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**MAUI  
COUNTY  
DATA BOOK  
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COUNTY OF MAUI  
OFFICE OF ECONOMIC DEVELOPMENT

HAWAII'S SMALL BUSINESS DEVELOPMENT CENTER NETWORK  
BUSINESS RESEARCH LIBRARY

A Partnership Program between the University of Hawaii at Hilo  
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Copies of this book are available from the Business Research Library, Suite 136, 590 Lipoa Parkway, Kihei, Maui, Hawaii 96753. The price per copy is \$20.00 when picked up in person, and \$25.00 by first-class mail. An online version is available in Adobe Acrobat format (only) at <http://www.hawaii-sbdc.org/brl/b-prod.htm>. The BRL's *Small BizWeek* newsletter is also available at the site. For further information, call (808) 875-2400, or (800) 509-3100 (in-state only).

The *State of Hawaii Data Book* is available on-line through the State of Hawaii Department of Business, Economic Development and Tourism. The tables are available on the World Wide Web from <http://www.hawaii.gov/dbedt/>.

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## ABOUT THIS BOOK

We hope you find the 2002 edition of the *Maui County Data Book* useful and valuable. This publication provides economic, demographic and other statistical information about the County of Maui available in September 2002.

This tenth edition of the *Data Book* is produced by the Hawai'i SBDC Network Business Research Library (BRL) 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.hawaii-sbdc.org>>. The Internet version of the *Data Book* is updated as later statistics become available. In addition to compiling and updating the *Data Book*, the 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. The *Data Book* and its source material are some of the key elements in the BRL collection which includes a wide range of print and electronic resources selected to inform business decision-making.

Several other publications complement the *Maui County Data Book* for individuals needing more data about Hawai'i. The State of Hawai'i publishes The *State of Hawaii Data Book* <<http://www.hawaii.gov/dbedt/db01/index.html>> annually through the Hawaii State Department of Business, Economic Development and Tourism. The Hawaii County Department of Research and Development publishes statistical data books annually <[http://www.hawaii-county.com/databook\\_current/dbooktoc.htm](http://www.hawaii-county.com/databook_current/dbooktoc.htm)>. The Hawaii State Office of Hawaiian Affairs publishes the *Native Hawaiian Data Book* <<http://oha.org/databook/index.html>>.

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 BRL in preparing the Maui County Data Book. To them we extend our deepest appreciation for their support and cooperation.

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## Section 1

### GENERAL STATISTICS

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

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

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

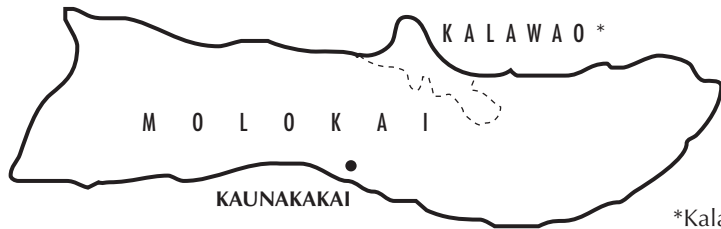
Population statistics are based on the April 1, 2000 census figures modified by provisional estimates supplied by the Federal-State Cooperative Program for Population Estimates.

Several of the tables address the cost of living and personal income which have been shown to be of great interest of 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 Hawaii State Department of Business, Economic Development and Tourism, U.S. Department of Commerce, Hawaii State Department of Health, and the U.S. Bureau of Labor Statistics CPI Reports.

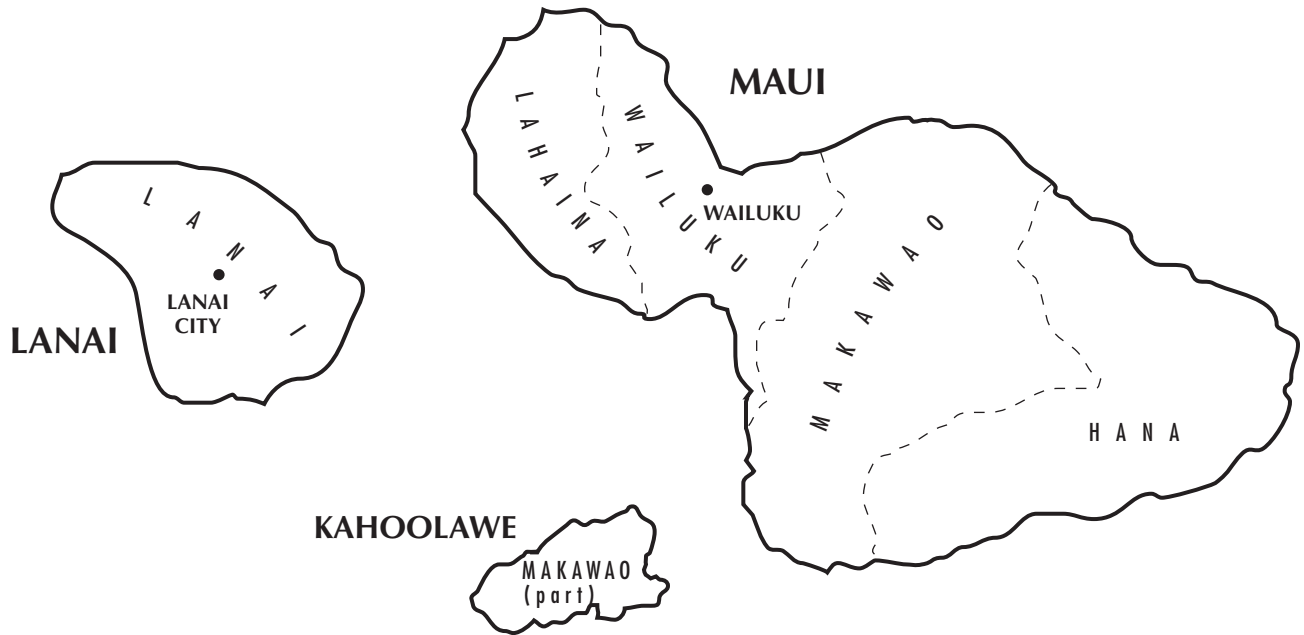
1.1.1

MAUI COUNTY AND DISTRICTS



MOLOKAI

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



SOURCE: Hawaii State Department of Business, Economic Development and Tourism, 1991.

## 1.2.1

## MAUI COUNTY STATISTICS

	Unit	Period	1996	1997	1998	1999	2000	2001	% Change Annual 00/01	% Change Annual 96/01
Resident Population <sup>1</sup>	Number	July 1	120,689 r	122,772 r	124,648 r	126,160 r	128,241	131,797	3.7	1.8
Civilian Labor Force	Number	Mo. Avg.	68,050	69,250	69,950	71,400	72,350 r	74,200 p	2.6	1.7
Employment	Number	Mo. Avg.	63,050	64,050	65,200	67,300	69,300 r	70,650 p	1.9	2.3
Unemployment	Number	Mo. Avg.	4,950	5,200	4,750	4,050	3,050 r	3,500 p	14.8	-6.7
Unemployment rate	Percent	Mo. Avg.	7.3	7.5	6.8	5.7	4.2 r	4.8 p	0.6*	-2.5**
Total Job Count <sup>2</sup>	Number	Mo. Avg.	54,250	55,450	56,700	58,150	60,500 r	61,800 p	2.1	2.6
Gross Business Receipts	Mil. \$	Total	2,525.5 <sup>3</sup>	1,984.0 <sup>3</sup>	2,107.9 <sup>3</sup>	3,429.5	3,821.2	3,941.6	3.2	9.3
State Tax Collections <sup>4</sup>	Thous. \$	Total	194,659 <sup>3</sup>	193,662 <sup>3</sup>	212,588 <sup>3</sup>	234,878	260,703	259,381	-0.5	5.9
County tax Collections <sup>5</sup>	Thous. \$	Total	82,088	84,932	86,226	85,723	96,387	100,210	4.0	4.1
Estimated Domestic Visitors	Thous.	Total	1,732.0	1,788.4	1,776.2	1,866.5 <sup>6</sup>	1,867.0 <sup>7</sup>	1,727.2	-7.5	-0.1
Estimated International Visitors	Thous.	Total	586.6	542.0	528.0	480.5 <sup>6</sup>	470.0 r	418.5	-11.0	-6.5
Hotel Inventory	Number	Feb.	17,824	18,552	18,650	18,609	18,270	18,234	-0.2	0.5
Hotel Occupancy	Percent	Mo. Avg.	73.4	71.6	72.8	77.3	81.9	78.0	-3.9*	4.6**
Private Permits	Thous. \$	Total	155,955	152,773	163,638	229,162	355,361	312,738	-12.0	14.9
Residential Permits	Thous. \$	Total	94,922	86,855	91,291	123,633	196,309	186,548	-5.0	14.5
Non-Residential Permits	Thous. \$	Total	61,033	28,437	37,668	60,488	75,157	86,619	15.3	7.3
Additions and Alterations	Thous. \$	Total	33,658	37,482	34,680	45,042	83,894	39,571	-52.8	3.3
Real Estate Resales										
Single Family	Number	Total	445	505	638	965	985 r	986 p	0.1	17.2
Average Price	Dollars	Avg.	367,247	352,772	372,084	344,848	441,143 r	402,272 p	-8.8	1.8
Condominium	Number	Total	572	809	996	1,347	1,495 r	1,309 p	-12.4	18.0
Average Price	Dollars	Avg.	243,362	211,609	230,184	305,672	399,172 r	391,385 p	-2.0	10.0
Sugar Production, Raw Sugar 96°	Thous. \$	Total	85,400	80,400	87,500	89,800	65,300	NA	NA	NA
Pineapple Sales, Fresh Equivalent	Thous. \$	Total	27,144	28,295	28,413	28,325	29,395	NA	NA	NA
Diversified Crops/Livestock	Thous. \$	Total	42,243 r	48,690 r	48,260	42,740	43,653	NA	NA	NA
Diversified Crops	Thous. \$	Total	32,100	38,877	37,703	36,850	37,258	NA	NA	NA
Livestock	Thous. \$	Total	10,680 r	9,813 r	10,557	5,890	6,395	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. Persons with more than one job are counted more than once.

3. 1996-1998 figures are not comparable to other years due to low allocation to counties of electronically filed tax data.

4. Totals do not include real property taxes.

5. Fiscal year ending June 30.

6. Change in methodology.

7. Beginning 2000, includes passengers arriving on cruise ships.

NA: Not available

\*: Incremental change

\*\*: Average of incremental changes

p: Preliminary

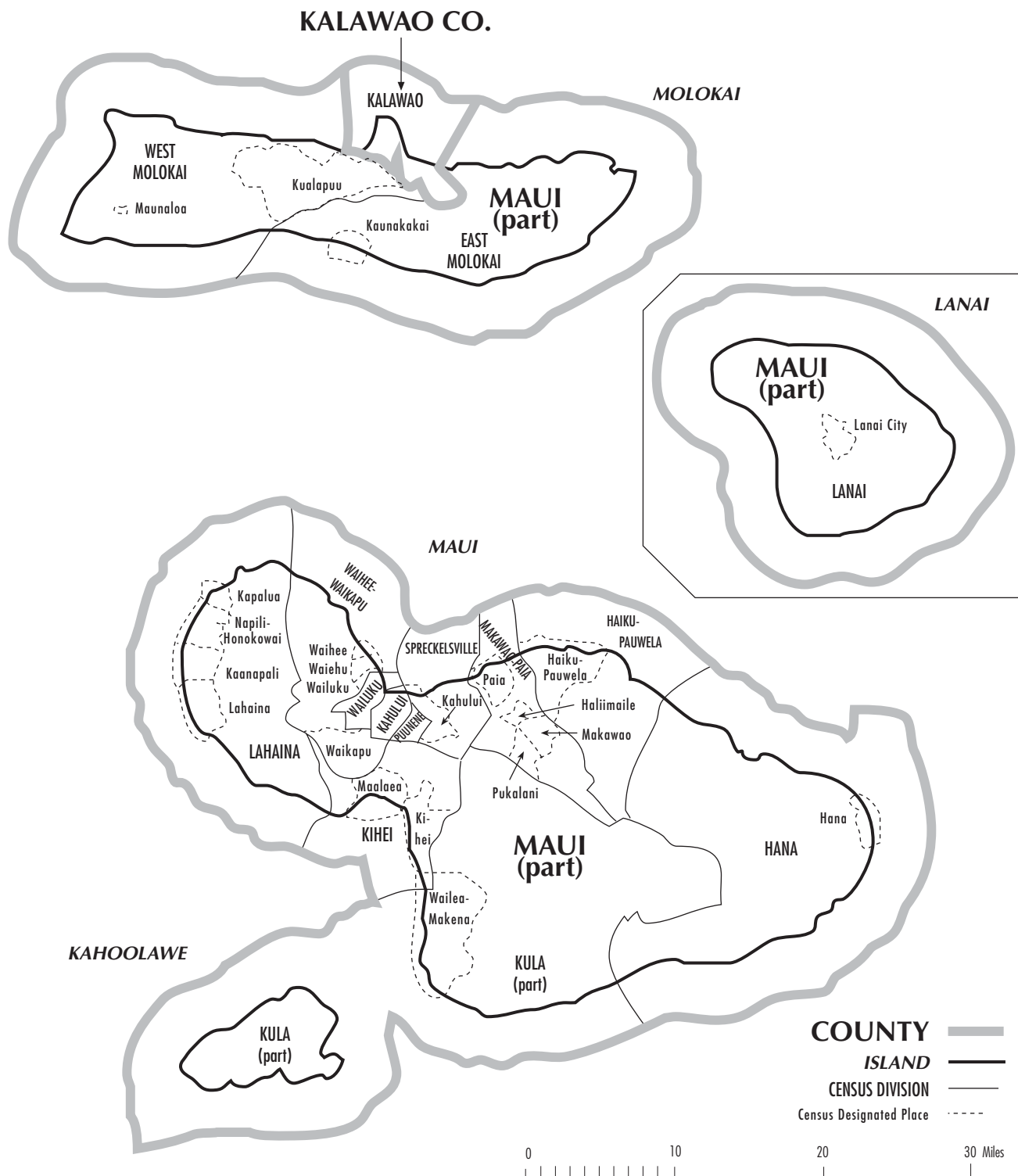
r: Revised

SOURCE: County of Maui, *Maui County Data Book 2002*, after First Hawaiian Bank, *Supplement to Economic Indicators*, September/October 1997.



1.3.1

MAUI COUNTY SUBDIVISIONS AND PLACES



SOURCE: U.S. Department of Commerce, Bureau of the Census, 1991.

## 1.3.2

### RESIDENT POPULATION BY COUNTIES

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

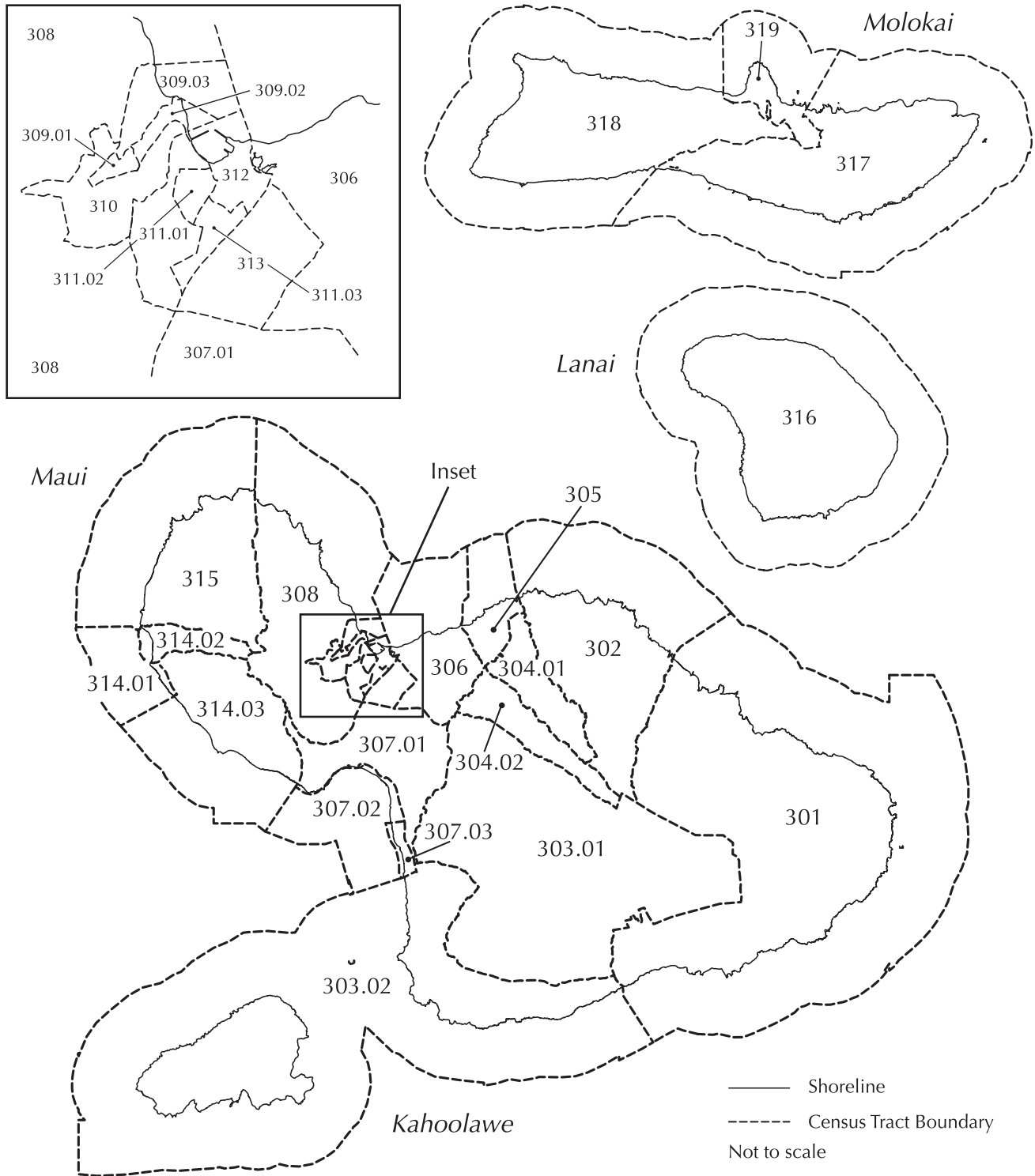
Date	Maui County <sup>1</sup>	Hawaii County	Kauai County	City & County of Honolulu	State Total
July 1, 1980	71,600	92,900	39,400	764,600	968,500
July 1, 1981	74,000	96,100	40,500	767,600	978,200
July 1, 1982	77,100	98,800	41,800	776,100	993,800
July 1, 1983	80,100	100,800	42,800	789,100	1,012,700
July 1, 1984	83,000	103,500	43,600	797,800	1,027,900
July 1, 1985	85,100	105,900	44,400	804,300	1,039,700
July 1, 1986	87,400	108,400	45,600	810,400	1,051,800
July 1, 1987	90,500	111,700	47,200	818,400	1,067,900
July 1, 1988	93,800	113,400	48,500	824,100	1,079,800
July 1, 1989	96,800	116,600	49,800	831,300	1,094,600
July 1, 1990	101,588	121,458	51,625	838,032	1,112,703
July 1, 1991	105,013	126,684	53,121	846,594	1,131,412
July 1, 1992 (revised)	108,585	131,630	54,439	863,959	1,158,613
July 1, 1993 (revised)	111,944	135,085	55,461	870,348	1,172,838
July 1, 1994 (revised)	114,754	137,713	56,478	878,591	1,187,536
July 1, 1995 (revised)	117,895	140,492	57,068	881,399	1,196,854
July 1, 1996 (revised)	120,689	141,935	57,688	883,443	1,203,755
July 1, 1997 (revised)	122,772	144,445	57,712	886,711	1,211,640
July 1, 1998 (revised)	124,648	145,833	57,843	886,909	1,215,233
July 1, 1999 (revised)	126,160	146,970	58,264	878,906	1,210,300
April 1, 2000	128,241	148,677	58,463	876,156	1,211,537
July 1, 2001	131,797	152,083	59,223	881,295	1,224,398

<sup>1</sup>Including Kalawao County (Kalaupapa Settlement).

SOURCES: 4/1/2000: U.S. Bureau of the Census, *Census 2000 Redistricting Data Summary: Hawaii*; 7/1/2001: Population Estimates Program, Population Division, U.S. Bureau of the Census, "County Population Estimates and Demographic Components of Population Change: Annual Time Series, July 1, 1990 to July 1, 1999 (includes revised April 1, 1990 Population Estimates Base)," CO-99-8; 7/1/1991 to 7/1/1999: U.S. Bureau of the Census, Federal-State Cooperative Program for Population Estimates; 4/1/1990: U.S. Bureau of the Census, 1990 Census of Population and Housing, Summary Population and Housing Characteristics, Hawaii; 4/1/1980: U.S. Bureau of the Census, 1980 Census of Population, Characteristics of the Population, Number of Inhabitants, Hawaii.

1.3.3

MAUI COUNTY CENSUS TRACTS



SOURCE: U.S. Bureau of the Census, Redistricting Census 2000 TIGER/Line files, processed by the Hawaii SBDC Network Business Research Library.

### 1.3.4

## DE FACTO POPULATION, BY COUNTIES

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

Date	Maui County <sup>1</sup>	Hawaii County	Kauai County	City & County of Honolulu	State Total
April 1, 1980	85,803	98,588	46,048	821,068	1,051,508
July 1, 1981	89,000	101,700	47,300	824,700	1,062,600
July 1, 1982	94,200	104,300	48,400	837,600	1,084,600
July 1, 1983	104,000	108,500	50,500	846,300	1,109,200
July 1, 1984	114,400	109,600	54,100	852,300	1,130,500
July 1, 1985	115,400	112,500	55,200	854,800	1,137,800
July 1, 1986	120,100	116,600	59,700	871,000	1,167,500
July 1, 1987	123,100	120,400	62,100	881,000	1,186,500
July 1, 1988	125,700	122,200	64,200	888,200	1,200,400
July 1, 1989	139,200	132,300	68,100	905,900	1,245,600
April 1, 1990	134,569	133,202	66,699	896,260	1,230,731
July 1, 1991	139,120	140,657	69,347	897,798	1,246,923
July 1, 1992	145,617	145,319	65,614	906,425	1,262,974
July 1, 1993	147,566	146,373	60,596	901,984	1,256,519
July 1, 1994	150,424	148,172	66,376	911,199	1,276,171
July 1, 1995	152,600	149,789	67,842	911,501	1,281,732
July 1, 1996	154,407	151,264	69,263	909,660	1,284,594
July 1, 1997	158,415	157,637	70,318	919,240	1,305,611
July 1, 1998	159,650	161,212	72,299	916,203	1,309,366
July 1, 1999	161,636	160,046	72,735	913,222	1,307,639
April 1, 2000	168,544	167,073	75,200	927,173	1,337,991

<sup>1</sup>Including Kalawao County (Kalaupapa Settlement).

SOURCE: Federal-State Cooperative Program for Population Estimates; Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch; calculations by DBEDT.

## 1.3.5

## RESIDENT POPULATION BY COUNTIES AND DISTRICTS

County and District	April 1, 1980	April 1, 1990	April 1, 2000	Percent Change	
				1980 to 1990	1990 to 2000
<b>State Total</b>	<b>964,691</b>	<b>1,108,229</b>	<b>1,211,537</b>	<b>14.9</b>	<b>9.3</b>
<b>Maui County<sup>1</sup></b>	<b>70,991</b>	<b>100,504</b>	<b>128,241</b>	<b>41.6</b>	<b>27.6</b>
Hana	1,423	1,895	1,855	33.2	-2.1
Makawao	19,005	29,207	36,476	53.7	24.9
Wailuku	32,111	45,685	61,346	42.3	34.3
Lahaina	10,284	14,574	17,967	41.7	23.3
Lanai	2,119	2,426	3,193	14.5	31.6
Molokai	5,905	6,587	7,257	11.5	10.2
Kalawao	144	130	147	-9.7	13.1
<b>City &amp; Co. of Honolulu</b>	<b>762,565</b>	<b>836,231</b>	<b>876,156</b>	<b>9.7</b>	<b>4.8</b>
Honolulu	365,048	377,059	372,279	3.3	-1.3
Koolaupoko	109,373	117,694	117,994	7.6	0.3
Koolauloa	14,195	18,443	18,899	29.9	2.5
Waialua	9,849	11,549	14,027	17.3	21.5
Wahiawa	41,562	43,886	38,370	5.6	-12.6
Waianae	31,487	37,411	42,259	18.8	13.0
Ewa	191,051	230,189	272,328	20.5	18.3
<b>Hawaii County</b>	<b>92,053</b>	<b>120,317</b>	<b>148,677</b>	<b>30.7</b>	<b>23.6</b>
Puna	11,751	20,781	31,335	76.8	50.8
South Hilo	42,278	44,639	47,386	5.6	6.2
North Hilo	1,679	1,541	1,720	-8.2	11.6
Hamakua	5,128	5,545	6,108	8.1	10.2
North Kohala	3,249	4,291	6,038	32.1	40.7
South Kohala	4,607	9,140	13,131	98.4	43.7
North Kona	13,748	22,284	28,543	62.1	28.1
South Kona	5,914	7,658	8,589	29.5	12.2
Ka'u	3,699	4,438	5,827	20.0	31.3
<b>Kauai County</b>	<b>39,082</b>	<b>51,177</b>	<b>58,463</b>	<b>30.9</b>	<b>14.2</b>
Hanalei	2,668	4,631	6,348	73.6	37.1
Kawaihau	10,497	15,627	18,525	48.9	18.5
Lihue	8,590	10,663	12,022	24.1	12.7
Koloa	8,734	11,368	12,845	30.2	13.0
Waimea	8,593	8,888	8,723	3.4	-1.9

<sup>1</sup> Including Kalawao County.

SOURCE: U.S. Department of Commerce, Bureau of the Census, 2000 Census of Population and Housing, *Census 2000 Redistricting Data Summary: Hawaii* (March 2001); and *1990 Census of Population and Housing, Population and Housing Unit Counts, Hawaii*, 1990 CPH-2-13 (March 1993), table 8.

1.3.6

**POPULATION DENSITY, MAUI COUNTY**

<b>Area</b>	<b>All Persons</b>	<b>Land Area (sq. miles)</b>	<b>Persons Per Square Mile</b>
<b>Maui + Kalawao Counties</b>	<b>128,241</b>	<b>1,172.4</b>	<b>109.4</b>
<b>Maui Island</b>	<b>117,644</b>	<b>771.9</b>	<b>152.4</b>
Haiku-Pauwela division	8,377	59.9	139.8
Hana division	1,855	180.5	10.3
Kahului division	20,134	5.8	3,501.4
Kihei division	19,843	38.8	511.5
Kula division	9,729	263.4	36.9
Lahaina division	17,967	95.9	187.4
Makawao-Paia division	18,370	43.3	424.1
Puunene division	12	4.6	2.6
Spreckelsville division	337	19.8	17.0
Waihee-Waikapu division	3,397	54.6	62.2
Wailuku division	17,623	5.3	3,324.4
Haiku-Pauwela CDP	6,578	15.8	417.5
Haliimaile CDP	895	1.7	534.0
Hana CDP	709	2.2	326.0
Kaanapali CDP	1,375	4.9	282.8
Kahului CDP	20,146	15.2	1,328.7
Kapalua CDP	467	1.7	272.9
Kihei CDP	16,749	10.2	1,648.6
Lahaina CDP	9,118	5.8	1,584.7
Maalaea CDP	454	4.8	95.3
Makawao CDP	6,327	4.7	1,353.8
Napili-Honokowai CDP	6,788	5.9	1,153.9
Paia CDP	2,499	6.1	410.8
Pukalani CDP	7,380	4.4	1,671.1
Waihee-Waiehu CDP	7,310	4.3	1,718.5
Waikapu CDP	1,115	11.0	101.6
Wailea-Makena CDP	5,671	22.6	250.6
Wailuku CDP	12,296	5.1	2,427.4
<b>Molokai</b>	<b>7,404</b>	<b>260.0</b>	<b>28.5</b>
Kalawao County (Kalaupapa)	147	13.2	11.1
East Molokai CCD	4,688	119.4	39.3
West Molokai CCD	2,569	127.4	20.2
Kaunakakai CDP	2,726	2.0	1,342.7
Kualapuu CDP	1,936	30.5	63.5
Maunaloa CDP	230	0.2	1,374.6
<b>Lanai</b>	<b>3,193</b>	<b>140.5</b>	<b>22.7</b>
Lanai City CDP	3,164	3.6	885.5

NOTE: See chapter introduction for definitions of CDP and CCD.

SOURCE: U.S. Bureau of the Census, *Census 2000 Redistricting Data Summary: Hawaii* (March 2001).

1.3.7

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

District and Census Tract	Population	Households
<b>Maui + Kalawao Counties</b>	<b>128,241</b>	<b>43,622</b>
<b>Hana</b>	<b>1,855</b>	<b>592</b>
301	1,855	592
<b>Makawao</b>	<b>36,476</b>	<b>13,009</b>
302	8,377	2,973
303.01	6,659	2,522
303.02	3,070	1,408
304.01	8,147	2,760
304.02	7,708	2,558
305	2,515	788
<b>Wailuku</b>	<b>61,346</b>	<b>20,409</b>
306	337	130
307.01	3,579	1089
307.02	8,057	2,974
307.03	8,207	3494
308	3,397	1050
309.01	2,437	963
309.02	2,661	971
309.03	6,682	1,637
310	5,843	2,221
311.01	6,908	1,938
311.02	4,730	1,500
311.03	4,720	1,231
312	3,776	1,206
313	12	5
<b>Lahaina</b>	<b>17,967</b>	<b>6,031</b>
314.01	2,492	988
314.02	2,433	646
314.03	4,276	1,000
315	8,766	3,397
<b>Lanai</b>	<b>3,193</b>	<b>1161</b>
316	3,193	1161
<b>Molokai</b>	<b>7,257</b>	<b>2,305</b>
317	4,688	1,527
318	2,569	778
<b>Kalawao (Kalaupapa)</b>	<b>147</b>	<b>115</b>
319	147	115

SOURCE: U.S. Bureau of the Census, *Census 2000 Summary File 1: Hawaii* (July 2001).

1.3.8

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

	Total Population	SEX		RACE (ALONE OR IN COMBINATION)								
		Male	Female	White	Black or African American	American Indian and Alaska Native		Asian	Native Hawaiian and Other Pacific Islander		Some other race	Hispanic or Latino (any race)
						Alaska Native	Hawaiian and Other Pacific Islander					
<b>Maui County</b>	<b>128,094</b>	<b>64,329</b>	<b>63,765</b>	<b>62,688</b>	<b>1,272</b>	<b>2,738</b>	<b>61,148</b>	<b>33,019</b>	<b>5,874</b>	<b>16,511</b>		
<b>Maui Island</b>	<b>117,644</b>	<b>59,175</b>	<b>58,469</b>	<b>59,640</b>	<b>1,179</b>	<b>2,488</b>	<b>55,656</b>	<b>27,835</b>	<b>5,585</b>	<b>15,376</b>		
Haiku-Pauwela division	8,377	4,272	4,105	6,347	124	273	2,109	1,917	352	1,106		
Haiku-Pauwela CDP	6,578	3,361	3,217	4,889	94	200	1,811	1,514	259	889		
Hana division	1,855	899	956	814	6	49	556	1,178	35	180		
Hana CDP	709	334	375	248	2	13	255	543	8	78		
Kahului division	20,134	9,929	10,205	5,022	172	399	14,675	5,375	1,336	3,105		
Kahului CDP (part)	20,134	9,929	10,205	5,022	172	399	14,675	5,375	1,336	3,105		
Kihei division	19,843	10,096	9,747	12,550	326	394	6,737	3,221	769	2,087		
Kihei CDP	16,749	8,502	8,247	10,026	273	333	6,176	2,985	678	1,824		
Maalaea CDP	454	240	214	405	2	5	46	18	9	27		
Wailea-Makena CDP (part)	2,630	1,347	1,283	2,119	51	56	505	211	82	236		
Kula division	9,729	4,783	4,946	7,369	78	201	2,513	1,202	283	751		
Wailea-Makena CDP (part)	3,041	1,532	1,509	2,620	30	48	432	159	53	163		
Lahaina division	17,967	9,303	8,664	9,330	184	335	7,387	3,341	992	2,118		
Kaanapali CDP	1,375	725	650	1,183	18	6	153	58	67	164		
Kapalua CDP	467	224	243	327	3	-	103	116	16	34		
Lahaina CDP	9,118	4,738	4,380	3,442	72	177	5,169	1,997	416	984		
Napili-Honokowai CDP	6,788	3,502	3,286	4,294	91	145	1,895	1,075	478	922		
Makawao-Paia division	18,370	9,195	9,175	10,834	145	483	8,214	5,003	967	3,235		
Halimaile CDP	895	459	436	281	2	26	542	309	30	97		
Makawao CDP	6,327	3,156	3,171	4,095	55	225	2,548	1,853	362	1,337		



**1.3.8**

CONTINUED

	Total Population	SEX		RACE (ALONE OR IN COMBINATION)							
		Male	Female	White	Black or African American	American Indian and Alaska Native	Asian	Hawaiian and Other Pacific Islander	Some other race	Hispanic or Latino (any race)	
Paia CDP	2,499	1,275	1,224	1,279	17	57	1,242	708	165	481	
Pukalani CDP	7,380	3,655	3,725	4,132	59	138	3,661	1,937	379	1,192	
Puunene division	12	7	5	4	-	-	6	3	-	-	
Kahului CDP (part)	12	7	5	4	-	-	6	3	-	-	
Spreckelsville division	337	174	163	300	3	-	36	10	13	18	
Kahului CDP (part)	-	-	-	-	-	-	-	-	-	-	
Waihee-Waikapu division	3,397	1,724	1,673	1,324	21	38	1,884	966	118	321	
Waihee-Waiehu CDP (part)	1,330	685	645	548	8	17	643	451	51	129	
Waikapu CDP	1,115	560	555	365	12	13	753	298	32	115	
Wailuku CDP (part)	653	317	336	262	-	7	421	68	12	72	
Wailuku division	17,623	8,793	8,830	5,746	120	316	11,539	5,619	720	2,455	
Waihee-Waiehu CDP (part)	5,980	2,979	3,001	1,679	39	107	4,179	1,964	192	863	
Wailuku CDP (part)	11,643	5,814	5,829	4,067	81	209	7,360	3,655	528	1,592	
<b>Molokai (including Kalawao)</b>	<b>7,404</b>	<b>3,618</b>	<b>3,786</b>	<b>2,299</b>	<b>75</b>	<b>189</b>	<b>3,101</b>	<b>4,599</b>	<b>169</b>	<b>702</b>	
West Molokai division	2,569	1,280	1,289	734	30	67	952	1,727	68	211	
Kualapuu CDP	1,936	973	963	478	24	45	781	1,352	59	176	
Maunaloa CDP	230	120	110	72	1	12	90	142	4	17	
Kalawao division	147	73	74	46	-	-	27	74	10	6	
East Molokai division	4,688	2,265	2,423	1,519	45	122	2,122	2,798	91	485	
Kaunakakai CDP	2,726	1,305	1,421	705	24	60	1,481	1,551	53	295	
<b>Lanai</b>	<b>3,193</b>	<b>1,609</b>	<b>1,584</b>	<b>795</b>	<b>18</b>	<b>61</b>	<b>2,418</b>	<b>659</b>	<b>130</b>	<b>439</b>	
Lanai division	3,193	1,609	1,584	795	18	61	2,418	659	130	439	
Lanai City CDP	3,164	1,593	1,571	777	18	61	2,410	651	130	439	

SOURCE: U.S. Bureau of the Census, *Census 2000 Summary File 1: Hawaii* (July 2001).

1.3.9

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

	Total Population	Under 5	5 to 9 yrs	10 to 17 yrs	18 to 21 yrs	22 to 24 yrs	25 to 34 yrs	35 to 44 yrs	45 to 54 yrs	55 to 59 yrs	60 to 64 yrs	65 to 74 yrs	75 to 84 yrs	85 yrs & over	Median age
<b>Maui County</b>	<b>128,094</b>	<b>8,579</b>	<b>9,079</b>	<b>9,336</b>	<b>8,658</b>	<b>6,970</b>	<b>17,723</b>	<b>21,891</b>	<b>19,823</b>	<b>6,599</b>	<b>4,807</b>	<b>7,715</b>	<b>5,272</b>	<b>1,642</b>	<b>36.8</b>
<b>Kalawao County (Kalaupapa)</b>	<b>147</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>9</b>	<b>18</b>	<b>31</b>	<b>19</b>	<b>18</b>	<b>35</b>	<b>12</b>	<b>0</b>	<b>58.6</b>
<b>Maui Island</b>	<b>117,644</b>	<b>7,822</b>	<b>8,182</b>	<b>13,433</b>	<b>5,194</b>	<b>3,911</b>	<b>16,569</b>	<b>20,458</b>	<b>18,511</b>	<b>6,056</b>	<b>4,323</b>	<b>6,963</b>	<b>4,753</b>	<b>1,469</b>	<b>36.9</b>
Haiku-Pauwela division	8,377	586	613	946	349	271	1,201	1,668	1,568	408	210	311	191	55	36.5
Haiku-Pauwela CDP	6,578	458	506	747	282	206	956	1,303	1,182	322	167	253	145	51	36.1
Hana division	1,855	134	135	284	91	65	207	215	345	105	82	110	63	19	35.6
Hana CDP	709	62	60	102	39	39	89	72	110	39	28	41	25	3	30.7
Kahului division	20,134	1,438	1,456	2,295	1,051	806	2,797	2,770	2,307	990	861	1,621	1,273	469	35.8
Kahului CDP (part)	20,134	1,438	1,456	2,295	1,051	806	2,797	2,770	2,307	990	861	1,621	1,273	469	35.8
Kihei division	19,843	1,313	1,430	2,027	835	707	3,170	3,903	3,182	1,012	694	907	542	121	36.1
Kihei CDP	16,749	1,145	1,253	1,804	741	621	2,716	3,344	2,630	784	534	668	411	98	35.3
Maalaea CDP	454	12	7	11	7	3	41	67	95	58	49	57	41	6	52.9
Wailea-Makena CDP (part)	2,630	156	169	212	87	82	411	489	457	168	111	182	89	17	39.4
Kula division	9,729	424	525	986	249	155	958	1,669	2,227	690	461	716	499	170	44.5
Wailea-Makena CDP (part)	3,041	106	112	191	61	42	346	490	708	287	203	301	165	29	47.6
Lahaina division	17,967	1,229	1,066	1,686	752	683	3,141	3,301	2,642	953	689	989	660	176	36.1
Kaanapali CDP	1,375	69	76	79	35	12	188	233	261	108	96	132	82	4	44.8
Kapalua CDP	467	39	17	26	20	10	59	91	58	27	42	46	26	6	41.7
Lahaina CDP	9,118	555	522	1,000	424	374	1,515	1,526	1,272	499	347	539	410	135	36.0
Napili-Honokowai CDP	6,788	541	441	562	260	279	1,349	1,404	1,028	307	194	259	138	26	34.8
Makawao-Paia division	18,370	1,249	1,372	2,482	877	588	2,345	3,273	3,022	903	596	943	550	170	36.0
Haliimaile CDP	895	43	48	112	59	44	135	123	119	25	34	71	52	30	35.9
Makawao CDP	6,327	469	490	912	297	201	838	1,184	1,026	278	174	259	155	44	34.6

### 1.3.9

CONTINUED

	<b>Total Population</b>	<b>Under 5</b>	<b>5 to 9 yrs</b>	<b>10 to 17 yrs</b>	<b>18 to 21 yrs</b>	<b>22 to 24 yrs</b>	<b>25 to 34 yrs</b>	<b>35 to 44 yrs</b>	<b>45 to 54 yrs</b>	<b>55 to 59 yrs</b>	<b>60 to 64 yrs</b>	<b>65 to 74 yrs</b>	<b>75 to 84 yrs</b>	<b>85 yrs &amp; over</b>	<b>Median age</b>
Paia CDP	2,499	180	182	302	170	100	352	452	349	113	87	106	80	26	33.9
Pukalani CDP	7,380	478	581	1,010	307	200	891	1,303	1,257	378	246	439	227	63	36.9
Puunene division	12	-	-	-	-	-	-	3	3	2	-	2	2	-	55.0
Kahului CDP (part)	12	-	-	-	-	-	-	3	3	2	-	2	2	-	55.0
Spreckelsville division	337	20	31	44	7	3	37	62	68	24	8	13	14	6	40.2
Kahului CDP (part)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Waihee-Waikapu division	3,397	234	239	437	168	88	325	629	628	173	118	179	147	32	38.7
Waihee-Waiehu CDP (part)	1,330	86	95	153	64	45	129	260	206	75	55	86	64	12	38.7
Waikapu CDP	1,115	79	81	141	54	23	137	190	195	51	35	54	61	14	37.3
Wailuku CDP (part)	653	46	52	106	27	9	29	131	171	27	16	21	15	3	41.0
Wailuku division	17,623	1,195	1,315	2,246	815	545	2,388	2,965	2,519	796	604	1,172	812	251	36.1
Waihee-Waiehu CDP (part)	5,980	451	581	1,015	336	191	723	1,067	796	233	165	258	133	31	31.3
Wailuku CDP (part)	11,643	744	734	1,231	479	354	1,665	1,898	1,723	563	439	914	679	220	38.3
<b>Lanai</b>	<b>3,193</b>	<b>220</b>	<b>270</b>	<b>400</b>	<b>141</b>	<b>108</b>	<b>425</b>	<b>474</b>	<b>364</b>	<b>162</b>	<b>163</b>	<b>214</b>	<b>184</b>	<b>68</b>	<b>35.6</b>
Lanai division	3,193	220	270	400	141	108	425	474	364	162	163	214	184	68	35.6
Lanai City CDP	3,164	220	269	398	141	108	425	469	358	159	160	213	176	68	35.4
<b>Molokai (with Kalaupapa)</b>	<b>7,404</b>	<b>537</b>	<b>627</b>	<b>1,223</b>	<b>382</b>	<b>177</b>	<b>738</b>	<b>977</b>	<b>979</b>	<b>400</b>	<b>339</b>	<b>573</b>	<b>347</b>	<b>105</b>	<b>35.2</b>
East Molokai division	4,688	333	358	808	255	121	435	618	653	247	211	362	206	81	35.6
Kaunakakai CDP	2,726	193	214	472	145	81	243	373	344	128	118	231	128	56	35.5
Kalawao division	147	-	-	3	1	1	9	18	31	19	18	35	12	-	58.6
West Molokai division	2,569	204	269	412	126	55	294	341	295	134	110	176	129	24	32.9
Kualapuu CDP	1,936	141	196	312	96	42	226	260	230	104	80	127	105	17	33.6
Maunaloa CDP	230	24	30	46	16	3	24	34	21	7	5	14	4	2	21.8

SOURCE: U.S. Bureau of the Census, *Census 2000 Summary File 1: Hawaii* (July 2001).

1.3.10

**ETHNIC STOCK, MAUI COUNTY**

*Excludes persons in institutions or military barracks, on Niihau, or in Kalawao  
Based on a sample survey of 12,667 persons*

<b>Ethnic Stock, 2001<sup>1</sup></b>	<b>State Total</b>	<b>Maui County</b>
<b>All Groups</b>	<b>1,175,595</b>	<b>126,840</b>
<b>Unmixed (except Hawaiian)</b>	<b>657,078</b>	<b>71,814</b>
Caucasian	258,187	37,159
Black	13,040	239
Japanese	193,197	13,565
Chinese	36,113	1,042
Filipino	137,953	19,026
Korean	7,513	359
Samoan/Tongan	11,075	424
<b>Mixed (except Hawaiian)<sup>2</sup></b>	<b>250,985</b>	<b>23,537</b>
<b>Hawaiian/part Hawaiian</b>	<b>267,532</b>	<b>31,490</b>

<sup>1</sup> Ethnicity is based on the ethnicity of the father and mother (four possible listings for each parent). Definitions used in this table differ from those in reports by the U.S. Census Bureau. In the 1980 and 1990 censuses, a person's ethnicity was determined by self-identification or by the race of the mother, thus mixed race was not a separate category. For Census 2000, people were allowed to select more than one race

<sup>2</sup> Includes other ethnicities not listed, don't know, refused or missing (3,438).

### 1.3.11

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

Change	Births	Deaths	Natural Increase (Births-Deaths)	Net International Migration	Net Internal Migration	Numeric Population Change
7/98-7/99	1,755	734	662	0	-337	-40
4/90-7/99	16,911	6,438	6,214	22	5,135	-351
4/1/2000-7/1/2000	470	189	281	126	224	628
7/1/2000-7/1/2001	1,895	827	1,068	647	1240	2,940
Total 4/1/2000-7/1/2001	2,365	1,016	1,349	773	1,464	3,568

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 immigration to an area and domestic outmigration from it during the period. Domestic immigration and outmigration consist of moves where both the origins and destinations are within the United States (excluding Puerto Rico).

SOURCE: U.S. Department of Commerce, Bureau of the Census, Population Estimates Program, Population Division, "County Population Estimates and Demographic Components of Population Change: Annual Time Series, April 1, 2000 to July 1, 2001," CO-EST2001.

### 1.3.12

## LIVE BIRTHS, MAUI COUNTY BY ZIP CODES

*Calendar year and place of mother's residence basis*

Zip Code	Location	1996	1997	1998	1999	2000	2001p
<b>Maui Island</b>							
96708	Haiku	136	97	115	117	107	114
96713	Hana	31	31	11	38	18	40
96732	Kahului	265	283	267	284	305	293
96753	Kihei	325	347	327	331	334	260
96761	Lahaina	314	289	272	266	274	266
96768	Makawao/Pukalani	244	227	213	196	204	221
96779	Paia	44	41	45	34	48	34
96784	Puunene	1	4	1	1	0	0
96790	Kula	61	62	45	70	77	55
96793	Wailuku	289	311	327	331	332	328
<b>Lanai</b>							
96763	Lanai City	32	45	33	45	46	35
<b>Molokai</b>							
96729	Hoolehua	13	10	25	16	22	20
96748	Kaunakakai	76	67	62	62	70	56
96757	Kualapuu	11	7	9	8	8	11
96770	Maunaloa	8	12	12	9	19	12
<b>Unknown</b>		0	0	0	0	0	8
<b>Total</b>		<b>1,850</b>	<b>1,833</b>	<b>1,764</b>	<b>1,808</b>	<b>1,865</b>	<b>1,753</b>

SOURCE: Hawaii State Department of Health, Office of Health Status Monitoring, records.

