
MAUI COUNTY DATA BOOK

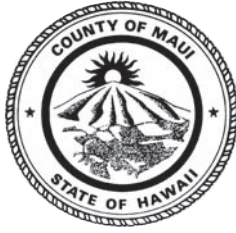
2009

(Published March 2010)

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

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

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A Message from Mayor Charmaine Tavares

Aloha kākou,

On behalf of the people of the County of Maui, it is my pleasure to present the 2009 edition of the Maui County Data Book.

The Maui County Data Book is the definitive statistical reference guide for Maui County, which includes the islands of Maui, Moloka`i, Lāna`i, and Kaho`olawe. The statistics, charts and graphics contained in the Data Book cover a broad spectrum of economic activity and provide valuable data that can be used in studies, grant research and the development of business plans.

This valuable information is the result of a working partnership between the Hawai`i Small Business Development Center Network's Hawai`i Business Research Library and the Maui County Office of Economic Development.

The Maui County Data Book is available online at the Maui County website at www.mauicounty.gov and at the Hawai`i Business Research Library's website located at www.hbri-sbdc.org.

Thank you for your interest in Maui County, and for utilizing this comprehensive resource we have compiled to assist you in your endeavors.

Sincerely,

A handwritten signature in cursive script that reads "Charmaine Tavares". The signature is written in black ink and has a long, sweeping tail that extends to the right.

Charmaine Tavares
Mayor



This publication is partially supported and some material is based upon work supported by the U.S. Small Business Administration and the University of Hawai'i at Hilo under Cooperative Agreement 0-603001-Z-0012-21. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the authors and do not necessarily reflect the view of the U.S. Small Business Administration or other sponsors.

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

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

Copies of this book are available from the Hawai'i Business Research Library, 1300 N. Holo pono Street, Suite 213, 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.hbri-sbdc.org/>. For further information, call (808) 875-5990.

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

ABOUT THIS BOOK

We hope you find the 2009 edition of the Maui County Data Book useful and valuable. This publication provides economic, demographic and other statistical information about the County of Maui.

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

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

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

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General Statistics



Section 1

General Statistics

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

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

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

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

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

1.1.1

Maui County Statistics

	Unit	Period	2003	2004	2005	2006	2007	2008	%Change Annual 07/08	%Change Annual 04/08
Resident Population ¹	Number	July 1	134,667 r	136,851 r	138,744 r	140,119 r	141,523 r	143,691	1.5	1.3
Civilian Labor Force	Number	Mo. Avg.	72,850	74,250 r	75,450 r	77,750 r	79,350 r	80,150	1.0	1.9
Employment	Number	Mo. Avg.	70,100	72,000 r	73,500 r	75,900 r	77,150 r	76,550	-0.8	1.8
Unemployment	Number	Mo. Avg.	2,700	2,300	1,950	1,850	2,200	3,600	63.6	9.5
Unemployment rate	Percent	Mo. Avg.	3.7	3.1	2.6	2.4	2.8	4.5	60.7	7.5
Total Job Count ²	Number	Mo. Avg.	63,400	65,850	67,950	69,700	72,150	71,150	-1.4	2.4
Gross Business Receipts	Mil. \$	Total	4,107.7	4,561.3	4,795.0	5,601.9	6,533.0	5,983.9	-8.4	8.2
State Tax Collections ³	Thous. \$	Total	257,486	308,140	315,318	355,353	406,330	373,600	-8.1	8.2
County Tax Collections ⁴	Thous. \$	Total	123,492	140,280	156,020	188,652	223,048	243,508	9.2	14.6
Estimated Domestic Visitors ⁵	Thous.	Total	1,900	1,938	2,081	2,183	2,225 r	1,851	-16.8	-0.1
Estimated International Visitors	Thous.	Total	296	270	266	295	297 r	279	-6.1	-1.0
Hotel Inventory	Number	Feb.	18,578	18,485	19,290	19,259	19,879	19,653	-1.1	1.2
Hotel Occupancy	Percent	Mo. Avg.	74.2	78.0	79.6	80.0	76.5	67.9	-11.2	-1.6
Private Permits	Thous. \$	Total	456,085	448,831	831,416	981,418	727,772	443,840	-39.0	7.4
Residential Permits	Thous. \$	Total	276,286	285,212	486,407	362,279	302,401	276,188	-8.7	4.6
Non-Residential Permits	Thous. \$	Total	128,440	58,757	101,858	117,570	127,728	66,171	-48.2	-1.0
Additions and Alterations	Thous. \$	Total	51,359	61,862	111,227	99,421	116,489	101,481	-12.9	18.8
Real Estate Resales	Number	Total	1,410	1,221	1,317	1,088	1,138	907	-20.3	-7.7
Single Family	Dollars	Avg.	591,222	730,264	927,354	941,434	920,807	831,424	-9.7	8.0
Average Price	Number	Total	1,986	1,993	2,000	1,210	1,179	788	-33.2	-14.9
Condominium	Dollars	Avg.	354,444	438,255	550,381	773,215	816,867	921,063	12.8	21.6
Average Price	Thous. \$	Total	75,800	68,900	66,000	60,600	56,400	NA	NA	NA
Sugar Production, Raw Sugar 96°	Thous. \$	Total	10,559 r	9,632 r	9,150 r	11,053 r	6,234	NA	NA	NA
Vegetable & Melon Sales ⁶	Thous. \$	Total	11,236	9,535	11,910	11,823 r	13,337	NA	NA	NA
Floriculture Sales	Thous. \$	Total	6,106	6,510	8,408	6,249 r	6,083	NA	NA	NA
Livestock & Aquaculture	Thous. \$	Total	63,106	73,305	68,871 r	70,891 r	84,346	NA	NA	NA
Farm Labor & Proprietors' Income	Thous. \$	Total								

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 Calendar Year ⁴ Fiscal year ending June 30. ⁵ Includes passengers arriving on cruise ships. ⁶ Beginning 2007, non-published commodities not included to avoid disclosure of individual operations. D: Withheld to avoid disclosure of individual operations. NA: Not available r: Revised from previous Data Book

SOURCE: Maui County Data Book 2009, compilations from multiple sources.

