	D
Educational Services				
Maui County	59	D	250-499	D
Ha'ikū-Pa'uwela	5	2,548	18	464
Kahului	9	2,092	34	541
Moloka'i	1	D	0-19	D
Kīhei	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
Ha'ikū-Pa'uwela	7	2,319	16	699
Kahului	96	159,272	1,529	64,950
Moloka'i	25	18,879	304	8,289
Kīhei	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
Ha'ikū-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 Service¹				
Maui County	499	2,307,504	19,943	625,716
Ha'ikū-Pa'uwela	4	3,625	75	1,152
Kahului	84	123,307	1,703	31,165
Moloka'i	8	D	D	D
Kīhei	91	136,593	1,622	35,137
Lahaina	93	343,924	3,748	105,653
Lāna'i	10	10,293	265	4,058
Makawao	17	55,210	289	7,734
Nāpili-Honokōwai	7	7,026	123	1,310
Pukalani	31	554,353	4,349	161,090
Wailea-Mākena	47	28,023	7,098	438
Wailuku	26	D	250-499	D
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
Ha'ikū-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

1. Only "Administrative Services" and "Accommodation and Food Services" have been updated in the 2012 Economic Census. All other categories will be released throughout 2015..

SOURCE: U.S. CENSUS BUREAU, 2007 AND 2012 ECONOMIC CENSUS

11.3.7

SERVICE ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2012

Establishment Type	Location	Number	Location	Number	Location	Number
Professional, Scientific, & Tech Services						
	Ha'ikū	20	Lahaina	34	Ho'olehua	1
	Hāna	2	Makawao	31	Kaunakakai	1
	Kahului	42	Pā'ia	12	Lāna'i City	1
	Kīhei	69	Wailuku	139	Wailuku	139
	Kula	26				
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	17					
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. CENSUS BUREAU, 2012 ZIP CODE BUSINESS PATTERNS

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, & Agriculture Support	X	X	258	6,605
21	Mining, quarrying, & oil & gas extraction	X	X	4	1,110
22	Utilities	X	X	D	D
23	Construction	X	X	1,496	124,326
31-33	Manufacturing	114	262,749	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	X	X	330	17,589
53	Real estate & rental & leasing	319	594,115	1,819	125,355
54	Professional, scientific, & technical services	371	182,777	1,906	73,949
55	Management of companies & enterprises	X	X	D	D
56	Administrative Support & Waste Management	296	379,480	1,487	41,619
61	Educational services	59	D	266	6,386
62	Health care & social assistance	387	619,801	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)	389	227,087	2,507	86,056

D: Withheld to avoid disclosing data of individual companies.

N: Not available or not comparable.

X: Not published for counties.

Note: The data from the 2012 Economic Census is being released throughout 2015.

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

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