1.3.13

**POPULATION AND ECONOMIC PROJECTIONS,  
MAUI COUNTY: 1998 TO 2025**

Forecast Variables	Historical	Projected					
	1998	2000	2005	2010	2015	2020	2025
<b>Population (1,000)</b>	<b>122.1</b>	<b>122.6</b>	<b>128.6</b>	<b>136.4</b>	<b>144.0</b>	<b>151.2</b>	<b>158.7</b>
<b>Personal Income (million 1992 dollars)</b>	<b>2,523.4</b>	<b>2,593.5</b>	<b>2,891.7</b>	<b>3,242.9</b>	<b>3,600.1</b>	<b>3,975.3</b>	<b>4,375.0</b>
Per Capita Income (1992 dollars)	20,674	21,148	22,478	23,772	25,002	26,286	27,562
<b>Total Civilian Jobs (1,000)</b>	<b>73.7</b>	<b>75.9</b>	<b>83.3</b>	<b>91.4</b>	<b>99.1</b>	<b>106.9</b>	<b>114.9</b>
Self-Employed Workers	15.7	16.4	18.1	19.7	21.2	22.6	23.9
Wage and Salary Employment	58.0	59.4	65.2	71.7	78.0	84.3	91.0
Agriculture	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Manufacturing	1.8	1.7	1.7	1.9	2.0	2.1	2.3
Construction and Mining	2.1	2.3	2.5	2.7	3.0	3.2	3.4
Transportation and Utilities	4.0	4.0	4.3	4.6	4.8	5.0	5.2
Eating and Drinking Places	6.1	6.2	7.0	8.2	8.9	9.7	10.5
Trade (except eating places)	9.0	9.4	10.0	11.1	12.0	13.1	14.2
Finance, Insurance and Real Estate	3.1	3.0	3.3	3.5	3.8	4.1	4.5
Hotels	10.8	11.1	12.7	14.4	16.0	17.7	19.2
Services (except hotels)	11.6	12.2	13.4	14.7	16.1	17.6	19.1
State and Local Government	7.0	7.0	7.6	8.1	8.7	9.3	9.9
Federal Government	0.5	0.5	0.6	0.6	0.6	0.7	0.7
<b>Average Daily Visitor Census</b>	<b>44.8</b>	<b>47.4</b>	<b>55.3</b>	<b>62.6</b>	<b>69.0</b>	<b>76.0</b>	<b>83.8</b>
Percent Annual Growth in							
Average Daily Visitor Census	1.4	2.9	3.1	2.5	2.0	2.0	2.0
Percent Share of Total State Average							
Daily Visitor Census	28.0	28.2	28.4	28.5	28.6	28.7	28.8
<b>Number of Occupied Visitor Rooms</b>	<b>13,577</b>	<b>14,378</b>	<b>16,744</b>	<b>18,405</b>	<b>20,289</b>	<b>22,365</b>	<b>24,653</b>
Ratio of Average Daily Census to							
Occupied Visitor Rooms	3.3	3.3	3.3	3.4	3.4	3.4	3.4
Percent Share of Total Occupied							
Visitor Rooms in the State	26.3	26.5	26.7	26.9	27.0	27.1	27.2
Minimum Hotel Occupancy Rate When							
New Hotels Are Needed (percent)	72.8	77.1	82.0	82.5	82.5	83.0	83.0
<b>Number of Visitor Rooms Demanded</b>	<b>18,650</b>	<b>18,650</b>	<b>20,419</b>	<b>22,309</b>	<b>24,593</b>	<b>26,946</b>	<b>29,702</b>
Percent Annual Growth in							
Number of Visitor Rooms	0.6	0.0	1.8	1.8	2.0	1.8	2.0

NOTE: "The projections ... are neither targets nor goals. Rather, they are DBEDT's best estimates for important population and economic variables based on the currently available information." (from the Introduction)

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Population and Economic Projections for the State of Hawaii to 2025 (DBEDT 2025 series)*, February 2000.

## 1.4.1

### PERSONAL INCOME, TOTAL AND PER CAPITA, BY COUNTIES

*All figures revised*

Year	Maui + Kalawao Counties	Hawaii County	Kauai County	City and County of Honolulu	State Total
<b>Total (x \$1,000)</b>					
1988	1,554,205	1,574,265	757,991	16,512,442	20,398,903
1989	1,767,767	1,784,847	868,318	18,062,115	22,483,047
1990	2,009,658	2,018,498	964,951	19,921,724	24,914,831
1991	2,096,556	2,168,470	1,038,674	20,894,000	26,197,700
1992	2,311,961	2,308,281	682,259	22,556,662	27,859,163
1993	2,432,823	2,416,054	1,132,068	23,087,005	29,067,950
1994	2,537,364	2,495,152	1,182,254	23,525,480	29,740,250
1995	2,612,203	2,551,455	1,225,063	23,812,910	30,201,631
1996	2,644,551	2,615,139	1,219,701	23,913,790	30,393,181
1997	2,710,816	2,671,475	1,231,927	24,604,056	31,218,274
1998	2,841,327	2,826,685	1,259,057	24,913,773	31,840,842
1999	2,969,162	2,897,747	1,305,851	25,263,330	32,436,090
2000	3,120,026	3,043,555	1,364,772	26,234,839	33,763,192
2001	NA	NA	NA	NA	34,960,878
<b>Per Capita (\$)</b>					
1988	16,575	13,878	15,613	20,038	18,891
1989	18,258	15,309	17,420	21,727	20,540
1990	19,759	16,603	18,673	23,758	22,375
1991	19,854	17,039	19,458	24,566	23,046
1992	21,292	17,536	12,533	26,108	24,045
1993	21,733	17,885	20,412	26,526	24,784
1994	22,111	18,118	20,933	26,776	25,044
1995	22,157	18,161	21,467	27,017	25,234
1996	21,912	18,425	21,143	27,069	25,249
1997	22,080	18,495	21,346	27,748	25,765
1998	22,795	19,383	21,767	28,091	26,201
1999	23,535	19,717	22,413	28,744	26,800
2000	24,211	20,399	23,312	29,960	27,851
2001	NA	NA	NA	NA	28,554

NA: Not available.

NOTES: 1991-1999 per capita income figures have not yet been revised to reflect intercensal population estimates consistent with decennial census counts, although the 2000 figure was calculated using the 2000 census count. The Bureau of Economic Analysis revised all county personal income figures from 1969 onward in 2001.

SOURCE: U.S. Department of Commerce, Bureau of Economic Analysis. State personal income: 1986-1996 total personal income and 1986-1999 per capita personal income, *State Personal Income 1929-99*, CD-ROM (November 2000); 1997-2000 total personal income and 2000 per capita personal income, *Survey of Current Business* (May 2001), p. 29. County personal income: 1986-1996 total and per capita personal income, *Regional Economic Information System 1969-1998*, CD-ROM (June 2000); 1997-1999 total and per capita personal income, *Survey of Current Business* (May 2001), p. 62.

1.4.2

**EARNINGS BY DETAILED INDUSTRY,  
MAUI COUNTY**

<b>Earnings by Industry</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
<b>Personal income</b>	<b>2,644,551</b>	<b>2,710,816</b>	<b>2,841,327</b>	<b>2,969,162</b>	<b>3,120,026</b>
- Transfer payments	380,427	380,123	392,354	408,965	428,822
- Dividends, interest, and rent 1/	460,779	506,326	547,112	539,100	550,753
=Net earnings by place of residence	1,803,345	1,824,367	1,901,861	2,021,097	2,140,451
- Adjustment for residence 2/	-9,468	-8,509	-9,090	-11,994	-14,371
+Personal contrb. for social insurance 3/	115,367	117,801	124,050	133,556	141,466
=Earnings by place of work	1,928,180	1,950,677	2,035,001	2,166,647	2,296,288
<b>Farm earnings</b>	<b>48,553</b>	<b>45,505</b>	<b>52,539</b>	<b>60,849</b>	<b>57,318</b>
<b>Nonfarm Private earnings</b>	<b>1,575,243</b>	<b>1,581,779</b>	<b>1,656,900</b>	<b>1,767,140</b>	<b>1,909,031</b>
<b>Ag. services, forestry, fishing, &amp; other 4/</b>	<b>D</b>	<b>13,617</b>	<b>D</b>	<b>D</b>	<b>15,481</b>
Forestry, fishing, and other 4/	635	D	1,242	1,344	D
Fishing	671	1,090	1,228	1,327	D
<b>Mining</b>	<b>D</b>	<b>1,038</b>	<b>D</b>	<b>D</b>	<b>D</b>
<b>Construction</b>	<b>133,797</b>	<b>112,819</b>	<b>121,203</b>	<b>142,544</b>	<b>166,791</b>
General building contractors	45,329	35,480	39,491	44,352	57,054
Heavy construction contractors	16,634	15,277	15,585	20,777	24,939
Special trade contractors	71,834	62,062	66,127	77,415	84,798
<b>Manufacturing</b>	<b>71,827</b>	<b>70,257</b>	<b>65,558</b>	<b>72,291</b>	<b>77,506</b>
Durable goods	15,702	13,808	13,569	18,587	19,787
Lumber and wood products	1,726	1,719	D	2,018	2,958
Furniture and fixtures	72	D	D	D	D
Stone, clay, and glass products	10,610	8,891	D	11,331	12,343
Fabricated metal products	2,537	2,296	2,126	2,400	D
Miscellaneous manufacturing industries	658	774	D	D	1,410
Nondurable goods	56,125	56,449	51,989	53,704	57,719
Food and kindred products	37,470	40,171	35,057	34,436	36,413
Apparel and other textile products	470	629	D	934	908
Printing and publishing	16,830	14,220	14,667	16,582	18,583
Chemicals and allied products	1,295	1,328	D	D	D
<b>Transportation and public utilities</b>	<b>133,573</b>	<b>136,627</b>	<b>145,511</b>	<b>162,675</b>	<b>170,082</b>
Trucking and warehousing	D	D	D	D	D
Water transportation	16,484	17,417	18,466	18,316	19,676
Other transportation	51,110	53,144	56,336	66,225	68,353
Local and interurban passenger transit	15,953	15,430	14,617	15,180	11,360
Transportation by air	22,318	23,673	26,842	28,983	32,578
Transportation services	12,839	14,041	14,877	22,062	24,415
Communications	25,367	25,735	26,786	27,545	27,250
Electric, gas, and sanitary services	D	D	D	D	D
<b>Wholesale trade</b>	<b>50,124</b>	<b>48,009</b>	<b>49,599</b>	<b>53,575</b>	<b>D</b>
<b>Retail trade</b>	<b>297,729</b>	<b>305,156</b>	<b>306,615</b>	<b>326,572</b>	<b>356,983</b>
Building materials and garden equipment	8,393	10,749	9,971	9,823	10,168
General merchandise stores	23,228	23,020	21,340	21,332	24,144



## 1.4.2

### C O N T I N U E D

Earnings by Industry	1996	1997	1998	1999	2000
<b>Retail (con't)</b>					
Food stores	43,129	42,763	42,668	44,051	43,057
Automotive dealers and service stations	31,919	32,116	32,032	34,183	38,655
Apparel and accessory stores	19,258	17,878	18,002	20,134	21,724
Home furniture and furnishings stores	8,303	7,152	7,569	9,310	10,864
Eating and drinking places	97,695	101,548	106,671	116,740	130,515
Miscellaneous retail	65,804	69,930	68,362	70,999	77,856
<b>Finance, insurance, and real estate</b>	<b>162,659</b>	<b>155,824</b>	<b>153,500</b>	<b>165,107</b>	<b>169,726</b>
Depository and nondepository institutions	19,823	19,830	20,681	20,066	18,032
Other finance, insurance, and real estate	142,836	135,994	132,819	145,041	151,694
Security and commodity brokers	3,119	3,266	4,398	5,487	6,600
Insurance carriers	2,808	3,038	D	D	D
Insurance agents, brokers, and services	9,422	7,847	7,241	8,393	8,808
Real estate	122,275	116,735	113,502	123,891	128,666
Holding and other investment offices	5,212	5,108	D	D	D
<b>Services</b>	<b>712,928</b>	<b>738,432</b>	<b>800,116</b>	<b>827,909</b>	<b>889,106</b>
Hotels and other lodging places	341,844	342,363	358,270	371,294	396,730
Personal services	16,187	18,093	22,157	22,748	26,183
Private households	4,784	4,761	D	D	D
Business services	51,365	61,573	75,614	80,499	89,231
Auto repair, services, and parking	22,336	22,903	26,970	27,469	28,371
Miscellaneous repair services	6,121	6,283	7,484	6,992	7,532
Amusement and recreation services	66,594	65,935	68,851	68,111	71,585
Motion pictures	3,616	2,863	2,868	2,696	2,254
Health services	106,798	115,656	122,340	125,981	135,524
Legal services	11,927	13,129	14,012	13,960	14,718
Educational services	8,842	9,548	10,806	11,903	13,048
Social services	22,183	25,321	29,375	30,215	31,861
Museums, botanical, zoological gardens	857	1,298	3,211	3,414	3,489
Membership organizations	14,299	14,504	14,620	15,860	17,888
Engineering and management services	29,945	30,453	33,100	36,848	40,811
Miscellaneous services	5,230	3,749	D	D	D
<b>Government and government enterprises</b>	<b>304,384</b>	<b>323,393</b>	<b>325,562</b>	<b>338,658</b>	<b>329,939</b>
Federal, civilian	25,710	26,742	26,817	29,190	32,137
Military	13,264	13,497	15,336	15,771	16,343
State and local	265,410	283,154	283,409	293,697	281,459
State	183,445	195,475	195,536	204,567	196,791
Local	81,965	87,679	87,873	89,130	84,668

<sup>1</sup>Rental income of persons includes the capital consumption adjustment.

<sup>2</sup>The adjustment for residence is the net inflow of the earnings of interarea commuters.

<sup>3</sup>Personal contributions for social insurance are included in earnings by type and industry but they are excluded from personal income.

<sup>4</sup>"Other" consists of wage and salary disbursements to U.S. residents employed by international organizations and foreign embassies and consulates in the United States.

SOURCE: U.S. Bureau of Economic Analysis, *Regional Economic Information System*, May 2002.

### 1.4.3

## ESTIMATED COSTS OF LIVING BY CATEGORY, COUNTIES OF HAWAII RELATIVE TO WASHINGTON, DC

*Dollar estimates for Federal Employees' expenditures*

	Income Levels	Consumption Goods & Services	Housing Costs		Transportation (new car)	Miscellaneous	Estimated Total Expenditures for	
			Owners	Renters			Renters	Owners
Washington, DC consumer expenditures	Lower	8,870	6,156	6,156	4,483	3,791	23,300	23,300
	Middle	13,230	8,825	8,825	6,749	6,495	35,300	35,300
	Upper	19,478	12,500	12,500	10,018	10,709	52,700	52,700
Maui County, HI	Lower	11,037	10,058	6,810	5,992	4,095	27,934	31,182
	Middle	16,343	13,072	8,515	9,125	6,931	40,914	45,471
	Upper	23,892	14,906	9,905	13,686	11,323	58,806	63,807
Honolulu, HI	Lower	10,500	11,203	7,252	6,021	4,003	27,776	31,727
	Middle	15,574	14,926	9,442	9,143	6,833	40,992	46,476
	Upper	22,809	21,393	12,695	13,678	11,235	60,417	69,115
Hawaii County, HI	Lower	10,204	7,243	5,461	6,145	3,904	25,714	27,496
	Middle	15,086	9,567	7,233	9,362	6,689	38,370	40,704
	Upper	22,026	11,141	8,260	14,049	11,023	55,358	58,239
Kauai County, HI	Lower	11,031	8,959	6,225	6,208	3,896	27,360	30,094
	Middle	16,269	11,677	7,529	9,457	6,685	39,940	44,088
	Upper	23,705	13,529	8,778	14,188	11,029	57,700	62,451

**Warning:** These estimates are very rough. They are based on aggregate ratios of the costs of selected consumer goods and services in Hawaii to the same items in Washington DC, then multiplied by the proportion of total consumer spending by income level in each category as determined from the nationally based Consumer Expenditure Survey. The ratios are based on after-tax spending patterns, but the amounts in this table are calculated by applying these ratios to total income (*not* after-tax income). Actual expenditures will be lower because income taxes and social security/medicare contributions were not deducted from income before the ratios were applied.

NOTE: Base income levels are: Lower = \$23,300/yr, middle = \$35,300/yr, and upper = \$52,700/yr. The proportion of spending in each category to the total is deemed constant between locations. Proportions are based on the U.S. Department of Commerce, Bureau of Labor Statistics, Consumer Expenditure Survey, and vary according to income level.

CONSUMPTION GOODS AND SERVICES: Consists of food at home and away from home, tobacco, alcohol, furnishings and household operations, clothing, domestic service, professional services, personal care and recreation. HOUSING COSTS: Includes taxes, maintenance, and utilities as well as mortgage or rent. TRANSPORTATION: Costs of buying and maintaining vehicles, including insurance, plus air travel and public transportation. MISCELLANEOUS: Medical care, private education, contributions, personal insurance and retirement.

SOURCE: U.S. Office of Personnel Management, "Report on 1998 Surveys Used to Determine Cost-of-Living Allowances in Nonforeign Areas," *Federal Register* vol. 65, no. 137, July 17, 2000, pp. 44103-44173.

### 1.4.4

## COST OF LIVING COMPARISON

*Homeowning family of 4 with an annual income of \$80,000*

Standard City, USA	Austin, TX	Kihei, HI	Seattle, WA	Boston, MA	San Jose, CA
100.0	94.2	108.9	116.2	116.3	115.5

NOTE: The indices reflect the total expenses of housing, transportation, goods and services, and taxes. Standard City, USA represents the national average cost.

SOURCE: Runzheimer International, 1999 cost of living comparison commissioned by the Maui Economic Development Board.

### 1.4.5

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

*1982–1984 average = 100*

Year	URBAN WAGE EARNERS AND ALL URBAN CONSUMERS (CPI-U)			CLERICAL WORKERS (CPI-W)		
	First Half	Second Half	Annual Average	First Half	Second Half	Annual Average
1986	108.9	109.9	109.4	109.9	110.7	110.3
1987	113.3	116.5	114.9	114.3	117.6	115.9
1988	120.1	123.4	121.7	121.1	124.5	122.8
1989	126.4	131.1	128.7	127.4	132.0	129.7
1990	135.5	140.8	138.1	136.3	141.6	138.9
1991	146.8	149.1	148.0	147.7	150.1	148.9
1992	153.9	156.4	155.1	154.6	157.2	155.9
1993	158.6	161.6	160.1	159.4	162.0	160.7
1994	163.4	165.7	164.5	163.5	165.8	164.7
1995	166.9	169.4	168.1	167.2	169.7	168.4
1996	170.5	171.0	170.7	170.8	171.2	171.0
1997	172.1	171.8	171.9	172.4	172.0	172.2
1998	172.0	171.0	171.5	172.3	171.0	171.6
1999	172.7	173.8	173.3	173.0	173.9	173.4
2000	175.9	176.7	176.3	176.0	176.9	176.5

NOTE: See section introduction (General Statistics) for CPI-U and CPI-W definitions.

SOURCE: U.S. Bureau of Labor Statistics, *CPI Detailed Report* (monthly), BLS tapes tabulated by Hawaii State Data Center, and BLS World Wide Web site (<http://www.bls.gov>).

## 1.4.6

### DETAILED CONSUMER PRICE INDEX FOR ALL URBAN CONSUMERS (CPI-U): HONOLULU

*1982–1984 average = 100 unless otherwise noted*

Group	1996	1997	1998	1999	2000
<b>ALL ITEMS</b>	<b>170.7</b>	<b>171.9</b>	<b>171.5</b>	<b>173.3</b>	<b>176.3</b>
<b>Food and beverages</b>	<b>156.6</b>	<b>159.2</b>	<b>159.1</b>	<b>162.9</b>	<b>164.8</b>
Food	156.6	159.5	159.1	163.0	164.8
Food at home	159.5	164.2	162.6	166.2	166.9
Food away from home	150.8	152.6	153.3	158.3	160.0
Alcoholic beverages	156.2	155.2	158.8	161.9	163.9
<b>Housing</b>	<b>176.8</b>	<b>177.1</b>	<b>176.0</b>	<b>175.8</b>	<b>177.9</b>
Shelter	193.5	192.4	192.3	191.7	191.9
Rent of primary residence	187.3	185.7	183.5	181.7	180.3
Owners' equivalent rent <sup>1</sup>	200.4	199.0	198.3	197.0	196.3
Fuels and utilities	133.8	137.1	131.0	133.4	147.4
Fuels	115.9	119.8	112.2	114.3	130.8
Gas (piped) and electricity	115.2	119.1	111.8	113.7	129.8
Electricity	114.5	118.6	111.4	113.4	129.1
Utility (piped) gas	114.7	116.1	107.5	109.2	126.8
Household furnishings and operation	146.4	150.0	145.8	146.4	152.4
<b>Apparel</b>	<b>118.5</b>	<b>117.3</b>	<b>112.2</b>	<b>105.4</b>	<b>103.5</b>
<b>Transportation</b>	<b>167.0</b>	<b>166.2</b>	<b>162.5</b>	<b>162.2</b>	<b>169.6</b>
Private transportation	168.2	167.2	161.7	160.4	166.9
Motor fuel	131.9	132.0	129.3	119.9	141.8
Gasoline, all types	134.9	135.1	132.4	122.6	144.8
Gasoline, unleaded regular	141.4	141.9	138.8	128.8	151.7
Gasoline, unleaded midgrade <sup>2</sup>	105.9	105.3	103.6	95.5	114.5
Gasoline, unleaded premium	123.8	123.8	121.9	112.4	132.7
<b>Medical care</b>	<b>215.0</b>	<b>217.3</b>	<b>226.1</b>	<b>231.3</b>	<b>239.8</b>
<b>Recreation<sup>3</sup></b>	<b>No Data</b>	<b>No Data</b>	<b>100.8</b>	<b>101.9</b>	<b>102.8</b>
<b>Education and communication<sup>3</sup></b>	<b>No Data</b>	<b>No Data</b>	<b>99.1</b>	<b>104.5</b>	<b>106.9</b>
<b>Other goods and services</b>	<b>226.5</b>	<b>239.0</b>	<b>256.1</b>	<b>275.6</b>	<b>279.7</b>

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## 1.4.6

### CONTINUED

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Group	1996	1997	1998	1999	2000
<b>Special aggregate indexes</b>					
All items less shelter	161.8	164.0	163.4	183.0	170.5
All items less medical care	168.3	169.4	168.6	166.2	173.0
All items less energy	175.5	176.7	176.6	170.2	180.7
All items less food and energy	180.5	181.4	181.3	178.7	185.1
Commodities	146.3	148.3	147.5	148.2	150.3
Commodities less food	138.9	140.3	139.1	137.7	140.1
Commodities less food and beverages	138.1	139.6	138.2	136.6	138.9
Durables	131.8	134.2	131.0	129.7	128.5
Nondurables	150.1	152.0	151.9	153.3	156.5
Nondurables less food	143.0	143.9	143.9	142.4	147.3
Nondurables less food and beverages	142.2	143.2	142.9	141.0	146.1
Energy	124.4	126.3	121.0	117.9	137.0
Services	192.1	192.8	192.6	195.3	199.1
Services less rent of shelter <sup>1</sup>	192.9	195.4	195.3	202.0	210.4
Services less medical care	189.7	190.3	189.7	192.2	195.5

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NOTE: See Section 1: General Statistics for CPI-U definition. The level of CPI item detail has changed due to revisions in the Consumer Price Index done by the Bureau of Labor Statistics in 1998.

<sup>1</sup>December 1982 = 100.

<sup>2</sup>December 1993 = 100.

<sup>3</sup>December 1997 = 100.

SOURCE: U.S. Bureau of Labor Statistics, World Wide Web site (<http://www.bls.gov/>).

## 1.5.1

### CAPACITIES OF HOSPITALS, CARE HOMES AND HOME HEALTH AGENCIES, MAUI COUNTY

Data are for facilities recognized by the Hawaii State Health Planning and Development Agency, and the Office of Health Care Assurance

	HOSPITALS, DECEMBER 31, 1999				ADULT RESIDENTIAL CARE HOMES 2000		HOME HEALTH CARE AGENCIES 1996
	Total <sup>1</sup>	Acute Care	Long-term Care	Specialty Care	Type I <sup>2</sup>	Type II <sup>3</sup>	Total <sup>4</sup>
<b>Facilities</b>							<b>Agencies</b>
County Total	13	4	4	5	17	1	13
Maui	8	2	2	4	12	0	
Molokai	3	1	1	1	5	1	
Lanai	2	1	1	0	0	0	
State Total	99	24	47	28	525	14	69
<b>Beds</b>							<b>Patients Served<sup>5</sup></b>
County Total	789	208	492	89	81	14	4,777
Maui	731	196	460	75	57	0	
Molokai	44	8	22	14	24	14	
Lanai	14	4	10	0	0	0	
State Total	7,681	2,616	4,000	1,065	2,451	370	31,727
<b>Occupancy (percent)</b>							
County Total	80.52	71.16	90.84	45.34			
Maui	82.81	74.93	92.12	46.25			
Molokai	50.52	12.91	70.59	40.49			
Lanai	55.58	2.95	76.63	-			
State Total	81.13	62.72	93.01	80.41			

<sup>1</sup> Facilities providing more than one kind of care are counted only once.

<sup>2</sup> Five beds or fewer.

<sup>3</sup> More than five beds.

<sup>4</sup> Data only available by county. Home health care agencies are classified into the following categories: Medicare certified, private duty, home medical equipment, infusion pharmacy, other home care provider, and hospice.

<sup>5</sup> A given patient may be counted more than once, since s/he may be served by more than one home health care agency.

SOURCE: Hawaii State Department of Health, State Health Planning and Development Agency, *Inpatient Facilities Utilization Report, 1999*; Hawaii State Department of Health, Office of Health Care Assurance, "Adult Care Home Vacancy Report - by Area," <http://www.state.hi.us/health/resource/ohca/licensing> (May 2000); Hawaii State Department of Health, Hospital and Medical Facilities Branch, records.

## 1.5.2

## HEALTH PRACTITIONERS LICENSED IN HAWAII BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	55	69	59	69	712
Molokai	1	1	3	3	7
Lanai	0	0	2	0	12
Oahu	223	166	365	799	1,559
Hawaii	58	35	48	97	569
Kauai	16	17	16	40	263
<b>Subtotal Hawaii</b>	<b>353</b>	<b>288</b>	<b>493</b>	<b>1,008</b>	<b>3,122</b>
Mainland	99	223	200	321	469
Foreign/Other	6	10	5	14	29
<b>Total</b>	<b>458</b>	<b>521</b>	<b>698</b>	<b>1,343</b>	<b>3,620</b>

	Certified Physician's Assistant	Emergency Medical Tech. Basic	Emergency Medical Tech. Paramedic	Physician or Surgeon <sup>1</sup>	Osteopathic Physician and Surgeon
Maui	9	38	36	235	13
Molokai	0	2	5	5	0
Lanai	0	0	0	2	0
Oahu	47	135	194	2,503	76
Hawaii	9	137	67	284	13
Kauai	5	20	15	115	6
<b>Subtotal Hawaii</b>	<b>70</b>	<b>332</b>	<b>317</b>	<b>3,144</b>	<b>108</b>
Mainland	2	2	8	2,645	246
Foreign/Other	0	1	0	50	1
<b>Total</b>	<b>72</b>	<b>335</b>	<b>325</b>	<b>5,839</b>	<b>355</b>

	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	294	888	18	19	59
Molokai	14	37	2	1	1
Lanai	0	11	1	0	0
Oahu	1,736	7,531	245	207	368
Hawaii	378	1,046	31	31	67
Kauai	220	423	16	15	25
<b>Subtotal Hawaii</b>	<b>2,642</b>	<b>9,936</b>	<b>313</b>	<b>273</b>	<b>520</b>
Mainland	258	2,723	63	34	166
Foreign/Other	13	208	1	2	11
<b>Total</b>	<b>2,913</b>	<b>12,867</b>	<b>377</b>	<b>309</b>	<b>697</b>

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	15	17	67	5	29
Molokai	0	0	2	0	0
Lanai	0	0	0	0	0
Oahu	18	173	651	21	312
Hawaii	15	18	79	3	40
Kauai	7	8	40	2	18
<b>Subtotal Hawaii</b>	<b>55</b>	<b>216</b>	<b>839</b>	<b>31</b>	<b>399</b>
Mainland	14	108	605	36	101
Foreign/Other	0	6	8	2	0
<b>Total</b>	<b>69</b>	<b>330</b>	<b>1,452</b>	<b>69</b>	<b>500</b>

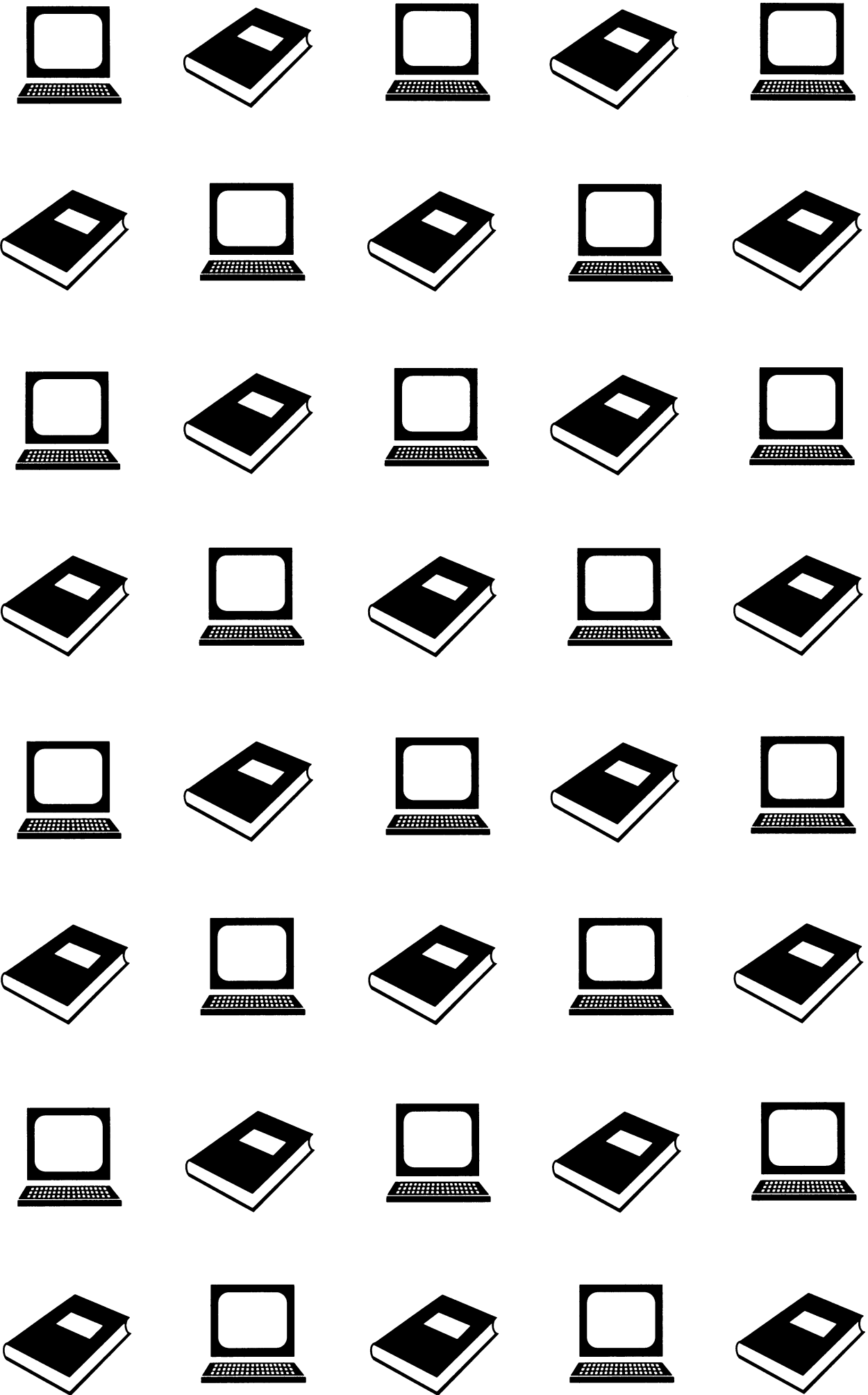
<sup>1</sup>Permanent licenses only. Does not include interns, residents, or physicians who provided state government services only.

SOURCE: Hawaii State Department of Commerce and Consumer Affairs, Professional and Vocational Licensing Division, Licensing Branch, records, 3/6/2001.





# Education



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## Section 2

# EDUCATION

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

Maui County public and private schools provide educational opportunities for students from pre-kindergarten through senior high school. Maui Community College offers courses in a wide variety of technical, vocational and liberal arts disciplines and through the University of Hawai`i Center offers 4- and 5-year University of Hawai`i degrees via the Hawai`i Interactive Television System (HITS).

The Hawaii State Library System in Maui County has eight locations on three islands, Maui, Molokai and Lanai. Maui Community College Library holdings include four centers; two on Maui (Kahului and Hana), and one each on Molokai and Lanai.

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

## 2.1

# MAUI DISTRICT PUBLIC AND PRIVATE SCHOOLS BY ISLAND AND LOCATION

### MAUI

#### Hana

Hana High and Elementary	K-12
Keanae Elementary	K-3

#### Kihei

Kamalii Elementary	K-5
Kihei Elementary	K-5
Kihei Public Charter High	9-12
Lokelani Intermediate	6-8

#### Lahaina

King Kamehameha III Elementary	K-5
Lahaina Intermediate	6-8
Lahainaluna High	9-12
Princess Nahienaena Elementary	K-5
Sacred Hearts Elementary	K-8

#### Kahului/Wailuku

H. Perrine Baldwin High	9-12
Christ the King	K-6
Emmanuel Lutheran	K-6
Iao Intermediate	6-8
Kaahumanu Hou Christian (Maui)	K-12
Kahului Elementary	K-5
Lihikai Elementary	K-5
Maui Adventist	1-8
Maui High	9-12
Maui Waena Intermediate	6-8
St. Anthony Grade School	K-6
St. Anthony Junior and Senior High	7-12
Waihee Elementary	K-5
Wailuku Elementary	K-5

#### Upcountry/North Shore

Clearview Christian Girls School	6-8
Doris Todd Memorial Christian	PreK-8
Haiku Elementary	K-5
Haleakala Waldorf	PreK-8
Horizons Academy	K-8
S. Enoka Kalama Intermediate	6-8
Kamehameha School (Maui)	K-3
King Kekaulike High	9-12
Kula Elementary	K-5
Makawao Elementary	K-5
Maui Christian Academy	7-8
Montessori Hale O'Keiki	PreK-4
Montessori of Maui	PreK-6
Paia Elementary	K-5
Pukalani Elementary	K-5
St. Joseph	K-8
Seabury Hall	6-12

#### LANAI

Lanai High and Elementary	K-12
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#### MOLOKAI

Kaunakakai Elementary	K-6
Kilohana Elementary	K-6
Kualapuu Elementary	K-6
Maunaloa Elementary	K-6
Molokai Christian Academy	PreK-12
Molokai High and Intermediate	7-12
Molokai Mission	K-8

SOURCES: Hawaii State Department of Education, records; Hawaii Association of Independent Schools, *Licensed Private Schools 1998-1999*.

## 2.2

**SCHOOLS, ENROLLMENT, AND HIGH SCHOOL  
GRADUATES FOR PUBLIC AND PRIVATE SCHOOL  
SYSTEMS, MAUI COUNTY**

	Total	Public	Private
<b>Number of Schools</b>			
September 14, 1995	45	29	16
September 1996	48	30	18
September 1997	46	30	16
September 1998	48	30	18
September 1999	46	30	16
September 2000	49	30	19
September 2001	49	30	19
<b>Enrollment</b>			
September 12, 1995	NA	20,992	NA
September 1996	23,626	21,463	2,163
September 1997	24,040	21,712	2,328
September 1998	24,281	21,608	2,673
September 1999	NA	21,570	NA
September 2000	NA	21,645	NA
September 2001	NA	21,660	NA
<b>Teachers</b>			
September 12, 1995	NA	1,255	NA
September 1996	NA	NA	NA
September 1997	NA	1,210	NA
September 1998	NA	1,278	NA
September 1999	NA	1,291	NA
September 2000	NA	1,347	NA
September 2001	NA	1,351	NA
<b>High School Graduates</b>			
1995 to 1996	NA	1,031	NA
1996 to 1997	NA	1,000	NA
1997 to 1998	NA	1,099	NA
1998 to 1999	NA	1,164	NA
1999 to 2000	NA	NA	126
2000 to 2001	NA	NA	NA
2001 to 2002	NA	1,475	NA

SOURCES: Hawaii State Department of Education, records; Hawaii Association of Private Schools, *Enrollment Report 1996-97* and *1997-98*.

## 2.3

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

School	1998	1999	2000	2001	Grades
H. Perrine Baldwin High	1,721	1,693	1,707	1,693	9-12
Haiku	441	436	444	429	K-5
Hana High & Elementary	412	411	402	387	K-12
Iao	849	858	887	842	6-8
Kahului	887	872	864	834	K-5
S. Enoka Kalama Intermediate	1,185	1,120	1,137	1,179	6-8
Kamalii	796	872	748	841	K-5
King Kamehameha III	657	630	620	651	K-5
Kaunakakai	302	290	271	264	K-6
Kaunakakai	10	7	3	3	K-3
King Kekaulike High	1,314	1,396	1,422	1,459	9-12
Kihei	735	759	779	774	K-5
Kilohana	133	131	118	118	K-6
Kualapuu	421	398	401	387	K-6
Kula Elementary	518	466	451	440	K-5
Lahaina Intermediate	616	641	626	632	6-8
Lahainaluna High	892	889	924	986	9-12
Lanai High & Elementary	683	687	688	659	K-12
Lihikai	1,045	1,053	1,119	1,144	K-5
Lokelani Intermediate	664	678	673	718	6-8
Makawao	590	620	551	514	K-5
Maui High	1,656	1,709	1,734	1,673	9-12
Maui Waena Intermediate	935	935	960	1,008	6-8
Maunaloa	83	70	73	54	K-6
Molokai High & Intermediate	833	812	782	757	7-12
Princess Nahienaena	694	651	645	636	K-5
Paia	240	224	214	214	K-5
Pukalani Elementary	523	493	509	471	K-5
Waihee	873	867	859	877	K-5
Wailuku Elementary	900	902	934	952	K-5
<b>Total Enrollment</b>	<b>21,608</b>	<b>21,570</b>	<b>21,645</b>	<b>21,596</b>	

SOURCE: Hawaii State Department of Education, records.

2.4

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

<b>School</b>	<b>999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Grades</b>
Christ the King	147	163	165	188	K-8
Clearview Christian Girls School	14	24	24	22	6-8
Doris Todd Memorial Christian	162	141	136	132	PreK-8
Emmanuel Lutheran	93	95	105	130	K-7
Haleakala Waldorf School	175	175	197	220	PreK-8
Horizons Academy of Maui, Inc.	50	50	43	38	K-8
Kaahumanu Hou Christian (Maui)	130	135	160	200	PreK-12
Kamehameha Schools (Maui)	152	176	272	417	K-3
Maui Adventist	27	31	NR	NR	1-8
Molokai Christian Academy	70	70	75	85	PreK-12
Molokai Mission	16	NR	4	9	K-8
Montessori Hale o' Keiki	70	76	76	60	PreK-4
Montessori of Maui	178	181	189	189	PreK-6
Sacred Hearts Elementary	249	249	247	235	K-8
St. Anthony Grade School	195	196	196	189	PreK-6
St. Anthony Junior & Senior High	380	385	370	330	7-12
St. Joseph	106	116	119	102	PreK-6
Seabury Hall	400	410	394	394	6-12
<b>Total Enrollment</b>	<b>2,614</b>	<b>2,673</b>	<b>2,772</b>	<b>2,940</b>	

NR: Failed to respond  
2001 and 2002 data updated by telephone survey, September 2002.

## 2.5

### LIBRARY HOLDINGS AND CIRCULATION, HAWAII STATE LIBRARY SYSTEM, MAUI LIBRARY DISTRICT

	1999	2000	2001
Library locations, June 30 <sup>1</sup>	8	8	8
Personnel, June 30 <sup>2</sup>	42.5	44	44
Circulation, year ended June 30	726,699	688,105	695,454
Collections, June 30			
Books, Video Tapes & Sound Recordings <sup>3</sup>	341,185	365,577	361,858
Periodical subscriptions	804	808	808

<sup>1</sup> Includes libraries on Lanai (1 location), Maui (6 locations), and Molokai (1 location).

<sup>2</sup> Full-time equivalent basis, but including permanent and temporary State general-funded positions and temporary Federal funded positions but excluding student help.

<sup>3</sup> Books includes braille. Video tapes include digital video disks (DVDs). Sound recordings include talking books, magnetic tape, recorded cassettes, compact disks and L.P. records.

SOURCE: Hawaii State Public Library System, Information Management Branch, records.

## 2.6

### LIBRARY HOLDINGS AND CIRCULATION, MAUI COMMUNITY COLLEGE

	Number of volumes, June 30	Circulation, year ended June 30
1993	41,391	32,975
1994	41,391	38,379
1995	42,523	34,558
1996	43,595	21,219
1997	45,808	35,704
1998	46,649	37,575
1999	48,546	25,698
2000	49,812	20,482
2001	50,416	22,020

<sup>1</sup> Includes holdings on Molokai and Lanai, and in Hana.

<sup>2</sup> Circulation also includes in-house and interlibrary loan counts.

SOURCE: University of Hawaii at Manoa, University Libraries, records.

**DEGREES AND CERTIFICATES EARNED BY DEGREE AND PROGRAM  
MAUI COMMUNITY COLLEGE, FISCAL YEARS ENDING JUNE 30**

PROGRAM	DEGREES/CERTIFICATES OFFERED		TOTAL EARNED				ASSOCIATE DEGREES			CERTIFICATES OF ACHIEVEMENT		
	(Fall 2001)		1999	2000	2001	1999	2000	2001	1999	2000	2001	
	20	24	28	257	219	235	172	148	152	85	71	83
<b>TOTAL</b>												
General and Pre-Professional Education	AA	-	-	81	51	47	81	51	47	-	-	-
Career and Technical Education	AS/AAS	CA	CC	176	168	188	91	97	105	85	71	83
Business Education	AAS	CA	CC	22	39	36	18	26	25	10	13	11
Accounting	AAS	CA	-	10	16	7	4	15	4	6	1	3
Business Careers	AAS	CA	CC	-	1	5	-	-	3	-	1	2
Hotel Operations	AAS	CA	CC	11	8	8	7	5	7	4	3	1
Office Administration & Technology	AAS	CA	CC(2)	11	14	16	7	6	11	4	8	5
Food Service Programs (Food Service)	AAS	CA	CC(7)	47	43	57	19	21	34	28	22	23
Health Service Programs (Nursing) <sup>2</sup>	AS	CA	-	57	50	65	23	23	27	34	27	38
Public Service Programs	AS/AAS	CA	CC	15	20	16	11	14	10	4	6	6
Administration of Justice	AAS	CA	-	3	3	6	2	3	3	1	0	3
Human Services	AS	CA(4)	CC(4)	12	17	10	9	11	7	3	6	3
Trades and Technology Programs	AS/AAS	CA	CC	25	16	14	20	13	9	5	3	5
Horticulture and Landscape Maintenance	AAS	CA(4)	CC(4)	2	3	1	1	2	0	1	1	1
Auto Body Repair & Painting	AAS	CA	CC(2)	0	0	0	0	0	0	0	0	0
Automotive Technology	AAS	CA	CC	5	4	1	5	4	1	0	0	0
Building Maintenance	-	CA	CC(5)	2	2	1	-	-	-	2	2	1
Carpentry Technology	AAS	CA	-	0	0	0	0	0	0	0	0	0
Drafting Technology	-	CA	-	1	0	0	-	-	-	1	0	0
Electronics Engineering	AS	CA	-	13	5	10	13	5	8	0	0	2
Computer Engineering	AS	-	-	0	0	0	-	-	-	0	0	0
Fashion Technology	AAS	CA	CC(3)	1	2	1	1	2	0	0	0	1
Sustainable Technology <sup>2</sup>	AAS	CA	-	-	-	-	-	-	-	-	-	-
Welding Technology	-	CA	CC(3)	0	0	0	-	-	-	0	0	0

NOTES: AA = Associate in Arts, AS = Associate in Science, AAS = Associate in Applied Science, CA = Certificate of Achievement, and CC = Certificate of Completion or Certificate of Competence. Certificate of Completion/Certificate of Competence counts are not published.

<sup>1</sup> Certificates available for General Office Clerk and Receptionist. <sup>2</sup> The AS in nursing makes students eligible for the Registered Nursing Examination; the CA in nursing allows students to take the Practical Nursing Examination. <sup>3</sup> Program established in April 2001.

SOURCES: University of Hawaii, Institutional Research Office, "Master List of Curricula Offered, University of Hawaii," Fall 1999 (degrees offered); "Degrees and Certificates Earned, University of Hawaii Community Colleges," Fiscal Years 1997-98, 1998-99 and 1999-2000 (degree counts) (<http://www.hawaii.edu/cgi-bin/iro/maps/dgccy00.pdf>).



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## 2.8

### UNIVERSITY OF HAWAII DISTANCE LEARNING COURSE AND REGISTRATION COUNTS, BY ISLAND

*Number of courses being taken, and total headcount*

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Island	FALL 2001	
	Courses	Registrations
Maui	107	914
Lanai	36	116
Molokai	27	32
<b>Subtotal Maui County</b>	<b>170</b>	<b>1,062</b>
North Hawaii	5	57
West Hawaii	98	975
UH-Hilo	39	126
Kauai	76	327
Oahu	303	2,813
Military	67	1,111
Out of state, mainland	1	1
Out of state, international	20	372
Unspecified locations <sup>1</sup>	35	477
<b>Total</b>	<b>814</b>	<b>7,321</b>

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NOTE: Except for the overall total course count, both courses and individual students are double counted. For example, if someone were taking 3 courses at once, they would be counted three times in the registration column. Similarly, if someone on Maui and someone else on Molokai were taking the same course, the course would be counted twice.

<sup>1</sup> Most of these courses are given internet-only and are not targeted to a specific location.

Source: University of Hawaii, Office of the Vice President for Policy and Planning, "Fall 2001 Distance Learning Report," available at <http://www.hawaii.edu/ovppp/distlearn/policy.htm>.

## 2.9

**MAUI COMMUNITY COLLEGE,  
NUMBER OF STUDENTS AND FACULTY**

Fall Semester	Total	Full-Time	Part-Time
<b>Students Enrolled</b>			
1988	1,995	668	1,327
1989	2,074	741	1,333
1990	2,337	763	1,574
1991	2,589	792	1,797
1992	2,688	851	1,837
1993	2,578	870	1,708
1994	2,809	912	1,897
1995	2,765	985	1,780
1996	2,854	1,046	1,808
1997	2,787	1,062	1,725
1998	2,849	1,074	1,775
1999	2,862	1,013	1,849
2000	2,678	998	1,680
2001	2,699	982	1,717
<b>Number of Faculty</b>			
1988	115	74	51
1989	123	71	52
1990	134	74	60
1991	144	85	59
1992	153	82	71
1993	156	85	71
1994	157	84	73
1995	148	80	68
1996	161	83	78
1997	161	83	78
1998	162	86	76
1999 r	165	87	78
2000 r	169	86	83
2001	180	90	90

NOTE: Beginning with 1995, two additional categories of student are included in the enrollment figures. The categories are early admission (high school students taking Maui Community College classes) and concurrent (students primarily registered at another University of Hawaii campus who are taking at least one Maui Community College class).

p: preliminary.

SOURCES: University of Hawaii, Institutional Research Office, "Fall Enrollment Report, University of Hawaii, Community Colleges, Fall 1999," "Faculty and Staff Report, University of Hawaii, Fall 1998;" Maui Community College, Personnel Office.



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### 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 Hawaii: Maui, Molokai, Lanai and Kahoolawe. 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 Haleakala (Red Hill), Maui, at 10,023 feet; the largest stream is Kalialinui-Waiale Gulch, Maui, 18 miles; the most extensive lake or similar body, Kealia Pond (Marsh), Maui, 500 acres and the highest waterfall (in the county and in the state) is Kahiwa, Molokai, a 1,750-foot cascade.

The climate of Maui County is defined by average temperatures ranging from 79.2 degrees in the warmest month at Kahului Airport, Maui, to 71.5 degrees in the coolest month. Rainfall varies greatly. Annual averages for rainfall in the county range from 83 inches in Hana, to 37 inches in Lanai City, to 13 inches in Kihei.

The State Land Use Commission has zoned 25,516 acres in Maui County as urban, 310,396 as conservation, 406,792 as agricultural and 8,196 as rural.

In the State of Hawaii, land ownership data indicates that the federal government owns 4.6 percent of all land, the state and counties own 33.6 percent, and private owners (chiefly large estates) have 61.8 percent. The island of Kahoolawe (28,800 acres) was transferred from the federal government to the State of Hawaii 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, the Atlas of Hawaii, 3rd edition, published by the University of Hawaii Press in 1998; Government in Hawaii, published annually by the Tax Foundation of Hawaii; and The State of Hawaii Data Book, published annually by the Department of Business, Economic Development and Tourism.

### 3.1.1

## LAND AND WATER AREA OF COUNTIES AND ISLANDS

County or Island	SQUARE MILES			ACRES <sup>1</sup>	
	Total	Land <sup>2</sup>	Inland Water <sup>3</sup>	Total	Land
<b>State Total</b>	6,470.8	6,425.2	45.6	4,141,312	4,112,128
<b>Counties<sup>4</sup></b>					
Hawaii	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui	1,171.0	1,161.6	9.4	749,440	743,424
Kalawao	14.3	13.3	1.0	9,152	8,512
Honolulu <sup>5</sup>	620.5	596.3	24.2	397,120	381,632
Kauai <sup>5</sup>	629.8	619.8	10.0	403,072	396,672
<b>Islands<sup>4</sup></b>					
Hawaii	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui <sup>6</sup>	734.5	728.6	5.9	470,080	466,304
Kahoolawe	45.9	45.0	0.9	29,376	28,800
Lanai	141.2	140.4	0.8	90,368	89,856
Molokai	263.7	260.9	2.8	168,768	166,976
Oahu	617.6	593.6	24.0	395,264	379,904
Kauai	558.2	549.4	8.8	357,248	351,616
Niihau <sup>7</sup>	71.1	70.0	1.1	45,504	44,800
Kaula	0.4	0.4	–	256	256

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> Because of rounding, island figures may not add to county figures.

<sup>5</sup> Reflect inclusion of Kaula in the County of Kauai rather than in the City and County of Honolulu (Act 245, S.L.H. 1988, approved June 9, 1988).

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

<sup>7</sup> 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, 1989* (November 1989), table 132.

### 3.1.2

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

	GENERAL COASTLINE <sup>1</sup>		TIDAL SHORELINE <sup>2</sup>	
	Statute Miles	Kilometers <sup>3</sup>	Statute Miles	Kilometers
<b>State Total</b>	750	1,207	1,052	1,693
<b>Counties</b>				
Hawaii	266	428	313	504
Maui <sup>4</sup>	210	338	343	552
Honolulu	137	220	234	377
Kauai	137	220	162	261
<b>Islands</b>				
Hawaii	266	428	313	504
Maui	120	193	149	240
Kahoolawe	29	47	36	58
Lanai	47	76	52	84
Molokai	88	142	106	171
Oahu	112	180	209	336
Kauai	90	145	110	177
Niihau	45	72	50	80

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

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

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

<sup>4</sup> Maui totals include Kalawao.

SOURCE: Hawaii State Department of Planning and Economic Development, *Hawai'i, 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.

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### 3.1.3

## MAJOR NAMED WATERFALLS, MAUI COUNTY

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<b>Waterfall<sup>1</sup></b>	<b>Cascade Height (feet)</b>	<b>Horizontal Distance (feet)</b>	<b>Average Discharge (million gal/day)</b>
<b>Maui</b>			
Honokohau	1,120	500	26.6
Waihiumalu	400	150	
Waimoku	40	50	37.1
<b>Molokai</b>			
Kahiwa	1,750	1,000	
Papalaua	1,200	500	

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<sup>1</sup> Includes the largest named waterfall in each major 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.

### 3.1.4

## ELEVATIONS OF MAJOR SUMMITS

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

Island and Summit	Feet	Meters
<b>Hawaii</b>		
Mauna Kea <sup>1</sup>	13,796	4,205
Mauna Loa <sup>2</sup>	13,679	4,169
Hualalai	8,271	2,521
Kaunu o Kaleihoochie	5,480	1,670
Kilauea (Uwekahuna)	4,093	1,248
Kilauea (Halemaumau Rim)	3,660	1,116
<b>Kahoolawe</b>		
Puu Moaulanui	1,483	452
Puu Moaulaiki	1,434	437
<b>Molokini</b>		
	160	49
<b>Maui</b>		
Haleakala (Red Hill)	10,023	3,055
Haleakala (Kaupo Gap)	8,201	2,500
Puu Kukui	5,788	1,764
Iao Needle	2,250	686
<b>Lanai</b>		
Lanaihale	3,366	1,026
<b>Molokai</b>		
Kamakou	4,961	1,512
Olokui	4,606	1,404
Kaunuohua	4,535	1,382
Kalaupapa Lookout	1,600	488
Mauna Loa (Kukui)	1,430	436
<b>Oahu</b>		
Kaala	4,003	1,220
Puu Kalena	3,504	1,068
Konahuanui	3,150	960
Tantalus	2,013	614
Olomana	1,643	501
Koko Crater (Kohelepelepe)	1,208	368
Nuuanu Pali Lookout	1,186	361
Diamond Head	760	232
Koko Head	642	196
Punchbowl	500	152



### 3.1.4

CONTINUED

Island and Summit	Feet	Meters
<b>Kauai</b>		
Kawaikini	5,243	1,598
Waialeale	5,148	1,569
Namolokama Mountain	4,421	1,348
Kalalau Lookout	4,120	1,256
Haupu	2,297	700
Sleeping Giant (Nonou)	1,241	378
<b>Niihau</b>		
Paniau	1,250	381
<b>Lehua</b>	699	213
<b>Kaula</b>	548	167
<b>Nihoa</b>		
Millers Peak	903	275
<b>Necker Island</b>		
Summit Hill	276	84
<b>French Frigate Shoal</b>		
La Perouse Pinnacles	120	37
<b>Gardner Pinnacles</b>	190	58
<b>Maro Reef</b>	Awash	Awash
<b>Laysan Island</b>	40	12
<b>Lisianski Island</b>	40	12
<b>Pearl and Hermes Atoll</b>	10	3
<b>Midway Islands</b>	12	4
<b>Kure Atoll</b>	20	6

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

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

SOURCE: Hawaii State Department of Accounting and General Services, Survey Division, data provided April 21, 1992; U.S. National Cartographic Information Center, data provided October 11, 1978; U.S. Geological Survey topographic maps, 1981-1984; Hawaiian Government Survey (for Nihoa and Molokini); U.S.S. Tanager survey, 1923 (for Necker Island, French Frigate Shoals, Laysan, Lisianski, Pearl and Hermes Atoll and Kure Atoll).

## 3.1.5

## MISCELLANEOUS GEOGRAPHIC STATISTICS, BY ISLANDS

	State	Hawaii	Maui	Kahoolawe	Lanai	Molokai	Oahu	Kauai	Niihau
Extreme Length (miles)		93	48	11	18	38	44	33	8
Extreme Width (miles)		76	26	6	13	10	30	25	6
Miles of Sea Cliffs with Heights of 1,000 Feet or More <sup>1</sup>	33	4	—	—	1	14	—	11	3
Miles from Coast of Most Remote Point	28.5	28.5	10.6	2.4	5.2	3.9	10.6	10.8	2.4
Percent of Area Within 5 Miles of Coast	48.6	30.0	76.1	100.0	100.0	100.0	79.0	65.0	100.0
Percent of Area with Elevation of Less than 500 Feet	20.8	12.0	24.9	38.9	24.8	37.3	45.3	35.6	78.2
Percent of Area with Elevation of 2000 Feet or More	50.9	68.4	41.4	0.0	6.3	17.8	4.6	24.0	0.0
Approximate Mean Altitude (feet)	3030	3950	2390	600	1140	1150	860	1380	530
Percent of Area with Slope Less Than 10 Percent	63.5	76.0	38.5	60.0	61.0	53.0	42.5	33.5	68.0
Percent of Area with Slope 20 Percent or More	17.0	4.0	36.0	9.0	16.0	26.0	45.5	50.5	12.5

<sup>1</sup> According to Lee S. Motteler, Geography and Map Division, Bernice P. Bishop Museum, the sea cliffs along the northeastern coast of Molokai between Umilehi Point and Puukaoku 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'i, the Natural Environment* (1974), p. 19; and U.S. Geological Survey, *Elevations and Distances in the United States* (1978), p. 4-5.

3.1.6

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

		STATION DATA				TEMPERATURES				PRECIPITATION												
	Elevation ft.	1st Year of Record	Daily Average		Warmest Month		Coolest Month		Annual Average in.	Days Precip. >=0.01 in.	Wettest Year		Driest Year		Wettest Month		Driest Month		1 Day Record			
			High	Low	High	Low	High	Low			High	Low	High	Low	in.	Year	in.	Year	in.	Month	in.	Month
<b>Maui</b>																						
Haleakala																						
Ranger Station	6,960	1949	62.6	44.5	66.0	47.5	Aug	59.0	41.5	Feb	90	12/18/2000										
Hana Airport	61	1950	80.8	67.3	83.5	70.2	Aug	78.3	63.8	Jan	94	11/03/1979										
Kahului Airport	48	1954	83.7	67.4	87.2	71.2	Aug	80.0	63.4	Jan	97	08/31/1994										
Kailua (NE Maui, inland)	700	1949	77.0	64.1	80.0	66.6	Sep	74.8	61.1	Feb	88	09/18/1968										
Lahaina	45	1949	84.9	66.4	88.1	69.7	Aug	81.4	63.0	Feb	97	08/18/1985										
<b>Molokai</b>																						
Molokai Airport	450	1953	81.4	67.6	85.5	71.0	Sep	77.3	63.0	Feb	96	04/14/1974										
<b>Lanai</b>																						
Lanai Airport	1,300	1949	79.1	62.6	82.5	65.5	Aug	75.6	59.0	Jan	89	09/05/1954										
Lanai City	1,620	1949	75.4	62.4	78.1	65.8	Aug	72.5	59.5	Jan	89	09/07/1994										
<b>Maui</b>																						
Haleakala Ranger Station	53.51		146	121.16	1980	17.71	1962	8.78	Jan	1.21	Jun	18.50	01/09/1980									
Hana Airport	81.90		271	126.23	1965	49.64	1953	9.11	Mar	4.09	Jun	17.57	04/16/1968									
Kahului Airport	19.24		98	40.63	1989	6.76	1998	3.75	Jan	0.25	Jun	5.82	12/21/1955									
Kailua (NE Maui, inland)	120.29		268	161.82	1969	79.20	1953	12.93	Nov	6.58	Jun	15.20	11/15/1965									
Lahaina	14.78		33	34.78	1950	3.20	1953	3.21	Jan	0.08	Jun	7.01	12/27/1983									
<b>Molokai</b>																						
Molokai Airport	25.91		106	43.70	1963	11.38	2000	4.29	Jan	0.55	Jun	9.03	02/12/1989									
<b>Lanai</b>																						
Lanai Airport	18.82		57	47.66	1951	5.28	1999	3.55	Dec	0.48	Aug	10.45	11/10/1955									
Lanai City	35.37		115	66.87	1968	15.64	1999	5.30	Jan	1.28	Jun	11.25	11/10/1955									

SOURCE: U.S. Dept. of Commerce, National Oceanic and Atmospheric Administration, Western Regional Climate Center, "Hawaii Climate Summaries."

3.1.7

MONTHLY RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS  
IN MAUI COUNTY

Station	2001												Annual	Departure from Normal
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
<b>RAINFALL<sup>1</sup></b>														
<b>Maui</b>														
Haleakalala Ranger Station	6.27	0.00	2.36	5.82	0.15	2.25	1.37	2.86	3.76	3.26	9.03	0.17	37.30	-20.26
Hana Airport	8.51	0.87	3.16	5.63	1.82	4.71	6.84	8.63	7.90	18.41	17.40	2.97	86.85	3.69
Kahului Airport (WSO)	1.00	0.06	0.34	1.26	0.04	0.09	0.78	1.20	0.54	0.79	3.44	0.18	9.72	-11.20
Kapalua-West Maui Airport	2.69	0.20	0.71	1.82	0.27	0.17	1.34	2.26	1.00	1.70	5.96	0.80	18.92	NA
Keanae	15.70	1.00	8.20	9.40	3.70	3.00	10.50	14.00	8.00	13.50	7.50	0.00	94.50	NA
Kihei	0.07	0.00	0.05	0.40	0.00	0.00	0.03	0.19	0.02	0.12	2.38	0.00	3.26	-11.79
Kula Hospital	1.68	0.00	0.24	1.08	0.29	2.94	0.69	0.38	m	1.06	4.59	0.00	m	NA
Lahaina	0.52	0.00	0.00	0.01	0.03	0.00	0.00	0.40	0.62	0.29	4.14	0.00	6.01	-10.50
Makena Golf Course	0.08	0.00	0.01	1.75	0.07	0.52	0.00	0.69	0.00	0.26	4.07	0.02	7.47	NA
Puu Kukui	54.77	5.66	22.29	40.20	11.75	16.26	51.53	0.00	32.88	32.38	41.32	11.63	320.67	NA
Wailuku	3.08	0.12	0.47	4.16	0.03	0.30	0.49	1.84	1.18	1.61	5.50	0.44	16.14	-16.80
<b>Molokai</b>														
Kalaupapa	6.07	0.03	0.94	4.20	0.38	0.50	1.80	6.32	2.06	1.56	4.48	1.28	29.62	-14.98
Molokai Airport	1.17	0.04	0.31	3.36	0.12	0.22	0.50	1.96	1.29	0.15	1.96	0.30	11.38	-17.29
<b>Lanai</b>														
Lanai Airport	0.20	0.38	0.10	1.30	0.04	1.01	0.71	0.23	1.45	2.49	2.58	0.11	10.60	NA
Lanai City	0.35	0.45	0.29	1.94	0.86	0.79	1.78	1.35	1.25	1.68	6.77	0.88	18.39	-20.26

m: Insufficient or partial data; m appears alone if 10 or more daily values are missing.  
NA: Not available.

<sup>1</sup> Precipitation for month.

### 3.1.7

#### CONTINUED

2001

Station	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>TEMPERATURE<sup>2</sup></b>													
<b>Maui</b>													
Haleakalala Ranger Station	49.8	56.2	53.0	52.3	57.5	55.8	56.4	56.8	55.8	56.1	55.1	54.3	54.9
Hana Airport	m	72.1m	73.4	71.8m	74.6	75.7	76.7m	76.9	75.9	76.2	76.1	79.1m	m
Kahului Airport	70.3	71.6	73.4	73.8	75.9	77.6	78.9	79.1	77.8	78.2	75.4	72.1	75.3
Kailua	65.2m	67.0	67.7	66.8	69.5m	70.8m	71.8	72.3	71.2	71.2	69.6	67.3	69.2m
Kapalua-West Maui Airport	70.7	72.9	73.1m	72.0	75.3	77.2	77.9m	78.2	77.7	77.1m	74.7	73.3	75.0m
Kula Branch Stn.	59.2	61.0	61.8	61.9m	63.7	65.4	66.7	67.3	66.7	66.2	63.9	62.1	63.8m
Kula Hospital	58.6	60.1	61.3	60.4	62.9m	64.6m	66.2	66.8	m	65.8m	63.8	62.1	m
Makena Golf Course	70.8	72.2	73.9	73.5m	75.3m	77.2m	78.8m	78.6m	77.8	78.0m	75.6m	73.5	75.4m
Oheo	71.3	73.3	74.0	72.5	74.8m	76.4	76.8m	77.6	76.9	77.1	75.1	74.9m	75.1m
<b>Molokai</b>													
Kalaupapa	71.3	72.3	m	73.5	76.3	79.3	80.3	79.5	79.1	79.7	77.4	74.7	m
Molokai Airport	69.0	69.6	71.1	70.4	72.8	74.7	76.0	76.3	75.2	75.4	72.3	m	m
<b>Lanai</b>													
Lanai Airport	67.6m	67.7	69.8	70.5	70.7	73.6	74.8	75.6m	75.0	74.9m	71.8m	69.2	71.8m
Lanai City	64.6m	66.8m	68.1m	66.5m	68.3m	70.9m	m	71.8m	72.2m	m	m	m	m

m: Insufficient or partial data; m appears alone if 10 or more daily values are missing. t: Trace precipitation.

<sup>2</sup> Average temperature for month.

SOURCE: U.S. Department of Commerce, National Oceanographic and Atmospheric Administration, National Climatic Data Center, *Climatological Data Annual Summary, Hawaii and Pacific*, 2001.

### 3.1.8

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

Station	1994	1995	1996	1997	1998	1999	2000
<b>ANNUAL RAINFALL</b>							
<b>Maui</b>							
Haleakala Ranger Station	43.98	20.28	58.46	70.19	34.16	52.24	37.30
Hana Airport	104.68	55.11	79.20	92.31	56.44	60.44	86.85
Kahului Airport (WSO)	13.93	13.45	31.00	23.08	6.76	9.66	9.72
Kapalua-West Maui Airport	26.90	19.42	38.34	36.79	19.20	21.66	18.92
Keanae	m	m	m	m	m	79.90m	94.50m
Kihei	5.61	8.21	22.32	19.96	4.47	7.13	3.26
Kula Branch Stn.	17.03	13.40	39.06	29.95	10.12	12.38	11.89
Lahaina	8.02	6.30	22.81	16.68	1.86	2.62	6.01
Makena Golf Course	7.95	14.90	30.42	23.32	5.58	10.16	7.47
Puukolii	22.09	12.03	29.53	27.34	14.81	m	19.23
Puu Kukui	318.50	129.50	114.20	407.65	446.45	379.88	320.67m
Wailuku	34.76	36.74	47.00	49.00	17.16	18.57	16.14
<b>Molokai</b>							
Kalaupapa	43.25	38.87	12.00	61.66	m	30.81	29.62
Molokai Airport	16.61	18.92	38.45	33.91	12.66	13.52	11.38
<b>Lanai</b>							
Lanai Airport	5.40	13.36	43.70	20.91	10.69	5.28	10.60
Lanai City	m	22.27	65.78	42.76	19.85	15.64	18.39
<b>AVERAGE ANNUAL TEMPERATURE</b>							
<b>Maui</b>							
Haleakala Ranger Station	54.3m	54.9m	55.2m	54.5m	53.7	53.8m	54.9
Hana Airport	m	74.6m	75.1m	74.9m	74.0m	m	m
Kahului Airport (WSO)	76.4	76.9	77.0	76.7	75.1	75.1	75.3
Kapalua-West Maui Airport	75.3m	75.5	74.7m	75.5m	74.3m	74.5m	75.0m
Kula Branch Stn.	63.9m	64.3m	64.1m	m	63.2m	62.2m	63.8m
Kula Hospital	63.6m	64.0m	65.1m	64.1m	62.6m	62.8m	m
Lahaina	m	m	m	m	m	m	m
Makena Golf Course	75.2m	75.7m	m	75.3m	74.4m	74.8m	75.4m
<b>Molokai</b>							
Molokai Airport	75.2m	74.5	74.9	74.4m	73.9	73.8	m
<b>Lanai</b>							
Lanai Airport	m	m	71.7m	71.4m	71.0m	70.9m	71.8m
Lanai City	m	m	m	m	m	68.4m	m

m: Insufficient or partial data; m appears alone if 10 or more daily values are missing.

NA: Not available.

SOURCE: U.S. Department of Commerce, National Oceanographic and Atmospheric Administration, National Climatic Data Center, *Climatological Data, Annual Summary, Hawaii and Pacific, 1994-2000*.

### 3.2.1

## TRENDS IN REAL PROPERTY TAX BASE, MAUI COUNTY

*Gross valuation in thousands  
As of January 1 unless otherwise noted*

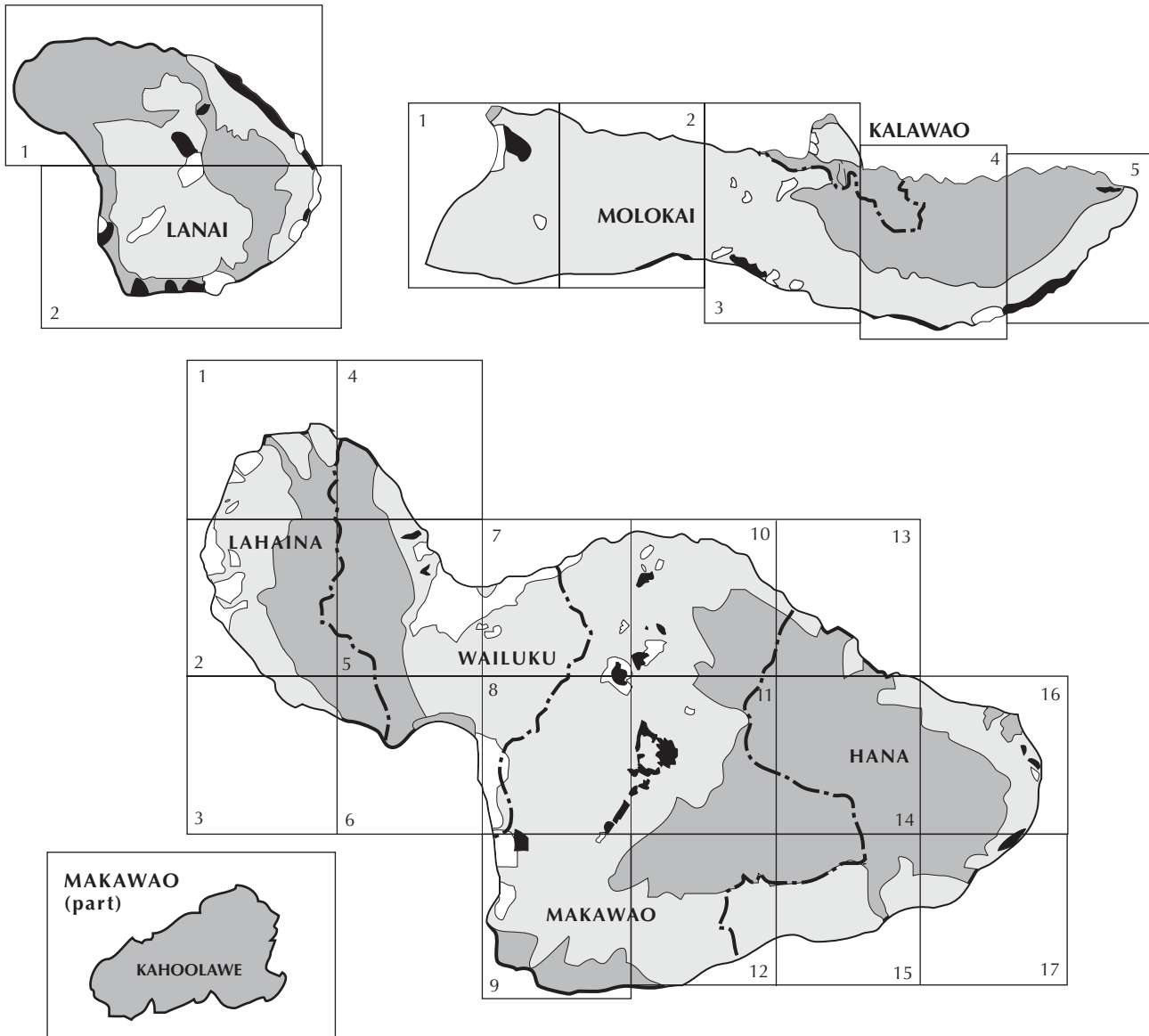
	1996	1997	1998	1999	2000	2001	2002
<b>Improved Residential</b>							
Land	1,621,075	1,566,094	1,592,910	1,568,983	1,629,787	1,778,535	2,105,914
Improvements	759,784	782,187	803,783	817,079	883,993	980,638	1,147,963
<b>Unimproved Residential</b>							
Land	286,264	276,221	258,915	282,747	327,362	312,704	291,068
Improvements	5,592	2,003	1,963	1,872	122	2,373	347
<b>Homeowner</b>							
Land	2,396,397	2,379,383	2,283,499	2,225,415	2,383,931	2,645,650	3,068,710
Improvements	1,986,856	2,063,164	2,080,557	2,143,098	2,253,350	2,494,417	2,753,442
<b>Hotel/Resort</b>							
Land	951,692	954,858	975,562	1,066,582	1,066,560	1,118,337	1,212,092
Improvements	2,210,710	2,358,814	2,346,723	2,681,250	2,841,594	3,173,969	3,424,136
<b>Apartment</b>							
Land	493,105	485,770	500,857	496,335	570,516	576,269	660,144
Improvements	1,173,281	1,075,849	1,032,209	1,096,639	1,220,117	1,429,635	1,677,822
<b>Commercial</b>							
Land	616,468	572,682	572,824	611,007	631,941	672,344	698,764
Improvements	361,715	372,886	382,338	391,668	393,739	471,205	492,228
<b>Industrial</b>							
Land	558,184	571,558	572,949	577,667	593,621	607,145	600,716
Improvements	373,097	396,415	415,419	411,845	416,315	439,790	471,526
<b>Agricultural</b>							
Land	892,324	865,718	880,448	894,855	944,608	1,024,089	1,128,381
Improvements	343,226	348,831	362,129	363,055	379,565	422,948	450,050
<b>Conservation</b>							
Land	210,447	240,398	244,888	271,170	278,967	289,466	340,554
Improvements	29,885	30,151	28,128	27,759	29,723	29,829	30,985
<b>TOTAL</b>	<b>15,270,102</b>	<b>15,342,982</b>	<b>15,336,101</b>	<b>15,929,026</b>	<b>16,845,811</b>	<b>18,469,342</b>	<b>20,554,842</b>

NOTES: Gross valuations do not include nontaxable properties. Detail may not add to totals due to rounding.





SOURCE: County of Maui, Department of Finance, Real Property Tax Division, records (2001, 2002); City and County of Honolulu, Department of Finance, Real Property Assessment Division, *Real Property Tax Valuations, Tax Rates & Exemptions, State of Hawaii* (1994-1995 through 2000-2001 Tax Years, annual).

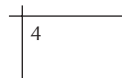
3.2.2

LAND USE DISTRICTS, MAUI COUNTY



LAND USE DISTRICTS

-  Urban District
-  Rural District
-  Agriculture District
-  Conservation District



District Boundary Map Index



Judicial District Boundary and Name

Scale: 1:593,260



0 4.5 9 miles

SOURCE: Hawaii State Land Use Commission, 1:24,000 and U.S. Department of Commerce, Bureau of the Census, TIGER/Line 1990.



### 3.2.3

## ESTIMATED ACREAGE OF LAND USE DISTRICTS, BY ISLANDS

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

Island	Total Area <sup>2</sup>	CLASSIFICATION BY STATE LAND USE COMMISSION <sup>1</sup>			
		Urban	Conservation	Agricultural	Rural
As of December 31, 2001					
Maui	465,800	21,403	194,836	245,783	3,778
Molokai	165,800	2,539	49,768	111,627	1,866
Lanai	90,500	3,257	38,197	46,639	2,407
Kahoolawe	28,800	—	28,800	—	—
Hawaii	2,573,400	52,083	1,306,716	1,213,873	728
Oahu	386,188	99,686	156,618	129,884	—
Kauai	353,900	14,396	198,769	139,482	1,253
Niihau	45,700	—	—	45,700	—
Kaula and Lehua	400	—	400	—	—
Other Islands <sup>3</sup>	1,900	—	1,900	—	—
<b>State Total</b>	<b>4,112,388</b>	<b>193,365</b>	<b>1,976,004</b>	<b>1,932,988</b>	<b>10,032</b>

<sup>1</sup> For definitions, see Hawaii Revised Statutes, Section 205-2.

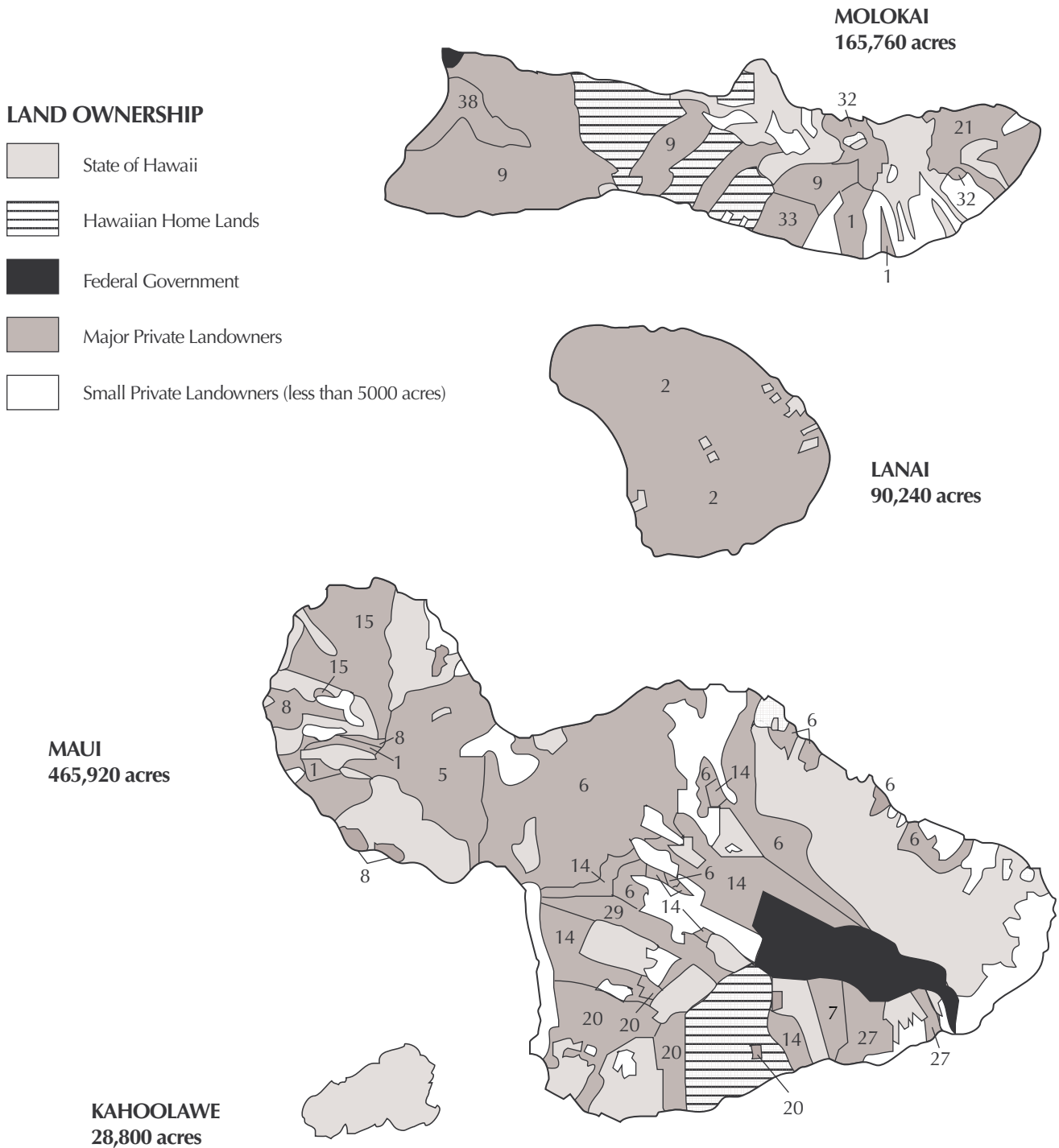
<sup>2</sup> These totals differ somewhat from the official figures based on measurements by the Geography Division of the U.S. Bureau of the Census.

<sup>3</sup> The Northwestern Hawaiian Islands, from Nihoa to Kure Atoll, excluding Midway.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Land Use Commission, records.

3.2.4

LAND OWNERSHIP, MAUI COUNTY



SOURCE: © University of Hawaii Press, *Atlas of Hawaii*, 2nd edition (1983); Kahoolawe Conveyance Commission, May 1994.

### 3.2.5

## LAND OWNERSHIP IN THE STATE OF HAWAII

Rank		Total Acreage
①	Kamehameha Schools/Bernice Pauahi Bishop Estate	341,546
②	Castle and Cooke, Inc.	149,000
3	Richard S. Smart (Parker Ranch)	140,000
4	S. M. Damon Estate	121,659
⑤	C. Brewer and Co., Ltd.	97,346
⑥	Alexander and Baldwin, Inc.	95,340
⑦	James Campbell Estate	79,039
⑧	AMFAC, Inc.	65,039
⑨	Molokai Ranch, Ltd.	56,217
10	*Gay and Robinson	55,800
11	Theo H. Davies and Co., Ltd.	50,887
12	*Niihau Ranch	46,065
13	McCandless Properties	34,418
⑭	Haleakala Ranch	32,701
⑮	Maui Land and Pineapple Co., Inc.	29,000
16	W. H. Shipman, Ltd.	23,350
17	*World Union Industrial Corp.	23,206
18	Yee Hop Ltd.	22,391
19	Grove Farm Co., Inc.	22,223
⑳	*Ulupalakua Ranch Inc.	20,313
21	Puu-O-Hoku Ranch	13,734
22	Queen's Medical Center	13,000
23	Jack B., Henry A., and Norman L. Greenwell	11,850
24	Kealakekua Ranch Ltd.	10,755
25	Queen Lili'uokalani Trust Estate	10,400
26	Transcontinental Development Corp.	10,242
㉑	Kaupo Ranch Ltd.	10,220
28	*Ala Moana Hawaii Properties	10,148
㉓	Kaono Ulu Ranch Co., Ltd.	8,791
30	Kahua Ranch	8,559
31	Hana Ranch	6,118
㉕	*Francis H. I. Brown, et al.	6,103
㉖	Kawela Plantation Development Assoc.	5,977
34	Zion Securities	5,941
35	*Lanikai Corp.	5,901
36	*Palani Land Trust II	5,756
37	*Eric A. and Augustus F. Knudsen Trusts	5,693
㉘	Kalua Koi Corp.	5,000

① = Owns land in Maui County.

\* Unconfirmed by owners: acreage based on compilation from REDI Atlas (Real Estate Data Corp.), or State of Hawaii Data Book, 1981 (Department of Planning and Economic Development).

Source: © University of Hawaii Press, *Atlas of Hawaii*, 2nd Edition, 1983.

### 3.2.6

## LAND IN HAWAII OWNED BY SELECTED LARGE LANDOWNERS

Ownership	1997	1998	1999	2000
Eight Large Landowners	996,226	992,998	981,844	976,693
Percent of Total Land Area <sup>1</sup>	24.2	24.2	23.9	23.8
Kamehameha Schools <sup>2</sup>	366,098	366,374	366,252	366,042
Richard S. Smart (Parker Ranch)	136,602	136,436	136,406	136,332
Castle and Cooke, Inc.	100,023	99,909	99,761	95,200
Dole Food Company, Inc.	28,745	28,685	28,518	28,515
Samuel M. Damon Estate	121,595	121,595	121,360	121,360
Alexander and Baldwin, Inc.	93,020	93,080	91,226	91,100
C. Brewer and Company, Ltd.	79,343	76,219	75,891	75,744
James Campbell Estate	70,800	70,700	62,400	62,400

<sup>1</sup> Based on area of 4,110,966 acres.

<sup>2</sup> As of July 1. Formerly known as the Bernice P. Bishop Estate.

<sup>3</sup> Revised.

<sup>4</sup> Included in Dole Food Company, Inc. total.

<sup>5</sup> Excludes 4,126 acres transferred to C. Brewer Homes, Inc.

SOURCE: Department of Business, Economic Development & Tourism survey of major landowners.

### 3.2.7

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

*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, 2001	Maui	Molokai	Lanai	Hawaii	Kauai	Oahu	State Total
Acreege <sup>1</sup>	30,962	25,386	50	116,963	20,211	7,015	200,587
In Homestead Use	2,022	11,005	0	27,288	815	910	42,040
Homestead Leases	761	829	-	2,051	509	2,042	7,192
Residential	621	391	-	1,280	460	2,983	5,735
Agricultural	66	412	-	494	47	59	1,078
Pastoral	74	26	-	277	2	-	379
Applicant Waiting List <sup>2</sup>	6,070	1,667	-	11,805	3,424	8,975	31,941
Residential	2,749	697	-	4,864	1,454	7,106	16,870
Agricultural	2,982	821	-	5,588	1,763	1,864	13,203
Pastoral	339	149	-	1,763	207	-	2,048
Income from Land (\$) <sup>3</sup>	104,924	213,657	0	3,552,961	111,014	2,691,835	6,661,382

<sup>1</sup> Data based on latest figures from the trust resolution project. Acreages are rounded to the nearest acre and include 13,127 acres of new lands out of the 16,518-acre land transfer from the Public Land Trust and 225 acres from the Hawaiian Home Lands Recovery Act. DHHL purchased 57.160 acres at Waiehu Kou, Maui, and 60,433 acres at Kealahou, Hawaii. Oahu total includes 14.4 acres of Kalawahine land provided under Act 150, SLH 1990, 1,356 acres at Lualualei under Executive Orders to the the U.S. Navy, 53,615 acres at Princess Kahanu Estates, and 20.114 acres at Waianae Kai. Act 95, SLH 1996, also transferred 51.324 acres at Kealahou (La'i'opua) and 37.839 acres at Kapolei, Oahu, as part of the land claims settlement.

<sup>2</sup> Applicants may appear on waiting lists for more than one type of property; if so, they are counted more than once. The Department estimates the unduplicated Statewide total number of applicants at about 19,641. Data are subject to audit.

<sup>3</sup> Income derived from leases, permits and licenses for land use.

SOURCE: Hawaii State Department of Hawaiian Home Lands, *Annual Reports* and records.

## 3.2.8

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

Area	Number of Sales		Average Sales Price		Median Sales Price		Total Dollar Volume	
	2001 Sales	% Chg Last Yr	2001 Average	% Chg Last Yr	2001 Median	% Chg Last Yr	2001 Volume	% Chg Last Yr
<b>SINGLE FAMILY HOMES</b>								
Central	186	-1%	271,730	14%	242,250	13%	50,541,755	13%
Haiku	78	-6%	454,925	5%	397,500	3%	35,484,178	-1%
Hana	15	50%	569,767	37%	367,500	21%	8,546,500	105%
Kaanapali	16	-24%	1,131,125	30%	855,000	8%	18,098,000	-1%
Kapalua	4	-64%	1,837,500	-39%	1,775,000	6%	7,350,000	-78%
Kihei	156	-18%	338,574	0%	309,000	21%	52,817,567	-18%
Kipahulu	1	N/A	975,000	N/A	975,000	N/A	975,000	N/A
Kula/Ulupalakua/Kanaio	205	69%	336,285	-19%	237,501	-30%	68,938,402	37%
Lahaina	34	21%	346,485	8%	299,500	15%	11,780,500	31%
Lanai	9	-10%	237,111	22%	150,000	5%	2,134,000	9%
Makawao/Olinda/Haliimaile	81	-18%	277,414	-4%	254,000	11%	22,470,525	-22%
Maui Meadows	35	0%	663,357	3%	650,000	18%	23,217,500	3%
Molokai	2	-33%	77,200	-72%	77,200	-53%	154,400	-81%
Nahiku	1	0%	180,000	-60%	180,000	-60%	180,000	-60%
Napili/Kahana/Honokowai	48	55%	542,794	-16%	408,000	7%	26,054,100	30%
Pukalani	64	-3%	326,623	25%	308,250	20%	20,903,900	21%
Sprecklesville/Paia/Kuau	23	-43%	611,272	44%	385,000	55%	14,059,245	-17%
Wailea/Makena	28	-36%	1,377,375	-11%	880,000	11%	38,566,500	-43%
<b>Maui Summary:</b>	<b>986</b>	<b>0%</b>	<b>407,984</b>	<b>-9%</b>	<b>299,000</b>	<b>9%</b>	<b>402,272,072</b>	<b>-9%</b>
<b>CONDOMINIUMS</b>								
Central	87	34%	98,074	22%	99,000	25%	8,532,400	64%
Hana	3	200%	119,333	63%	108,000	48%	358,000	390%
Kaanapali	156	15%	545,595	26%	535,000	52%	85,112,819	45%
Kapalua	49	-33%	912,204	59%	525,000	17%	44,698,000	7%
Kihei	536	-9%	177,868	14%	146,975	17%	95,337,378	4%
Kula/Ulupalakua/Kanaio	3	200%	267,833	-70%	260,000	-71%	803,500	-10%
Lahaina	35	-22%	187,914	-37%	130,000	-42%	6,577,000	-51%
Lanai	11	22%	1,164,455	20%	1,145,000	39%	12,809,000	47%
Maalaea	52	-10%	222,508	9%	205,500	5%	11,570,400	-3%
Napili/Kahana/Honokowai	284	-22%	236,662	17%	199,500	11%	67,212,114	-8%
Pukalani	3	-50%	330,000	23%	345,000	27%	990,000	-38%
Sprecklesville/Paia/Kuau	2	-50%	84,750	-85%	84,750	-88%	169,500	-93%
Wailea/Makena	88	-40%	650,172	7%	444,500	11%	57,215,100	-36%
<b>Maui Summary:</b>	<b>1309</b>	<b>-12%</b>	<b>298,996</b>	<b>12%</b>	<b>190,000</b>	<b>4%</b>	<b>391,385,211</b>	<b>-2%</b>

NOTE: In 2001, no single family home sales were reported in the Honokohau, Keanae and Maalaea areas.

N/A: Not applicable.

SOURCE: Maui Board of REALTORS, MLS Resale Data, December 2001.

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### 3.2.9

## FOREST ACREAGE, MAUI COUNTY

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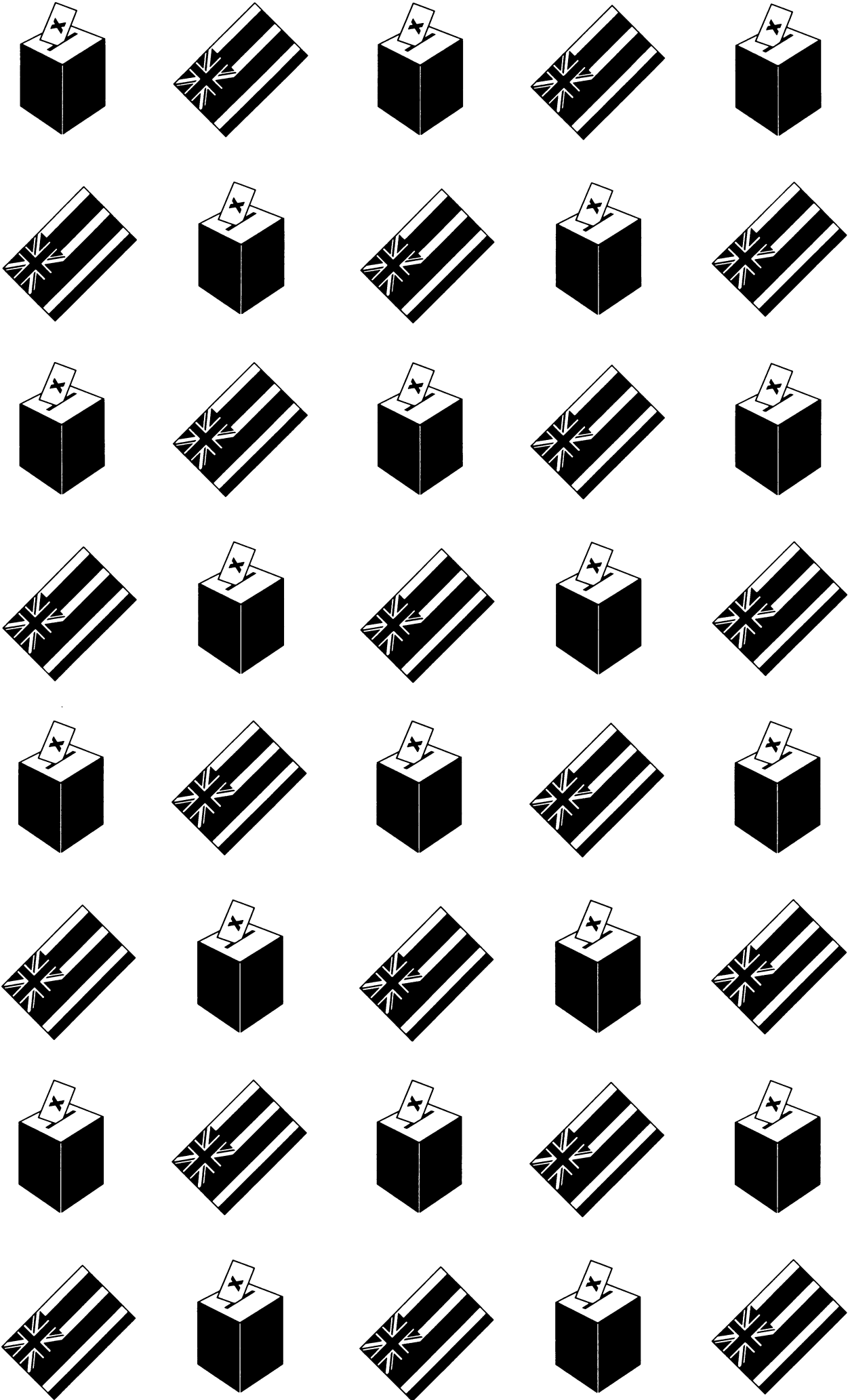
	<b>Acreage</b>
Conservation District Forest Land	
Total	148,587
Forest reserve land <sup>1</sup>	89,257
Private forest land <sup>2</sup>	59,330
Planted Forest	
Total	15,638
Planted in preceding year	35
Total standing	15,603
Natural Areas	
Number of areas	6
Acres	20,073

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<sup>1</sup> State owned and privately owned lands under surrender agreement in forest reserve system.

<sup>2</sup> Private forest land within conservation district. The majority of these lands were previously in the forest reserve system.

SOURCE: Hawaii State Department of Land and Natural Resources, Division of Forestry and Wildlife, records.



# Government

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## 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 Hawaii is vested in one combined city and county (Honolulu, consisting of the Island of Oahu and outlying islets), three non-metropolitan counties (Hawaii, Kauai and Maui), and one area (Kalawao County) administered by the Hawaii 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 1992.

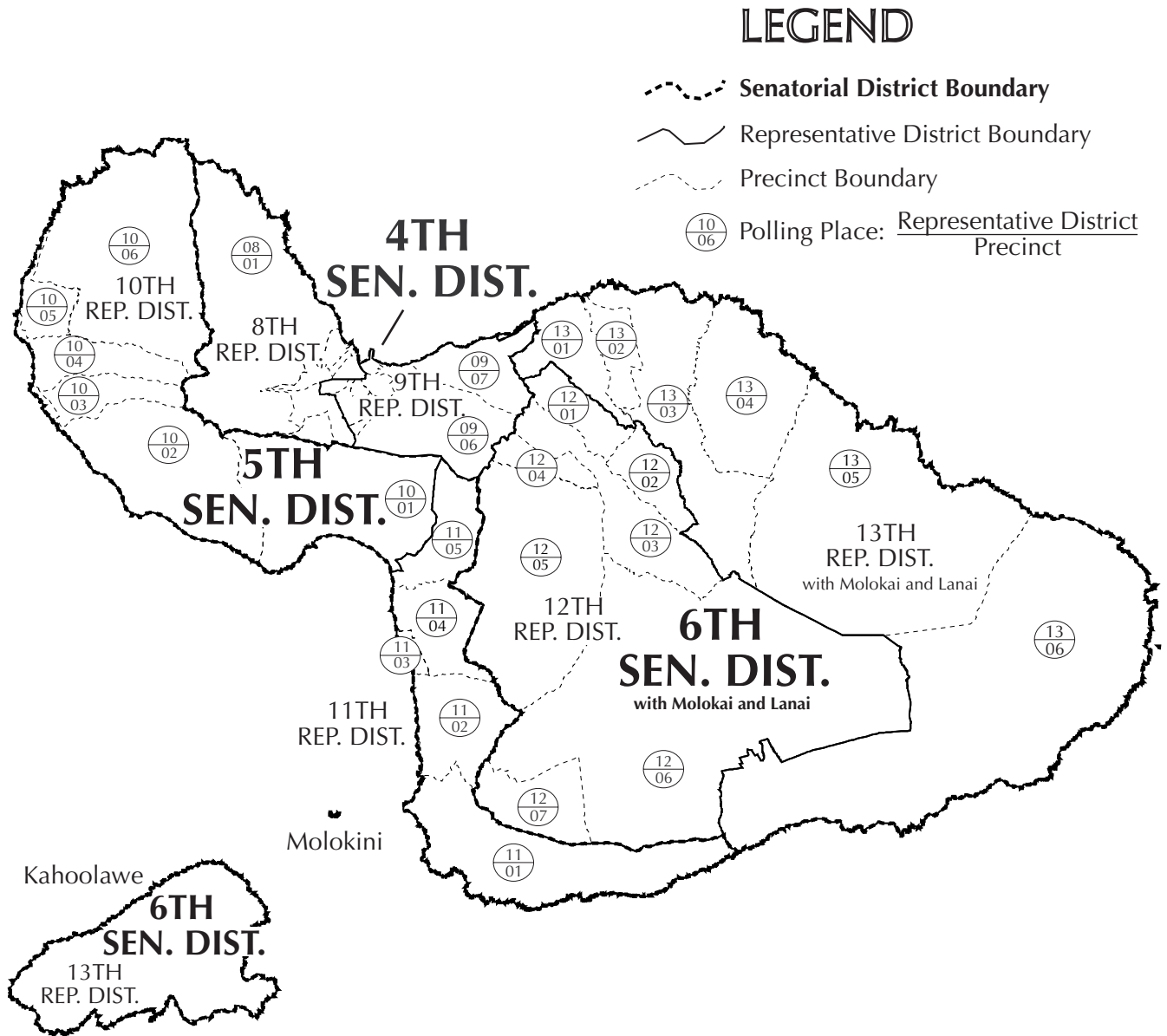
Important sources on statistics on government include: *Government in Hawaii*, Tax Foundation of Hawaii; *Revenue Trends* (monthly tax collection reports), Hawaii State Department of Taxation; *State of Hawaii Data Book*, Hawaii State Department of Business, Economic Development and Tourism; and *Historical Statistics of Hawaii*, Robert C. Schmitt.

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/govs/www/cffr.html>. The State of Hawaii does not report on its spending by county.



# MAP OF ELECTION DISTRICTS

*Islands of Maui and Kahoolawe*




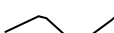
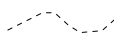

SOURCE: County of Maui, Geographic Information Systems, September 2002.

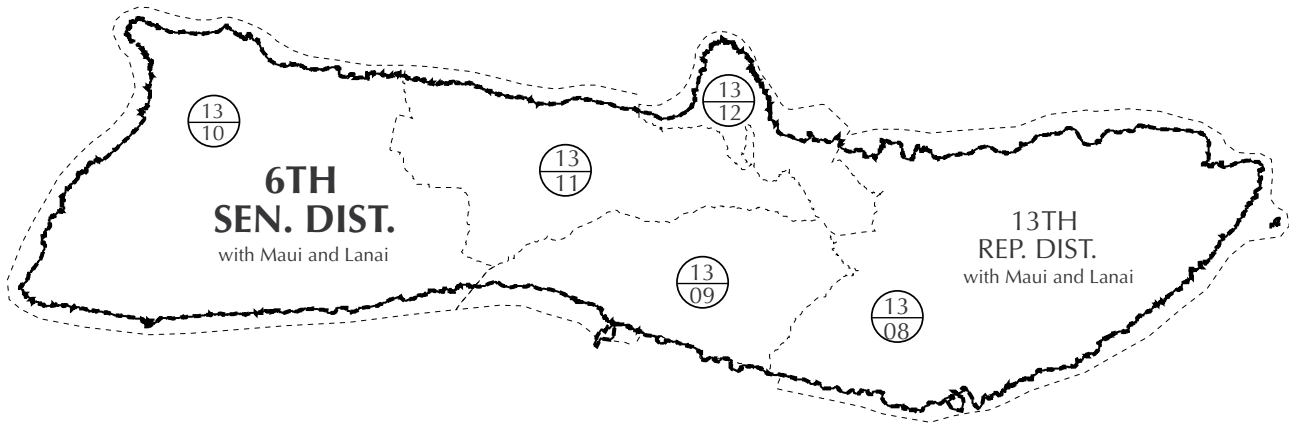
4.1

MAP OF ELECTION DISTRICTS

*Island of Molokai*

LEGEND

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



SOURCE: County of Maui, Geographic Information Systems, September 2002.

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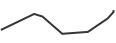


4.1

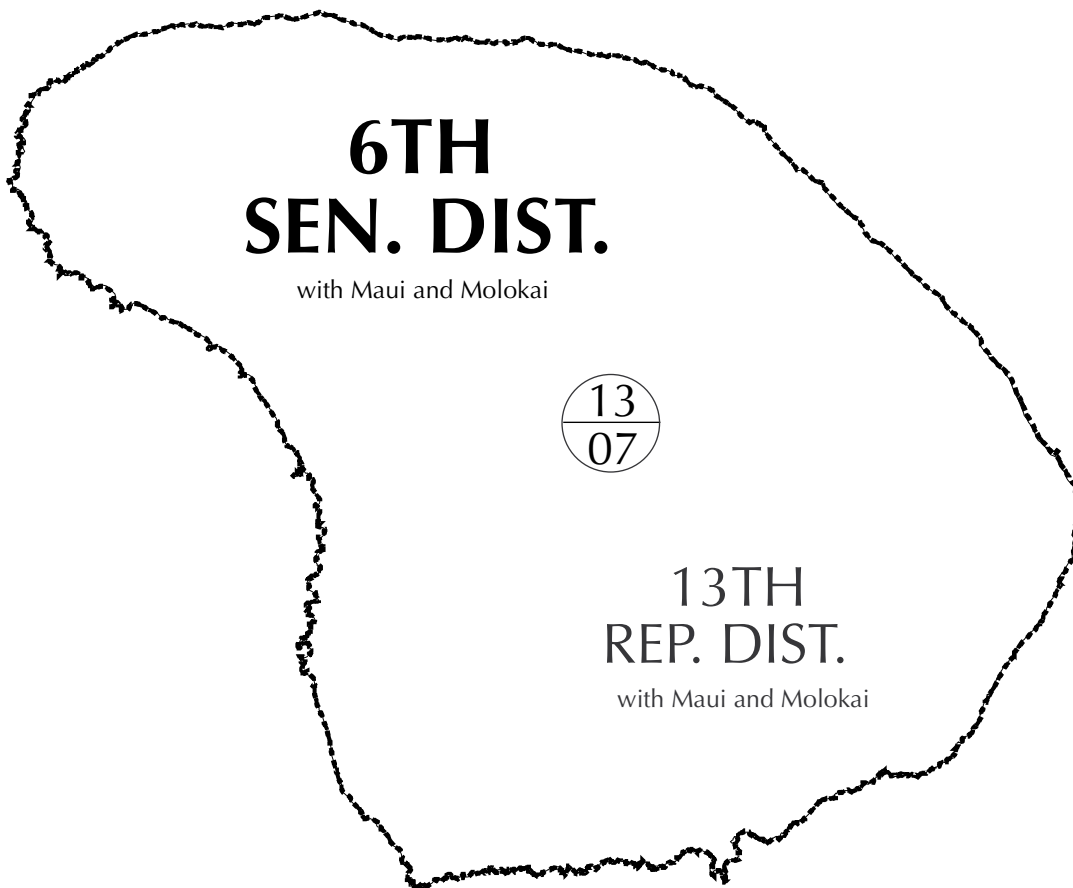
**MAP OF ELECTION DISTRICTS**

*Island of Lanai*

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**LEGEND**

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



SOURCE: Hawaii State Office of the Lieutenant Governor, and Department of Budget and Finance, ICS Division, January 1992.



## 4.2

### REGISTERED VOTERS IN GENERAL ELECTIONS, BY JUDICIAL DISTRICT, MAUI COUNTY

County and District	1992	1994	1996	1998	2000
State Total	464,495	488,889	544,916	601,404	637,349
Maui County <sup>1</sup>	47,238	48,036	57,091	66,740	73,331
Hana	847	901	1,044	1,188	1,274
Makawao	15,113	16,212	19,268	22,432	24,852
Wailuku	20,832	20,510	24,772	29,110	31,800
Lahaina	6,246	6,227	7,353	8,580	9,746
Lanai	1,096	1,196	1,356	1,509	1,616
Molokai	3,015	2,899	3,210	3,847	3,970
Kalawao <sup>1</sup>	89	91	88	74	73

<sup>1</sup> Kalawao County included with Maui County.

SOURCE: Hawaii State Office of Elections, World Wide Web sites <http://www.hawaii.gov/elections/reslt98/general/precinct/precinct.pdf> and [http://www.hawaii.gov/elections/facts/reg\\_stat.htm](http://www.hawaii.gov/elections/facts/reg_stat.htm), and records.

## 4.3

### VOTES CAST IN GENERAL ELECTIONS BY JUDICIAL DISTRICT, MAUI COUNTY

County and District	1992	1994	1996	1998	2000
State Total	382,882	377,011	370,230	412,520	371,299
Maui County <sup>1</sup>	38,408	36,589	36,169	43,382	39,692
Hana	641	585	599	636	593
Makawao	11,361	10,504	11,006	12,641	11,870
Wailuku	14,963	13,591	13,641	15,983	14,152
Lahaina	4,713	3,865	3,898	4,451	4,063
Lanai	872	892	820	923	857
Molokai	1,835	1,783	1,724	1,880	1,685
Kalawao <sup>1</sup>	71	71	58	43	0
Absentee <sup>2</sup>	3,952	5,298	4,423	6,825	6,472

<sup>1</sup> Kalawao County included with Maui County.

<sup>2</sup> Cannot be assigned to districts.

SOURCE: Hawaii State Office of Elections, World Wide Web sites <http://www.hawaii.gov/elections/reslt98/general/precinct/precinct.pdf> and [http://www.hawaii.gov/elections/facts/reg\\_stat.htm](http://www.hawaii.gov/elections/facts/reg_stat.htm), and records.

## 4.4

# MAUI COUNTY GENERAL ELECTION RESULTS, NOVEMBER 7, 2000

<b>PRESIDENT &amp; VICE PRESIDENT</b>			<b>U.S. SENATOR</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
(D) GORE\LIEBERMAN	23,484	59.2	(D) AKAKA, Daniel K.	27,695	67.7
(R) BUSH\CHENEY	12,876	32.5	(R) CARROLL, John	8,808	22.8
(G) NADER\LaDUKE	2,499	6.3	(NL) CLEGG, Lauri A.	500	1.1
(L) BROWNE\OLIVIER	182	0.5	(L) MALLAN, Lloyd Jeffrey	349	0.8
(RF) BUCHANAN\FOSTER	122	0.3	(C) PORTER, David	179	0.6
(C) PHILLIPS\FRAZIER	46	0.1	Blank Votes/Over Votes	2,134	6.8
(NL) HAGELIN\GOLDHABER	39	0.1			
Blank Votes/Over Votes	417	0.1			
<b>U.S. REPRESENTATIVE - [D 2]</b>			<b>STATE SENATOR - [D 5]</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
(D) MINK, Patsy Takemoto	24,288	61.2	(D) ENGLISH, J. Kalani	8,300	53.7
(R) FRANCIS, Russ	12,109	30.5	(R) SHISHIDO, Allen T.	6,547	42.4
(L) DUQUESNE, Lawrence G.K.	831	2.1	Blank Votes/Over Votes	601	3.8
Blank Votes/Over Votes	2,437	6.1			
<b>STATE REPRESENTATIVE - [D 7]</b>			<b>STATE REPRESENTATIVE - [D 8]</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
(R) DAVIS, Ron	3,114	51.8	(D) SOUKI, Joe	3,586	51.6
(D) KAHO'OHALAHALA, Sol P	2,594	43.2	(R) PETERSON	3,018	43.4
Blank Votes/Over Votes	303	5.0	Blank Votes/Over Votes	345	5.0
<b>STATE REPRESENTATIVE - [D 9]</b>			<b>STATE REPRESENTATIVE - [D 10]</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
(D) NAKASONE, Bob	5,793	76.7	(R) BUKOSKI, Kika	3,374	43.2
(R) HENRY, John F.	1,332	17.6	(D) VROOM, JJ	2,889	37.0
Blank Votes/Over Votes	428	5.7	(A) GIBSON, Malia	1,076	13.8
			Blank Votes/Over Votes	479	6.1
<b>STATE REPRESENTATIVE - [D 11]</b>			<b>STATE REPRESENTATIVE - [D 12]</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
(R) HALFORD, Chris	4,361	52.8	(D) MORITA, Hermina M. (Mina)	2,307	75.0
(D) STARR, Jonathan	3,244	39.3	(NL) WEST-TICKLE, Ann E.	386	12.6
(G) STENSHOL, Shaun	241	2.9	Blank Votes/Over Votes	382	12.4
Blank Votes/Over Votes	413	5.0			
<b>COUNCILMEMBER - WEST MAUI</b>			<b>COUNCILMEMBER - WAILUKU-WAIHEE-WAIKAPU</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
JOHNSON, Jo Anne	16,801	42.4	KANE, Dain P.	21,146	53.4
NAKAMURA, Dennis Y.	16,676	42.1	VICTORINO, Michael (Mike)	13,381	33.8
Blank Votes/Over Votes	6,141	15.5	Blank Votes/Over Votes	5,091	12.8
<b>COUNCILMEMBER - KAHULUI</b>			<b>COUNCILMEMBER - SOUTH MAUI</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
ARAKAWA, Alan M.	21,169	53.4	NISHIKI, Wayne K.	18,999	48.0
DAVIS, Mike	14,143	35.7	BRITTON, Lynn	17,150	43.3
Blank Votes/Over Votes	4,306	10.8	Blank Votes/Over Votes	3,469	8.7
<b>COUNCILMEMBER - MAKAWAO-HAIKU-PAIA</b>			<b>COUNCILMEMBER - UPCOUNTRY</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
MOLINA, Mike	18,668	47.1	TAVARES, Charmaine	22,870	57.7
ENRIQUES, John Wayne	15,603	39.4	KAHO'OHANOHANO, David E.	11,545	29.1
Blank Votes/Over Votes	5,347	13.5	Blank Votes/Over Votes	5,203	13.1
<b>COUNCILMEMBER - LANAI</b>			<b>COUNCILMEMBER - MOLOKAI</b>		
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
HOKAMA, Riki	16,743	42.3	KAWANO, Patrick S.	26,469	66.8
KAWAMURA, Georgina Kauai	15,668	39.5	Blank Votes/Over Votes	13,149	33.2
Blank Votes/Over Votes	7,207	18.2			

SOURCE: Hawaii State Office of Elections, records.

4.5

**MAUI COUNTY GENERAL ELECTION RESULTS,  
OFFICE OF HAWAIIAN AFFAIRS TRUSTEES  
AND AMENDMENTS, NOVEMBER 7, 2000**

<b>OHA - SPECIAL ELECTION VACANCY AT LARGE (3)</b>					
	<b>Votes</b>	<b>%</b>		<b>Votes</b>	<b>%</b>
AKANA, Rowena M.N.	6,472	5.5	KELIIHOLOKAI, Jennifer	1,079	0.9
AKINA, Crayn Kauahi	1,317	1.1	KOTOMORI, Janet	1,203	1
BATES, Beverly R.	1,687	1.4	KUPAU, O.	506	0.4
BRANDT, Nani G.	3,129	2.6	LEE, Richard	2,340	2
BURKE, Gene P. K. (Kini)	529	0.4	MALTERRE, Walter G.	143	0.1
CAIRES, Gordon Kona	581	0.5	MCGREGOR, Bob	1,709	1.4
DE COSTA, Denise Mahealani	1,567	1.3	MORRISON, Harriet Ilima	819	0.7
DESOTO, A. Frenchy	4,583	3.9	OLDS, Nalani	2,266	1.9
EBEL, Bud	467	0.4	PADEKEN, Charmaine H.	650	0.5
EBISU, Tulane E.	565	0.5	PALCIC, Michael (Big Mike)	348	0.3
ELDERTS, Maitland P. K.	153	0.1	PARK, Bernadette (Akiona)	909	0.8
EVANS, Kimo Keanu	962	0.8	PEABODY, George (Aloha)	1,348	1.1
FINA'I, Charl Kaleialohaona	454	0.4	PELTIER, Victor (Umi)	234	0.2
GILES, Jason C.	1,101	0.9	ROSE, Charles (Kale Loke)	908	0.8
GORA, Francis Keoua	605	0.5	SABEY, John L.	208	0.2
GREENWOOD, Alice U. Oupnui	849	0.7	SCHNEIDER, Loyson Earll	465	0.4
HAIA, Thomas A.K.	604	0.5	STENDER, Oswald K.	4,411	3.7
HANALEI, Ralph (Hana)	1,278	1.1	TIWANAK, Eric Kuualoha	175	0.1
HUBBARD, Lela Malina	897	0.8	TOLER, Dustin	267	0.2
KAAPU, Kekoa David Jr.	1,773	1.5	TRASK, Mililani B.	6,205	5.2
KALEIKINI, Lovell F.	677	0.6	TUNGPALAN, Eloise Ululani Y	1,675	1.4
KAMAKAWIWOOLE, Reynolds N.	1,703	1.4	WAIHE'E, John D., IV	5,648	4.8
KAMALI'I, Kina'u Boyd	2,612	2.2	WONG, Edwina A.L.	809	0.7
KANEKOA, Mitchell III	846	0.7	WONG, Jimmy	1,082	0.9
KAUHANE, Mike	937	0.8	YIN, Thomas M.	247	0.2
KELIIHOLOKAI, Demetrius	271	0.2	Under Votes/Over Votes	46,300	39.1
<b>OHA - SPECIAL VACANCY OAHU (1)</b>					
HEE, Clayton	15,401	38.8	THOMPSON, Richard	4,455	11.2
MURATA, Todd	1,715	4.3	WONGHAM, Greg	903	2.3
TAKAMINE, Vicky Holt	5,769	14.5	Blank Votes/Over Votes	11,422	28.8
<b>CONSTITUTIONAL AMENDMENT: Appoint Tax Review Commission</b>			<b>CONSTITUTIONAL AMENDMENT: Staggered Senate Terms</b>		
YES	12,564	31.8	YES	26,602	67.3
NO	22,999	58.1	NO	7,701	19.5
Blank Votes/Over Votes	3,992	10.1	Blank Votes/Over Votes	5,252	13.3
<b>CONSTITUTIONAL AMENDMENT: UH Self Governance</b>					
YES	28,101	71.0			
NO	8,074	20.4			
Blank Votes/Over Votes	3,380	8.5			

NOTE: Descriptions of Constitutional and Maui Charter issues are not given in official wording.

SOURCE: Hawaii State Office of Elections, records.

## 4.6

**COUNTY STATEMENT OF REVENUES AND EXPENDITURES,  
ALL GOVERNMENTAL FUND TYPES AND EXPENDABLE TRUST  
FUNDS, MAUI COUNTY**

*In thousands of dollars; for year ended June 30*

	1997	1998	1999	2000	2001
<b>Revenues:</b>					
Real Property Taxes	74,141	75,185	74,812	84,651	88,078
Other Taxes	10,791	11,041	10,911	11,736	12,132
Intergovernmental Revenues	49,833	50,568	39,213	35,796	43,440
Charges for Services	21,666	21,866	23,125	29,210	30,733
Licenses and Permits	6,930	7,042	7,576	8,704	9,601
Revenues from Use of Money and Property	3,416	3,126	2,442	2,938	3,324
Fines and Forfeitures	822	683	823	800	822
Other Sources	5,928	6,658	6,111	6,240	6,495
Subtotal	173,528	176,169	165,014	180,075	194,625
<b>Other Sources:</b>					
Bond/Loan Proceeds	7,136	42,192	11,600	15,479	12,707
<b>TOTAL Revenues + Other Sources</b>	<b>180,664</b>	<b>218,361</b>	<b>176,614</b>	<b>195,554</b>	<b>207,332</b>
<b>Expenditures:</b>					
Management and Other	39,648	41,598	36,851	37,510	39,045
Public Safety	35,287	37,461	38,331	39,335	40,241
Sanitation	17,819	18,912	18,444	19,070	19,589
Highway and Streets	9,413	9,870	9,105	9,136	9,270
Social Welfare	18,828	21,545	20,585	19,948	21,323
Culture and Recreation	12,458	13,085	13,868	15,065	14,725
Legislative	2,483	3,039	3,103	2,964	3,323
Capital Outlay	48,454	46,257	38,151	24,624	24,503
Debt Service: Principal	7,959	8,463	9,604	11,507	12,034
Interest	8,296	8,862	9,837	10,303	10,594
<b>TOTAL Expenditures</b>	<b>200,645</b>	<b>209,092</b>	<b>197,878</b>	<b>189,462</b>	<b>194,647</b>

SOURCE: County of Maui, Department of Finance, *Comprehensive Annual Financial Report*, (Fiscal years ending June 30) 1996-2001.



## 4.7

**STATE TAX COLLECTIONS, MAUI COUNTY  
FISCAL YEARS ENDING JUNE 30**

Source of Revenue	1997	1998	1999	2000	2001
Banks/Financial Corporations	1,157	7,062	17,924	15,059	15,579
Employment Security Contributions	257	1,727	508	24	1,652
Fuel	4,558,664	5,021,914	5,005,842	5,424,191	5,976,114
General Excise License/Fees	89,745	79,087	78,759	88,206	92,072
General Excise and Use Tax <sup>1</sup>	109,863,184	105,128,667	117,923,716	129,339,853	136,218,134
Income, Corporate					
Declaration of Estimated Taxes	1,942,699	1,901,657	3,031,846	6,524,065	6,473,192
Payment with Returns	185,563	256,247	306,127	422,033	391,932
Refunds	(1,005,320)	(1,468,719)	(1,503,459)	(1,364,843)	(1,665,303)
Income, Individual					
Declaration of Estimated Taxes	14,170,827	16,014,201	20,883,037	26,959,486	25,625,262
Payment with Returns	6,020,561	7,890,511	8,774,885	8,466,766	9,864,533
Withholding Tax on Wages	50,378,741	50,016,699	50,778,036	51,809,665	53,518,907
Refunds	(26,193,447)	(21,591,253)	(23,703,573)	(25,370,663)	(28,143,999)
Liquor and Permits	6,150,059	5,963,129	6,067,932	6,211,674	5,929,013
Motor Vehicle Tax/Fees <sup>2</sup>	5,448,308	5,594,869	5,878,030	6,133,256	6,417,979
Public Service Company	9,767,653	10,756,459	10,494,247	11,090,896	10,891,789
Tobacco and Licenses	124,063	73,378	68,946	43,842	1,264,034
Transient Accommodation Fees/ Time Share Occupancy Fees	2,042	2,015	3,070	3,835	3,418
Transient Accommodation Tax/ Time Share Occupancy Tax <sup>1</sup>	20,310,581	12,536,880	20,740,162	27,471,444	27,193,207
All Others <sup>3</sup>	185	170	190	0	155
<b>TOTAL</b>	<b>201,815,522</b>	<b>198,184,700</b>	<b>224,846,224</b>	<b>253,268,788</b>	<b>260,067,670</b>

NOTE: Due to rounding, details may not add to total.

<sup>1</sup> Gross collection—does not reflect allocation to Special Funds.

<sup>2</sup> Includes State Motor Vehicle Weight Tax, Registration Fees, Commercial Driver's License, Periodic Motor Vehicle Inspection Fees, Rental Vehicle Registration Fees and Rental Vehicle Surcharge Tax.

<sup>3</sup> Time Share Occupancy Fees and Taxes were first collected in 1999.

SOURCE: Hawaii State Department of Taxation, State Tax Collections and Distribution (fiscal year summary tables), 1997-2001.

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## 4.8

# ESTIMATED REAL PROPERTY TAX REVENUE, MAUI COUNTY

*In thousands of dollars*

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Assessor's Gross Valuation as of 1/1/2001	18,469,342
Land	9,024,538
Improvement	9,444,804
Exemptions <sup>1</sup>	1,732,303
Assessor's Net Taxable Valuation	16,737,039
Half of Valuation on Appeal	36,502
Number of Appeals	457
Valuation for Tax Rate Purposes	16,700,537
Land	8,555,000
Improvement	8,145,537
Amount to be Raised by Taxation <sup>2</sup>	95,608

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<sup>1</sup> Data exclude nontaxable properties.

<sup>2</sup> For fiscal year beginning July 1.

Source: County of Maui, Department of Finance, Real Property Tax Division, May 2001.

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4.9

**REAL PROPERTY TAX RATES,  
MAUI COUNTY**

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

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<b>Land Use Class</b>	<b>Rate Fiscal Year 2000-2001</b>
<b>LAND</b>	
Homeowner	3.63
Improved Residential	4.93
Unimproved Residential	4.93
Apartment	4.93
Hotel/resort	8.30
Commercial	6.75
Industrial	6.75
Agricultural	4.93
Conservation	4.93
<b>IMPROVEMENT</b>	
Homeowner	3.63
Improved Residential	4.93
Unimproved Residential	4.93
Apartment	4.93
Hotel and Resort	8.30
Commercial	6.75
Industrial	6.75
Agricultural	4.93
Conservation	4.93

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Source: County of Maui, Department of Finance, Real Property Tax Division, May 2001.  
Rate for Fiscal Year 2000-2001

## 4.10

### PUBLIC BONDED DEBT OF STATE AND MAUI COUNTY GOVERNMENTS

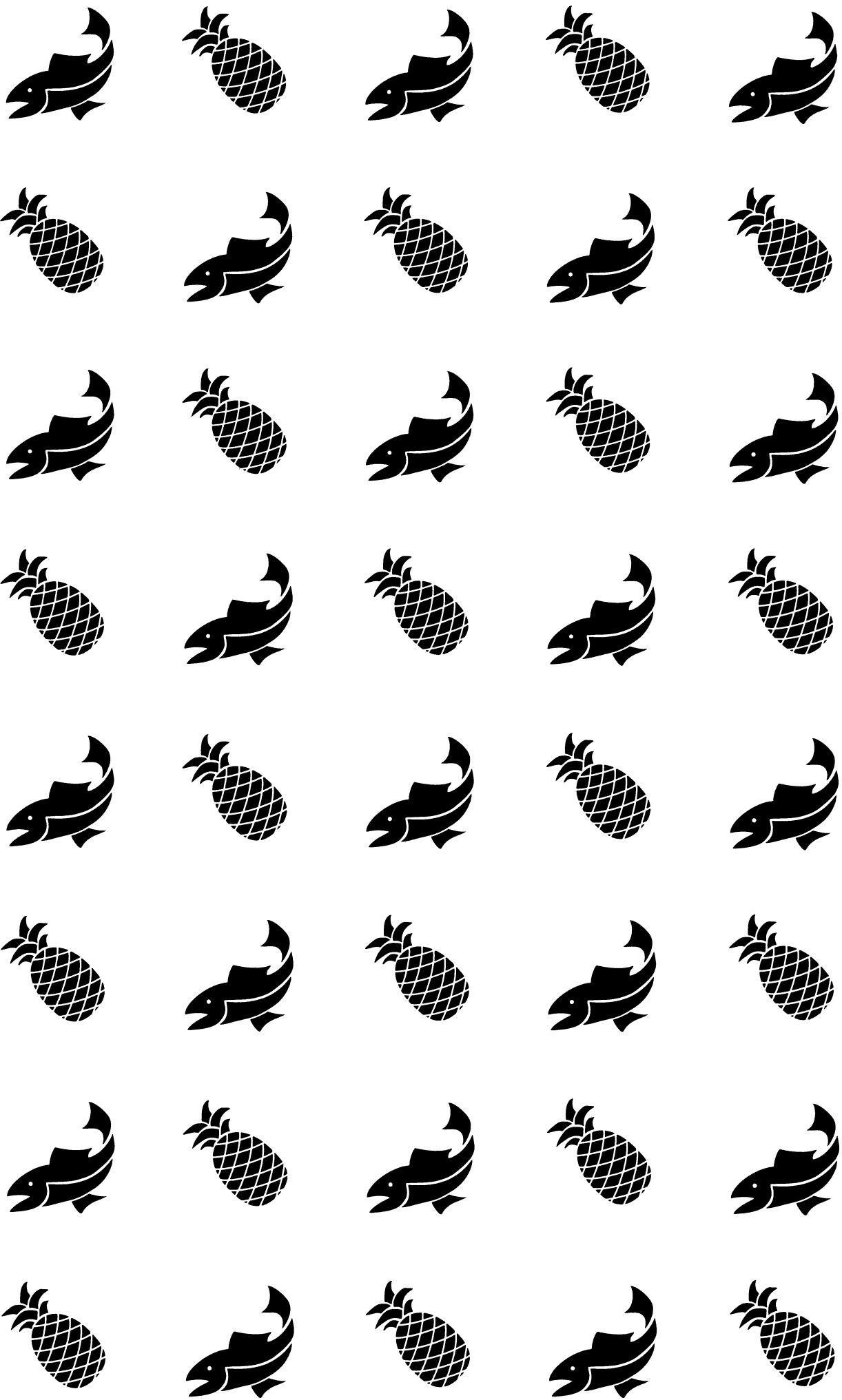
*In millions of dollars; as of December 31, unless noted*

Year	Total Bonded Debt <sup>1</sup> (State and all counties)	State Debt	Maui County
1972	1,080.4	804.1	24.6
1973	1,219.4	944.1	23.9
1974	1,274.4	1,005.2	23.2
1975	1,435.9	1,185.6	22.4
1976	1,667.2	1,385.9	21.0
1977	1,775.7	1,483.1	19.6
1978	1,916.8	1,607.1	18.2
1979	1,971.9	1,677.6	16.8
1980	2,054.3	1,764.9	22.4
1981	2,217.9	1,883.6	21.1
1982	2,359.5	2,039.3	19.8
1983	2,545.4	2,235.8	19.0
1984	2,715.7	2,391.5	33.5
1985	3,131.5	2,621.2	30.8
1986	3,311.8	2,720.4	47.2
1987	3,298.4	2,700.7	48.8
1988	3,382.3	2,728.8	43.1
1989	3,710.4	2,969.9	73.6
1990	4,484.5	3,394.4	110.5
1991	5,298.1	4,214.0	108.5
1992	6,129.5	4,842.4	134.8
1993	6,924.7	5,219.6	170.4
1994	6,913.5	5,015.4	185.1
1995	7,078.0	5,126.1	188.4
1996	7,098.6	5,051.3	194.3
1997	7,239.3	5,258.1	188.2
1998	7,826.6	5,795.5	223.8
1999	7,705.6	5,522.8	235.1
2000	7,953.8	5,678.3	236.8

<sup>1</sup> Outstanding state and county bonds, both general obligation and revenue bonds. Gross debt exclusive of cash reserves. Excludes bonds not chargeable to public funds and short-term bond anticipation notes.

SOURCES: Tax Foundation of Hawaii, unpublished compilations of Hawaii State Department of Accounting and General Services, Annual Report of the Comptroller (annual) and of the Finance Directors' Annual Reports of the City & County of Honolulu, and the counties of Hawaii, Kauai and Maui (various reports); Tax Foundation of Hawaii, *Government in Hawaii*, table 52; Robert C. Schmitt, *Historical Statistics of Hawaii* (University of Hawaii Press, 1977) table 25.14.

# Agriculture & Aquaculture



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## 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.

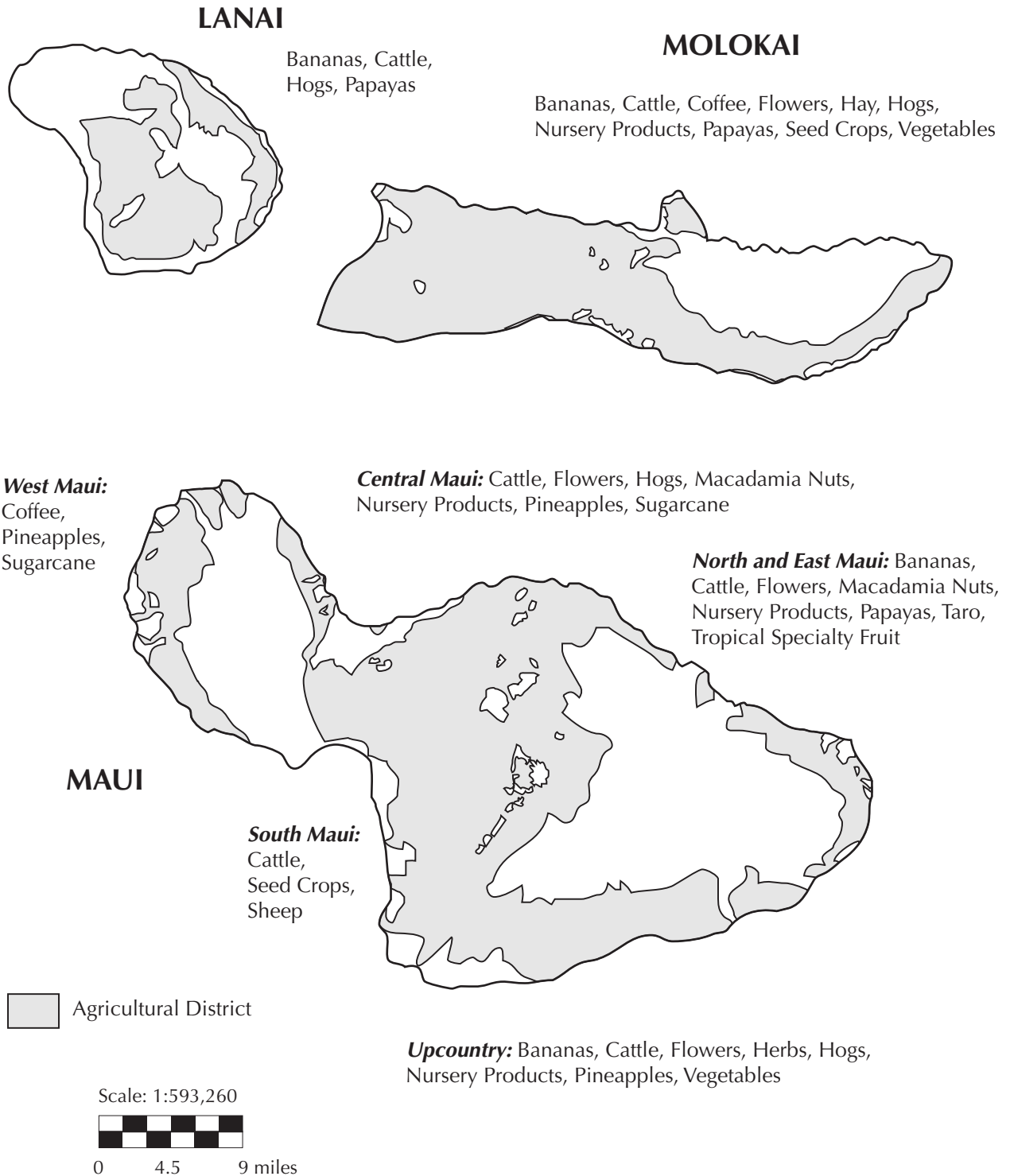
Agriculture remains an important element in Maui County's economy and land use patterns. Sugar and pineapple remain the largest crops, though the trend toward diversification of agriculture continues.

The value of commercially caught fish has been generally declining since 1986 and this trend continued through 1993, although there has been a rise since 1994. Commercial aquaculture continues to grow in importance.

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

5.1.1

**AGRICULTURAL AREAS,  
MAUI COUNTY**



Source: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture*, 2000.

5.1.2

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

	1987	1992	1997
<b>Farms</b>	<b>722</b>	<b>850</b>	<b>806</b>
<b>Land In Farms (acres)</b>	<b>359,310</b>	<b>355,786</b>	<b>292,090</b>
<b>Tenure of Operator</b>			
Full Owners			
Farms	397	503	460
Acres	89,698	118,137	81,616
Part Owners			
Farms	155	159	137
Acres	234,912	225,867	188,649
Owned land in farms (acres)	D	141,136	140,909
Rented land in farms (acres)	D	84,731	47,740
Tenants			
Farms	170	188	209
Acres	34,700	11,782	21,825
<b>Operator Characteristics</b>			
Place of Residence			
On farm operated	480	577	536
Not on farm operated	218	219	215
Not reported	44	54	55
Principal Occupation			
Farming	398	456	372
Other	324	394	434
Days of Work Off Farm			
None	264	298	290
Any	408	482	455
1 to 49 days	55	55	59
50 to 99 days	38	31	33
100 to 149 days	52	62	40
150 to 199 days	37	71	46
200 days or more	226	263	277
Not reported	50	70	61
Years on Present Farm			
2 years or less	80	44	42
3 or 4 years	77	136	47
5 to 9 years	151	171	171
10 years or more	296	360	406
Average years on present farm	12.7	13.1	14.3
Not reported	118	139	140



## 5.1.2

CONTINUED

	1987	1992	1997
<b>Operator Characteristics (cont.)</b>			
Age Group			
Under 25 years	2	2	7
25 to 34 years	75	44	24
35 to 44 years	199	259	182
45 to 54 years	119	221	270
55 to 59 years	63	50	107
60 to 64 years	95	62	59
65 to 69 years	74	74	45
70 years and over	95	138	112
Average age	52.0	52.6	53.0
Male			
Farms	626	737	681
Acres	346,566	318,121	275,346
Female			
Farms	96	113	125
Acres	12,744	37,665	16,744
<b>Type of Organization</b>			
Individual or Family (sole proprietorship)			
Farms	593	710	679
Acres	47,363	53,463	31,942
Partnership			
Farms	59	52	44
Acres	21,535	D	34,620
Corporation (family held)			
Farms	44	46	56
Acres	D	90,740	101,236
Corporation (other than family held)			
Farms	12	26	13
Acres	D	192,428	123,312
Other (cooperative, estate or trust, institutional, etc.)			
Farms	14	16	14
Acres	10,161	D	980

D: Withheld to avoid disclosing data for individual farms.

SOURCES: U.S. Bureau of the Census, *1987 Census of Agriculture, Geographic Area Series, Hawaii, State and County Data*, AC87-A-11 (August 1989), chapter 2, table 10; *1992 Census of Agriculture, Geographic Area Series, Hawaii, State and County Data*, AC92-A-11 (1994), chapter 2, table 11, p. 161-162; U.S. Department of Agriculture, National Agricultural Statistics Service, *1997 Census of Agriculture, Geographic Area Series, Hawaii, State and County Data*, (1998), chapter 2, table 11, p. 163-164.

### 5.1.3

## FARMS AND LAND IN FARMS, MAUI COUNTY

	1987	1992	1997
<b>Farms</b>	<b>722</b>	<b>850</b>	<b>806</b>
<b>Land in Farms</b>	<b>359,310</b>	<b>355,786</b>	<b>292,090</b>
Average size of farm (acres)	498	419	362
Median size of farm (acres)	NA	NA	6
<b>Estimated Market Value of Land and Buildings<sup>1</sup></b>			
Average per farm	873,008	1,118,184	818,342
Average per acre	1,754	2,671	2,258
<b>Estimated Market Value of All Machinery and Equipment<sup>1</sup></b>			
Average per farm	81,608	117,143	88,989
<b>Farms by Size</b>			
1 to 9 acres	365	505	468
10 to 49 acres	223	232	233
50 to 179 acres	79	60	48
180 to 499 acres	25	24	29
500 to 999 acres	5	3	5
1,000 acres or more	25	26	23
<b>Total Cropland</b>			
Farms	573	733	684
Acres	89,439	D	D
<b>Harvested Cropland</b>			
Farms	496	666	605
Acres	42,952	39,031	32,243
<b>Irrigated Land</b>			
Farms	410	541	480
Acres	67,198	61,549	35,031
<b>Market Value of Agricultural Products Sold (\$1,000)</b>	<b>153,313</b>	<b>164,767</b>	<b>128,385</b>
Crops, including nursery and greenhouse crops	140,722	153,285	116,084
Livestock, poultry, and their products	12,591	11,483	12,301
<b>Average Market Value of Agricultural Products Sold per Farm (\$)</b>	<b>212,345</b>	<b>193,844</b>	<b>159,287</b>

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

D: Withheld to avoid disclosing data for individual farms.

NA: Not available.

SOURCES: U.S. Bureau of the Census, *1987 Census of Agriculture, Geographic Area Series, Hawaii, State and County Data*, AC87-A-11 (August 1989), chapter 2, table 1, p. 130; *1992 Census of Agriculture, Geographic Area Series, Hawaii, State and County Data*, AC92-A-11 (1994), chapter 2, table 1, p. 148; U.S. Department of Agriculture, National Agricultural Statistics Service, *1997 Census of Agriculture, Geographic Area Series, Hawaii, State and County Data*, (1998), chapter 2, table 1, p. 150.

### 5.1.4

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

	1995	1996	1997	1998	1999	2000
Number of Farms <sup>1</sup>	800	800	800	800	800	800
Farm Acreage (1,000) <sup>2</sup>	295	290	290	290	290	290
Farm Employment <sup>3</sup>						
Self-employed farm operators	300	300	300	350	450	500
Unpaid workers <sup>4</sup>	100	150	100	150	200	150
Hired workers	1,850	1,850	1,850	1,950	2,200	2,000

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

<sup>2</sup> Includes land not in crops and pasture, such as farm house lots, roads, woodlots, etc.

<sup>3</sup> Average of quarterly data.

<sup>4</sup> Includes family members and others working 15 or more hours per week.

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)).

### 5.1.5

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

	1996	1997	1998	1999	2000
<b>Number of Livestock Operations, December 31</b>					
Cattle <sup>1</sup>	190	180	180	170	170
Hogs	60	60	50	60	60
Milk	5	5	5	4	4
Eggs	7	7	8	8	8
Honey	5	5	D	D	D
<b>Value of Livestock Sales (\$1,000)</b>					
Cattle <sup>2</sup>	3,425	3,003	3,641	2,865	3,230
Hogs <sup>3</sup>	1,497	1,008	825	894	935
Milk	D	D	D	D	D
Eggs	D	D	D	D	D
<b>Total livestock sales<sup>4</sup></b>	<b>10,680</b>	<b>9,813</b>	<b>10,557</b>	<b>5,890</b>	<b>6,395</b>

D: Withheld to avoid disclosure of individual operations.

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

<sup>2</sup> Excludes interfarm sales; includes out-of-state sales of slaughter cattle and feeder calves.

<sup>3</sup> Excludes interfarm sales; includes out-of-state sales of slaughter animals.

<sup>4</sup> Sum of individual commodities may not add to total. Includes sheep, wool, turkeys, horses, honey, beeswax, broilers and chickens.

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)).

## 5.1.6

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

	1996	1997	1998	1999	2000
<b>Acres in Crop (1,000 acres)</b>					
Sugarcane	42.3	43.1	42.9	43.3	36.9
Pineapples (land used for pineapple)	9.3	9.1	9.6	9.1	11.6
Vegetables and melons (harvested acreage) <sup>1</sup>	1.5	1.4	1.6	1.4	1.3
Fruits (excluding pineapples)	0.2	0.3	0.3	0.3	0.3
Coffee	D	D	D	D	D
Macadamia nuts	D	D	D	D	D
All other crops <sup>2</sup>	1.4	1.7	1.9	1.9	1.9
<b>Number of Crop Farms</b>					
Sugar	2	2	2	2	1
Pineapples <sup>3</sup>	6	4	5	5	5
Vegetables and melons	105	105	114	145	120
Fruits (excluding pineapples)	85	86	262	251	231
Coffee	D	D	D	D	D
Macadamia nuts	D	D	D	D	D
Taro	22	15	14	13	15
Flowers and nursery products	111	106	145	150	140
<b>Value of Crop Sales (\$1,000)</b>					
Sugar (unprocessed cane)	57,200	53,900	58,700	60,200	43,900
Pineapples (fresh equivalent)	27,144	28,295	28,413	28,325	29,445
Vegetables, ginger root, herbs, and melons	11,652	11,762	11,755	9,519	9,569
Fruits (excluding pineapples)	858	1,136	1,051	1,056	1,102
Coffee (parchment)	D	D	D	D	D
Macadamia nuts (in-shell)	D	D	D	D	D
Taro	D	D	D	D	D
Seed crops	D	D	D	D	D
Flowers and nursery products <sup>4</sup>	7,515	8,219	8,951	9,851	9,947
Total crops <sup>5</sup>	116,444	121,072	124,816	125,375	110,603

D: Withheld to avoid disclosure of individual operations.

<sup>1</sup> Includes ginger root.

<sup>2</sup> Includes taro, seed corn, feed and forage crops (excluding pineapple feed products), and flowers, foliage and nursery products.

<sup>3</sup> Includes specialty pineapple.

<sup>4</sup> Flowers, foliage, and nursery products.

<sup>5</sup> Total crop values shown are actual. Sum of individual commodities may not add to total. Forage crops' and Forest product's value combined and included in total crop value.

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)).

## 5.1.7

## SUGARCANE, MAUI ISLAND

	1996	1997	1998	1999	2000
<b>Number of farms<sup>1</sup></b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>Acreage (1,000 acres)</b>					
In crop <sup>1</sup>	42.3	42.4	42.9	43.3	36.9
Harvested for sugar	20.1	19.7	19.0	21.5	18.6
<b>Yield per acre (tons)<sup>2</sup></b>					
Sugarcane	84.7	90.6	93.8	91.9	86.7
Raw Sugar 96°	11.55	11.36	12.48	11.86	11.29
<b>Production of cane for sugar (1,000 tons)</b>	<b>1,702</b>	<b>1,784</b>	<b>1,783</b>	<b>1,975</b>	<b>1,613</b>
<b>Farm price (dollars per ton)</b>	<b>33.60</b>	<b>30.20</b>	<b>32.90</b>	<b>30.50</b>	<b>27.20</b>
<b>Value of cane for sugar (\$1,000,000)<sup>3</sup></b>	<b>57.2</b>	<b>53.9</b>	<b>58.7</b>	<b>60.2</b>	<b>43.9</b>
<b>Mill Production (1,000 tons)</b>					
Raw Sugar 96°	232	224	237	255	210
Molasses <sup>4</sup>	75	90	85	99	71
<b>Average returns received (dollars per ton)<sup>5</sup></b>					
Raw Sugar 96°	368	359	369	352	311
Molasses <sup>4</sup>	55.40	38.00	23.10	13.20	26.20
<b>Value of production (\$1,000,000)</b>					
Raw Sugar 96°	85.4	80.4	87.5	89.8	65.3
Molasses <sup>4</sup>	4.2	3.4	2.0	1.3	1.9
Total	89.6	83.8	89.5	91.1	67.2

<sup>1</sup> At end of year.

<sup>2</sup> Yield and farm price may not compute exactly due to rounding.

<sup>3</sup> Value of cane for sugar estimated by deducting processing and marketing costs from value of sugar and molasses. Processing costs based on toll charges by independent producers.

<sup>4</sup> Commercial.

<sup>5</sup> Derived from production and value. Prices may not compute exactly due to rounding.

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)); primary data source, Hawaii Agricultural Research Center (formerly Hawaii Sugar Planters' Association).

## 5.1.8

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

Commodity	1995	1996	1997	1998	1999	2000
<b>HARVESTED ACREAGE<sup>1</sup></b>						
Beans, snap	30	37	45	95	90	70
Cabbage, head	370	315	300	280	210	190
Celery	20	20	20	20	25	25
Corn, sweet	45	50	25	40	55	D
Cucumbers	70	140	155	170	145	160
Lettuce	30	25	15	15	D	D
Onions, dry	205	200	180	235	190	190
Onions, green	15	15	10	15	D	D
Peppers, green	105	15	5	D	D	D
Romaine	110	85	90	110	95	55
Squash, Italian	45	35	40	50	70	65
Sweet potatoes	155	95	70	65	70	65
Tomatoes	190	215	245	155	D	D
Watermelon	360	60	5	10	D	D
Other Vegetables & Melons <sup>2</sup>	263	258	250	280	450	495
<b>Total Vegetables &amp; Melons</b>	<b>2,013</b>	<b>1,565</b>	<b>1,455</b>	<b>1,540</b>	<b>1,400</b>	<b>1,315</b>
Taro (acreage in crop) <sup>3</sup>	85	85	85	95	90	100
<b>PRODUCTION (1,000 pounds)</b>						
Beans, snap	220	245	350	500	570	550
Cabbage, head	8,000	7,300	6,700	7,300	5,700	5,300
Celery	380	300	370	470	500	350
Corn, sweet	160	185	130	170	240	D
Cucumbers	900	2,500	2,600	2,900	2,300	2,500
Lettuce	240	200	100	55	D	D
Onions, dry	2,265	1,980	1,690	3,000	2,900	2,700
Onions, green	150	120	105	125	D	D
Peppers, green	1,300	160	60	D	D	D
Romaine	1,140	960	1,150	1,900	1,100	600
Squash, Italian	410	380	350	470	750	980
Sweet potatoes	1,500	1,100	800	750	600	620
Tomatoes	4,900	5,580	8,070	5,800	D	D
Watermelon	9,950	1,750	95	140	D	D
Other Vegetables & Melons <sup>2</sup>	4,355	3,460	3,730	3,625	7,280	6,625
<b>Total Vegetables &amp; Melons</b>	<b>35,870</b>	<b>26,220</b>	<b>26,300</b>	<b>27,205</b>	<b>21,940</b>	<b>20,225</b>
Taro (marketings) <sup>3</sup>	1,240	1,100	900	1,100	1,400	1,300

## 5.1.8

CONTINUED

Commodity	1995	1996	1997	1998	1999	2000
	<b>VALUE (\$1,000)</b>					
Beans, snap	228	256	359	416	496	468
Cabbage, head	1,784	1,351	1,380	1,314	1,009	970
Celery	118	79	102	120	125	98
Corn, sweet	105	114	98	117	161	D
Cucumbers	342	988	832	1,018	840	988
Lettuce	106	80	41	23	D	D
Onions, dry	2,587	2,344	1,658	2,367	2,062	2,066
Onions, green	171	132	111	121	D	D
Peppers, green	723	79	30	D	D	D
Romaine	473	341	414	646	352	244
Squash, Italian	209	181	179	235	334	480
Sweet potatoes	816	558	432	426	360	372
Tomatoes	2,239	2,751	4,064	2,917	D	D
Watermelon	1,602	277	18	29	D	D
Other Vegetables & Melons <sup>2</sup>	1,694	1,308	1,351	1,334	2,911	3,045
<b>Total Vegetables &amp; Melons</b>	<b>13,197</b>	<b>10,839</b>	<b>11,069</b>	<b>11,083</b>	<b>8,650</b>	<b>8,731</b>
Taro <sup>3</sup>	610	568	450	577	736	684

D Not reported to avoid disclosure of individual operations.

<sup>1</sup> For vegetables and melons, acreage harvested (e.g., one acre planted and harvested three times during the year equals three harvested acres). For lotus root, watercress and taro, average acreage in crop during the year.

<sup>2</sup> Only selected items are shown separately. All other vegetables and melons for the island are included in the other vegetables and melons category.

<sup>3</sup> Oahu combined with Maui and Molokai to avoid disclosure of individual operations.

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)).

### 5.1.9

## FLORICULTURE AND NURSERY PRODUCTS, MAUI COUNTY

*Number of farms and growing area*

	Number of Farms	Greenhouse (1,000 sq ft)	Artificial Shade (1,000 sq ft)	Natural Shade (Acres)	Open Field (Acres)	Total (Acres)
<b>State Total</b>						
1997	670	2,805	23,885	10	1,535	2,158
1998	745	2,810	24,200	9	2,050	2,679
1999	855	2,810	24,510	7	2,325	2,959
2000	735	3,235	25,180	7	2,060	2,719
2001	790	3,175	26,660	9	2,355	3,049
<b>Maui/Molokai</b>						
1997	106	235	345	0	295	308
1998	145	280	475	0	435	452
1999	154	325	605	0	415	436
2000	145	345	685	0	515	539
2001	150	425	730	0	565	592

\* Less than 1/2 acre.

Source: Hawaii Agricultural Statistics Service, *Hawaii Flowers and Nursery Products (annual, 2001)*, *Statistics of Hawaiian Agriculture (annual, 2000)*, available at [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)

### 5.1.10

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

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

Commodity	1997	1998	1999	2000	2001
Cut Flowers <sup>1</sup>	2,106	2,854	3,051	2,926	2,658
Orchids <sup>2</sup>	D	D	999	1,027	978
Lei Flowers	D	D	D	D	D
Foliage <sup>3</sup>	D	D	628	543	D
Potted Flowering Plants	D	D	1,229	1,121	1,147
All Other Nursery Products <sup>4</sup>	5,802	5,763	3,589	3,976	4,778
Unspecified Sales <sup>5</sup>	311	334	355	325	305
<b>Total</b>	<b>8,320</b>	<b>8,951</b>	<b>9,851</b>	<b>9,918</b>	<b>9,866</b>

D: Data not shown separately to avoid disclosure of individual operations.

<sup>1</sup> Cut orchids included in "Orchids" category.

<sup>2</sup> Excludes orchids used for lei flowers.

<sup>3</sup> Includes potted, cut and unfinished. Beginning 1998, landscape foliage included with "all other nursery products."

<sup>4</sup> Includes bedding plants, plant rentals, sod, trees, and any other nursery products not elsewhere classified.

<sup>5</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

Source: Hawaii Agricultural Statistics Service, *Hawaii Flowers and Nursery Products (annual, 2001)*, *Statistics of Hawaiian Agriculture (annual, 2000)*, available at [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)



### 5.1.11

## FRUITS: VALUE OF SALES, MAUI COUNTY

1,000 dollars (Fresh weight basis)

	Pineapples	Other	Total
<b>Maui/Molokai/Lanai</b>			
1993	24,890	779	25,669
1994	25,150	984	26,134
1995	24,775	1,031	25,806
1996	27,144	858	28,002
1997	28,295	1,136	29,431
1998	28,413	1,051	29,464
1999	28,325	1,056	29,381
2000	29,395	1,102	30,497

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)).

### 5.1.12

## BANANAS, MAUI COUNTY

	1996	1997	1998	1999	2000
<b>Maui/Molokai/Lanai</b>					
Number of Farms	22	19	35	40	40
Acreage in crop <sup>1</sup>	55	75	85	85	75
Acreage harvested <sup>2</sup>	40	45	50	50	60
Yield per acre (1,000 lbs. harvested)	22.3	15.6	16.0	17.8	12.5
Fresh utilization (1,000 pounds)	890	700	800	890	750
Farm price (cents per pound)	50.0	54.5	55.0	56.0	60.0
Value of sales (\$1,000)	445	382	440	499	451

SOURCE: Hawaii Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2000* (annual, [http://www.nass.usda.gov/hi/stats/t\\_of\\_c.htm](http://www.nass.usda.gov/hi/stats/t_of_c.htm)).

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## 5.2.1

### COMMERCIAL MARINE LANDINGS, MAUI COUNTY

Year ended June 30

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Year	Pounds Landed	Pounds Sold	Value (\$)
1982	792,504	734,258	873,251
1983	944,045	899,995	1,109,356
1984	889,715	810,257	1,083,651
1985	862,333	810,599	1,140,578
1986	1,007,255	915,637	1,659,720
1987	1,120,497	1,026,307	1,919,196
1988	961,337	851,858	1,780,096
1989	698,000	596,620	1,363,703
1990	777,385	624,466	1,428,937
1991	744,805	602,325	1,390,838
1992	854,282	692,870	1,596,576
1993	516,909	409,498	1,050,460
1994	624,147	486,682	1,226,805
1995	731,447	586,398	1,597,826
1996	783,394	620,343	1,577,195
1997	663,203	507,255	1,409,797
1998	748,149	605,174	1,464,070
1999	725,445	555,477	1,562,511
2000	643,581	501,263	1,502,897

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SOURCE: State of Hawaii, Department of Land and Natural Resources, Division of Aquatic Resources, *Commercial Marine Landings, State of Hawaii*, fiscal year reports.

## 5.2.2

### SEA SPECIES COMMONLY CAUGHT NEAR FISH AGGREGATING DEVICES, MAUI COUNTY

*Pounds landed in year ending June 30*

Species	1997	1998	1999	2000
Aku	14,651	19,809	42,012	18,538
Bigeye	77	1,234	1,449	554
Yellowfin	18,256	33,108	41,447	18,508
Kawakawa	87	124	150	105
Tuna (misc.)	—	1,149	598	1,140
Blue Marlin	16,084	28,230	15,677	20,785
Striped Marlin	4,495	1,393	3,707	2,409
Sailfish	27	59	—	118
Shortbill Spearfish	693	567	2,947	1,345
Kahala	—	—	—	12
Kamanu	11	44	21	13
Keokeo	—	—	—	1
Mahimahi	44,824	32,634	44,480	37,528
Mako	—	—	410	—
Mano	1,095	824	255	100
Ono	9,458	8,403	7,785	7,143
Opelu	137	—	83	—
Uku	—	—	15	—
Other	19	1,058	119	169
<b>Total</b>	<b>109,937</b>	<b>128,636</b>	<b>161,155</b>	<b>108,468</b>
<b>Devices Available</b>	<b>19</b>	<b>15</b>	<b>16</b>	<b>15</b>

NOTE: Fish aggregating devices are non—navigational buoys placed several miles offshore to attract fish. Data is incomplete due to late submission and processing of fish catch records.

SOURCE: State of Hawaii, Department of Land and Natural Resources, Division of Aquatic Resources, *Commercial Marine Landings, State of Hawaii*, fiscal year reports.

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### 5.3.1

## AGRICULTURAL LANDHOLDINGS OF FOREIGN OWNERS, MAUI COUNTY

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<b>Parcels</b>	
Acres	60,300
Reported Value (\$1,000) <sup>1</sup>	165,293
<b>Use (acres)</b>	
Crop Land	2,708
Pasture	47,668
Forest	1,140
Other Agriculture	8,184
Other Non-agriculture	600
<b>Total</b>	<b>60,300</b>

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<sup>1</sup> Reported value is purchase price or non-purchase price (estimated value) at time of acquisition.

SOURCE: Hawaiian Agricultural Statistics Service, *Statistics of Hawaiian Agriculture*, (1995, annual), from "Foreign ownership of U.S. agricultural land through December 31, 1995," Economic Research Service, USDA, *ERS Statistical Bulletin No. 931*.



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## 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, rental cars, registered drivers, aircraft and water craft facilities and freight traffic are presented.

With almost 45,000 tons of cargo and mail passing through Kahului Airport and just under 3,000,000 tons passing through Kahului Harbor, water transport remains the primary way goods reach Maui.

The transportation statistics are mostly taken from the Hawaii State Department of Transportation.

### 6.1.1

## AVERAGE PAID CIRCULATION OF THE MAUI NEWS

*For 12 month period ending March 31*

Year	Monday-Thursday	Friday	Saturday	Sunday
1990	17,230	20,383		19,405
1991	17,531	20,728		19,939
1992	17,845	21,089		20,822
1993	18,334	21,504		21,827
1994	18,615	21,691		22,246
1995	18,816	21,865		23,441
1996	18,379	21,234		23,866
1997	17,710	20,346		23,992
1998	17,142	19,634		24,098
2001	18,880	21,069	18,718	25,090

NOTE: 1994 to 1997 average year circulation calculated from quarterly averages. The Maui News started publishing a Saturday edition in 2001.

SOURCE: Audit Bureau of Circulations, "Maui News Audit Report," 1990-1998 and Maui News records 2001.

### 6.1.2

## AVERAGE DISTRIBUTION OF OTHER NEWSPAPERS, MAUI COUNTY

Haleakala Times	12,000	bi-monthly
Lahaina News	12,000	bi-monthly
South Maui Times	12,000	weekly
The Lana'i Times	3,000	monthly
The Molokai Advertiser-News	5,500	weekly

SOURCE: *South Maui Times, Lahaina News, The Molokai Advertiser-News, The Lana'i Times, and Haleakala Times, staff.*

### 6.1.3

## CABLE TELEVISION COMPANIES, SUBSCRIBERS AND REVENUES, BY COUNTIES

	Maui	Hawaii	Honolulu	Kauai	State Total
<b>Number of Companies<sup>1</sup></b>					
Dec. 31, 1995	2	3	2	2	6
Dec. 31, 1996	2	2	2	2	4
Dec. 31, 1997	2	2	2	1	3
Dec. 31, 1998	3	2	2	1	4
Dec. 31, 1999	3	2	2	1	2
Dec. 31, 2000	3	3	1	2	2
<b>Subscribers<sup>2</sup></b>					
Dec. 31, 1995	34,652	32,223	251,863	20,100	338,838
Dec. 31, 1996	35,507	32,876	252,261	20,306	340,950
Dec. 31, 1997	35,937	32,926	254,167	17,408	340,438
Dec. 31, 1998	49,761	34,459	256,436	17,679	358,335
Dec. 31, 1999	51,835	34,268	253,981	18,189	358,273
Dec. 31, 2000	47,695	34,974	262,681	18,451	363,801
<b>Basic Service Revenue (\$1,000)</b>					
1995	9,589	7,020	48,852	4,261	69,722
1996	9,706	9,068	53,627	4,884	77,285
1997	10,200	9,486	60,045	5,369	85,099
1998	11,797	10,674	65,650	5,615	93,735
1999	12,719	12,107	72,522	5,783	103,131
2000	14,409	13,717	78,158	6,547	112,831

<sup>1</sup>State totals are unduplicated figures; one company provided service to three counties.

<sup>2</sup>Hawaiian Cablevision has redefined multiunit as expressed by Federal rules.

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

Station	State Total	Maui County
<b>Commercial Stations</b>		
AM	28	5 <sup>1</sup>
FM	40	10
TV <sup>2</sup>	23	5
<b>Non-commercial Stations</b>		
AM	1	—
FM	8	2
TV <sup>2</sup>	2	1

<sup>1</sup> Excludes one commercial AM station with studio on Oahu but transmitter on Molokai.

<sup>2</sup> Includes satellites but excludes translators and cable television.

SOURCE: Federal Communications Commission, Mass Media Bureau, Audio Services and Video Services Divisions, records.



## 6.2.1

### LIQUID FUEL TAX BASE, MAUI COUNTY

*Thousands of gallons*

	1994	1995	1996	1997	1998	1999	2000	2001
<b>Total</b>	<b>103,581</b>	<b>108,258</b>	<b>105,444</b>	<b>111,889</b>	<b>111,316</b>	<b>125,852</b>	<b>127,738</b>	<b>107,449</b>
Gasoline	50,324	50,852	51,854	52,863	52,855	54,543	57,861	56,585
Diesel Oil, Non-highway	36,790	37,482	32,694	32,361	26,735	31,191	28,289	25,580
Diesel Oil, Highway Use	3,235	2,920	3,453	3,743	3,987	4,564	4,097	4,151
Liquid Petroleum Gas, Off Highway	532	547	569	609	560	602	634	590
Liquid Petroleum Gas, Highway Use	27	30	26	21	22	20	14	16
Small Boats, Gasoline	2							
Aviation Fuel	12,669	16,426	16,847	22,293	27,157	34,931	36,842	20,525

Source: Hawaii State Department of Taxation, "Liquid Fuel Tax Base and Tax Collections, Calendar Year Ending December 31, 2001" (annual release), and records.

## 6.2.2

### GASOLINE AVERAGE PRICES PER GALLON, FOR ALL U.S. CITIES AND OAHU, ANNUAL AVERAGES

*In dollars; average prices include all applicable federal, state, and county taxes*

Year	U.S.	Oahu
1984	1.198	1.450
1985	1.196	1.392
1986	0.931	1.206
1987	0.957	1.233
1988	0.964	1.293
1989	1.060	1.365
1990	1.217	1.479
1991	1.196	1.560

SOURCE: Based on data in the U.S. Bureau of Labor Statistics, *CPI Detailed Report* (monthly). The 1984-1986 Honolulu prices and all U.S. averages are actual values; the 1987-1991 Honolulu prices are estimates based on actual prices for the last half of 1986 and CPI(U) changes for gasoline for subsequent years.

### 6.2.3

## HIGHWAY DISTANCES, ISLAND OF MAUI

Route	Statute Miles
Wailuku-Kahului	2.3
Wailuku-Kahului Airport	4.2
Wailuku-Hana, via Keanae	53.7
Wailuku-Hana, via Kaupo	59.8
Wailuku-Haleakala summit	38.2
Wailuku-Makena	17.6
Wailuku-Lahaina, via Kahakuloa	38.0
Wailuku-Lahaina, via Olowalu	20.9
Kahului-Kihei	7.9
Lahaina-Wailea	32.4
Lahaina-Napili	8.9
Lahaina-Kaanapali	3.7

SOURCE: Hawaii State Department of Transportation, Highways Division, records.

### 6.2.4

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

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

	1994	1995	1996	1997	1998	1999	2000	2001
Drivers Licenses in Force (as of December 31)	80,643	79,639	80,988	82,217	84,980	87,550	90,964	93,595
All Vehicles	113,429	115,312	119,961	119,626	123,596	128,204	135,554	139,546
Motor Vehicles	110,708	112,529	117,214	116,878	120,818	125,404	132,636	136,473
Passenger vehicles <sup>1</sup>	85,857	86,889	91,067	90,573	93,912	97,565	103,329	105,879
Ambulances	13	12	12	10	11	13	13	12
Buses	422	440	405	328	328	342	324	308
Trucks <sup>1</sup>	22,315	23,026	23,610	23,935	24,474	25,268	26,690	27,868
Truck tractors	144	137	118	111	104	96	98	99
Truck cranes	93	89	86	79	74	72	68	62
Motorcycles <sup>2</sup>	1,864	1,936	1,916	1,842	1,915	2,048	2,114	2,245
Trailers and semi-trailers	2,721	2,783	2,747	2,748	2,778	2,800	2,918	3,073

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

<sup>2</sup> Including motor scooters but excluding mopeds (1.5 HP or less), legally classified as bicycles.

SOURCE: Hawaii State Department of Transportation, Motor Vehicle Safety Office, records.

## 6.2.5

## MOTOR VEHICLE FUEL CONSUMPTION AND VEHICLE MILES

Year	HIGHWAY FUEL CONSUMPTION <sup>1</sup>		VEHICLE MILES OF TRAVEL	
	Total (1,000 gallons)	Gallons per Vehicle <sup>2</sup>	Total (millions)	Per Vehicle <sup>2</sup>
<b>State of Hawaii</b>				
1990	395,185	444	8,065.4	9,071
1991	406,819	453	8,142.2	9,075
1992	405,963	457	8,065.5	9,070
1993	409,940	468	7,945.3	9,063
1994	428,558	490	7,925.2	9,056
1995	422,884	482	7,944.1	9,051
1996	426,370	482	8,005.9	9,050
1997	421,499	477	8,003.0	9,050
1998	422,928	473	8,090.2	9,055
1999	417,374	460	8,215.2	9,058
2000	428,425	455	8,525.7	9,058
<b>Maui County</b>				
1991	49,037	434	1,013.7	8,962
1992	48,985	445	988.3	8,971
1993	50,715	460	988.5	8,971
1994	53,933	487	993.9	8,973
1995	53,634	477	1,010.1	8,977
1996	55,346	473	1,049.5	8,968
1997	53,771	461	1,046.0	8,963
1998	56,241	467	1,079.7	8,959
1999	59,560	477	1,119.5	8,958
2000	60,598	459	1,182.6	8,955

<sup>1</sup> Includes gasoline, diesel oil, and butane gas. Gasohol was no longer used in motor vehicles after June 1982.

<sup>2</sup> Based on motor vehicle total by county of inspection, includes both taxable and nontaxable vehicles, and all military nonresident exempt vehicles. 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.

## 6.2.6

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

2001	Kahului	Honolulu International	Kona International (Keahole)	Lihue	Hilo International	Molokai
All Movements	174,855	345,771	98,052	113,850	115,546	44,691
Air Carrier	63,799	206,870	29,561	33,645	22,266	1,484
Air Taxi	77,779	31,539	9,547	57,883	48,680	27,385
General Aviation	29,983	91,484	47,021	17,800	32,908	11,869
Military	3,294	15,878	11,923	4,522	11,692	3,953

SOURCE: Hawaii State Department of Transportation, Airports Division, *Airport Activity Statistics, Calendar Year 2001*.

## 6.2.7

### AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT, KAHULUI AND MOLOKAI AIRPORTS

	1993	1994	1995	1996	1997	1998	1999	2000
<b>Kahului Airport</b>								
All Movements	172,265	179,227	179,883	178,590	173,342	180,890	188,385	174,855
Air Carrier	51,648	56,393	65,791	67,136	64,599	63,336	62,883	63,799
Air Taxi	77,212	85,373	80,349	78,722	81,105	84,546	92,569	77,779
General Aviation	37,097	33,292	30,691	29,976	25,211	29,509	29,575	29,983
Military	6,308	4,169	3,052	2,756	2,427	3,499	3,358	3,294
<b>Molokai Airport</b>								
All Movements	39,057	38,369	45,517	49,221	44,667	49,353	49,184	44,691
Air Carrier	100	1,443	1,194	1,003	1,017	1,163	1,469	1,484
Air Taxi	26,512	25,637	30,365	34,753	31,290	30,080	30,286	27,385
General Aviation	9,465	8,452	9,460	10,744	10,844	15,425	14,169	11,869
Military	2,980	2,833	4,498	2,721	1,516	2,685	3,260	3,953

NOTE: Definitions. *Aircraft operations*: Total aircraft movements, landings and takeoffs, combined. Reported by the United States Federal Aviation Administration's air traffic control towers. *Air carrier*: Large commercial aircraft having more than 60 seats. *Air taxi*: Small commercial aircraft having 60 seats or less. *General aviation*: All types of civil aviation including private jets, corporate jets, and helicopters. General aviation excludes commercial and military aircraft operations. *Military*: All military aircraft, including military helicopters.

SOURCE: Hawaii State Department of Transportation, Airports Division, *Airport Activity Statistics, Calendar Year 2000*.

## 6.2.8

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

Airport	1996		1997		1998		1999		2000	
	En-planned	De-planned	En-planned	De-planned	En-planned	De-planned	En-planned	De-planned	En-planned	De-planned
<b>Passengers</b>										
OGG										
interisl.	2,270,201	2,187,458	2,208,703	2,070,434	211,692	1,981,652	2,129,704	2,017,788	2,141,313	2,075,141
OGG										
overseas	680,302	768,174	770,110	828,364	837,015	910,058	854,706	969,881	965,586	1,009,205
MKK	121,872	125,605	125,471	126,766	124,917	127,675	132,540	137,212	124,670	128,838
LNy	82,882	85,037	88,777	89,626	88,035	88,584	88,598	87,043	80,761	80,644
JHM	78,381	78,367	88,485	89,444	72,573	72,355	68,336	66,966	61,128	60,187
HNM	5,441	5,258	5,126	4,955	4,877	4,605	4,184	3,909	8	9
LUP	4,216	3,885	4,393	4,232	4,546	4,408	4,150	3,996	1,148	1,007
<b>Cargo (U.S. Tons)</b>										
OGG										
interisl.	7,505	19,746	8,984	22,122	5,587	14,517	5,324	14,911	6,147	17,872
OGG										
overseas	7,184	5,776	6,988	5,772	6,804	5,179	6,945	5,937	7,390	6,688
MKK	126	555	263	710	319	888	441	967	485	847
LNy	19	509	154	721	136	717	112	665	76	642
JHM	200	480	236	482	237	489	277	360	273	316
HNM	1	0	1	0	4	0	42	11	25	10
LUP	0	0	1	6	8	153	15	174	12	190
<b>Mail (U.S. Tons)</b>										
OGG										
interisl.	2,287	3,641	2,195	4,643	2,199	7,643	2,263	7,592	2,089	7,575
OGG										
overseas	0	0	167	23	642	25	1,102	1	641	32
MKK	8	76	31	35	54	121	35	204	5	171
LNy	6	83	37	31	38	74	15	113	1	99
JHM	0	0	0	0	0	4	0	0	0	0
HNM	0	0	0	0	0	0	0	0	0	0
LUP	1	6	0	0	1	4	1	3	0	5

NOTES: Interisland traffic is intrastate only; overseas includes both international and U.S. mainland flights. Kahului is the only Maui County airport offering overseas flights.

## AIRPORT KEY:

OGG	Kahului	JHM	Kapalua
MKK	Molokai	HNM	Hana
LNy	Lanai	LUP	Kalaupapa

SOURCE: Hawaii State Department of Transportation, Airports Division, *Airport Activity Statistics, Calendar Year 2000*.

## 6.2.9

## KAHULUI HARBOR FREIGHT TRAFFIC BY COMMODITY

*In thousands of tons*

2000 Commodity	Grand Total	Foreign Imports	Foreign Exports	Domestic		
				Total	Receipts	Shipments
<b>Grand Total</b>	<b>3,477</b>	–	–	<b>3,477</b>	<b>2,185</b>	<b>1,291</b>
<b>Petroleum and Petroleum Products Total</b>	<b>541</b>	–	–	<b>541</b>	<b>541</b>	<b>0</b>
2211 Gasoline	197	–	–	197	197	–
2330 Distillate Fuel Oil	220	–	–	220	220	–
2340 Residual Fuel Oil	109	–	–	109	109	–
2350 Lube Oil & Greases	1	–	–	1	1	0
2640 Liquid Natural Gas	14	–	–	14	14	–
2990 Petro. Products NEC	1	–	–	1	1	–
<b>Chemicals and Related Products Total</b>	<b>82</b>	–	–	<b>82</b>	<b>26</b>	<b>56</b>
3110 Nitrogenous Fert.	5	–	–	5	5	–
3190 Fert. & Mixes NEC	73	–	–	73	17	56
3274 Sodium Hydroxide	1	–	–	1	1	–
3275 Inorg. Elem., Oxides, & Halogen Salts	0	–	–	0	0	–
3281 Radioactive Material	0	–	–	0	–	0
3282 Pigments & Paints	1	–	–	1	1	0
3284 Medicines	0	–	–	0	0	–
3285 Perfumes & Cleansers	1	–	–	1	1	0
3286 Plastics	1	–	–	1	1	–
3291 Pesticides	0	–	–	0	0	–
3293 Explosives	0	–	–	0	0	–
<b>Crude Materials, Inedible Except Fuels Total</b>	<b>162</b>	–	–	<b>162</b>	<b>141</b>	<b>22</b>
4189 Lumber	46	–	–	46	39	7
4190 Forest Products NEC	0	–	–	0	0	0
4225 Pulp & Waste Paper	5	–	–	5	0	5
4331 Sand & Gravel	104	–	–	104	96	8
4338 Soil & Fill Dirt	1	–	–	1	1	–
4420 Iron & Steel Scrap	5	–	–	5	4	1
4900 Non-Metal. Min. NEC	2	–	–	2	2	–
<b>Primary Manufactured Goods Total</b>	<b>1,687</b>	–	–	<b>1,687</b>	<b>980</b>	<b>707</b>
5110 Newsprint	2	–	–	2	2	–
5120 Paper & Paperboard	1	–	–	1	1	–
5190 Paper Products NEC	12	–	–	12	12	0
5210 Lime	34	–	–	34	–	34
5220 Cement & Concrete	53	–	–	53	53	–
5240 Glass & Glass Prod.	1	–	–	1	1	–
5290 Misc. Mineral Prod.	12	–	–	12	12	–
5360 I&S Bars & Shapes	2	–	–	2	2	–
5370 I&S Pipe & Tube	4	–	–	4	4	0
5480 Fab. Metal Products	1,564	–	–	1,564	891	673
5540 Primary Wood Prod.	3	–	–	3	3	–

## 6.2.9

CONTINUED

2000 Commodity	Grand Total	Foreign Imports	Foreign Exports	Domestic		
				Total	Receipts	Shipments
<b>Food and Farm Products Total</b>	<b>501</b>	–	–	<b>501</b>	<b>165</b>	<b>336</b>
6134 Fish (Not Shellfish)	0	–	–	0	0	–
6442 Rice	2	–	–	2	2	–
6653 Vegetable Oils	0	–	–	0	0	–
6654 Vegetables & Prod.	8	–	–	8	8	0
6746 Wheat Flour	1	–	–	1	1	–
6747 Grain Mill Products	0	–	–	0	0	–
6781 Hay & Fodder	1	–	–	1	1	–
6782 Animal Feed, Prep.	7	–	–	7	7	–
6811 Meat, Fresh, Frozen	6	–	–	6	6	0
6817 Meat, Prepared	0	–	–	0	0	–
6822 Dairy Products	2	–	–	2	2	–
6839 Animals & Prod. NEC	6	–	–	6	3	3
6857 Fruit & Nuts NEC	1	–	–	1	1	–
6858 Fruit Juices	84	–	–	84	0	84
6861 Sugar	173	–	–	173	0	173
6865 Molasses	68	–	–	68	–	68
6871 Coffee	0	–	–	0	0	0
6885 Alcoholic Beverages	18	–	–	18	18	0
6887 Groceries	10	–	–	10	10	–
6889 Food Products NEC	112	–	–	112	104	8
6899 Farm Products NEC	1	–	–	1	1	0
<b>Mfg'd Equipment, Machinery and Products Total</b>	<b>504</b>	–	–	<b>504</b>	<b>333</b>	<b>171</b>
7110 Machinery (Not Elec)	12	–	–	12	6	6
7120 Electrical Machinery	1	–	–	1	1	0
7210 Vehicles & Parts	247	–	–	247	152	95
7220 Aircraft & Parts	0	–	–	0	0	–
7230 Ships & Boats	0	–	–	0	0	0
7300 Ordnance & Access.	0	–	–	0	0	0
7400 Manufac. Wood Prod.	3	–	–	3	3	0
7500 Textile Products	1	–	–	1	1	0
7600 Rubber & Plastic Pr.	0	–	–	0	0	0
7900 Manufac. Prod. NEC	240	–	–	240	170	70
<b>Unknown or Not Elsewhere Classified Total</b>	<b>0</b>	–	–	<b>0</b>	<b>0</b>	<b>0</b>
9900 Unknown or NEC	0	–	–	0	0	–

NOTES: Totals may not add due to rounding. Tonnage figures are rounded. A zero represents less than 500 tons but more than zero. Blanks mean zero tons. Commodity codes are standardized to reflect the Standard Industrial Trade Classification (SITC) Revision 3 commodity codes. *Grand Total*: specifically represents the sum total of all the different traffics, including all domestic and foreign traffic. *Foreign Imports*: inbound merchandise for direct consumption and entries into custom bonded storage and manufacturing warehouses originating in foreign countries other than Canada. *Canadian Imports*: inbound domestic merchandise for direct consumption and entries into custom bonded storage and manufacturing warehouses originating in Canada. *Domestic*: domestic traffic receiving a carriage over the ocean. *Receipts*: traffic moving from one location to another where the destination is the subject port. *Shipments*: traffic moving from one location to another where the origin is the subject port.

NEC: not elsewhere classified.

I&S: iron and steel.

SOURCE: U.S. Department of the Army, Corps of Engineers, *Waterborne Commerce of the United States, Part 4, Waterways and Harbors, Pacific Coast, Alaska and Hawaii*, calendar year 2000.

## 6.2.10

### VESSEL ARRIVALS FOR KAHULUI HARBOR

*Excludes domestic fishing craft*

	1993	1994	1995	1996	1997	1998	1999	2000
<b>Total Inbound Vessels</b>	<b>1,257</b>	<b>1,228</b>	<b>1,238</b>	<b>1,333</b>	<b>1,259</b>	<b>1,351</b>	<b>1,442</b>	<b>1,453</b>
<b>By Type of Vessel</b>								
Self propelled vessels								
Passenger and dry cargo	31	35	27	35	22	45	55	54
Tanker	2	0	0	1	0	3	2	0
Towboat or tugboat	452	362	443	539	534	584	614	665
Non-self propelled vessels								
Dry cargo	691	736	687	676	615	618	656	624
Tanker	81	95	81	82	88	101	115	110
<b>By Draft</b>								
18 feet and less	1,233	1,202	1,211	1,280	1,061	1,152	1,160	1,198
19 feet and more	24	26	27	53	198	199	282	255

SOURCE: U.S. Department of the Army, Corps of Engineers, *Waterborne Commerce of the United States, Part 4, Waterways and Harbors, Pacific Coast, Alaska and Hawaii*, calendar years 1993-2000.

## 6.2.11

### FREIGHT TRAFFIC FOR KAHULUI HARBOR

#### Freight Traffic (In thousand short tons)

1988	2,156
1989	2,278
1990	2,408
1991	2,434
1992	2,357
1993	2,216
1994	2,368
1995	2,586
1996	2,828
1997	2,895
1998	2,851
1999	3,513
2000	3,477

SOURCE: U.S. Department of the Army, Corps of Engineers, *Waterborne Commerce of the United States, Part 4, Waterways and Harbors, Pacific Coast, Alaska and Hawaii*, calendar years 1988-2000.



# Energy & Science



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## 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. Almost 24% of the electric power used on the island is generated by the sugar companies.

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

## 7.1.1

### TELESCOPES AT THE SUMMITS OF MAUNA KEA AND HALEAKALA

Location and Facility	Mirror Size (meters)	Year Completed	Primary Use	Local Staff <sup>1</sup>
<b>Mauna Kea</b>				
UH 24-inch Telescope	0.6	1968	Optical	
UH 88-inch Telescope*	2.2	1970	Optical/infrared	8
NASA Infrared Telescope Facility	3.0	1979	Infrared	12
Canada-France-Hawaii Telescope	3.6	1979	Optical/infrared	50
United Kingdom Infrared Telescope	3.8	1979	Infrared	31
W. M. Keck Observatory (Keck I)	10	1992	Optical/infrared	
W. M. Keck Observatory (Keck II)	10	1996	Optical/infrared	85 (total)
Subaru	8	1999	Optical/infrared	30
Gemini Northern 8-meter Telescope	8	1999	Optical/infrared	30
Caltech Submillimeter Observatory	10.4	1986	mm/submm	10
James Clerk Maxwell Telescope	15	1986	mm/submm	43
Submillimeter Array	8 antennae @ 6 m	1999	submillimeter	26
Very Long Baseline Array	25	1992	centimeter	2
<b>Haleakala (on University of Hawaii land)</b>				
Mees Solar Observatory		1956	Measure solar emissions	2
Lunar Ranging Facility		1976/84	Laser ranging	7
Maui Space Surveillance Site				120
Tracking Telescope (compensated)	1.6	1968	Image near earth objects	
Dual Tracking Telescope	1.2	1968	Track satellites	
Coudé Beam Director	0.8	1987	Project laser beams	
Beam Director	0.6	1975	Project laser beams	
Advanced Electro-Optical System (AEOS)	3.7	1999	Track satellites	55
GEODSS			Track deep space objects	
Primary	1	1982		
Secondary	1	1982		
Auxiliary	0.4	1982		

<sup>1</sup> Based in same county as observatory.

\* University of Hawaii

SOURCE: University of Hawai'i at Manoa, Institute for Astronomy, 1998 Fact Sheet.

## 7.1.2

## ELECTRIC UTILITIES, MAUI COUNTY

	1997	1998	1999	2000	2001
<b>CUSTOMERS, DEC. 31</b>					
<i>Total</i>					
Maui Island	50,385	51,035	52,079	53,204	54,405
Molokai	2,858	2,870	2,911	2,903	2,926
Lanai	1,362	1,381	1,420	1,494	1,509
<b>Maui County</b>	<b>54,605</b>	<b>55,286</b>	<b>56,410</b>	<b>57,601</b>	<b>58,840</b>
<i>Residential<sup>1</sup></i>					
Maui Island	43,159	43,694	44,510	45,379	46,320
Molokai	2,339	2,338	2,364	2,351	2,381
Lanai	1,181	1,200	1,227	1,296	1,306
<b>Maui County</b>	<b>46,679</b>	<b>47,232</b>	<b>48,101</b>	<b>49,026</b>	<b>50,007</b>
<i>Other</i>					
Maui Island	7,226	7,341	7,569	7,825	8,085
Molokai	519	532	547	552	545
Lanai	181	181	193	198	203
<b>Maui County</b>	<b>7,926</b>	<b>8,054</b>	<b>8,309</b>	<b>8,575</b>	<b>8,833</b>
<b>GENERATING AND FIRM PURCHASED CAPABILITY, DEC. 31 (MW)</b>					
Maui Island	207.5	233.2	228.9	250.1	250.1
Molokai	12.1	12.1	12.1	12.1	12.1
Lanai	10.4	10.4	10.4	10.4	10.4
<b>Maui County</b>	<b>230.0</b>	<b>255.7</b>	<b>251.4</b>	<b>272.6</b>	<b>272.6</b>
<b>PEAK DEMAND (MW)<sup>2</sup></b>					
Maui Island	174.7	176.0	180.1	185.1	191.0
Molokai	6.6	6.6	7.0	6.5	6.5
Lanai	5.0	5.2	5.0	5.0	5.2
<b>POWER SOLD (1,000 kWh)</b>					
<i>Total</i>					
Maui Island	969,170	967,760	1,002,594	1,042,006	1,071,486
Molokai	33,549	34,710	35,576	36,349	35,681
Lanai	26,050	26,085	26,569	27,108	26,905
<b>Maui County</b>	<b>1,028,768</b>	<b>1,028,556</b>	<b>1,064,739</b>	<b>1,105,463</b>	<b>1,134,072</b>
<i>Residential</i>					
Maui Island	328,582	328,598	340,071	354,689	360,025
Molokai	12,676	12,567	12,551	12,687	12,348
Lanai	6,442	6,577	6,620	6,855	7,068
<b>Maui County</b>	<b>347,700</b>	<b>347,742</b>	<b>359,243</b>	<b>374,231</b>	<b>379,440</b>
<i>Other</i>					
Maui Island	640,587	639,162	662,523	687,317	711,462
Molokai	20,873	22,144	23,025	23,661	23,333
Lanai	19,608	19,508	19,949	20,253	19,838
<b>Maui County</b>	<b>681,068</b>	<b>680,814</b>	<b>705,496</b>	<b>731,232</b>	<b>754,633</b>

## 7.1.2

CONTINUED

	1997	1998	1999	2000	2001
<b>AVERAGE ANNUAL USE (kWh)<sup>3</sup></b>					
<i>Residential</i>					
Maui Island	7,613	7,520	7,640	7,816	7,773
Molokai	5,419	5,375	5,309	5,397	5,186
Lanai	5,455	5,481	5,396	5,289	5,412
<b>Maui County</b>	<b>7,449</b>	<b>7,362</b>	<b>7,469</b>	<b>7,633</b>	<b>7,588</b>
<i>Other</i>					
Maui Island	88,650	87,067	87,531	87,836	87,998
Molokai	40,218	41,623	42,093	42,865	42,814
Lanai	108,332	107,779	103,361	102,288	97,722
<b>Maui County</b>	<b>85,928</b>	<b>84,531</b>	<b>84,907</b>	<b>85,275</b>	<b>85,433</b>
<b>AVERAGE RATE (dollars per kWh)</b>					
<i>Residential</i>					
Maui Island	0.15549	0.13956	0.15549	0.18232	0.18656
Molokai	0.19844	0.18328	0.19547	0.22787	0.23631
Lanai	0.19033	0.17967	0.19478	0.22184	0.24415
<b>Maui County</b>	<b>0.15770</b>	<b>0.14190</b>	<b>0.15761</b>	<b>0.18459</b>	<b>0.18925</b>
<i>Other</i>					
Maui Island	0.13885	0.12488	0.13866	0.16582	0.17125
Molokai	0.19348	0.17440	0.19053	0.22376	0.22841
Lanai	0.19428	0.18451	0.19737	0.22112	0.24555
<b>Maui County</b>	<b>0.14212</b>	<b>0.12820</b>	<b>0.14201</b>	<b>0.16922</b>	<b>0.17497</b>
<b>Revenues (\$1,000)</b>					
<i>Total</i>					
Maui Island	140,035	125,677	144,741	178,638	189,003
Molokai	6,554	6,165	6,840	8,186	8,247
Lanai	5,036	4,781	5,227	5,999	6,597
<b>Maui County</b>	<b>151,624</b>	<b>136,623</b>	<b>156,808</b>	<b>192,823</b>	<b>203,847</b>
<i>Residential</i>					
Maui Island	51,092	45,860	52,878	64,668	67,166
Molokai	2,515	2,303	2,453	2,891	2,918
Lanai	1,226	1,182	1,290	1,521	1,726
<b>Maui County</b>	<b>54,834</b>	<b>49,345</b>	<b>56,621</b>	<b>69,080</b>	<b>71,809</b>
<i>Other</i>					
Maui Island	88,943	79,817	91,863	113,970	121,837
Molokai	4,039	3,862	4,387	5,294	5,330
Lanai	3,810	3,599	3,937	4,478	4,871
<b>Maui County</b>	<b>96,791</b>	<b>87,278</b>	<b>100,187</b>	<b>123,743</b>	<b>132,038</b>

<sup>1</sup> Residential refers to single-metered residential customers which may include condominiums for visitor use but excludes master-metered apartment and condominium buildings used by residents, which are classified as commercial customers.

<sup>2</sup> 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.

<sup>3</sup> Based on number of customers at end of year.

SOURCE: Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records; capacity and peak demand: Hawaiian Electric Industries, Inc., Securities and Exchange Commission 10-K filings, 1997-2001.

### 7.1.3

## GAS UTILITIES, MAUI COUNTY

*Excludes bottled gas*

	1997	1998	1999	2000	2001
<b>Island of Maui</b>					
<b>Customers (December 31)</b>					
Residential <sup>1</sup>	325	319	326	333	329
Other	67	77	79	78	79
Total	392	396	405	411	408
<b>Gas Sold (1,000 therms)</b>					
Residential	70	71	74	78	77
Other	649	682	813	805	786
Total	720	752	887	883	863
<b>Average Annual Use (therms)</b>					
Residential	217	221	228	233	234
Other	9,691	8,852	10,285	10,320	9,947
<b>Average Rate (\$ per therm)<sup>2</sup></b>					
Residential	2.22903	2.15527	1.98769	2.10372	2.43086
Other	1.25364	1.21693	1.14251	1.23916	1.45250
<b>Revenues (\$1,000)</b>					
Residential	157	152	148	163	187
Other	814	829	928	997	1,141
Total	971	982	1,076	1,161	1,329
<b>Island of Molokai<sup>3</sup></b>					
<b>Customers (December 31)</b>					
Total/Residential	91	96	92	78	71
<b>Gas Sold (1,000 therms)</b>					
Total/Residential	20	20	19	17	15
<b>Average Annual Use (therms)</b>					
Total/Residential	221	205	206	220	205
<b>Average Rate (\$ per therm)</b>					
Total/Residential	2.42358	2.31461	2.23825	2.33821	2.62590
<b>Revenues (\$1,000)</b>					
Total/Residential	49	46	42	40	38

<sup>1</sup> Residential refers to single-metered residential customers which may include condominiums for visitor use but excludes master-metered apartment and condominium buildings used by residents which are classified as commercial customers.

<sup>2</sup> Based on number of customers at end of year.

<sup>3</sup> All Molokai customers are residential.

SOURCE: Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records.

## 7.1.4

## HAWAII STATE ENERGY REPORT, ENERGY CONSUMPTION ESTIMATES BY SOURCE

*In billion BTU*

	1994	1995	1996	1997	1998	1999
Asphalt and road oil	2,699.3	2,906.9	2,663.4	2,629.6	2,138.0	2,340.3
Aviation gasoline	1,060.7	1,099.8	833.0	608.8	540.3	293.6
Distillate fuel	29,493.4	29,226.6	25,736.6	24,973.5	25,298.4	26,252.0
Kerosene-type jet fuel	53,653.6	56,283.6	57,171.9	57,921.6	56,643.3	53,720.0
Naphtha-type jet fuel	51.0	74.0	22.0	9.0	0.0	0.0
Kerosene	3.7	2.9	3.0	2.8	1.5	0.9
Liquified petroleum gasses	5,886.8	4,769.6	4,766.4	870.3	3,050.5	1,358.0
Lubricants	567.4	557.7	541.2	571.7	598.5	604.8
Motor gasoline	48,865.4	49,103.4	48,892.3	48,781.1	48,692.3	46,653.8
Residual fuel	81,299.3	77,631.9	65,253.6	62,112.4	69,319.4	69,910.5
Other petroleum products <sup>1</sup>	13,608.7	13,052.7	15,488.5	15,257.4	12,595.3	12,615.2
<b>Subtotal petroleum products</b>	<b>237,189.2</b>	<b>234,709.2</b>	<b>221,371.8</b>	<b>213,738.2</b>	<b>218,877.5</b>	<b>213,749.1</b>
Geothermal energy	4,144.7	4,992.4	5,120.0	4,683.3	4,983.0	4,437.1
Solar thermal and photovoltaic energy	1,151.3	1,205.2	1,255.0	1,273.0	1,317.7	1,349.5
Wind energy	70.4	91.2	123.7	206.2	199.5	170.6
<b>Subtotal geothermal, solar thermal, photovoltaic and wind energy</b>	<b>5,366.4</b>	<b>6,288.8</b>	<b>6,498.6</b>	<b>6,162.4</b>	<b>6,500.2</b>	<b>5,957.2</b>
Coal	1,849.0	4,119.4	3,637.5	3,262.3	3,847.7	3,064.3
Hydroelectric power	1,457.1	1,008.6	1,082.6	1,194.5	1,254.7	1,216.3
Natural gas	2,919.7	2,906.1	2,824.3	2,688.3	2,803.7	2,886.5
Wood and waste	6,872.0	8,008.9	15,996.8	14,779.2	13,301.8	14,571.1
<b>Total energy consumption</b>	<b>255,653.4</b>	<b>257,041.0</b>	<b>251,411.7</b>	<b>241,824.9</b>	<b>246,585.5</b>	<b>241,444.5</b>

NOTE: Totals may not equal sum of components due to independent rounding.

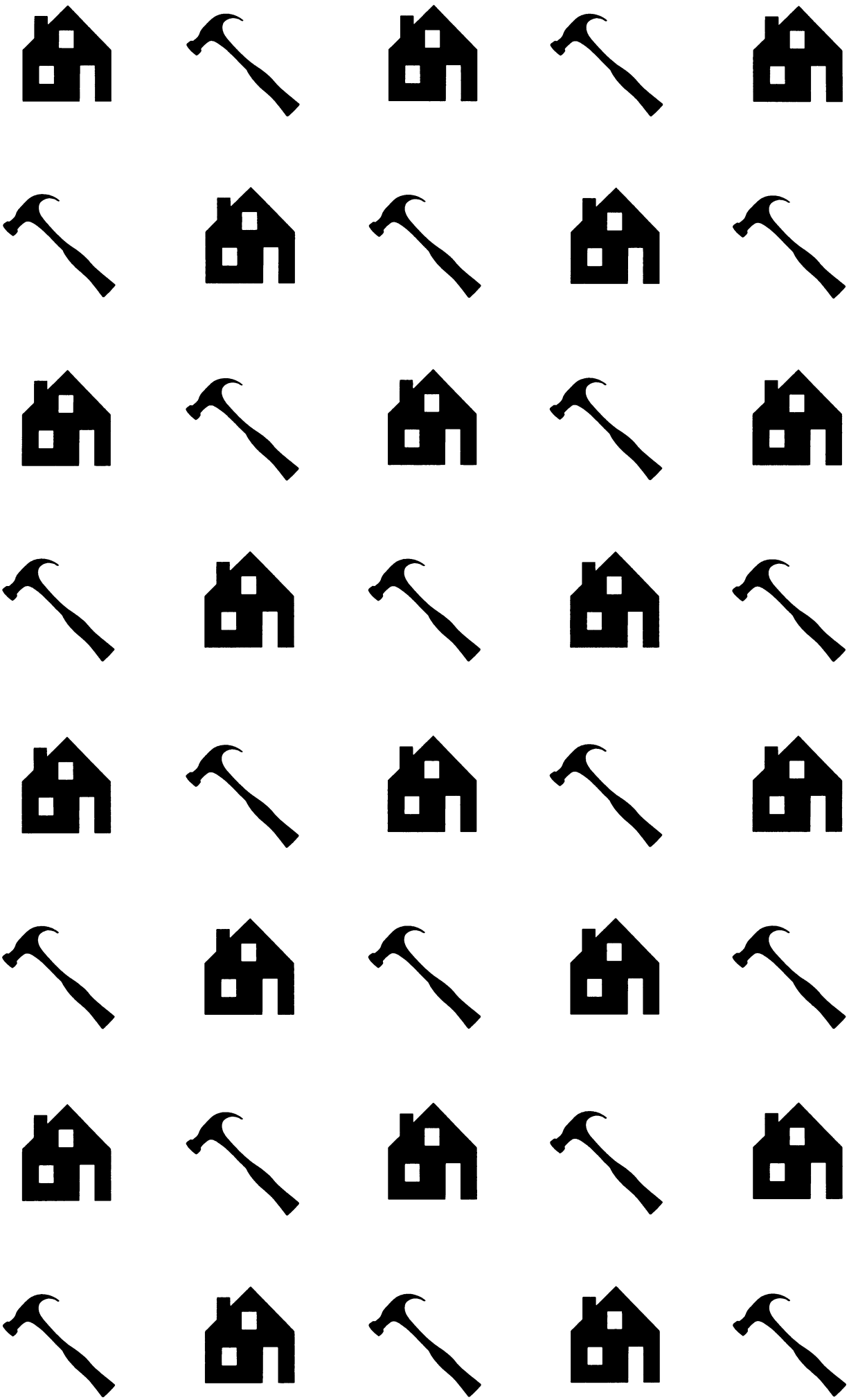
<sup>1</sup> Other petroleum products are aviation gasoline blending components, motor gasoline blending components, petroleum coke, still gas, unfinished oils, and petroleum waxes.

SOURCE: U.S. Department of Energy, Energy Information Administration, Combined State Energy Data System 1999.





# Construction & Housing



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## 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. The currency of statistics on housing varies from 1990 to 1999 due to many of the tables being provided by the latest census (1990).

There are almost 50,000 housing units on Maui of which around 18,000 (35%) are owner-occupied. In 1999 almost 2,365 building permits were issued.

**8.1.1**  
**NUMBER AND VALUE OF BUILDING PERMITS,**  
**MAUI COUNTY**

*Ending December 31*

Year	Number Issued	Estimated Value (\$1,000)
1990	3,534	433,916
1991	3,239	199,309
1992	3,020	234,124
1993	2,593	288,753
1994	2,606	252,547
1995	2,030	253,805
1996	2,369	195,916
1997	2,254	193,129
1998	2,338	207,498
1999	2,365	250,486
2000	2,786	386,126
2001	2,456	342,339

SOURCE: Maui County Department of Public Works, records.

**8.1.2**  
**PRIVATE BUILDING PERMITS BY TYPE,**  
**MAUI COUNTY**

2001 Type	Number	Value (\$)
New Buildings		
Residential	810	187,069,402
Nonresidential	319	84,412,112
Residential and Nonresidential		
Additions, Alterations, and Conversions	888	42,145,525
Repairs, relocations, fencing, mechanical and temporary	325	5,491,226
Demolitions and Razing of Buildings	57	263,300
Miscellaneous	325	5,491,226
<b>Total</b>	<b>2,399</b>	<b>319,381,565</b>

SOURCE: Maui County Department of Public Works, records.

### 8.1.3

## BUILDING PERMITS ISSUED BY DISTRICT, MAUI COUNTY

1999 Districts	Number of Permits	Valuation
<b>Maui Island</b>	<b>2,204</b>	<b>240,378,038</b>
Haiku	256	17,103,001
Hana	40	2,577,224
Kahului	298	30,167,771
Kihei	482	80,501,036
Kula	164	14,612,510
Lahaina	459	53,547,434
Makawao	96	4,259,645
Paia	71	4,468,831
Pukalani	85	14,602,994
Wailuku	253	18,537,592
<b>Lanai</b>	<b>56</b>	<b>3,296,435</b>
<b>Molokai</b>	<b>105</b>	<b>6,811,968</b>
<b>Maui County</b>	<b>2,365</b>	<b>250,486,441</b>

SOURCE: Maui County Land Use and Codes Administration, records. More current data unavailable.

### 8.1.4

## PRIVATE RESIDENTIAL CONSTRUCTION AUTHORIZATIONS, MAUI COUNTY

	1997	1998	1999	2000	2001
<b>Authorized Housing Units</b>					
New single-family units	532	574	647	904	778
New multi-family units	67	67	247	239	277
<b>Total</b>	<b>599</b>	<b>641</b>	<b>894</b>	<b>1,143</b>	<b>1,055</b>
<b>Permit Value (\$)</b>					
New single-family units	65,769,028	82,706,434	107,531,515	158,200,160	120,382,575
New multi-family units	6,379,292	8,441,176	15,157,463	50,656,320	19,974,528
<b>Total</b>	<b>72,148,320</b>	<b>91,147,610</b>	<b>122,688,978</b>	<b>208,856,480</b>	<b>140,357,103</b>

SOURCE: U.S. Bureau of the Census, Monthly New Privately-Owned Residential Building Permits, Maui County, 1997-2001. Available at <http://censtats.census.gov/bldg/bldgprmt.shtml>.

### 8.1.5

## BUILDING PERMITS AND CONSTRUCTION PUT IN PLACE, MAUI COUNTY

*In thousands of dollars*

Year	Private Permits	Total Permits	Put in Place
1984	59,840	68,034	68,593
1985	178,633	190,181	73,527
1986	154,120	203,265	92,586
1987	167,237	203,071	100,200
1988	408,477	451,287	145,706
1989	317,995	343,643	190,407
1990	433,936	460,906	260,318
1991	208,732	301,320	284,223
1992	200,915	219,992	234,946
1993	203,177	243,549	197,757
1994	194,752	230,116	207,770
1995	215,073	237,288	187,172
1996	155,955	181,360	180,021

NOTES: Total permits include private permits and authorizations for state and county construction of buildings. Highway and federal government construction are not represented in these totals. Put in Place data for neighbor islands are underreported, since some neighbor island work is reported on Oahu.

SOURCE: Bank of Hawaii, *Construction in Hawaii, 1997*, p. 26.

### 8.1.6

## PRIVATE AUTHORIZATIONS FOR NEW COMMERCIAL AND INDUSTRIAL CONSTRUCTION, MAUI COUNTY

*In millions of dollars*

	1992	1993	1994	1995	1996	Percent Change 96/95
Hotels	0.0	0.0	0.0	61.2	0.0	—
Office Buildings	3.9	5.8	7.0	1.9	7.3	291.5
Stores and Mercantile	6.8	10.2	6.9	8.1	9.8	22.2
Manufacturing Buildings	0.5	0.0	0.1	0.0	0.0	—
Miscellaneous	45.1	30.2	26.9	48.0	24.0	-50.0
<b>Total Authorizations</b>	<b>56.3</b>	<b>46.2</b>	<b>40.9</b>	<b>119.1</b>	<b>41.2</b>	<b>-65.4</b>

SOURCE: Bank of Hawaii, *Construction in Hawaii, 1997*, p. 11.

### 8.1.7

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

Year	New One Family Dwellings	New Duplex Units	New Apartments	Units Demolished <sup>1</sup>
1989	1,182	20	702	74
1990	1,068	60	748	53
1991	652	43	987	51
1992	748	20	160	64
1993	660	44	168	(NA)
1994 <sup>2</sup>	689	30	402	(NA)

<sup>1</sup> Excludes units destroyed by fire, volcanic activity, high winds, and other disasters.

<sup>2</sup> Preliminary data.

NA: Not available.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *Housing Unit Estimates for Hawaii, 1980-1995*, table 7.

### 8.1.8

## HOTEL CONSTRUCTION AUTHORIZATIONS, MAUI COUNTY

Year	Number of New Projects	New Construction (\$1,000)	Additions, Alterations and Repairs (\$1,000)	Total Construction (\$1,000)
1981	—	—	1,250	1,250
1982	2	27,715	900	28,615
1983	1	35,000	—	35,000
1984	—	—	—	—
1985	—	—	1,102	1,102
1986	—	—	5,243	5,243
1987	14	13,924	3,645	17,419
1988	8	168,310	600	168,910
1989	2	47,646	780	48,426
1990	4	104,061	10,320	114,381
1991	1	4,185	346	4,531
1992	—	—	1	1
1993	—	—	—	—
1994	—	—	1,587	1,587
1995	1	61,215	—	61,215
1996	—	—	2,182	2,182

NOTES: The above are totals for hotel housekeeping units only. Restaurants, spas, etc. are counted elsewhere.

SOURCE: Bank of Hawaii, *Construction in Hawaii, 1997*, p. 31.

8.1.9

**SUMMARY OF PRIVATE CONSTRUCTION AUTHORIZATIONS,  
MAUI COUNTY**

Year	Housing Inventory at April 1	NEW RESIDENTIAL				NEW NON-RESIDENTIAL Permit Value (\$1,000)	ADDITIONS & ALTERATIONS	
		Single-Family Value (\$1,000)		Multi-Family Value (\$1,000)			Residential (\$1,000)	Non-residential (\$1,000)
		Units	Value (\$1,000)	Units	Value (\$1,000)			
1970	14,039	474	8,996	583	8,408	953	3,309	
1980	33,154	803	34,896	1,815	171,325	8,988	4,475	
1981	34,887	398	21,328	1,001	86,322	7,052	13,294	
1982	36,108	530	25,095	122	4,896	4,880	8,915	
1983	36,539	547	30,227	24	3,315	5,272	6,650	
1984	36,665	638	34,467	6	380	6,039	6,412	
1985	36,687	984	111,658	457	24,333	9,934	1,535	
1986	37,303	911	56,579	506	33,298	15,944	20,353	
1987	38,579	1,119	76,122	608	19,681	10,940	21,545	
1988	39,646	1,453	111,012	1,160	52,557	11,788	17,257	
1989	41,168	1,136	119,518	535	75,582	15,370	17,594	
1990	42,261	1,068	126,620	808	61,620	20,738	34,034	
1991	44,262	694	71,866	1,041	39,538	26,419	24,214	
1992	45,941	810	85,551	184	8,404	26,490	24,193	
1993	47,219	660	78,449	212	9,742	22,393	46,352	
1994	48,087	673	86,454	368	18,360	18,806	30,236	
1995	49,151	473	56,535	112	9,968	14,728	14,713	
1996	NA	601	73,117	152	8,010	13,795	19,863	

SOURCE: Bank of Hawaii, *Construction in Hawaii*, 1997, p. 28.

## 8.1.10

# CONSTRUCTION ESTABLISHMENTS BY TYPE AND LOCATION, MAUI COUNTY

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

Establishment Type	Location / Number		Location / Number		Location / Number		Totals	
<b>Land subdivision &amp; land development (NAICS 2331—)</b>								
	Kahului	1	Kihei	1	Kula	1		
	Lahaina	3	Makawao	1			Maui subtotal	7
	Lanai City	1					Total	8
<b>Residential building construction (NAICS 2332—)</b>								
	Haiku	16	Hana	2	Kahului	5		
	Kihei	19	Kula	15	Lahaina	13		
	Makawao	18	Paia	3	Wailuku	8	Maui subtotal	99
	Kaunakakai	2	Kualapuu	1			Total	102
<b>Nonresidential building construction (NAICS 2333—)</b>								
	Haiku	1	Kahului	8	Kihei	5		
	Kula	1	Lahaina	2	Makawao	2		
	Wailuku	4					Maui subtotal	23
	Lanai City	1					Total	24
<b>Heavy construction (NAICS 234—)</b>								
	Kahului	7	Kihei	2	Kula	1		
	Lahaina	1	Wailuku	3			Total	14
<b>Plumbing, heating &amp; AC contractors (NAICS 2351—)</b>								
	Haiku	1	Kahului	15	Kihei	7		
	Kula	3	Lahaina	6	Makawao	5		
	Wailuku	2					Maui subtotal	39
	Kaunakakai	1					Total	40
<b>Painting &amp; wall covering contractors (NAICS 2352—)</b>								
	Haiku	1	Kahului	2	Kihei	5		
	Kula	4	Lahaina	3	Makawao	2		
	Wailuku	4					Total	21
<b>Electrical contractors (NAICS 2353—)</b>								
	Kahului	10	Kihei	6	Kula	1		
	Lahaina	5	Makawao	3	Paia	3		
	Wailuku	10					Maui subtotal	38
	Hoolehua	1	Kaunakakai	1			Total	40
<b>Masonry, drywall, insulation, tile contractors (NAICS 2354—)</b>								
	Haiku	6	Kahului	4	Kihei	6		
	Kula	6	Lahaina	2	Makawao	9		
	Wailuku	5					Total	38
<b>Carpentry &amp; floor contractors (NAICS 2355—)</b>								
	Haiku	3	Kahului	3	Kihei	5		
	Kula	2	Makawao	5	Wailuku	3	Maui subtotal	21
	Kaunakakai	1					Total	22
<b>Excavation contractors (NAICS 235930)</b>								
	Haiku	2	Kahului	3	Kihei	1		
	Kula	1	Lahaina	1	Makawao	2	Total	10
<b>Other special trade contractors (NAICS 2356—, 57—, 58—, 59— except 235930)</b>								
	Haiku	3	Kahului	8	Kihei	9		
	Kula	1	Lahaina	4	Makawao	7		
	Wailuku	13					Total	45
							<b>Grand Total</b>	<b>364</b>

NOTE: Pukalani combined with Makawao, and Puunene combined with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 1999*, on CD-ROM.



## 8.2.1

### ESTIMATED VALUE OF LAND TRANSACTIONS, BY COUNTIES

*In thousands of dollars*

Year	Maui County	Hawaii County	Kauai County	City and County of Honolulu	State Total
1968	37,501	95,967	14,718	550,082	703,420
1969	75,257	108,728	27,153	596,427	807,565
1970	76,462	111,239	24,522	668,003	880,226
1971	71,480	131,267	28,247	812,545	1,043,539
1972	114,634	170,995	80,274	1,142,699	1,508,602
1973	189,958	212,170	85,687	1,441,073	1,928,888
1974	183,760	156,682	65,518	1,305,257	1,711,217
1975	194,478	138,289	47,790	1,064,559	1,445,116
1976	222,214	141,779	56,088	1,312,981	1,733,062
1977	384,122	209,366	87,570	1,471,172	2,152,230
1978	581,485	288,886	162,725	2,017,774	3,050,870
1979	643,711	545,192	277,753	3,009,059	4,475,715
1980	611,607	546,141	317,869	2,749,190	4,224,807
1981	424,994	397,740	298,858	2,078,739	3,200,331
1982	602,464	293,310	203,575	1,911,711	3,011,060
1983	423,712	359,695	154,878	2,333,882	3,272,167
1984	610,385	467,052	137,773	2,549,352	3,764,563
1985	562,563	359,835	274,002	2,581,678	3,778,078
1986	1,080,487	620,157	326,870	4,182,294	5,911,973
1987	1,169,182	641,667	388,442	4,820,850	7,020,141
1988	1,344,818	971,541	446,136	6,705,645	9,468,113
1989	2,446,997	1,671,483	669,875	8,514,926	13,303,281
1990	2,046,874	2,893,086	558,462	8,764,532	14,262,954
1991	1,028,857	983,728	676,826	4,793,933	7,483,344
1992	1,027,394	886,726	345,950	5,590,377	7,850,447
1993	1,753,255	1,345,225	551,138	8,621,058	12,270,676
1994	1,441,528	1,120,254	677,991	7,461,624	10,701,398
1995	847,727	849,799	261,990	4,465,410	6,424,925
1996	990,129	786,192	376,776	3,640,154	5,793,252
1997	1,057,281	851,136	347,399	4,042,187	6,298,003
1998	1,971,082	1,066,148	499,285	3,904,127	7,440,642
1999	1,683,688	1,201,547	589,624	4,836,187	8,311,047
2000	2,316,618	1,548,501	685,700	5,138,547	9,689,367
2001	2,131,623	1,786,101	802,516	5,447,028	10,167,267

SOURCE: Hawaii State Department of Land and Natural Resources, Bureau of Conveyances, records.

## 8.2.2

# SELECTED HOUSING CHARACTERISTICS, MAUI COUNTY

*Data include some condominium units used or intended for use by transients*

2000	Maui County	Kalawao County
<b>All Housing Units</b>	<b>56,377</b>	<b>172</b>
Units in Structure		
1 unit, detached	31,593	125
1 unit, attached	3,497	0
2 to 4 units	2,887	21
5 to 9 units	7,191	13
10 or more units	11,058	13
Mobile home, boat, other	151	0
Median Number of Rooms	4.0	2.0
<b>Occupied Housing Units</b>		
Total	43,507	115
With 1.01 or more persons per room	7,166	0
<b>Vacant Housing Units</b>		
Total	12,870	57
For seasonal, recreational, or occasional use	9,746	31
Percent of all vacant units	75.7	54.4
Homeowner Vacancy Rate	1.2	100.0
Rental Vacancy Rate	7.2	0.0
<b>Owner-Occupied Housing Units</b>		
Total	25,039	0
Percent of All Occupied Units	57.6	0.0
Average Household Size	3.13	0.00
<b>Value of Specified Owner-Occupied Housing Units<sup>1</sup></b>		
Total	19,953	0
Less than \$100,000	794	0
\$100,000 to \$199,999	5,292	0
\$200,000 to \$299,999	7,455	0
\$300,000 to \$499,999	4,348	0
\$500,000 to \$999,999	1,511	0
\$1,000,000 or more	553	0
Median (dollars)	249,900	0
<b>Renter-Occupied Housing Units</b>		
Total	18,468	115
Average Household Size	2.62	1.28
<b>Gross Rent of Specified Renter-Occupied Units<sup>2</sup></b>		
Total	18,319	115
Less than \$300	1,055	13
\$300 to \$499	1,754	0
\$500 to \$749	4,829	25
\$750 to \$999	5,267	0
\$1,000 to \$1,499	3,109	0
\$1,500 or more	971	0
No cash rent	1,334	77
Median (dollars)	788	525

<sup>1</sup> House and lot. Data limited to owner-occupied, one-family, attached and detached houses on less than 10 acres without a business or medical office on the property.

<sup>2</sup> Includes utilities if paid by renter; excludes one-family, attached and detached houses on 10 acres or more.

SOURCE: U.S. Bureau of the Census, *Census 2000 Profile of General Demographic Characteristics, Hawaii (DP-1)* and *Profile of Selected Housing Characteristics, Hawaii (DP-4)*.

## 8.2.3

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

2000	ALL HOUSING UNITS		OCCUPIED HOUSING UNITS	
	Total	Median Number of Rooms	Total	More than One Person per Room
<b>Maui County</b>	<b>56,377</b>	<b>4.0</b>	<b>43,507</b>	<b>7,166</b>
<b>Kalawao County (Kalaupapa)</b>	<b>172</b>	<b>2.0</b>	<b>115</b>	<b>0</b>
<b>Maui Island</b>				
Haiku-Pauwela CDP	2,455	4.6	2,311	313
Haliimaile CDP	260	4.9	254	45
Hana CDP	239	3.5	184	63
Kaanapali CDP	1,770	3.4	550	2
Kahului CDP	6,044	4.0	5,861	1,464
Kapalua CDP	844	3.5	169	22
Kihei CDP	9,401	3.5	6,178	924
Lahaina CDP	3,056	4.3	2,631	642
Maalaea CDP	599	3.5	261	7
Makawao CDP	2,218	4.5	2,154	288
Napili-Honokowai CDP	4,673	3.1	2,624	411
Paia CDP	891	4.7	784	107
Pukalani CDP	2,543	5.0	2,463	365
Waihee-Waiehu CDP	1,889	5.0	1,864	448
Waikapu CDP	360	5.3	351	46
Wailea-Makena CDP	4,871	4.0	2,510	147
Wailuku CDP	4,820	4.4	4,556	691
<b>Molokai</b>				
Kalawao County (Kalaupapa)	172	2.0	115	0
Kaunakakai CDP	962	4.2	872	209
Kualapuu CDP	591	4.8	568	145
Maunaloa CDP	88	4.7	62	17
<b>Lanai</b>				
Lanai City CDP	1,354	3.9	1,161	269

SOURCE: U.S. Bureau of the Census, *Census 2000 Profile of Selected Housing Characteristics, Hawaii (DP-4)*.

## 8.2.4

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

2000	All Housing Units	VACANT HOUSING UNITS			
		Total	Seasonal, Recreational or Occasional	Homeowner Vacancy Rate	Rental Vacancy Rate
<b>Maui County</b>	<b>56,377</b>	<b>12,870</b>	<b>9,746</b>	<b>1.2</b>	<b>7.2</b>
<b>Kalawao County (Kalaupapa)</b>	<b>172</b>	<b>57</b>	<b>31</b>	<b>100.0</b>	<b>0.0</b>
<b>Maui Island</b>					
Haiku-Pauwela CDP	2,454	144	63	0.8	2.2
Haliimaile CDP	260	6	0	0.6	1.3
Hana CDP	253	62	18	2.3	30.3
Kaanapali CDP	1,775	1,238	1,205	2.6	6.2
Kahului CDP	6,079	199	29	0.4	2.0
Kapalua CDP	831	645	457	2.4	71.1
Kihei CDP	9,170	3,000	2,442	1.7	8.0
Lahaina CDP	3,027	428	322	0.4	5.3
Maalaea CDP	600	337	272	0.0	33.3
Makawao CDP	2,222	71	20	0.9	1.2
Napili-Honokowai CDP	4,681	2,052	1,704	0.4	13.6
Paia CDP	890	107	63	1.3	6.5
Pukalani CDP	2,522	83	18	1.0	1.6
Waihee-Waiehu CDP	1,909	45	4	0.7	2.3
Waikapu CDP	360	13	0	1.5	2.4
Wailea-Makena CDP	5,099	2,579	2,401	4.5	2.5
Wailuku CDP	4,780	245	52	1.2	3.7
<b>Molokai</b>					
Kalawao County (Kalaupapa)	172	57	31	100.0	0.0
Kaunakakai CDP	962	95	28	2.4	7.7
Kualapuu CDP	592	28	7	1.1	6.8
Maunaloa CDP	91	26	1	33.3	24.0
<b>Lanai</b>					
Lanai City CDP	1,343	195	66	0.9	7.1

SOURCE: U.S. Bureau of the Census, *Census 2000 Profiles of General Demographic Characteristics, Hawaii* (DP-1).

## 8.2.5

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

2000	All Housing Units	OCCUPIED HOUSING UNITS			AVERAGE HOUSEHOLD SIZE	
		Total	by Owner	by Renter	Owner- Occupied Units	Renter- Occupied Units
<b>Maui County</b>	<b>56,377</b>	<b>43,507</b>	<b>25,039</b>	<b>18,468</b>	<b>3.13</b>	<b>2.62</b>
<b>Kalawao County (Kalaupapa)</b>	<b>172</b>	<b>115</b>	<b>0</b>	<b>115</b>	<b>0.00</b>	<b>1.28</b>
<b>Maui Island</b>						
Haiku-Pauwela CDP	2,454	2,310	1,416	894	3.01	2.54
Haliimaile CDP	260	254	176	78	3.45	3.68
Hana CDP	253	191	129	62	3.84	3.44
Kaanapali CDP	1,775	537	416	121	2.58	2.48
Kahului CDP	6,079	5,880	3,190	2,690	3.43	3.13
Kapalua CDP	831	186	120	66	2.35	2.80
Kihei CDP	9,170	6,170	3,007	3,163	3.00	2.42
Lahaina CDP	3,027	2,599	1,393	1,206	4.05	2.87
Maalaea CDP	600	263	151	112	1.74	1.71
Makawao CDP	2,222	2,151	1,207	944	3.18	2.63
Napili-Honokowai CDP	4,681	2,629	1,128	1,501	2.92	2.32
Paia CDP	890	783	523	260	3.26	2.78
Pukalani CDP	2,522	2,439	1,600	839	3.13	2.84
Waihee-Waiehu CDP	1,909	1,864	1,526	338	4.07	3.21
Waikapu CDP	360	347	264	83	3.26	3.07
Wailea-Makena CDP	5,099	2,520	1,386	1,134	2.34	2.14
Wailuku CDP	4,780	4,535	2,675	1,860	2.87	2.49
<b>Molokai</b>						
Kalawao County (Kalaupapa)	172	115	0	115	0.00	1.28
Kaunakakai CDP	962	867	531	336	3.34	2.79
Kualapuu CDP	592	564	441	123	3.49	3.22
Maunaloa CDP	91	65	8	57	4.63	3.39
<b>Lanai</b>						
Lanai City CDP	1,343	1,148	571	577	2.91	2.59

SOURCE: U.S. Bureau of the Census, *Census 2000 Profiles of General Demographic Characteristics, Hawaii* (DP-1).

## 8.2.6

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

2000	SPECIFIED OWNER-OCCUPIED HOUSING UNITS						
	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
<b>Maui County</b>	<b>19,953</b>	<b>794</b>	<b>5,292</b>	<b>7,455</b>	<b>4,348</b>	<b>1,511</b>	<b>553</b>
<b>Kalawao County (Kalaupapa)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Maui Island</b>							
Haiku-Pauwela CDP	1,171	20	234	329	368	210	10
Haliimaile CDP	169	12	74	73	10	0	0
Hana CDP	126	12	41	41	21	7	4
Kaanapali CDP	190	0	7	11	21	112	39
Kahului CDP	2,827	41	977	1,444	359	6	0
Kapalua CDP	49	2	3	6	12	3	23
Kihei CDP	1,755	23	396	912	348	8	68
Lahaina CDP	1,331	37	249	641	278	67	59
Maalaea CDP	13	0	3	3	0	3	4
Makawao CDP	1,117	36	327	513	197	40	4
Napili-Honokowai CDP	631	0	38	311	199	50	33
Paia CDP	477	14	204	167	41	32	19
Pukalani CDP	1,483	38	222	789	423	11	0
Waihee-Waiehu CDP	1,433	31	615	567	190	22	8
Waikapu CDP	258	9	71	131	45	2	0
Wailea-Makena CDP	855	0	27	131	251	351	95
Wailuku CDP	2,070	109	568	711	530	124	28
<b>Molokai</b>							
Kalawao County (Kalaupapa)	0	0	0	0	0	0	0
Kaunakakai CDP	493	59	353	67	9	5	0
Kualapuu CDP	340	126	158	29	14	9	4
Maunaloa CDP	7	2	5	0	0	0	0
<b>Lanai</b>							
Lanai City CDP	547	114	339	63	14	9	8

SOURCE: U.S. Bureau of the Census, *Census 2000 Profile of Selected Housing Characteristics, Hawaii (DP-4)*.

## 8.2.7

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

1990 Division and Place	ALL RENTER-OCCUPIED HOUSING UNITS			
	Total	One Unit, Detached or Attached	Persons Per Unit	Mean Number of Rooms
<b>Maui County Total</b>	<b>14,062</b>	<b>9,423</b>	<b>2.66</b>	<b>3.6</b>
<b>Haiku-Pauwela division</b>	<b>764</b>	<b>713</b>	<b>2.70</b>	<b>3.7</b>
Haiku-Pauwela CDP	614	570	2.68	3.8
<b>Hana division</b>	<b>257</b>	<b>234</b>	<b>2.75</b>	<b>3.3</b>
Hana CDP	69	59	3.06	3.5
<b>Kahului division</b>	<b>1,996</b>	<b>1,397</b>	<b>2.91</b>	<b>3.4</b>
Kahului CDP (part)	1,996	1,397	2.91	3.4
<b>Kihei division</b>	<b>2,412</b>	<b>1,301</b>	<b>2.46</b>	<b>3.5</b>
Kihei CDP	2,074	1,163	2.48	3.5
Maalaea CDP	117	11	1.86	3.0
Wailea-Makena CDP (part)	219	125	2.59	4.2
<b>Kula division</b>	<b>1,217</b>	<b>1,088</b>	<b>2.40</b>	<b>3.8</b>
Wailea-Makena CDP (part)	479	394	2.20	3.6
<b>Lahaina division</b>	<b>2,564</b>	<b>1,041</b>	<b>2.56</b>	<b>3.3</b>
Kaanapali CDP	88	20	2.27	3.7
Kapalua CDP	51	12	2.16	3.4
Lahaina CDP	1,313	802	2.91	3.6
Napili-Honokowai CDP	1,087	187	2.16	2.8
<b>Makawao-Paia division</b>	<b>1,684</b>	<b>1,547</b>	<b>2.80</b>	<b>4.1</b>
Haliimaile CDP	58	54	3.40	3.8
Makawao CDP	637	583	2.83	4.1
Paia CDP	200	175	2.53	4.1
Pukalani CDP	626	590	2.95	4.2
<b>Puunene division</b>	<b>47</b>	<b>43</b>	<b>3.21</b>	<b>4.6</b>
Kahului CDP (part)	47	43	3.21	4.6
<b>Spreckelsville division</b>	<b>37</b>	<b>36</b>	<b>2.11</b>	<b>4.1</b>
Kahului CDP (part)	–	–	–	–
<b>Waihee-Waikapu division</b>	<b>191</b>	<b>170</b>	<b>3.24</b>	<b>4.2</b>
Waihee-Waiehu CDP (part)	84	74	3.19	4.1
Waikapu CDP	72	64	3.01	4.2
Wailuku CDP (part)	10	9	3.30	5.8
<b>Wailuku division</b>	<b>1,758</b>	<b>955</b>	<b>2.64</b>	<b>3.4</b>
Waihee-Waiehu CDP (part)	115	102	3.43	4.0
Wailuku CDP (part)	1,643	853	2.58	3.4
<b>East Molokai division</b>	<b>511</b>	<b>361</b>	<b>2.65</b>	<b>3.3</b>
Kaunakakai CDP	304	203	2.40	3.5
<b>West Molokai division</b>	<b>239</b>	<b>212</b>	<b>3.35</b>	<b>4.0</b>
Kualapuu CDP	98	98	3.50	3.5
Maunaloa CDP	118	106	3.43	4.6
<b>Lanai division</b>	<b>385</b>	<b>325</b>	<b>2.73</b>	<b>4.3</b>
Lanai City CDP	376	318	2.74	4.3

Note: 2000 data not released as of August 30, 2002. Check our website for updates. <http://www.brl-sbdc.org/brlprod.htm>.

SOURCE: U.S. Bureau of the Census, *1990 Census of Population and Housing, Summary Population and Housing Characteristics, Hawaii, 1990* CPH-1-13 (August 1991), table 11.

## 8.2.8

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

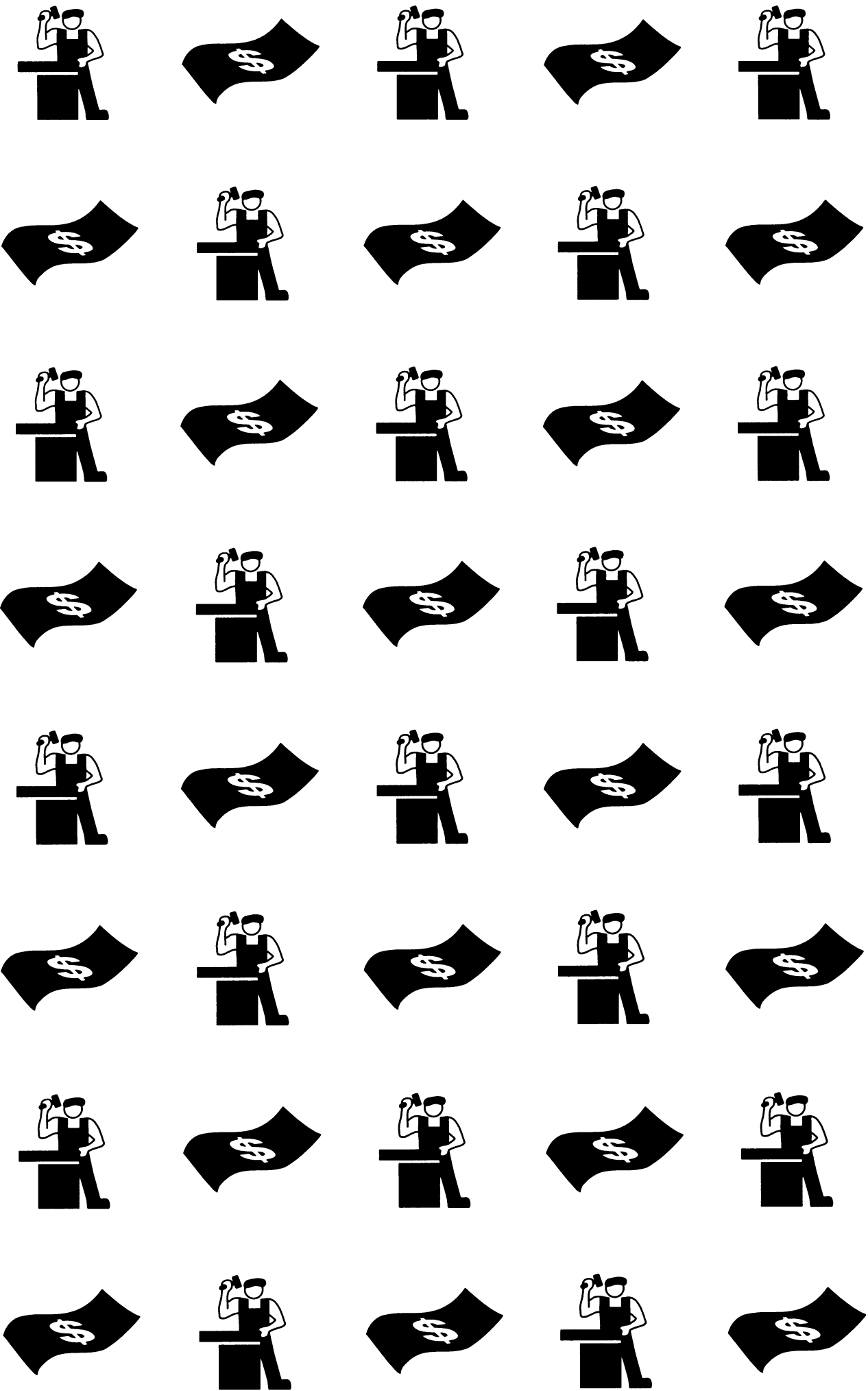
2000	SPECIFIED RENTER-OCCUPIED HOUSING UNITS PAYING CASH RENT						
	Total	Less than \$300 <sup>1</sup>	\$300 to \$499	\$500 to \$749	\$750 to \$999	\$1,000 to \$1,499	\$1,500 or more
<b>Maui County</b>	<b>18,319</b>	<b>2,389</b>	<b>1,754</b>	<b>4,829</b>	<b>5,267</b>	<b>3,109</b>	<b>971</b>
<b>Kalawao County (Kalaupapa)</b>	<b>115</b>	<b>90</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Maui Island</b>							
Haiku-Pauwela CDP	917	139	46	219	334	144	35
Haliimaile CDP	74	16	15	7	17	17	2
Hana CDP	49	8	8	23	5	3	2
Kaanapali CDP	149	15	0	3	0	26	105
Kahului CDP	2,672	502	358	1,008	480	297	27
Kapalua CDP	52	2	3	13	6	13	15
Kihei CDP	3,142	162	188	874	1,190	632	96
Lahaina CDP	1,190	142	130	207	371	237	103
Maalaea CDP	144	20	0	23	59	39	3
Makawao CDP	959	134	84	174	341	163	63
Napili-Honokowai CDP	1,490	109	62	321	656	260	82
Paia CDP	265	27	28	79	46	68	17
Pukalani CDP	850	64	21	202	230	251	82
Waihee-Waiehu CDP	331	129	20	63	52	37	30
Waikapu CDP	73	5	9	28	21	10	0
Wailea-Makena CDP	1,127	103	9	164	430	279	142
Wailuku CDP	1,877	231	227	811	374	197	37
<b>Molokai</b>							
Kalawao County (Kalaupapa)	115	90	0	25	0	0	0
Kaunakakai CDP	337	107	69	86	65	10	0
Kualapuu CDP	115	41	10	37	21	6	0
Maunaloa CDP	55	3	9	33	7	3	0
<b>Lanai</b>							
Lanai City CDP	584	119	270	109	69	17	0

<sup>1</sup> Includes no cash rent.

SOURCE: U.S. Bureau of the Census, *Census 2000 Profile of Selected Housing Characteristics, Hawaii* (DP-4).



# Finance & Labor



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## 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 1999 was 71,650 and the number of employed was 67,550. The unemployment rate declined 1.1% between 1998 and 1999.

Data for this section came from the Hawaii State Department of Business, Economic Development and Tourism, the Hawaii Credit Union League, the Hawaii Department of Industrial Labor and Relations and the Hawaii Employer's Council.

### 9.1.1

## FINANCIAL INSTITUTIONS WITH LOCATIONS IN MAUI COUNTY

*As of December 31, 2000*

	Maui	Molokai	Lanai
Banks			
Firms	4	1	2
Locations	20	1	2
Savings and Loans Associations			
Associations	1	–	–
Locations	2	–	–
Financial Services Loan Companies (depository and non-depository)			
Firms	8	1	–
Locations	10	1	–
Escrow Depository Companies			
Firms	7	–	–
Locations	15	–	–

SOURCE: Hawaii State Department of Commerce and Consumer Affairs, Division of Financial Institutions, 2000 Annual Report.

### 9.1.2

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

*In thousands of dollars*

Location	TOTAL DEPOSITS AS OF JUNE 30					
	1996	1997	1998	1999	2000	2001
Hana	2,642	2,744	2,707	2,833	3,281	3,340
Kahului	487,724	501,977	510,333	507,291	531,188	543,692
Kihei	140,620	147,638	160,858	170,478	140,741	219,287
Lahaina	211,239	204,676	217,163	232,856	267,538	264,335
Pukalani	85,320	89,515	96,238	102,084	111,115	119,224
Paia	18,082	20,017	21,649	23,666	25,630	28,011
Wailuku	204,009	206,596	205,942	230,293	219,754	224,091
Kaunakakai	46,305	45,018	48,378	49,609	49,474	50,446
Lanai City	22,894	24,502	23,382	23,411	24,368	25,276
<b>Total</b>	<b>1,218,835</b>	<b>1,242,683</b>	<b>1,286,650</b>	<b>1,342,521</b>	<b>1,373,089</b>	<b>1,477,702</b>

Notes: Office locations were determined by zip code. FDIC-Insured institutions are commercial banks and savings associations. Deposits include savings and checking accounts, certificates of deposit, IRAs and Keogh Plans, trust funds and escrow accounts. See "deposits" in the glossary accompanying the Reports of Condition and Income instructions for the precise definition.

SOURCE: Federal Deposit Insurance Corporation, *FDIC/OTS Summary of Deposits* (annual), database available at <http://www.fdic.gov>.

### 9.1.3

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

December 2001	Location	County Rank	State Rank	Assets (dollars)	Loans (dollars)	Members
Maui County Employees	Wailuku	1	13	82,551,168	37,055,523	8,547
Valley Isle Community	Kahului	2	17	49,807,724	14,110,357	7,338
Maui Land & Pine	Kahului	3	26	36,765,672	14,465,771	5,503
Kahului	Kahului	4	28	36,180,713	13,362,250	4,911
Kula Community	Kula	5	38	23,534,273	11,022,650	3,692
Wailuku	Wailuku	6	41	22,286,718	10,205,747	3,647
West Maui Community	Lahaina	7	42	20,281,836	3,089,492	1,837
Lanai	Lanai City	8	48	16,699,194	2,960,843	2,247
Maui Teachers	Wailuku	9	54	13,088,120	2,570,368	1,628
Molokai Community	Kaunakakai	10	66	9,551,304	5,118,647	3,369
Lahaina	Lahaina	11	76	5,873,369	2,805,658	2,388
Kulia Ohana	Wailuku	12	86	3,547,115	1,669,699	898
First Hawaiian Homes	Hoolehua	13	96	1,350,387	907,746	899
<b>Maui County Total</b>				<b>321,517,593</b>	<b>119,344,751</b>	<b>46,904</b>
<b>Statewide Total</b>				<b>4,728,673,376</b>	<b>2,333,024,575</b>	<b>646,174</b>

SOURCE: National Credit Union Administration, "Call Report Data Files under FOIA for December 1999 (final)."

### 9.1.4

## FEDERAL CREDIT UNION CHARACTERISTICS, MAUI COUNTY

	1998	1999	2000	2001
Number of Credit Unions	13	13	13	13
Total Members	42,947	43,367	44,709	46,904
Total Assets	248,486,530	265,469,171	271,511,009	321,517,593
Total Shares and Deposits	203,179,151	217,693,077	220,905,762	268,250,700
Number of Share and Deposit Accounts	49,409	51,388	53,503	57,258
Total Loans	96,103,956	99,771,476	108,913,023	119,344,751
Number of Loans	12,395	12,368	12,607	12,875

SOURCE: National Credit Union Administration, "Call Report Data Files under FOIA (final)", December 1996, 1997, 1998 and 1999.

## 9.2.1

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

*Annual averages*

	Maui County	Hawaii County	Kauai County	City & County of Honolulu	State of Hawaii
<b>Civilian Labor Force</b>					
1995	65,800	64,150	28,350	418,150	576,400
1996	68,050	67,250	29,000	429,350	593,600
1997	69,250	68,750	28,600	428,100	594,700
1998	69,950	68,600	28,650	427,150	594,350
1999	71,400	69,400	28,900	423,150	592,800
2000 r	72,350	70,000	29,400	423,700	595,450
2001	74,200	72,250	29,850	429,250	605,500
<b>Employed</b>					
1995	61,000	57,600	25,100	398,950	542,650
1996	63,050	60,550	25,450	406,650	555,750
1997	64,050	61,750	25,400	405,450	556,650
1998	65,200	61,950	25,800	404,250	557,200
1999	67,300	63,350	26,650	402,250	559,600
2000 r	69,300	65,350	27,500	407,800	569,900
2001	70,650	67,300	27,750	411,750	577,450
<b>Unemployed</b>					
1995	4,800	6,550	3,250	19,200	33,800
1996	4,950	6,650	3,550	22,700	37,850
1997	5,200	7,000	3,250	22,650	38,050
1998	4,750	6,600	2,850	22,950	37,150
1999	4,050	6,050	2,200	20,900	33,200
2000 r	3,050	4,650	1,900	15,900	25,500
2001	3,500	4,950	2,100	17,500	28,100
<b>Percent Unemployed</b>					
1995	7.3	10.2	11.4	4.6	5.9
1996	7.3	9.9	12.2	5.3	6.4
1997	7.5	10.2	11.3	5.3	6.4
1998	6.8	9.6	9.9	5.4	6.2
1999	5.7	8.7	7.7	4.9	5.6
2000 r	4.2	6.7	6.5	3.8	4.3
2001	4.8	6.8	7.0	4.1	4.6

NOTE: Except for percent unemployed, data rounded to nearest 50. Totals may not add due to rounding.  
r: Revised.

SOURCE: Hawaii State Department of Labor and Industrial Relations, World Wide Web site, <http://www.state.hi.us/dlir/rs/loihi/LFR/>, and records.

## 9.2.2

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

*Annual averages*

	Maui County	Maui	Molokai	Lanai
<b>Civilian Labor Force</b>				
1986	48,600	45,050	2,500	1,050
1987	51,600	48,050	2,600	1,000
1988	52,750	49,200	2,450	1,050
1989	55,000	51,300	2,250	1,450
1990	56,500	52,400	2,700	1,400
1991	61,500	57,300	2,650	1,550
1992	65,900	61,250	3,050	1,600
1993	66,000	61,600	2,850	1,550
1994 <sup>1</sup>	65,800	61,400	2,900	1,500
1995	65,800	61,200	2,950	1,600
1996	68,050	63,250	3,100	1,650
1997	69,250	64,700	2,850	1,700
1998	69,950	65,350	2,950	1,650
1999 r	71,400	66,650	3,000	1,750
2000 r	72,350	67,600	2,900	1,850
2001	74,200	69,400	2,900	1,900
<b>Civilian Employment</b>				
1986	46,050	42,950	2,150	900
1987	49,350	46,250	2,250	850
1988	51,000	47,800	2,250	950
1989	53,550	50,200	2,050	1,300
1990	53,800	50,300	2,200	1,300
1991	58,200	54,350	2,400	1,450
1992	60,250	56,200	2,550	1,500
1993	62,500	58,500	2,600	1,400
1994 <sup>1</sup>	61,300	57,350	2,600	1,350
1995	61,000	56,850	2,600	1,550
1996	63,050	58,900	2,600	1,550
1997	64,050	60,000	2,450	1,600
1998	65,200	61,100	2,500	1,600
1999 r	67,300	63,100	2,550	1,650
2000 r	69,300	65,050	2,500	1,800
2001	70,650	66,300	2,550	1,800

## 9.2.2

CONTINUED

	Maui County	Maui	Molokai	Lanai
<b>Civilian Unemployment</b>				
1986	2,550	2,100	350	100
1987	2,250	1,800	300	150
1988	1,750	1,450	200	100
1989	1,450	1,100	200	100
1990	2,700	2,100	500	100
1991	3,300	2,950	250	100
1992	5,650	5,050	500	150
1993	3,450	3,100	250	150
1994 <sup>1</sup>	4,500	4,050	300	100
1995	4,800	4,400	350	100
1996	4,950	4,400	500	100
1997	5,200	4,650	400	100
1998	4,750	4,250	450	50
1999	4,050	3,550	450	100
2000	3,050	2,550	450	50
2001	3,500	3,100	350	100
<b>Unemployment Rate</b>				
1986	5.3	4.7	13.4	11.5
1987	4.4	3.7	12.2	14.9
1988	3.3	2.9	8.8	7.5
1989	2.6	2.2	9.8	8.3
1990	4.8	4.1	18.1	5.9
1991	5.4	5.1	10.1	6.7
1992	8.6	8.3	16.0	7.8
1993	5.3	5.0	8.4	8.9
1994 <sup>1</sup>	6.8	6.6	10.8	7.1
1995	7.3	7.2	11.4	5.3
1996	7.3	6.9	15.9	5.8
1997	7.5	7.2	14.8	5.9
1998	6.8	6.5	14.9	3.5
1999 r	5.7	5.3	14.4	4.4
2000 r	4.2	3.8	14.9	3.4
2001	4.8	4.4	12.5	4.5

NOTE: Except for percent unemployed, data rounded to nearest 50. Totals may not add due to rounding.

<sup>1</sup> Data beginning 1994 may not be strictly comparable to previous years.

r: Revised.

SOURCE: Hawaii State Department of Labor and Industrial Relations, World Wide Web site, <http://www.state.hi.us/dlir/rs/loihi/LFR/>, and records.

9.2.3

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

Race or Sex, 2001	Civilian Labor Force	Employ- ed	Un- employed	PERCENT DISTRIBUTION			Unem- ployment Rate
				Civilian Labor Force	Employ- ed	Un- employed	
<b>Total</b>	<b>74,200</b>	<b>70,650</b>	<b>3,500</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>4.8</b>
White	31,500	30,100	1,400	42.5	42.6	39.4	4.4
Asian/Pacific Islander	40,850	38,800	2,000	55.1	54.9	57.4	4.9
Japanese	11,850	11,650	200	16.0	16.5	6.1	1.8
Filipino	15,650	14,950	700	21.1	21.2	20.3	4.6
Hawaiian	10,100	9,150	900	13.6	13.0	25.7	9.0
Chinese	1,600	1,500	100	2.1	2.1	2.2	4.9
Korean	350	350	*	0.5	0.5	0.4	3.8
Other A/P Islander	1,300	1,200	100	1.8	1.7	2.6	7.0
Black	250	250	0	0.4	0.4	0.0	0.0
American Indian/Eskimo/Aleut	550	450	50	0.7	0.6	2.0	13.4
Other Race	1,050	1,000	50	1.4	1.4	1.3	4.3
Minority Group	42,700	40,550	2,150	57.5	57.4	60.6	5.0
Hispanic (all races)	5,200	4,950	250	7.0	7.0	6.8	4.6
<b>Female</b>	<b>33,250</b>	<b>31,800</b>	<b>1,450</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>4.4</b>
White	13,550	12,850	650	40.7	40.5	45.4	4.9
Asian/Pacific Islander	19,100	18,350	700	57.4	57.8	48.8	3.7
Japanese	5,400	5,300	100	16.3	16.7	6.3	1.7
Filipino	7,500	7,250	250	22.6	22.9	16.2	3.1
Hawaiian	4,700	4,350	350	14.1	13.6	25.0	7.8
Chinese	800	800	0	2.3	2.4	0.0	0.0
Korean	200	200	0	0.6	0.6	0.0	0.0
Other A/P Islander	500	500	*	1.5	1.5	1.3	3.8
Black	50	50	0	0.2	0.2	0.0	0.0
American Indian/Eskimo/Aleut	300	200	50	0.9	0.7	4.8	24.3
Other Race	300	300	*	0.9	0.9	1.0	4.6
Minority Group	19,750	18,950	800	59.3	59.5	54.6	4.0
Hispanic (all races)	2,250	2,100	100	6.7	6.7	7.3	4.8
All Female as Percent of Total	44.8%	45.0%	41.4%				

\* Less than 25.

Note: Totals may not add due to rounding.

Source: Hawaii Department of Labor and Industrial Relations, *Update to Affirmative Action*, 1997.

SOURCE: Hawaii Department of Labor and Industrial Relations, *Update to Affirmative Action*, 2001. (based on 1990 census).



## 9.2.4

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

Industry, 2001	Maui County	Maui	Molokai	Lanai
<b>TOTAL NONAGRICULTURAL WAGE &amp; SALARY JOBS</b>	<b>61,800</b>	<b>58,450</b>	<b>1,750</b>	<b>1,650</b>
Total Goods Producing	4,700	4,600	50	100
Construction and Mining	2,900	2,800	50	100
Manufacturing	1,800	1,800	*	*
Durable Goods	350	2650	—	—
Nondurable Goods	1,450	1,450	—	—
<b>Total Service Producing</b>	<b>57,100</b>	<b>53,850</b>	<b>1,700</b>	<b>1,550</b>
Transportation, Communication and Utilities	4,550	4,400	100	50
Transportation	3,550	3,450	50	—
Air Transportation	1,100	1,050	—	—
Communication	450	450	—	—
Utilities	550	500	—	—
Trade	17,450	17,000	300	150
Wholesale	1,450	1,450	*	*
Retail	15,950	15,550	300	150
General Merchandise	1,250	1,250	*	—
Grocery	1,500	1,350	100	—
Apparel & Accessory	1,250	1,350	*	—
Eating & Drinking Establishments	7,300	7,200	100	—
Finance, Insurance and Real Estate	2,800	2,500	200	100
Services & Miscellaneous	24,350	22,850	550	1,000
Hotels	11,500	10,650	100	800
Health Services	2,500	2,350	150	—
Hospitals	100	—	100	—
Business Services	2,150	2,100	—	—
Social Services	1,600	1,350	200	—
Educational Services	550	500	*	—
Engineering, Accounting, & Mgmt. Services	650	650	—	—
Government	7,950	7,150	600	200
Federal	550	500	*	*
State	5,450	4,900	400	—
State Education (Dept. of Ed. & U. of Hawaii)	3,000	2,650	250	100
Local	1,900	1,750	150	50
<b>AGRICULTURAL JOBS</b>	<b>1,750</b>	<b>1,700</b>	<b>50</b>	<b>—</b>

NOTES: Data rounded to nearest 50. Totals may not add due to rounding or residual categories.

\* Fewer than 50.

Source: Hawaii State Department of Labor and Industrial Relations, World Wide Web site <http://www.hawaii.gov/workforce>.

## 9.2.5

### ANNUAL PAY RANGES FOR THE 30 MOST COMMON OCCUPATIONS, MAUI COUNTY

Occupation Code	Title	Est. Empl.	ESTIMATED ANNUAL WAGE, 2000			
			Maui	State	Entry <sup>1</sup> Maui	Exp. <sup>2</sup> Maui
41-2021	Counter and Rental Clerks	410	22,762	18,175	15,197	26,464
53-3032	Truck Drivers, Heavy and Tractor-Trailer	510	30,605	29,301	24,437	38,604
35-3041	Food Servers, Nonrestaurant	530	29,487	21,633	13,244	31,029
35-3011	Bartenders	540	30,517	25,504	17,761	34,407
47-2061	Construction Laborers	540	36,982	39,605	22,065	43,046
47-2031	Carpenters	540	53,738	50,909	38,909	58,271
53-3033	Truck Drivers, Light or Delivery Services	570	18,178	21,412	13,452	24,959
43-4081	Hotel, Motel, and Resort Desk Clerks	570	29,701	29,108	20,608	31,277
35-1012	1st-Line Superv'rs/Mgrs of Food Prep & Serving Wrkrs	570	31,909	26,652	22,967	35,976
43-4051	Customer Service Representatives	580	24,622	25,593	19,513	30,868
35-9031	Hosts & Hostesses, Restaurant, Lounge & Coffee Shop	600	14,667	16,342	12,269	19,662
43-5081	Stock Clerks and Order Fillers	610	20,108	20,701	14,391	25,152
43-1011	1st-Line Superv'rs/Mgrs of Office & Admin Supp Wrkrs	620	33,402	36,795	25,661	40,378
35-2021	Food Preparation Workers	640	20,731	19,680	17,500	23,271
53-7062	Laborers & Freight, Stock & Material Movers, Hand	660	19,593	21,679	15,467	24,283
35-9021	Dishwashers	720	18,120	16,626	13,180	22,059
43-6014	Secretaries, Except Legal, Medical, and Executive	720	26,158	28,684	21,770	29,353
29-1111	Registered Nurses	790	50,903	55,292	41,181	55,253
43-3031	Bookkeeping, Accounting, and Auditing Clerks	800	27,220	26,315	20,603	31,308
11-1021	General and Operations Managers	820	61,846	60,943	38,943	85,354
41-1011	1st-Line Superv'rs/Mgrs of Retail Sales Workers	830	30,152	27,959	20,332	40,358
49-9042	Maintenance and Repair Workers, General	840	30,905	32,390	21,360	36,236
25-2031	Secondary Sch Teachers, exc Special & Vocational Ed	890	38,141	40,687	31,832	42,599
35-3021	Combined Food Prep & Serving Wrkrs, incl Fast Food	970	14,990	12,824	12,194	18,942
35-9011	Dining Rm & Cafeteria Attndnts & Bartender Helpers	970	17,943	16,630	14,123	24,301
25-2021	Elementary School Teachers, exc Special Ed	1,090	38,912	37,346	31,658	43,797
33-9032	Security Guards	1,230	20,715	16,804	14,215	24,423
37-3011	Landscaping and Groundskeeping Workers	1,240	22,423	22,086	17,328	25,360
43-9061	Office Clerks, General	1,280	23,548	22,131	16,488	28,957
37-2011	Janitors & Cleaners, exc Maids & Housekeep Clnrs	1,380	20,334	18,326	13,750	22,655
35-2014	Cooks, Restaurant	1,440	25,727	22,208	18,614	30,216
41-2011	Cashiers	2,120	16,737	16,592	13,616	20,529
41-2031	Retail Salespersons	2,480	19,167	16,978	13,997	26,237
37-2012	Maids and Housekeeping Cleaners	2,960	25,266	23,986	19,735	26,789
35-3031	Waiters and Waitresses	3,060	16,239	13,865	12,212	23,603
00-0000	TOTAL ALL OCCUPATIONS	63,380	25,920	26,464	16,080	36,357

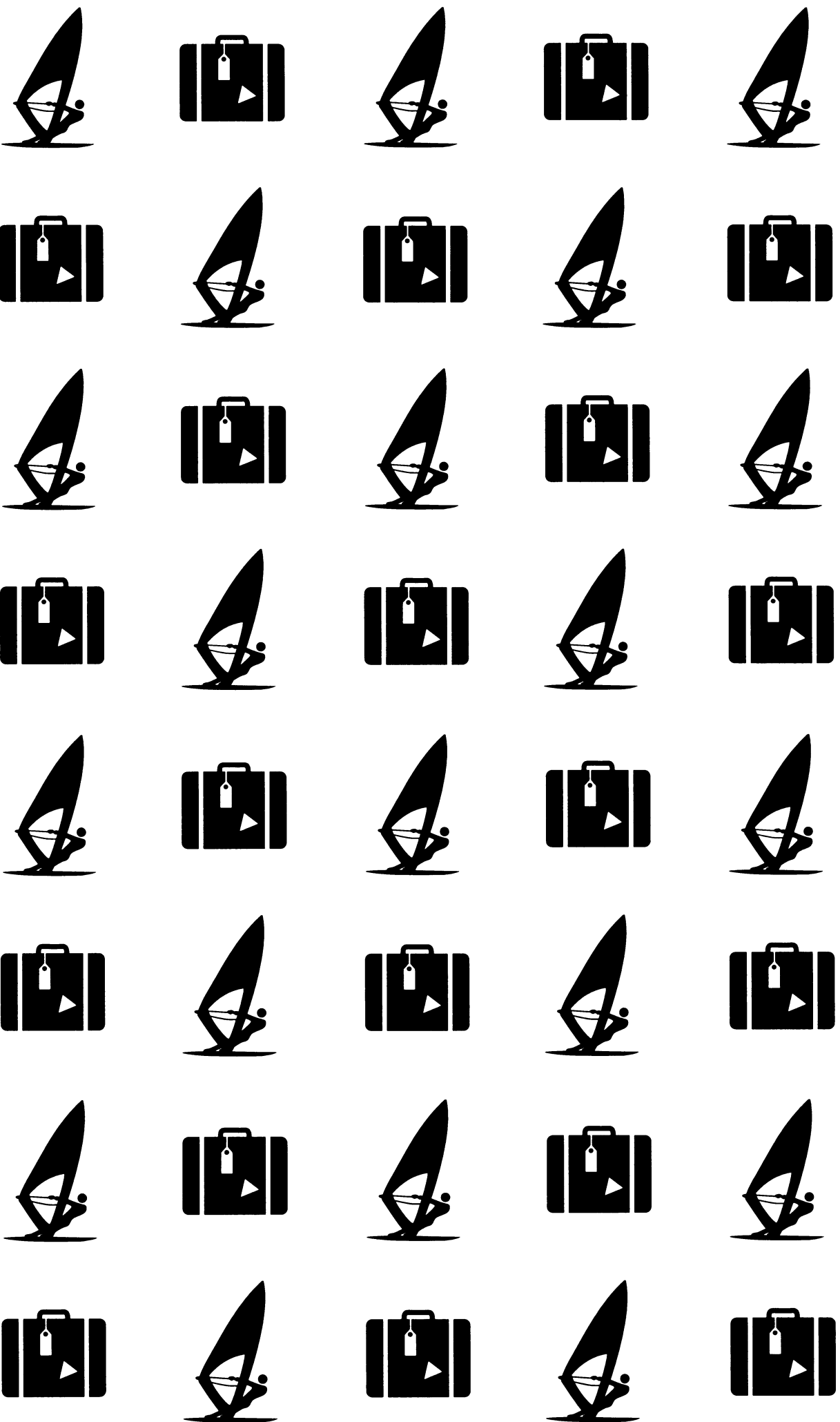
NOTE: Definitions of occupational codes and titles are available from O\*NET Online (<http://online.onetcenter.org>). O\*NET replaces the U.S. Department of Labor's *Dictionary of Occupational Titles*.

<sup>1</sup> The entry wage is the mean of the first third of the wage distribution.

<sup>2</sup> The experienced wage is the mean of the upper two-thirds of the wage distribution.

SOURCE: Hawaii State Department of Labor, "Occupational Wages: All Industries in the State of Hawaii," downloaded from <http://www.state.hi.us/dliir/rs/loihi/LMR/Occwage/WAGE.HTM>.

# Visitor Industry & Recreation



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## 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 island including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division. They have assumed the collection and analysis of visitor data since July 1998.

10.1.1

**VISITORS TO MAUI COUNTY BY MONTH**

<b>2001</b>	<b>Maui</b>	<b>Molokai</b>	<b>Lanai</b>	<b>Total Maui County</b>
<b>Total Visitors</b>				
January	177,132	7,665	8,309	184,770
February	177,161	6,630	7,713	182,565
March	199,674	7,149	8,662	206,193
April	189,256	5,096	6,805	194,186
May	166,608	5,080	6,821	170,480
June	198,455	4,881	6,900	202,476
July	211,563	9,679	7,412	215,972
August	204,062	5,740	6,875	208,326
September	111,917	3,337	4,373	114,428
October	128,861	5,118	7,086	132,339
November	138,402	4,543	6,345	142,096
December	145,675	5,315	7,604	150,646
<b>Total</b>	<b>2,048,768</b>	<b>70,233</b>	<b>84,905</b>	<b>2,104,478</b>
<b>Domestic Visitors</b>				
January	125,803	4,591	6,873	130,584
February	132,710	4,706	6,161	136,794
March	157,765	5,283	7,143	162,490
April	149,516	3,874	5,896	153,290
May	135,258	4,312	5,941	138,701
June	163,838	4,507	5,869	167,595
July	172,918	4,911	6,273	176,583
August	162,198	4,279	5,953	165,759
September	96,882	3,048	3,911	99,085
October	112,018	4,524	6,748	115,037
November	112,268	3,615	5,487	115,602
December	119,787	4,662	6,529	124,440
<b>Total</b>	<b>1,640,961</b>	<b>52,312</b>	<b>72,783</b>	<b>1,685,960</b>
<b>International Visitors</b>				
January	51,329	3,074	1,436	54,186
February	44,451	1,924	1,552	45,771
March	41,909	1,866	1,519	43,703
April	39,740	1,222	909	40,896
May	31,350	768	880	31,779
June	34,617	374	1,031	34,881
July	38,646	4,768	1,139	39,389
August	41,864	1,461	922	42,567
September	15,035	289	462	15,343
October	16,843	594	338	17,302
November	26,134	928	858	26,494
December	25,888	653	1,075	26,206
<b>Total</b>	<b>407,806</b>	<b>17,921</b>	<b>12,122</b>	<b>418,518</b>

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 Annual Visitor Research Report.

10.1.2

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

	1996	1997	1998	1999	2000	2001
<b>Length of Stay (days)<sup>1</sup></b>						
<b>All Visitors</b>						
Maui	6.35	6.45	6.58	6.71	6.81	6.90
Molokai	7.16	6.99	5.61	4.98	5.13	4.32
Lanai	7.34	6.48	4.75	4.34	4.72	4.71
<b>Domestic</b>						
Maui	7.06	7.05	7.12	7.20	7.35	7.41
Molokai	6.51	6.54	5.37	5.07	5.51	5.03
Lanai	6.41	6.08	4.48	4.12	4.90	5.02
<b>International</b>						
Maui	4.27	4.48	4.76	4.84	4.75	4.83
Molokai	11.14	8.99	6.83	4.42	2.74	2.23
Lanai	14.45	8.39	6.19	5.56	3.53	2.85
<b>Average Daily Census (people)</b>						
<b>All Visitors</b>						
Maui	39,309	39,971	40,440	41,918	41,819	38,724
Molokai	1,519	1,530	1,157	950	905	831
Lanai	1,896	1,883	1,267	1,124	1,130	1,096
<b>Domestic</b>						
Maui	32,513	33,509	33,671	35,750	35,817	33,330
Molokai	1,190	1,173	920	830	837	721
Lanai	1,463	1,461	1,011	909	1,022	1,002
<b>International</b>						
Maui	6,796	6,462	6,768	6,167	6,002	5,394
Molokai	329	356	237	121	67	110
Lanai	434	422	255	215	109	95

NOTE: Totals may not add due to rounding.

<sup>1</sup> Length of stay is the average number of days that visitors who travel to a specific island have stayed on that island.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*; "Historical Visitor Data," spreadsheet (<http://www.state.hi.us/dbedt/monthly/historical-r.xls>).

### 10.1.3

## AVERAGE DAILY VISITOR CENSUS, BY COUNTIES

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

Year	Maui County	Hawaii County	Kauai County	Oahu	State Total
1977	12,468	7,195	6,025	57,342	83,030
1978	14,492	8,094	7,069	62,379	92,034
1979	15,598	7,996	7,394	67,688	98,676
1980	15,363	7,195	7,259	66,680	96,417
1981	15,727	6,561	7,225	66,455	95,968
1982	18,090	6,725	7,050	73,445	105,310
1983	24,670	8,690	7,990	66,695	108,040
1984	32,790	7,570	10,930	67,370	118,660
1985	31,910	8,040	11,470	65,280	116,700
1986	34,330	9,870	14,840	73,870	132,910
1987	33,890	10,210	15,510	74,660	134,270
1988	33,870	10,690	16,400	80,450	141,410
1989	44,020	17,760	19,140	88,750	169,670
1990	37,657	16,698	17,378	82,783	154,516
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247

NOTES: Average daily census is based on intention to visit each island. Eastbound and northbound visitors counts are based on a 20 percent sample through 1983 and a 10 percent sample thereafter. Westbound visitor counts are based on the form distributed on all Hawaii-bound flights of all domestic airlines. Data beginning with 1990 are not strictly comparable to previous years.

<sup>1</sup> All eastbound visitor days were attributed to Oahu through 1988.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*; "Historical Visitor Data," spreadsheet (<http://www.state.hi.us/dbedt/monthly/historical-r.xls>).

10.1.4

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

2001	Maui	Molokai	Lanai	Total Maui County	Total State
Albuquerque	3,729	135	139	3,867	10,046
Anchorage	6,403	534	121	6,865	23,971
Atlanta	18,357	590	1,046	18,763	41,218
Austin	7,070	191	378	7,281	15,959
Bakersfield	3,476	104	140	3,564	9,639
Bellingham	2,344	46	27	2,385	6,364
Boise	4,167	82	121	4,225	10,757
Boston	23,152	698	1,328	23,767	50,478
Charlotte	4,316	152	319	4,438	9,075
Chicago	55,140	1,641	2,810	56,510	114,121
Cincinnati	9,305	329	503	9,453	18,513
Cleveland	9,397	313	542	9,697	19,625
Colorado Springs	3,591	133	225	3,749	10,863
Columbus	5,785	197	358	5,917	11,904
Dallas	31,282	744	1,714	31,981	70,712
Denver	31,577	868	1,412	32,389	75,563
Detroit	25,424	944	1,196	25,919	52,911
Eugene	3,793	162	159	3,969	9,993
Fresno	5,621	185	122	5,736	14,483
Grand Rapids	4,047	105	134	4,114	8,816
Hartford	3,933	113	212	4,000	7,821
Houston	16,462	614	1,135	16,970	41,093
Indianapolis	7,143	206	312	7,273	14,806
Kansas City	9,720	333	608	9,975	20,414
Las Vegas	12,572	502	646	12,919	39,103
Los Angeles	223,982	4,747	7,588	229,725	587,656
Miami	7,122	266	515	7,319	15,662
Milwaukee	7,051	192	278	7,184	14,910
Minneapolis	24,887	553	822	25,472	59,909
Modesto	4,154	74	112	4,231	10,189



## 10.1.4

CONTINUED

2001	Maui	Molokai	Lanai	Total Maui County	Total State
Nashville	4,213	162	233	4,301	8,959
New York	71,841	2,176	4,494	73,962	153,860
Norfolk	3,508	199	199	3,596	12,390
Oklahoma City	3,216	113	161	3,294	7,839
Omaha	3,152	109	162	3,219	7,051
Orlando	4,903	187	354	5,005	11,620
Philadelphia	18,261	643	1,106	18,727	38,698
Phoenix	29,413	809	1,411	30,147	70,480
Pittsburgh	6,164	185	359	6,308	12,506
Portland	539	34	38	570	1,606
Provo	3,340	122	137	3,462	12,177
Raleigh	4,044	136	197	4,124	9,134
Reno	4,812	135	146	4,932	12,169
Sacramento	33,027	845	932	33,778	81,422
Saint Louis	13,564	487	701	13,820	28,152
Salinas	5,047	86	147	5,151	12,906
Salt Lake City	14,427	404	515	14,830	41,878
San Antonio	3,839	215	340	3,960	11,773
San Diego	43,663	1,238	1,786	45,034	131,693
San Francisco	203,853	4,776	6,794	209,570	528,373
San Luis/Obispo	3,978	140	104	4,096	10,339
Santa Barbara	6,046	175	140	6,203	17,315
Seattle	71,371	1,956	1,804	73,375	204,612
Spokane	4,887	115	125	5,005	13,458
Stockton	5,843	211	207	6,052	15,125
Tampa	6,108	310	472	6,240	14,219
Tucson	5,304	206	265	5,504	15,122
Tulsa	2,913	137	202	3,013	7,333
Washington D.C.	30,793	1,407	1,903	31,772	87,478
<b>Top US MSAs as % Total Visitors</b>	<b>72.3</b>	<b>64.0</b>	<b>69.3</b>	<b>72.3</b>	<b>70.5</b>

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*.

## 10.1.5

### VISITOR ARRIVALS, MAUI COUNTY

*Data cover visitors to the state staying overnight or longer,  
and include one-day (non-overnight) trips*

<b>Westbound Visitors</b>			
1977		1,257,142	
1978		1,403,054	
1979		1,419,773	
1980		1,378,189	
1981		1,389,892	
1982		1,550,080	
1983		1,645,720	
1984		1,854,690	
1985		1,831,110	
1986		2,001,870	
1987		1,908,780	
1988		1,884,050	
	<b>International Visitors<sup>1</sup></b>	<b>Domestic Visitors</b>	<b>Total Visitors</b>
1989 <sup>2</sup>	400,860	2,113,100	2,513,960
1990	469,239	1,815,623	2,284,862
1991	483,224	1,692,382	2,175,606
1992	569,241	1,754,371	2,323,612
1993	569,204	1,693,910	2,263,114
1994	531,610	1,808,906	2,340,516
1995	564,092	1,762,705	2,326,797
1996	586,576	1,732,034	2,318,610
1997	542,018	1,788,366	2,330,384
1998	527,950	1,776,165	2,304,115
1999	480,471	1,866,531	2,347,002
			<b>Arrivals by Ship</b>
2000	470,035	1,834,631	32,288
2001	418,518	1,685,960	41,288

<sup>1</sup> Due to the need for timely and market-specific visitor statistics arising from the establishment of the Hawaii Tourism Authority, collection and reporting of visitor statistics has been extensively revised. The previous visitor categorization as eastbound (visitors who arrive mainly from Asia, Australia and New Zealand) and westbound (visitors who arrive from the US mainland and Canada) has been replaced by a domestic and international breakdown of visitors.

<sup>2</sup> The subcategories for 1989 were eastbound (visitors arriving mainly from Asia, Australia and New Zealand) and westbound (arriving from the US mainland and Canada). County distribution for eastbound/international visitors not available before 1989.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*; "Historical Visitor Data," spreadsheet (<http://www.state.hi.us/dbedt/monthly/historical-r.xls>); and records.

10.1.6

NATION OF RESIDENCE OF VISITORS  
TO MAUI COUNTY

1999 MMA <sup>1</sup>	MAUI			MOLOKAI			LANAI		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
<b>Total</b>	<b>1,640,961</b>	<b>407,935</b>	<b>2,048,896</b>	<b>52,312</b>	<b>17,921</b>	<b>70,233</b>	<b>72,783</b>	<b>12,122</b>	<b>84,905</b>
<b>U.S.</b>	<b>1,517,988</b>	<b>53,918</b>	<b>1,571,907</b>	<b>47,627</b>	<b>1,966</b>	<b>49,592</b>	<b>66,898</b>	<b>1,968</b>	<b>68,866</b>
<b>Canada</b>	<b>19,008</b>	<b>83,880</b>	<b>102,888</b>	<b>614</b>	<b>2,404</b>	<b>3,018</b>	<b>1,100</b>	<b>4,225</b>	<b>5,325</b>
<b>Asia</b>									
China	1,799	219	2,018	169	5	174	117	0	117
Hong Kong	648	1,760	2,408	0	60	60	36	189	224
Japan	3,065	225,845	228,910	97	12,674	12,771	87	5,053	5,140
Korea	1,242	9,076	10,318	84	261	345	79	55	134
Singapore	197	1,296	1,493	27	88	116	20	0	20
Taiwan	430	2,436	2,866	16	29	45	42	15	58
<b>Total Asia</b>	<b>7,381</b>	<b>240,633</b>	<b>248,014</b>	<b>394</b>	<b>13,117</b>	<b>13,511</b>	<b>381</b>	<b>5,311</b>	<b>5,692</b>
<b>Oceania</b>									
Australia	1,944	8,818	10,761	80	119	199	93	368	460
New Zealand	434	1,757	2,191	0	10	10	5	46	51
<b>Total Oceania</b>	<b>2,378</b>	<b>10,575</b>	<b>12,953</b>	<b>80</b>	<b>129</b>	<b>210</b>	<b>98</b>	<b>414</b>	<b>512</b>
<b>Europe</b>									
United Kingdom	15,740	2,631	18,371	462	87	549	787	125	912
Germany	2,169	341	2,510	139	84	223	91	0	91
France	9,992	929	10,921	494	30	523	358	0	358
Italy	1,633	0	1,633	60	0	60	36	0	36
Switzerland	3,231	310	3,541	144	58	202	89	32	121
<b>Total Europe</b>	<b>32,766</b>	<b>4,210</b>	<b>36,976</b>	<b>1,299</b>	<b>259</b>	<b>1,557</b>	<b>1,361</b>	<b>157</b>	<b>1,518</b>
<b>Latin America</b>									
Argentina	969	0	969	8	0	8	4	0	4
Brazil	1,661	92	1,753	42	0	42	73	0	73
Mexico	2,175	760	2,935	78	0	78	194	0	194
<b>Total Latin America</b>	<b>4,805</b>	<b>852</b>	<b>5,657</b>	<b>127</b>	<b>0</b>	<b>127</b>	<b>271</b>	<b>0</b>	<b>271</b>
<b>Other Foreign<sup>2</sup></b>	<b>56,635</b>	<b>13,867</b>	<b>70,502</b>	<b>2,172</b>	<b>47</b>	<b>2,219</b>	<b>2,673</b>	<b>47</b>	<b>2,720</b>
<b>Total Foreign</b>	<b>122,973</b>	<b>354,017</b>	<b>476,989</b>	<b>4,686</b>	<b>15,955</b>	<b>20,641</b>	<b>5,884</b>	<b>10,154</b>	<b>16,038</b>

<sup>1</sup> Major Market Areas (MMAs) have allowed the Hawaii Tourism Authority to focus on specific areas for marketing and to see changes in these markets.

<sup>2</sup> "Other foreign" is comprised of all countries not listed above in an MMA as well as visitors from US territories .

10.2.1

**PKF-HAWAII  
OCCUPANCY AND ROOM RATES,  
FOOD AND BEVERAGE SALES,  
ISLANDS OF MAUI AND MOLOKAI**

*Includes condominium units in rental pools for transient occupancy*

Year	Percent Occupied	Average Daily Room Rate	Average Revenue per Available Room	AVERAGE DAILY SALES PER GUEST		
				Food	Beverage	Food Sales Per Cover
<b>Maui</b>						
1991	63.35	125.05	58.58	26.36	9.47	14.15
1992	63.49	124.77	79.22	24.30	8.21	14.14
1993	67.56	122.88	83.02	23.04	7.16	14.17
1994	72.69	125.70	91.37	22.72	6.61	14.61
1995	73.53	144.36	106.15	25.72	7.23	15.99
1996	73.37	155.54	114.11	26.32	7.56	17.09
1997	71.58	156.37	111.93	26.92	7.94	17.11
1998	72.81	161.40	117.52	27.12	8.23	17.75
1999	77.25	167.08	129.06	28.62	9.05	19.16
2000	80.11	189.78	152.04	30.52	10.09	20.10
2001	74.50	210.29	156.66	27.68	8.59	18.78
<b>Molokai</b>						
1991	37.47	71.35	33.35	36.79	12.05	10.02
1992	44.24	77.30	34.19	34.10	9.78	9.73
1993	42.66	74.69	31.87	32.27	10.45	10.66
1994	41.19	72.18	29.73	34.52	12.16	8.57
1995	37.47	71.85	26.92	42.40	15.26	10.00
1996	39.00	74.44	29.03	56.65	17.14	10.64
1997	40.42	74.02	29.92	47.17	17.31	10.04
1998	44.18	78.43	34.65	36.62	11.33	10.76
1999	41.08	74.54	30.62	NA	NA	NA
2000	42.72	79.77	34.07	NA	NA	NA
2001	47.36	92.09	43.62	NA	NA	NA

NOTES: PKF-Hawaii LLP publishes comparable statistics only for the last two years. Participating hotel and resort condominiums differ from year to year, so earlier survey statistics are not strictly comparable due to changes in the participants' number, type, location and size. There are no participants on Lanai.

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2001, and records.

## 10.2.2

### PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

2001	Total Maui	Kaanapali	West Maui	Other	Molokai
<b>Room Sales for the Total Market</b>					
Percent Occupied	74.50	77.87	72.42	73.05	47.36
Average Daily Room Rate	210.29	186.66	195.81	237.53	92.09
Revenue / Available Room	156.66	145.35	141.80	173.52	43.62
<b>Room Sales for the Hotel Market</b>					
Percent Occupied	77.99	80.23	74.27	77.38	52.73
Average Daily Room Rate	226.22	178.84	212.37	279.14	99.09
Revenue / Available Room	176.43	143.48	157.73	216.01	52.25
<b>Room Sales for the Resort Condo Market</b>					
Percent Occupied	66.80	65.40	70.51	64.28	43.95
Average Daily Room Rate	169.32	237.38	177.87	136.06	86.75
Revenue / Available Room	113.11	155.24	125.42	87.45	38.13
<b>Food Sales for the Total Market</b>					
Average Daily Food per Guest	29.26	20.23	33.32	36.90	N/A
Average Daily Beverage per Guest	9.45	6.81	11.13	11.52	N/A
Average Food Sales Per Cover	19.49	15.72	28.10	20.18	N/A

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2001.

## 10.2.3

### PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

2001	MAUI					MOLOKAI
	Luxury	First Class	Deluxe	Standard	Budget	Standard
<b>Room Quality</b>						
Percent Occupied	73.19	76.43	76.31	71.13	NA	49.30
Average Daily Room Rate	292.45	169.19	122.50	82.90	NA	76.02
Revenue / Available Room	214.03	129.31	93.48	58.97	NA	37.47
<b>Number of Rooms on Property</b>						
	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	52.48	69.69	74.25	82.30	76.76	47.36
Average Daily Room Rate	180.53	159.50	179.37	238.35	228.25	92.09
Revenue / Available Room	94.75	111.15	133.17	196.17	175.20	43.62

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2001.

## 10.2.4

### HOSPITALITY ADVISORS LLC HAWAII HOTEL FLASH REPORT, MAUI ISLAND

2001	Occupancy	Average Daily Rate	Revenue per Available Room
<b>Total Maui</b>	<b>74.0%</b>	<b>184.53</b>	<b>136.55</b>
<b>By Area</b>			
Lahaina/Kaanapali/Kapalua	75.1%	177.00	132.93
Other Maui	72.7%	193.77	140.87
<b>By Price</b>			
Luxury	70.7%	315.98	223.40
Upscale	76.2%	199.32	151.88
Midprice	75.4%	144.62	109.04
Economy	76.7%	98.41	75.48
Budget	73.5%	70.88	52.10

SOURCE: Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, December 2001.  
©2002 Hospitality Advisors LLC.

## 10.2.5

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

Class (Price per Night)	2000			2001		
	Units	% of Total	Properties	Units	% of Total	Properties
<b>Maui</b>						
Budget: \$100 or less	2,787	16.2%		2,654	15.5%	
Standard: \$101 to \$250	6,099	35.5%		6,564	38.5%	
Deluxe: \$251 to \$500	7,050	41.0%		6,558	38.4%	
Luxury: Over \$500	1,247	7.3%		1,294	7.6%	
<b>All levels</b>	<b>17,183</b>	<b>100.0%</b>	<b>206</b>	<b>17,070</b>	<b>100.0%</b>	<b>223</b>
<b>Molokai</b>						
Budget: \$100 or less	56	13.2%		62	21.2%	
Standard: \$101 to \$250	245	57.3%		104	35.6%	
Deluxe: \$251 to \$500	126	29.5%		126	43.2%	
<b>All levels</b>	<b>427</b>	<b>100.0%</b>	<b>9</b>	<b>292</b>	<b>100.0%</b>	<b>10</b>
<b>Lanai</b>						
Budget: \$100 or less	12	3.2%		7	1.9%	
Standard: \$101 to \$250	5	1.4%		10	2.7%	
Deluxe: \$251 to \$500	174	47.2%		160	43.5%	
Luxury: Over \$500	177	48.2%		191	51.9%	
<b>All levels</b>	<b>368</b>	<b>100.0%</b>	<b>6</b>	<b>368</b>	<b>100.0%</b>	<b>6</b>

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2000 Visitor Plant Inventory* and *2001 Visitor Plant Inventory*. Available at <http://www.hawaii.gov/dbedt/vpi/index.html>.

## 10.2.6

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

	1997		1998		1999		2000		2001	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
<b>Maui</b>										
Apartment/Hotel	4	50	5	58	5	58	6	74	6	93
Bed & Breakfast	26	115	31	136	27	125	30	134	26	115
Hostel	2	44	2	44	2	44	3	50	2	30
Hotel	24	8,786	27	8,565	27	8,583	28	8,577	29	8,399
Condominium										
Hotel	108	8,095	106	8,007	105	7,991	104	7,767	107	7,987
Individual										
Vacation Unit	46	328	48	331	47	327	56	327	65	409
Other	21	164	21	570	18	554	14	544	16	541
<b>Total</b>	<b>231</b>	<b>17,582</b>	<b>240</b>	<b>17,711</b>	<b>231</b>	<b>17,682</b>	<b>241</b>	<b>17,473</b>	<b>251</b>	<b>17,574</b>
<b>Molokai</b>										
Bed & Breakfast	1	1	1	1	1	1	1	1	1	1
Hotel	3	226	3	226	3	222	2	183	1	45
Condominium										
Hotel	5	310	5	279	5	231	4	117	4	116
Individual										
Vacation Unit	–	–	–	–	–	–	1	2	2	4
Other	2	64	2	64	2	104	2	126	2	126
<b>Total</b>	<b>11</b>	<b>601</b>	<b>11</b>	<b>570</b>	<b>11</b>	<b>558</b>	<b>10</b>	<b>429</b>	<b>10</b>	<b>292</b>
<b>Lanai</b>										
Bed & Breakfast	1	3	1	3	1	3	–	–	1	3
Hotel	3	363	3	363	3	363	3	362	3	362
Condominium										
Individual										
Vacation Unit	1	1	2	3	2	3	3	6	2	3
Other	1	2	–	–	–	–	–	–	–	–
<b>Total</b>	<b>6</b>	<b>369</b>	<b>6</b>	<b>369</b>	<b>6</b>	<b>369</b>	<b>6</b>	<b>368</b>	<b>6</b>	<b>368</b>

NOTES: Categories vary in the way they are reported from year to year.

INDIVIDUAL VACATION UNIT: Individual condominium unit (not in a hotel rental operation), house, cabin, villa or cottage with very limited service, often with only basic cleaning supplies provided.

– Not available, not reported or none.

SOURCES: 1999-2001: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Visitor Plant Inventory*, *2000 Visitor Plant Inventory* and *2001 Visitor Plant Inventory*. 1997-1998: Hawaii Visitors and Convention Bureau, Market Research Department, *1998 Visitor Plant Inventory* and records.

10.2.7

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

<b>2001 Island/Area/Type</b>	<b>Properties</b>	<b>Available Units</b>
<b>Maui Island</b>	<b>251</b>	<b>17,574</b>
<b>Hana</b>	<b>25</b>	<b>166</b>
Bed & Breakfast	2	5
Condominium Hotel	1	17
Hotel	2	96
Individual Vacation Unit	16	30
Other	4	18
<b>Kahului-Wailuku</b>	<b>11</b>	<b>469</b>
Bed & Breakfast	1	7
Hostel	2	30
Hotel	3	402
Individual Vacation Unit	2	7
Other	3	23
<b>Kula-Makawao</b>	<b>30</b>	<b>104</b>
Bed & Breakfast	8	32
Condominium Hotel	1	14
Hotel	1	6
Individual Vacation Unit	19	47
Other	1	5
<b>Lahaina-Kaanapali-Napili-Kapalua</b>	<b>86</b>	<b>9,632</b>
Apartment/ Hotel	4	81
Bed & Breakfast	8	47
Condominium Hotel	49	4,358
Hotel	12	4,579
Individual Vacation Unit	8	78
Other	5	489
<b>Maalaea</b>	<b>7</b>	<b>257</b>
Condominium Hotel	7	257
<b>Wailea-Kihei</b>	<b>92</b>	<b>6,946</b>
Apartment/ Hotel	2	12
Bed & Breakfast	7	24
Condominium Hotel	49	3,341
Hotel	11	3,316
Individual Vacation Unit	20	247
Other	3	6
<b>Molokai</b>	<b>10</b>	<b>292</b>
Bed & Breakfast	1	1
Condominium Hotel	4	116
Hotel	1	45
Individual Vacation Unit	2	4
Other	2	126
<b>Lanai</b>	<b>6</b>	<b>368</b>
Bed & Breakfast	1	3
Hotel	3	362
Individual Vacation Unit	2	3

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 Visitor Plant Inventory.



10.2.8

**VISITOR PLANT INVENTORY,  
MAUI COUNTY**

<b>Year</b>	<b>Available Units</b>
1965	1,231
1966	1,497
1967	1,714
1968	2,043
1969	2,415
1970	2,743
1971	3,695
1972	4,095
1973	4,075
1974	5,208
1975	5,830
1976	7,232
1977	8,037
1978	8,736
1979	9,472
1980	9,701
1981	11,359
1982	12,162
1983	12,749
1984	13,138
1985	14,152
1986	14,096
1987	13,849
1988	15,168
1989	15,708
1990	17,869
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270
2001	18,234

NOTES: Includes hotels and condominiums available for transient rental. HVCB did not conduct an update survey in 1995.  
NA: not available.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Visitor Plant Inventory*.

10.2.9

**LARGEST HOTELS BY NUMBER OF SLEEPING ROOMS,  
MAUI COUNTY**

2000	Number of Sleeping Rooms & Suites	Maximum Exhibit Area (sq. ft.)	Maximum Meeting/Banquet Seating Capacity	Number of Employees (or FTE)	Average Occupancy Rate
Hyatt Regency Maui Resort and Spa Lahaina, Maui	802	16,000	2,000	1,000	89.0%
Grand Wailea Resort Hotel & Spa Wailea, Maui	780	28,000	1,400	1,066	87.2%
The Westin Maui Lahaina, Maui	758	8,765	900	580	84.0%
Maui Marriott Resort & Ocean Club Lahaina, Maui	608	14,040	1,700	DND	DND
The Ritz-Carlton Kapalua Kapalua, Maui	548	19,200	1,200	800	82.0%
Outrigger Wailea Resort Wailea, Maui	524	13,800	1,100	325	64.0%
The Royal Lahaina Resort Lahaina, Maui	511	4,100	500	320	85.0%
Sheraton Maui Resort Lahaina, Maui	510	6,560	500	410	88.0%
Aston Kaanapali Shores Lahaina, Maui	463	NA	NA	DND	89.6%
Kea Lani Hotel Suites, Villas & Spa Wailea, Maui	450	8,800	1,500	650	DND
Kaanapali Beach Hotel Lahaina, Maui	430	4,030	350	248	90.1%
Embassy Vacation Resort Kaanapali Beach Lahaina, Maui	413	DND	DND	320	93.0%
Four Seasons Resort Maui at Wailea Wailea, Maui	380	DND	500	600	85.0%
Aston Maui Islander Lahaina, Maui	371	NA	NA	DND	84.8%
Renaissance Wailea Beach Resort Wailea, Maui	349	22,500	400	DND	DND
The Westin Maui Prince Hotel, Makena Wailea, Maui	329	DND	350	DND	DND
Maui Coast Hotel Kihei, Maui	265	DND	DND	70	DND
Manele Bay Hotel Lanai City, Lanai	250	DND	220	NA	NA
Maui Seaside Hotel Kahului, Maui	225	DND	DND	DND	DND
Kapalua Bay Hotel Lahaina, Maui	210	6,800	200	263	80.8%
Marc Royal Kahana Resort Lahaina, Maui	197	DND	DND	43	87.0%
Maui Lu Kihei, Maui	120	NA	NA	DND	92.8%
Lodge at Koele Lanai City, Lanai	102	NA	220	NA	NA
Hotel Hana-Maui Hana, Maui	66	3,136	80	DND	40.0%

DND: Did not disclose. NA: Not applicable / not available. FTE: Full time equivalent.

SOURCE: *Pacific Business News*, "Largest Maui County Hotels," *Book of Lists 2002*.

10.3.1

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

*In dollars; excludes transpacific travel costs*

Expenditure Type	US EAST		US WEST		JAPAN	
	2000	2001	2000	2001	2000	2001
<b>GRAND TOTAL</b>	<b>185.62</b>	<b>173.65</b>	<b>160.07</b>	<b>162.37</b>	<b>236.93</b>	<b>245.09</b>
<b>Total Food &amp; Beverage</b>	<b>37.94</b>	<b>38.29</b>	<b>35.92</b>	<b>37.77</b>	<b>24.15</b>	<b>32.59</b>
Food at Restaurant	25.32	24.98	22.08	24.02	13.62	23.39
Dinner Shows and Cruises	5.73	5.67	4.67	3.93	2.24	0.00
Dinner Shows	3.69	3.95	3.12	2.75	NA	NA
Dinner or Lunch Cruise	2.03	1.73	1.55	1.17	NA	NA
Night Club/Bars	2.72	2.71	2.87	3.17	NA	NA
Groceries	4.17	4.92	6.30	6.64	2.78	6.00
Other Food Expenditures	NA	NA	NA	NA	5.51	3.20
<b>Total Entertainment</b>	<b>12.78</b>	<b>11.79</b>	<b>11.52</b>	<b>10.82</b>	<b>2.04</b>	<b>3.70</b>
Attractions	6.55	7.18	4.68	4.25	NA	NA
Sports	5.52	3.89	6.05	5.87	NA	NA
Other Entertainment	0.71	0.71	0.79	0.70	NA	NA
<b>Total Transportation</b>	<b>17.49</b>	<b>16.55</b>	<b>12.71</b>	<b>14.63</b>	<b>7.85</b>	<b>11.84</b>
Interisland Travel	3.74	3.86	1.81	1.67	4.64	6.14
Ground Transportation	9.85	8.82	8.16	9.27	0.83	0.94
Rental Vehicles	1.60	1.62	1.09	1.31	1.87	2.94
Gasoline	1.20	1.28	0.98	1.31		
Parking Expense	1.11	0.98	0.68	1.07	0.13	0.22
Other Transportation Expenditures	NA	NA	NA	NA	0.38	1.60
Tour Pak Expense Not Allocated	6.10	5.25	4.66	2.67	12.90	14.69
<b>Total Shopping Expenditures</b>	<b>27.50</b>	<b>26.66</b>	<b>20.64</b>	<b>24.94</b>	<b>71.80</b>	<b>85.70</b>
Total Fashion	20.27	19.42	15.59	18.34	43.76	56.79
Fashion and Clothing	9.57	8.74	8.07	9.24	17.80	18.04
Clothing (Casual)	6.93	6.50	5.86	6.92	NA	NA
Clothing (Designer Wear)	2.64	2.24	2.21	2.32	NA	NA
Jewelry and Watches	5.67	6.39	4.29	5.65	8.31	8.81
Cosmetics and Perfumes	0.32	0.43	0.31	0.40	3.28	5.01
Leather Goods	0.33	0.34	0.32	0.27	14.38	24.93
Other Fashion Items	4.37	3.52	2.60	2.78	NA	NA
Hawaii Food Products	1.61	1.79	1.45	1.89	2.10	1.59
Other Shopping	NA	NA	NA	NA	12.50	4.65
Total Souvenirs	5.63	5.46	3.61	4.71	13.43	22.67
<b>Total Lodging<sup>1</sup></b>	<b>72.13</b>	<b>67.14</b>	<b>68.14</b>	<b>65.28</b>	<b>83.25</b>	<b>71.89</b>
<b>All Other/Miscellaneous</b>	<b>11.67</b>	<b>7.97</b>	<b>6.47</b>	<b>6.26</b>	<b>34.93</b>	<b>24.69</b>
<b>Sample Size</b>	<b>2,287</b>	<b>1,937</b>	<b>1,532</b>	<b>1,410</b>	<b>19,967</b>	<b>15,319</b>

NOTE: Categories marked 'NA' (not applicable) reflect differences between questionnaires given to visitors from the United States and Japan.

<sup>1</sup> This category only applies to visitors staying in hotels and condominiums.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 Annual Visitor Research Report.

10.3.2

VISITOR SPENDING, MAUI AND MOLOKAI

First half 2002

Spending per Person per Day	MAUI				MOLOKAI
	All Visitors	U.S. East	U.S. West	Canada	All Visitors
<b>Total Lodging</b>	<b>71.47</b>	<b>81.35</b>	<b>65.57</b>	<b>68.60</b>	<b>28.29</b>
<b>Total Food &amp; Beverage</b>	<b>34.90</b>	<b>40.40</b>	<b>32.27</b>	<b>28.35</b>	<b>18.46</b>
Food at restaurants	23.15	28.35	20.85	14.85	9.95
Dinner shows	4.60	5.43	4.22	2.28	0.22
Groceries	7.15	6.63	7.20	11.22	8.30
<b>Total Entertainment</b>	<b>11.96</b>	<b>14.01</b>	<b>11.47</b>	<b>6.00</b>	<b>3.77</b>
<b>Total Transportation</b>	<b>18.08</b>	<b>20.53</b>	<b>14.76</b>	<b>14.84</b>	<b>14.23</b>
Ground transportation	0.63	0.85	0.48	0.62	0.71
Rental vehicles	16.20	18.23	12.85	12.69	11.72
Other transportation	1.88	2.30	1.43	1.53	2.52
<b>Total Shopping</b>	<b>22.49</b>	<b>26.88</b>	<b>20.85</b>	<b>13.57</b>	<b>14.89</b>
Fashion and clothing	9.26	10.38	8.78	7.77	6.42
Jewelry / watch	4.90	6.50	4.42	1.30	1.45
Cosmetics/perfumes	0.57	0.50	0.70	0.26	0.16
Leather goods	0.43	0.35	0.42	0.21	0.03
Hawaii food products	1.66	1.81	1.64	1.11	2.25
Souvenirs	5.67	7.35	4.89	2.92	4.57
<b>Tour Packages</b>	<b>7.80</b>	<b>9.91</b>	<b>6.67</b>	<b>4.21</b>	<b>2.09</b>
<b>Cruises</b>	<b>0.36</b>	<b>0.61</b>	<b>0.21</b>	<b>0.00</b>	<b>0.27</b>
<b>All Other</b>	<b>11.01</b>	<b>12.34</b>	<b>10.38</b>	<b>4.21</b>	<b>5.08</b>
<b>Total Spending</b>	<b>178.06</b>	<b>206.04</b>	<b>162.16</b>	<b>139.78</b>	<b>87.09</b>
<b>Sample Size</b>	<b>7,350</b>	<b>2,655</b>	<b>3,777</b>	<b>200</b>	<b>218</b>

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Neighbor Island Visitor Statistics, 1st Half 2002* (spreadsheet, available at <http://www.state.hi.us/dbedt/ni-stats/index.html>).

## 10.4.1

### SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

2001	Total	Domestic	International
<b>Planned Destinations</b>			
Maui County	2,104,478	1,685,960	418,518
Maui	2,049,223	1,641,204	408,018
Molokai	70,233	52,312	17,921
Lanai	84,905	72,783	12,122
Oahu	870,266	586,439	283,827
Kauai	363,012	304,881	58,132
Big Island	365,397	287,441	77,956
Hilo	188,874	145,379	43,496
Kona	310,686	251,044	59,642
Maui Only	1,018,200	898,547	119,653
Molokai Only	7,986	7,248	738
Lanai Only	10,323	9,758	565
<b>Trips to Hawaii</b>			
First trip	806,683	618,403	188,280
Repeat	1,297,795	1,067,557	230,238
Average number of trips	4.27	4.45	3.55
<b>Party Size</b>			
One	323,850	269,269	54,582
Two	985,168	827,638	157,530
Three or more	795,459	589,053	206,406
Average Party Size	2.10	2.03	2.37
<b>Accommodations</b>			
Hotel	1,302,671	987,459	315,212
Hotel Only	1,133,495	846,531	286,964
Condo	549,991	462,441	87,550
Condo Only	454,748	385,277	69,471
Timeshare	121,234	110,165	11,069
Timeshare Only	88,938	81,524	7,414
Apartment	23,061	18,733	4,328
Bed & Breakfast	28,780	24,862	3,918
Cruise Ship	100,177	92,533	7,644
Friends or Relatives	126,663	112,257	14,406

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 Annual Visitor Research Report.

10.5.1

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

*Calendar year unless otherwise specified*

<b>Island and Cultural Attraction</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<b>Maui</b>				
Alexander & Baldwin Sugar Museum	27,832	36,528	34,909	31,004
Halekii-Pihana Heiaus State Monument <sup>1</sup>	NA	NA	7,200	NA
Hana Cultural Center (Hale Wai Wai O Hana)	15,760	16,117	16,963	NA
Hawaii Nature Center	55,699	91,470	58,567	41,003
Iao Valley State Monument <sup>1</sup>	NA	NA	741,000	NA
Kula Botanical Gardens	23,800	24,100	24,200	24,200
Lahaina Restoration Foundation	213,192	208,466	218,400	210,349
Baldwin Missionary Home Museum	56,703	57,837	52,632	45,106
Brig Carthaginian	57,673	51,329	44,656	39,476
Hale Pa'ahao (Old Lahaina Prison)	32,347	32,150	30,255	29,877
Hale Pa'i Printing House	4,020	5,950	5,177	3,184
Wo Hing Temple Museum	62,449	61,200	85,680	92,706
Maui Historical Society Bailey House Museum	14,000	14,352	14,196	11,681
Maui Ocean Center <sup>2</sup>	NA	NA	NA	NA
Maui Tropical Plantation	NA	256,491	240,763	NA
Whaler's Village Museum <sup>3</sup>	426,132	345,144	189,149	177,024
<b>Molokai</b>				
Kalaupapa Settlement	11,658	10,068	8,644	8,956

NA: Not available, open.

<sup>1</sup> Years ending June 30.

<sup>2</sup> Opened in March 1998.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawaii Data Book 2001*, Table 7.29; and records.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2001	Maui	Kahoolawe	Lanai	Molokai	Total Maui County
Listed Hawaii Register only	30	–	–	41	71
Listed National Register only	4	1	–	10	15
Listed both Hawaii and National Register	31	–	2	40	73
Eligible for National Register <sup>1</sup>	1	–	–	2	3
<b>Total sites</b>	<b>66</b>	<b>1</b>	<b>2</b>	<b>93</b>	<b>162</b>

<sup>1</sup> Sites declared eligible for National Register listing by the National Board.

SOURCE: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division, records, 2001.

## 10.5.3

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

Parks	1997	1998	1999	2000	2001
<b>National Parks<sup>1</sup></b>					
Number of areas	2	2	2	2	2
Acreage	27,188	27,642	29,116	28,991	28,991
Visits	1,778,611	1,589,398	2,050,180	1,736,160	1,503,068
<b>State Parks &amp; Historic Sites<sup>2</sup></b>					
Number of areas	10	10	10	10	10
Acreage	566	566	566	566	566
Visits (1,000)	1,967	1,921	1,921	1,921	1,747
<b>County Parks</b>					
Number of areas	130	132	132	143	143
Acreage	1,023	1,142	1,142	1,198	1,198

<sup>1</sup> As of December 31.

<sup>2</sup> As of June 30.

SOURCES: U.S. Department of the Interior, National Park Service, Public Use Statistics Office, acreage and visitation reports, database at <http://www2.nature.nps.gov/stats>; Hawaii State Department of Land and Natural Resources, Division of State Parks, records. County data compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

10.6.1

**SEATING CAPACITIES OF SELECTED FACILITIES,  
MAUI COUNTY**

<b>Facility</b>	<b>Capacity</b>
<b>Stadiums, Auditoriums and Gymnasiums</b>	
War Memorial Complex	
Track & Football Stadium	6,000
Baseball Stadium	1,200
Gym	2,996
Maui High Gym	2,000
Baldwin High Auditorium	1,183
Wailuku Gym	600
<b>Civic Centers and Theaters</b>	
Lahaina Civic Center Convention Hall	4,050
Maui Arts & Cultural Center	
Ampitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	160
Mayor Eddie Tam Memorial Center	1,500
Mayor Eddie Tam Hall	380
Wailuku Community Center	500
Kahului Community Center	200
Haiku Community Center	250
Paia Community Center	250
Kula Community Center	180
Upcountry Community Center	556
Upcountry Community Center (2 halls each)	96
Maui Community College Student Center Lounge	100
<b>Movie Theaters</b>	
Kaahumanu Center Theaters (6 theaters)	
Kukui Mall Theatres (4 theaters)	
Front Street Theatres (4 theaters)	
Lahaina Cinemas (3 theaters)	
<b>Churches</b>	
First Assembly of God Maui (Puunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
Makawao Union Church Hall	200
First Assembly of God Maui (Molokai)	200
Iao Congregational	175
Iao Congregational Hall	100
St. John Episcopal Church	100
St. John Episcopal Church Hall	200
Trinity Episcopal Church by the Sea	100

SOURCE: Officials of the facilities; *The State of Hawaii Data Book 1992*, table 680. Compiled by the Maui Economic Development Board, Inc.





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## Section 11

### DOMESTIC TRADE

This final section covers data on manufactures, 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 Maui Land & Pineapple with 2,040 employees, and sales of \$147 million in 1999. Maui County is moving into the high technology development phase, with a public-private partnership working to develop the Maui Research & Technology Park at Kihei to support emerging high technology business.

## 11.1.1

## MANUFACTURING KAHULUI AND MAUI COUNTY

*Includes operating manufacturing establishments and auxiliaries*

1997	MAUI COUNTY		KAHULUI	
	All	Food	All	Food
<b>All Establishments<sup>1</sup></b>				
Total (number)	100	34	27	8
With 20 employees or more (number)	9	6	2	1
<b>All Employees</b>				
Number	1,919	1,000 to 2,499	798	692
Payroll (\$1,000)	51,302	D	19,931	17,005
<b>Production Workers</b>				
Number	1,509	D	733	649
Hours (1,000)	2,830	D	1,240	1,094
Wages (\$1,000)	36,296	D	16,597	14,699
<b>Value Added by Manufacture<sup>2</sup></b>				
(\$1,000)	123,343	D	41,776	34,490
<b>Cost of Materials<sup>3</sup></b>				
(\$1,000)	135,369	D	60,245	56,813
<b>Value of Shipments<sup>3</sup></b>				
(\$1,000)	259,608	D	102,128	91,323
<b>Total Capital Expenditures</b>				
(\$1,000)	4,020	D	2,893	D

<sup>1</sup> Includes establishments with payroll at any time during the year.

<sup>2</sup> Computed using inventory data reported at cost or market prior to adjustment to LIFO cost.

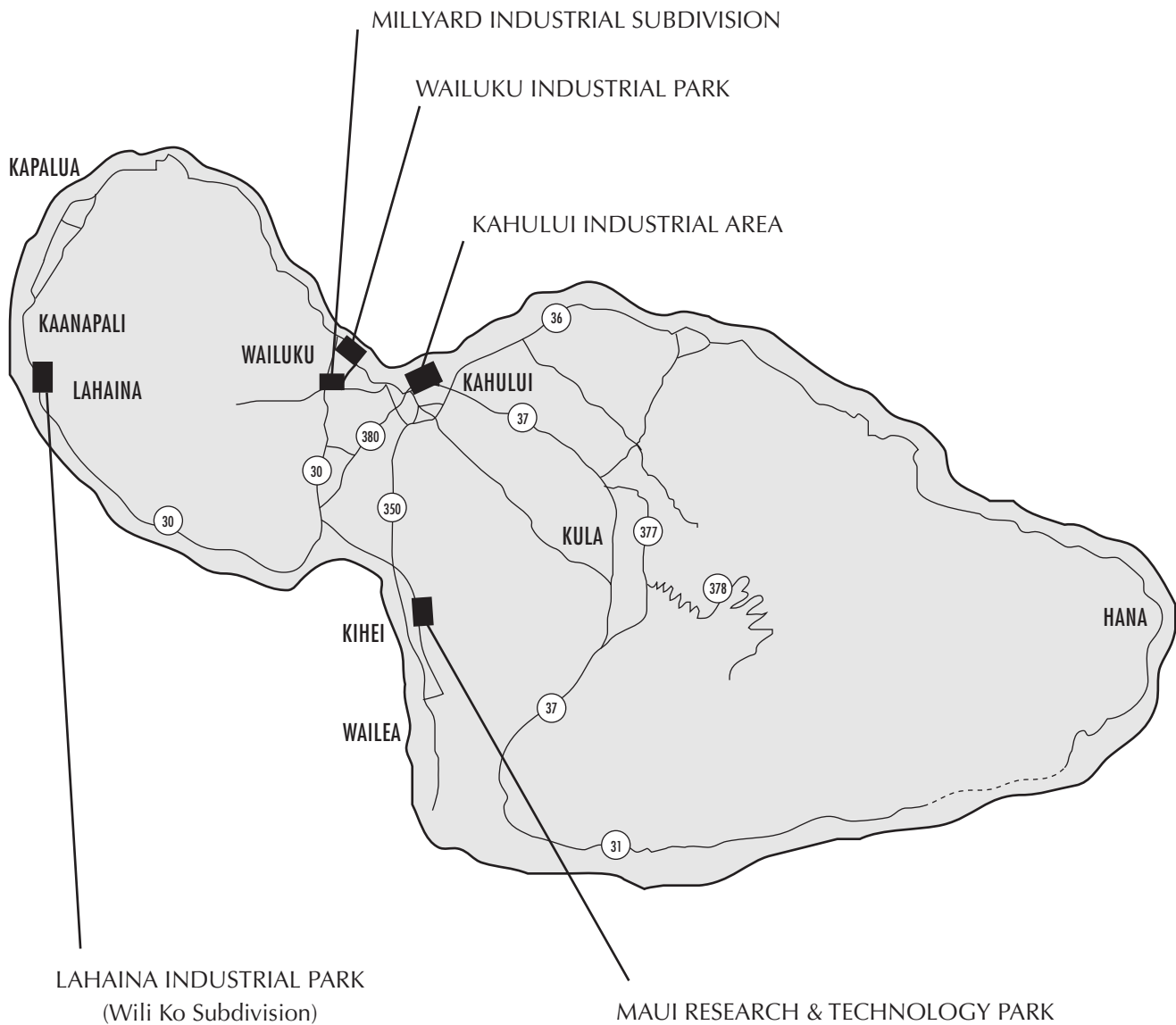
<sup>3</sup> Aggregate of cost of materials and value of shipments includes extensive duplication, since products of some industries are used as materials by others.

SOURCE: U.S. Bureau of the Census, 1997 Economic Census, ECON97 Report Series (CD-ROM Disk 1F-2).

11.1.2

**INDUSTRIAL PARKS, ISLAND OF MAUI**

	Size	Location	Types of industries
Maui Research & Technology Park	330 acres	Kihei	High technology
Kahului Industrial Park	200 acres	Kahului	Light industrial and commercial
Wailuku Industrial Park	55 acres	Wailuku	Construction base yard, trucking, commercial
Millyard Subdivision	30 acres	Wailuku	Light industry and business commercial
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

	1994	1995	1996	1997	1998	1999	2000	2001
Retailing	966,355,000	953,473,875	833,349,525	621,260,750	649,032,400	1,200,011,150	1,357,279,775	1,363,859,275
Services	311,996,000	332,350,025	323,517,975	315,540,900	328,849,125	404,622,650	445,827,275	480,773,575
Contracting	205,115,000	188,497,150	181,665,900	161,468,800	193,365,375	259,711,650	326,777,275	360,568,625
Theater, Amusements, Radio, etc.	6,186,000	6,712,900	6,348,825	5,757,150	6,518,225	15,984,275	16,659,825	19,942,250
Interest	8,203,000	9,019,025	8,360,500	7,568,225	7,794,250	11,002,075	12,191,625	16,204,050
Commissions	46,435,000	45,460,125	55,078,925	53,701,225	64,093,175	82,441,600	102,188,000	108,053,925
Hotel Rentals	301,289,000	302,295,300	326,989,550	219,644,400	192,012,700	332,734,900	373,941,925	318,051,550
All Other Rentals	251,857,000	260,702,375	230,939,550	189,527,750	206,840,275	272,953,600	284,930,450	291,789,000
Use (4%)	27,623,000	23,979,725	16,284,725	6,608,975	9,585,650	32,232,375	44,145,100	36,581,075
All Others (4%)	115,362,000	122,619,650	106,482,875	73,681,600	76,290,300	125,497,600	119,762,625	118,982,400
<b>SUB-TOTAL</b>	<b>2,240,421,000</b>	<b>2,245,110,150</b>	<b>2,089,018,350</b>	<b>1,654,759,775</b>	<b>1,734,381,475</b>	<b>2,737,191,875</b>	<b>3,083,703,875</b>	<b>3,114,805,725</b>
Insurance Solicitors	113,238,000	72,992,667	38,562,000	29,943,333	31,336,665	94,902,666	41,309,334	121,564,668
Sugar Processing	5,186,000	7,760,000	-574,000	85,400	6,800	73,000	147,600	57,400
Pineapple Canning	3,325,000	3,516,400	353,800	265,400	607,000	2,900,400	2,376,000	2,210,000
Producing	34,511,000	36,475,600	25,030,200	21,713,000	26,281,200	29,412,400	28,193,200	25,924,400
Manufacturing	14,061,000	18,755,400	17,230,800	17,607,400	18,410,800	21,927,400	27,228,200	29,517,200
Wholesaling	300,607,000	269,816,600	247,287,400	191,297,600	209,382,400	328,986,000	367,046,000	384,273,200
Services (Intermediary)	25,429,000	18,455,800	25,437,400	26,346,200	25,449,200	30,991,200	37,430,000	38,642,600
Use (1/2%)	144,160,000	131,134,400	83,113,800	42,011,800	61,979,800	183,129,000	233,743,000	224,557,800
<b>SUB-TOTAL</b>	<b>640,517,000</b>	<b>558,906,867</b>	<b>436,441,400</b>	<b>329,270,133</b>	<b>373,473,865</b>	<b>692,322,066</b>	<b>737,473,334</b>	<b>826,747,268</b>
<b>GRAND TOTAL</b>	<b>2,880,938,000</b>	<b>2,804,017,017</b>	<b>2,525,459,750</b>	<b>1,984,029,908</b>	<b>2,107,855,340</b>	<b>3,429,513,941</b>	<b>3,821,177,209</b>	<b>3,941,552,993</b>

NOTES: This report is on cash basis accounting, and reflects tax bases only for allocated collections. The base for unallocated net collections cannot be determined due to differing tax rates which may be applicable. Unallocated collections as percent of total collections: 1995 and before <=5%, 1996=20.7%, 1997=35.3%, 1998=36.3% and 1999=8.4% when the Department of Taxation altered its general excise tax reporting procedures. (Unallocated net collections 2000=5.8%.) The unallocated net collections category includes amounts resulting from collections from electronic fund payments (apparently causing its rise from 1996 to 1998), penalty and interest, assessments and corrections, delinquent collections, refunds, protested payments and settlements, etc. This table will understate the general excise tax base in Maui County for the above reason and also because many businesses operating statewide locate their head office in Honolulu, so all their income is attributed to that county rather than among each county in which they operate.

SOURCE: Hawaii State Department of Taxation, General Excise and Use Tax Base, Calendar Years 1994 to 2001 (annual).

## 11.2.2

### RETAIL ESTABLISHMENTS BY TYPE AND LOCATION

Based on primary North American Industrial Classification System (NAICS) code and zip code

1999 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
<b>Motor vehicle &amp; parts dealers (NAICS 441—)</b>									
	Kahului	21	Lahaina	5					
	Kihei	2	Makawao	1	Wailuku	9	Maui subtotal	38	
	Kaunakakai	1	Lanai City	1			Total	40	
<b>Furniture &amp; home furnishing stores (NAICS 442—)</b>									
	Haiku	1	Kihei	5	Lahaina	8			
	Kahului	13	Kula	1	Wailuku	6	Total	34	
<b>Electronics &amp; appliance stores (NAICS 443—)</b>									
	Kahului	6	Lahaina	3					
	Kihei	3	Makawao	2	Wailuku	3	Total	17	
<b>Building material &amp; garden equipment &amp; supplies dealers (NAICS 444—)</b>									
	Haiku	2	Kula	2	Wailuku	5			
	Kahului	21	Lahaina	4			Maui subtotal	38	
	Kihei	3	Makawao	1			Total	42	
	Hoolehua	1	Kaunakakai	2	Lanai City	1			
<b>Food &amp; beverage stores (NAICS 445—)</b>									
	Haiku	5	Kula	1	Paia	5			
	Kahului	22	Lahaina	20	Wailuku	14	Maui subtotal	82	
	Kihei	9	Makawao	6			Total	91	
	Kaunakakai	6	Kualapuu	1	Lanai City	2			
<b>Health &amp; personal care stores (NAICS 446—)</b>									
	Haiku	1	Kula	1	Paia	1			
	Kahului	18	Lahaina	16	Wailuku	4	Maui subtotal	46	
	Kihei	4	Makawao	1			Total	47	
	Kaunakakai	1							
<b>Gasoline stations (NAICS 447—)</b>									
	Haiku	2	Kihei	5	Makawao	4			
	Hana	1	Kula	1	Paia	3			
	Kahului	16	Lahaina	8	Wailuku	3	Maui subtotal	43	
	Kaunakakai	2	Lanai City	1			Total	46	

## 11.2.2

CONTINUED

1999 Establishment Type							
Location	Number	Location	Number	Location	Number	Totals	
<b>Clothing &amp; clothing accessories stores (NAICS 448—)</b>							
Hana	1	Kula	3	Paia	3		
Kahului	47	Lahaina	122	Wailuku	5		
Kihei	25	Makawao	6			Maui subtotal	212
Kaunakakai	3					Total	215
<b>Sporting goods, hobby, book &amp; music stores (NAICS 451—)</b>							
Haiku	1	Kula	1	Paia	2		
Kahului	23	Lahaina	15	Wailuku	2		
Kihei	11	Makawao	2			Maui subtotal	57
Kalaupapa	1	Kaunakakai	2			Total	60
<b>General merchandise stores (NAICS 452—)</b>							
Hana	1	Lahaina	5	Wailuku	3		
Kahului	7	Makawao	1				
Kihei	1	Paia	1			Maui subtotal	19
Kaunakakai	4	Lanai City	2			Total	25
<b>Miscellaneous store retailers (NAICS 453—)</b>							
Hana	2	Kula	2	Paia	3		
Kahului	26	Lahaina	71	Wailuku	8		
Kihei	29	Makawao	11			Maui subtotal	152
Maunaloa	1	Lanai City	1			Total	154
<b>Nonstore retailers (NAICS 454—)</b>							
Hana	1	Kihei	3	Kula	2		
Kahului	3					Maui subtotal	9
Hoolehua	1	Lanai City	1			Total	11
						<b>Grand Total</b>	<b>782</b>

NOTE: Pukalani combined with Makawao, and Puunene combined with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 1999*, on CD-ROM.

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

	Location	Stores	Year Built/Last Renovated	Gross Leasable Area
Queen Kaahumanu Center	Kahului	87	1972/1995	572,896
Maui Marketplace	Kahului	23	1997	317,000
Maui Mall	Kahului	50	1971/1995	182,000
The Shops At Wailea	Kahului	100	2000	160,000
Piilani 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	55	1987/1999	128,000
Kahului Shopping Center	Kahului	35	1951/1960	112,066
Whalers Village	Lahaina	37	1971	79,000
Lahaina Shopping Center	Lahaina	21	1995	77,000
unnamed	Lahaina	NA	1997	74,000
Kahana Gateway	Lahaina	NA	1990	58,902
Whaler's Market Place In Lahaina	Lahaina	46	1974	56,165
Lahaina Square	Lahaina	25	1973	52,000
The Wharf	Lahaina	56	1978/1987	50,000
Lipoa Center	Kihei	NA	1989/1991	42,309
Kukui Mall	Kihei	NA	1987	40,073
Pioneer Inn	Lahaina	13	NA	35,632
Dickenson Square	Lahaina	NA	NA	23,500
Kealia 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
Napili Plaza	Lahaina	NA	NA	NA
West Maui Center	Lahaina	NA	NA	NA

SOURCE: National Research Bureau, 2001 database supplied to Claritas, Inc.



## 11.2.4

### SUMMARY OF RETAIL TRADE BY BUSINESS GROUP, MAUI COUNTY

*Sales in thousands of dollars*

	Establishments	Sales (\$1,000)	Employees	Annual Payroll (\$1,000)
Retail trade (NAICS 44-45)	805	1,359,298	8,244	150,721
Automobile dealers (NAICS 4411—)	9	D	250 to 499	D
Other motor vehicle dealers (NAICS 4412—)	5	D	20 to 99	D
Automotive parts, accessories & tire stores (NAICS 4413—)	26	D	100 to 249	D
Furniture stores (NAICS 4421—)	10	13,066	65	1,958
Home furnishings stores (NAICS 4422—)	24	16,334	141	2,873
Electronics & appliance stores (NAICS 4431—)	18	11,698	85	1,669
Building material & supplies dealers (NAICS 4441—)	41	84,469	433	10,598
Lawn & garden equipment & supplies stores (NAICS 4442—)	8	23,150	60	1,482
Grocery stores (NAICS 4451—)	59	280,592	1,571	30,316
Specialty food stores (NAICS 4452—)	19	7,243	78	1,191
Health & personal care stores (NAICS 4461—)	45	91,494	506	12,211
Gasoline stations (NAICS 4471—)	44	116,487	593	9,120
Clothing stores (NAICS 4481—)	165	133,999	1,154	17,009
Shoe stores (NAICS 4482—)	23	14,847	128	2,147
Jewelry, luggage & leather goods stores (NAICS 4483—)	65	51,577	336	7,989
Sporting goods, hobby, musical instrument stores (NAICS 4511—)	41	28,996	293	4,689
Book, periodical & music stores (NAICS 4512—)	15	11,751	90	1,314
Other general merchandise stores (NAICS 4529—)	22	118,418	475	9,176
Florists (NAICS 4531—)	13	9,098	135	1,488
Office supplies, stationery & gift stores (NAICS 4532—)	80	52,418	474	6,142
Used merchandise stores (NAICS 4533—)	9	3,743	58	995
Other miscellaneous store retailers (NAICS 4539—)	40	30,068	215	4,246

SOURCE: U.S. Bureau of the Census, *1987 Census of Retail Trade, Hawaii* (Geographic Area Series), RC87-A-12 (May 1989), table 7; U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii* (Geographic Area Series), RC92-A-12 (1995), table 6.

11.2.6

**MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, OAHU AND THE REST OF THE STATE**

Merchandise Line	NUMBER OF ESTABLISHMENTS			SALES (\$1,000)		
	State Total	Oahu	Rest of State	State Total	Oahu	Rest of State
TOTAL Retail Trade <sup>1</sup>	5,088	3,269	1,819	11,317,752	8,264,716	3,053,036
Groceries and other food items	1,298	819	479	1,910,787	1,263,171	647,616
Meals and snacks	430	260	170	119,935	87,075	32,860
Packaged liquor, wine, & beer	743	465	278	280,830	187,484	93,346
Cigars, cigarettes, & tobacco	976	594	382	193,535	131,361	62,174
Drugs, health aids, & beauty aids	1,035	621	414	776,494	575,064	201,430
Soaps, detergents, & household cleaners	547	345	202	95,687	63,240	32,447
Paper and related products	634	383	251	117,699	83,618	34,081
Men's wear	931	548	383	468,259	362,435	105,824
Women's, juniors', & misses' wear	1,113	708	405	936,203	784,649	151,554
Children's wear	511	285	226	139,497	102,878	36,619
Footwear (including accessories)	773	458	315	298,683	249,530	49,153
Sewing, knitting, & needlework goods	154	109	45	21,438	13,077	8,361
Curtains, draperies, and dry goods	185	112	73	63,319	42,421	20,898
Major household appliances	106	62	44	92,644	60,999	31,645
Small electric appliances	180	117	63	30,988	22,220	8,768
Televisions, video equipment/tapes	217	143	74	67,820	50,461	17,359
Audio equipment, musical instruments	320	219	101	119,940	95,304	24,636
Furniture & sleep equipment	214	123	91	125,314	95,291	30,023
Flooring & floor coverings	94	54	40	60,348	42,942	17,406
Computer hardware, software, & supplies	112	81	31	124,338	116,881	7,457
Kitchenware and homefurnishings	609	359	250	132,298	96,102	36,196
Jewelry	1,056	661	395	498,437	404,117	94,320
Books	404	260	144	89,691	64,338	25,353
Photographic equipment & supplies	247	161	86	33,259	24,219	9,040
Toys, hobby goods, & games	453	312	141	116,057	89,859	26,198
Optical goods	278	189	89	45,595	35,890	9,705
Sporting goods	406	239	167	163,942	117,948	45,994
Hardware, tools, plumbing, & elect. suppl.	385	225	160	294,216	210,819	83,397
Lawn and garden equipment	449	274	175	150,684	76,180	74,504
Lumber, millwork, building materials	168	86	82	204,318	141,276	63,042
Paint & related preservatives & supplies	153	71	82	71,393	46,514	24,879
Wallpaper & other flexible wallcoverings	14	7	7	596	254	342
Cars, vans, trucks, powered vehicles	96	60	36	1,274,548	1,005,722	268,826
Automotive fuels	380	241	139	538,555	331,662	206,893
Automotive lubricants (oil, greases, etc)	590	348	242	39,541	26,967	12,574
Automotive tires, batteries, accessories	483	293	190	312,323	211,064	101,259
Household fuels (oil, LP gas, wood, & coal)	44	14	30	34,238	20,173	14,065
Pets, pet foods, & pet supplies	341	205	136	64,066	46,536	17,530
All other merchandise	1,749	1,091	658	699,275	528,980	170,295
Unclassified merchandise	754	447	307	193,773	116,402	77,371
Nonmerchandise receipts	958	586	372	316,673	239,551	77,122

<sup>1</sup> Because some establishments carry more than one merchandise line, the number of establishments for each line will not add to the indicated totals.

X: Not applicable.

SOURCE: U.S. Bureau of the Census, 1997 Economic Census CD-ROM Vol. 1, Release 1F.

11.2.7

**COMMERCIAL LEASE RENTS,  
MAUI ISLAND**

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

Location	YEAR 2001	RANGE PER SQUARE FOOT PER MONTH		
		Retail	Office	Warehouse
West Maui:				
Lahaina Shopping Centers		\$2.50 to \$3.50	NA	NA
Off Front Street		\$1.75 to \$5.00	\$1.25 to \$1.75	NA
Industrial Area		\$1.00 to \$1.55	\$0.80 to \$1.55	\$1.00 to \$1.50
Front Street		\$10.00 to \$25.00	\$1.50 to \$2.50	NA
Kihei		\$1.75 to \$3.50	\$1.35 to \$2.75	\$0.95 to \$1.20
Wailuku		\$1.75 to \$2.00	\$0.95 to \$1.60	\$0.70 to \$1.25
Kahului		\$1.25 to \$3.50	\$1.25 to \$2.00	\$0.70 to \$1.25
Common area charges (in addition to rent, per square foot rented, all areas):				
		\$0.15 to \$0.95	\$0.23 to \$0.94	\$0.08 to \$0.47

NOTE: Retail rents are usually a base rent against a percentage rent of 8% to 12% of gross receipts. The tenant pays whichever is higher (but not both).

SOURCE: Lowson and Associates and Felicon Enterprises, records. Current property listings can be found at [www.mauicommercial.com](http://www.mauicommercial.com), sponsored by members of the Commercial Round Table of Maui.

11.3.1

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS  
BY SECTOR, MAUI COUNTY**

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

<b>Industry</b>	<b>Number of Establishments<sup>1</sup></b>	<b>Number of Employees<sup>2</sup></b>	<b>Annual Payroll (\$1,000)</b>
<b>Forestry, fishing, hunting, and agriculture support</b>	<b>8</b>	<b>0-19</b>	<b>D</b>
<b>Mining</b>	<b>2</b>	<b>0-19</b>	<b>D</b>
<b>Utilities</b>	<b>9</b>	<b>250-499</b>	<b>D</b>
<b>Construction</b>	<b>377</b>	<b>2,580</b>	<b>99,037</b>
Building, developing & general contracting	140	1,005	35,966
Heavy construction	16	163	7,598
Special trade contractors	221	1,412	55,473
<b>Manufacturing</b>	<b>107</b>	<b>1,790</b>	<b>53,998</b>
Food mfg	34	1,271	38,500
Beverage & tobacco product mfg	2	0-19	D
Textile product mills	4	0-19	D
Apparel manufacturing	6	20-99	D
Wood product mfg	5	87	1,656
Printing & related support activities	11	87	2,117
Chemical mfg	7	20-99	D
Plastics & rubber products mfg	2	0-19	D
Nonmetallic mineral product mfg	7	100-249	D
Primary metal mfg	1	0-19	D
Fabricated metal product mfg	5	0-19	D
Machinery mfg	2	0-19	D
Furniture & related product mfg	4	20-99	D
Miscellaneous mfg	17	87	2,008
<b>Transportation &amp; warehousing</b>	<b>119</b>	<b>2,694</b>	<b>70,074</b>
Air transportation	12	500-999	D
Water transportation	6	78	3,466
Truck transportation	24	329	11,438
Transit & ground passenger transportation	14	211	2,596
Scenic & sightseeing transportation	44	1,162	25,740
Transportation support activities	13	116	5,316
Couriers & messengers	6	20-99	D
<b>Information</b>	<b>69</b>	<b>773</b>	<b>28,030</b>
Publishing industries	17	100-249	D
Motion picture & sound recording industries	14	187	2,746
Broadcasting & telecommunications	30	366	16,024
Information & data processing services	8	20-99	D
<b>Accommodation &amp; food services</b>	<b>422</b>	<b>17,534</b>	<b>421,444</b>
Accommodation	77	10,766	314,352
Food services & drinking places	345	6,768	107,092
<b>Wholesale trade</b>	<b>171</b>	<b>1,391</b>	<b>45,562</b>
Wholesale trade, durable goods	69	435	14,068
Wholesale trade, nondurable goods	102	956	31,494
<b>Retail trade</b>	<b>782</b>	<b>8,751</b>	<b>189,674</b>
Motor vehicle & parts dealers	40	626	24,237
Furniture & home furnishing stores	36	100-249	D

### 11.3.1

CONTINUED

Industry	Number of Establishments <sup>1</sup>	Number of Employees <sup>2</sup>	Annual Payroll (\$1,000)
Electronics & appliance stores	23	100-249	D
Bldg material & garden equip & supp dealers	45	555	13,911
Food & beverage stores	85	1,869	35,145
Health & personal care stores	47	577	13,861
Gasoline stations	40	597	10,172
Clothing & clothing accessories stores	229	1,702	32,447
Sporting goods, hobby, book & music stores	55	538	8,078
General merchandise stores	26	941	20,717
Miscellaneous store retailers	145	963	21,204
Nonstore retailers	11	20-99	D
<b>Finance &amp; insurance</b>	<b>130</b>	<b>744</b>	<b>26,030</b>
Credit intermediation & related activities	77	531	17,093
Security, commodity contracts & like activity	18	61	3,744
Insurance carriers & related activities	35	152	5,193
<b>Real estate &amp; rental &amp; leasing</b>	<b>251</b>	<b>2,388</b>	<b>65,486</b>
Real estate	186	1,000-2,499	D
Rental & leasing services	64	1,000-2,499	D
Lessors of other nonfinancial intangible asset	1	0-19	D
<b>Professional, scientific &amp; technical services</b>	<b>260</b>	<b>877</b>	<b>33,065</b>
Management of companies & enterprises	9	169	7,744
Admin, support, waste mgmt, remediation svcs	251	3,085	61,678
Administrative & support services	239	2,936	56,782
Waste management & remediation services	12	149	4,896
<b>Educational services</b>	<b>52</b>	<b>552</b>	<b>11,796</b>
<b>Health care and social assistance</b>	<b>308</b>	<b>4,450</b>	<b>156,179</b>
Ambulatory health care services	231	1,997	83,759
Hospitals	4	500-999	D
Nursing & residential care facilities	10	500-999	D
Social assistance	63	1,032	19,776
<b>Arts, entertainment &amp; recreation</b>	<b>99</b>	<b>1,230</b>	<b>25,991</b>
Performing arts, spectator sports, & related inds	23	216	4,186
Museums, historical sites & like institutions	8	147	3,265
Amusement, gambling & recreation industries	68	867	18,540
<b>Other services (except public administration)</b>	<b>406</b>	<b>2,710</b>	<b>51,760</b>
Repair & maintenance	77	382	9,023
Personal & laundry services	91	729	12,213
Religious, grantmaking, civic, prof. etc. orgs	238	1,599	30,524
Auxiliaries (exc corp, subsidiary & regional mgmt)	5	100-249	D
<b>Unclassified establishments</b>	<b>52</b>	<b>55</b>	<b>1,497</b>
<b>Total</b>	<b>3,889</b>	<b>52,250</b>	<b>1,374,260</b>

<sup>1</sup> Data refer to establishments in business at anytime during the year.

<sup>2</sup> For week including March 12. A range for the number of employees may be given to avoid disclosing data for individual companies.

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 1999-2000*, on CD-ROM.

### 11.3.2

## LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2001	2000	2001	2000	
Maui Land & Pineapple Co. Inc.	32	52	172.6	141.5	1,830
T S Restaurants of Hawaii & California	77	89	79.7	80.5	1,350
Valley Isle Motors Ltd.	90	109	73.0	68.9	140
Four Seasons Resort	91	103	72.0	71.0	643
The Westin Maui	106	111	65.0	68.0	606
VIP Foodservice	127	134	55.0	55.0	140
Maui Petroleum Inc.	172	207	32.2	28.9	15
Dorvin D. Leis Co. Inc.	175	165	32.0	42.5	200
MINIT STOP Stores	180	199	30.8	30.3	166
Maui Marriott	185	216	30.0	28.0	436
KBHL LLC (Kapalua Bay Hotel)	214	234	24.5	25.5	239
Hale Makua	218	NR	24.0	21.3	450
Maui Toyota	219	NR	24.0	22.0	34
Maui Medical Group Inc.	229	243	22.2	23.6	215
Donald M. Zwade Inc. (dba Mor-Rad Foodservice)	230	242	22.0	24.0	48
Fresh Island Fish Co. Inc.	NR	NR	13.9	NA	60

NR: Not ranked.

SOURCE: "Top 250," *Hawaii Business*, August 1999, pp.57, 84-128, 146-154.

### 11.3.3

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS, MAUI COUNTY

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

Characteristics	2000		1999	
	State Total	Maui	State Total	Maui
Number of establishments <sup>1</sup>	29,853	3,889	29,569	3,790
Number of employees <sup>2</sup>	432,092	52,250	419,047	50,417
Payroll—First quarter (\$1,000)	2,982,367	323,832	2,756,846	294,703
Payroll—Annual (\$1,000)	12,331,233	1,374,260	11,661,968	1,236,668

<sup>1</sup> Data refer to establishments active anytime during the year.

<sup>2</sup> For week including March 12.

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 1999-2000*, on CD-ROM.

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### 11.3.4

## NUMBER OF BUSINESS ESTABLISHMENTS, STATE OF HAWAII AND MAUI COUNTY

*Through 1982, this table includes business establishments with taxable payrolls during the first quarter of the calendar year; for 1983 and later years, it includes those with taxable payrolls anytime during the year*

---

Year	State Total	Maui County
1979	20,621	1,858
1980	21,125	1,864
1981	21,264	1,872
1982	21,655	1,988
1983 <sup>1</sup>	24,519	2,257
1984	25,093	2,406
1985	25,742	2,528
1986	26,212	2,656
1987	27,281	2,867
1988	27,938	2,958
1989	28,443	3,096
1990	29,313	3,239
1991	29,736	3,367
1992	30,467	3,482
1993	30,157	3,502
1994	29,995	3,578
1995	29,942	3,639
1996	29,967	3,708
1997	29,991	3,766
1998 <sup>2</sup>	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889

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<sup>1</sup> New definition (see headnote).

<sup>2</sup> Start of data collection on NAICS basis. NAICS (North American Industry Classification System) replaces the old SIC (Standard Industrial Classification) codes.

SOURCES: Hawaii Department of Business, Economic Development & Tourism, *County and District Trends in Hawaii, 1991*, (Statistical Report 224, January 1992), table 18; U.S. Department of Commerce, Bureau of the Census, *County Business Patterns*, CD-ROM 1992-1997 (annual).

11.3.5

**SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT  
TO FEDERAL INCOME TAX, FOR PLACES WITH 2,500  
INHABITANTS OR MORE, MAUI COUNTY**

Geographic Area	NUMBER		SALES (\$1000)	
	1987	1992	1987	1992
All Services				
Maui County	725	880	652,792	918,353
Lanai	3	2	D	D
Molokai	20	20	17,641	11,803
Kaunakakai		3		92
Maui				
Haiku-Pauwela		7		715
Kahului	171	195	110,323	128,700
Kihei	66	121	16,496	14,965
Lahaina	116	137	140,715	167,454
Makawao	14	27	D	5,334
Napili-Honokowai		3		3,796
Pukalani	18	17	2,674	6,146
Wailea-Makena		5		D
Wailuku	237	254	67,673	131,363
Balance of County	80	89	295,383	D
<b>Hotels<sup>1</sup></b>				
Maui County	45	67	402,763	D
Lanai	-	-		-
Molokai	2	3	D	D
Kaunakakai		1		D
Maui				
Haiku-Pauwela		1		D
Kahului	3	3	D	D
Kihei	7	17	8,064	112,386
Lahaina	17	20	102,114	118,132
Napili-Honokowai		3		3,796
Wailea-Makena		2		D
Wailuku	1	2	D	D
Balance of County	15	15	268,550	D
<b>Automotive Services<sup>2</sup></b>				
Maui County	70	77	73,773	94,709
Lanai		-		-
Molokai	5	3	1,663	1,427
Maui				
Haiku-Pauwela		1		D
Kahului	30	27	57,949	51,466
Kihei	2	2	D	D
Lahaina	7	9	1,558	1,533
Makawao	1	2	D	D
Wailuku	16	23	4,286	7,955
Balance of County	9	10	7,365	31,502



## 11.3.5

CONTINUED

Geographic Area	NUMBER		SALES (\$1000)	
	1987	1992	1987	1992
<b>Amusement Services<sup>3</sup></b>				
Maui County	96	123	37,676	72,681
Lanai		–		–
Molokai	3	3	D	D
Maui				
Haiku-Pauwela		1		D
Kahului	14	20	4,539	9,083
Kihei	18	30	2,964	20,439
Lahaina	27	38	20,813	26,661
Makawao	3	2	D	D
Pukalani	2	2	D	D
Wailuku	12	9	2,815	4,695
Balance of County	17	18	4,848	6,568
<b>Health Services<sup>4</sup></b>				
Maui County	151	195	45,249	98,513
Lanai	2	2	D	D
Molokai	5	6	D	1,929
Maui				
Kahului	43	53	11,382	23,899
Kihei	9	18	1,183	6,584
Lahaina	14	16	5,001	5,674
Makawao	2	9	D	1,310
Pukalani	9	6	1,964	2,160
Wailuku	63	76	23,778	54,540
Balance of County	4	9	D	D
<b>Legal Services<sup>5</sup></b>				
Maui County	50	53	14,329	20,846
Lanai	–	–	D	–
Molokai		–		–
Maui				
Kahului	4	5	1,999	D
Kihei	2	3	D	D
Lahaina	3	1	D	D
Makawao		1		D
Wailuku	41	41	11,548	16,571
Balance of County	–	2	–	D

<sup>1</sup> Including motels and other lodging places (SIC 70), but excluding condominium apartments in transient use.

<sup>2</sup> Automotive repairs, services, and parking garages (SIC 75).

<sup>3</sup> Amusement and recreation services, including motion pictures and museums (SIC 78, 79, 84).

<sup>4</sup> Health services, except hospitals (SIC 80, ex. 806).

<sup>5</sup> Legal services (SIC 81).

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Bureau of the Census, *1987 Census of Service Industries, Hawaii*, SC87-A-12 (July 1989), table 5; *1992 Census of Service Industries, Hawaii*, SC92-A-12, table 4.

### 11.3.6

## SERVICE ESTABLISHMENTS BY TYPE AND LOCATION

Based on primary Standard Industrial Classification (SIC) code and zip code

Establishment Type, 1999		Location / Number		Location / Number		Totals	
<b>Professional, scientific &amp; technical services (NAICS 541—)</b>							
Haiku	9	Kula	9	Paia	5		
Kahului	43	Lahaina	18	Wailuku	103		
Kihei	37	Makawao	23			Maui subtotal	247
Kaunakakai	1	Maunaloa	1	Lanai City	2	Total	251
<b>Management of companies &amp; enterprises (NAICS 551—)</b>							
Kahului	2	Kihei	1	Lahaina	5		
Wailuku	1					Total	9
<b>Administrative &amp; support services (NAICS 561—)</b>							
Haiku	7	Kihei	53	Makawao	14		
Hana	2	Kula	5	Paia	3		
Kahului	42	Lahaina	42	Wailuku	46	Maui subtotal	214
Kaunakakai	6	Maunaloa	1	Lanai City	2	Total	223
<b>Waste management &amp; remediation services (NAICS 562—)</b>							
Kahului	4	Makawao	1	Wailuku	4		
Kihei	1					Maui subtotal	10
Hoolehua	1					Total	11
<b>Educational services (NAICS 611—)</b>							
Haiku	5	Kula	2	Paia	1		
Kahului	7	Lahaina	6	Wailuku	11		
Kihei	13	Makawao	11			Total	56
<b>Ambulatory health care services (NAICS 621—)</b>							
Haiku	3	Kihei	29	Makawao	16		
Hana	2	Kula	5	Paia	4		
Kahului	57	Lahaina	18	Wailuku	84	Maui subtotal	218
Kaunakakai	6	Kualapuu	1	Lanai City	2	Total	227
<b>Hospitals (NAICS 622—)</b>							
Wailuku	1	Kula	1			Maui subtotal	2
Kaunakakai	1	Lanai City	1			Total	4
<b>Nursing &amp; residential care facilities (NAICS 623—)</b>							
Kahului	4	Lahaina	2	Wailuku	1		
Kihei	1	Makawao	2			Total	10
<b>Social assistance (NAICS 624—)</b>							
Hana	1	Kula	2	Paia	3		
Kahului	10	Lahaina	2	Wailuku	20		
Kihei	4	Makawao	7			Maui subtotal	49
Hoolehua	2	Kaunakakai	6	Kualapuu	2	Total	61
Lanai City	2						
<b>Performing arts, spectator sports, &amp; related industries (NAICS 711—)</b>							
Haiku	1	Kula	2	Makawao	3		
Kahului	1	Lahaina	8	Wailuku	2		
Kihei	5					Total	22

### 11.3.6

CONTINUED

<b>Establishment Type, 1999</b>							
<b>Location / Number</b>		<b>Location / Number</b>		<b>Location / Number</b>		<b>Totals</b>	
<b>Museums, historical sites &amp; like institutions (NAICS 712—)</b>							
Hana	2	Kula	1	Wailuku	2		
Kahului	1	Makawao	1			Maui subtotal	7
Kualapuu	1					Total	8
<b>Amusement, gambling &amp; recreation industries (NAICS 713—)</b>							
Hana	2	Kula	2	Paia	1		
Kahului	14	Lahaina	18	Wailuku	6		
Kihei	18	Makawao	5			Maui subtotal	66
Maunaloa	1					Total	67
<b>Accommodation (NAICS 721—)</b>							
Haiku	2	Kihei	27	Lahaina	40		
Hana	2	Kula	1	Wailuku	2		
Kahului	2					Maui subtotal	76
Kaunakakai	4	Maunaloa	5	Lanai City	1	Total	86
<b>Food services &amp; drinking places (NAICS 722—)</b>							
Haiku	2	Kihei	69	Makawao	16		
Hana	1	Kula	5	Paia	11		
Kahului	71	Lahaina	106	Wailuku	43	Maui subtotal	324
Hoolehua	1	Kaunakakai	5	Maunaloa	1		
Lanai City	3					Total	334
<b>Repair &amp; maintenance (NAICS 811—)</b>							
Haiku	3	Kula	2	Makawao	3		
Kahului	28	Lahaina	3	Wailuku	28		
Kihei	4					Maui subtotal	71
Kaunakakai	2					Total	73
<b>Personal &amp; laundry services (NAICS 812—)</b>							
Haiku	3	Kula	2	Makawao	6		
Kahului	16	Lahaina	19	Wailuku	18		
Kihei	20					Maui subtotal	84
Kaunakakai	1					Total	85
<b>Religious, grantmaking, civic, prof &amp; like organizations (NAICS 813—)</b>							
Haiku	2	Kihei	63	Makawao	6		
Hana	1	Kula	4	Paia	5		
Kahului	22	Lahaina	75	Wailuku	39	Maui subtotal	217
Hoolehua	1	Kaunakakai	9	Maunaloa	2		
Lanai City	2					Total	231
						<b>Grand Total</b>	<b>1,758</b>

NOTE: Pukalani is combined with Makawao, and Puunene with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 1999*, on CD-ROM.



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