1.1.2

CENSUS BUREAU QUICK FACTS, MAUI COUNTY & STATE OF HAWAI'I

Category	Maui County	State of Hawai'i
Population		
Population, 2008 estimate	143,574	1,288,198
Population, percent change, April 1, 2000 to July 1, 2008	12.10%	6.30%
Population estimates base (April 1) 2000	128,094	1,211,538
Persons under 5 years old, percent, 2007	6.50%	6.80%
Persons under 18 years old, percent, 2007	22.50%	22.30%
Persons 65 years old and over, percent, 2007	11.90%	14.30%
Female persons, percent, 2007	49.30%	49.70%
White persons, percent, 2007 (a)	39.80%	29.10%
Black persons, percent, 2007 (a)	0.80%	2.90%
American Indian and Alaska Native persons, percent, 2007 (a)	0.50%	0.50%
Asian persons, percent, 2007 (a)	29.40%	39.90%
Native Hawaiian and Other Pacific Islander, percent, 2007 (a)	10.10%	8.90%
Persons reporting two or more races, percent, 2007	19.40%	18.60%
Persons of Hispanic or Latino origin, percent, 2007 (b)	9.00%	8.20%
White persons not Hispanic, percent, 2007	35.00%	24.70%
General		
Living in same house in 1995 and 2000, pct 5 yrs old & over	55.80%	56.80%
Foreign born persons, percent, 2000	16.50%	17.50%
Language other than English spoken at home, pct age 5+, 2000	24.10%	26.60%
High school graduates, percent of persons age 25+, 2000	83.40%	84.60%
Bachelor's degree or higher, pct of persons age 25+, 2000	22.40%	26.20%
Persons with a disability, age 5+, 2000	23,820	199,819
Mean travel time to work (minutes), workers age 16+, 2000	21.7	26.1
Housing		
Housing units, 2007	64,925	506,737
Homeownership rate, 2000	57.60%	56.50%
Housing units in multi-unit structures, percent, 2000	37.50%	39.40%
Median value of owner-occupied housing units, 2000	\$249,900	\$272,700
Households, 2000	43,507	403,240
Persons per household, 2000	2.91	2.92
Median household income, 2007	\$60,435	\$62,613
Per capita money income, 1999	\$22,033	\$21,525
Persons below poverty, percent, 2007	6.80%	8.50%

1.1.2

CONTINUED

Category	Maui County	State of Hawai'i
Business		
Private nonfarm establishments, 2006	4,584	331,181
Private nonfarm employment, 2006	65,263	5,125,431
Private nonfarm employment, percent change 2000-2006	24.90%	18.6% ¹
Nonemployer establishments, 2006	14,327	90,353
Total number of firms, 2002	15,005	99,224
Black-owned firms, percent, 2002	F	0.80%
American Indian and Alaska Native owned firms, percent, 2002	1.10%	0.90%
Asian-owned firms, percent, 2002	25.20%	45.30%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2002	7.90%	8.40%
Hispanic-owned firms, percent, 2002	5.10%	3.10%
Women-owned firms, percent, 2002	31.40%	30.20%
Manufacturers shipments, 2002 (\$1000)	270,556	3,460,199
Wholesale trade sales, 2002 (\$1000)	562,888	9,986,355
Retail sales, 2002 (\$1000)	1,772,473	13,008,182
Retail sales per capita, 2002	\$13,297	\$10,537
Accommodation and foodservices sales, 2002 (\$1000)	1,379,316	5,551,380
Building permits, 2007	1,301	6,972
Federal spending, 2007 (\$1000)	715,674	140,618,831
Geography		
Land area, 2000 (square miles)	1,159.20	6,422.62
Persons per square mile, 2000	110.5	188.6
FIPS Code	9	15

Note: Does not include Kalawao County

(a) Includes persons reporting only one race.

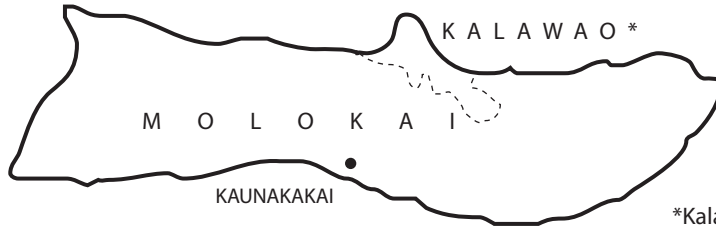
(b) Hispanics may be of any race, so also are included in applicable race categories.

F: Fewer than 100 firms

SOURCE: U.S. Census Bureau, *State and County QuickFacts*.

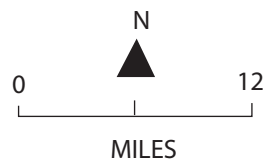
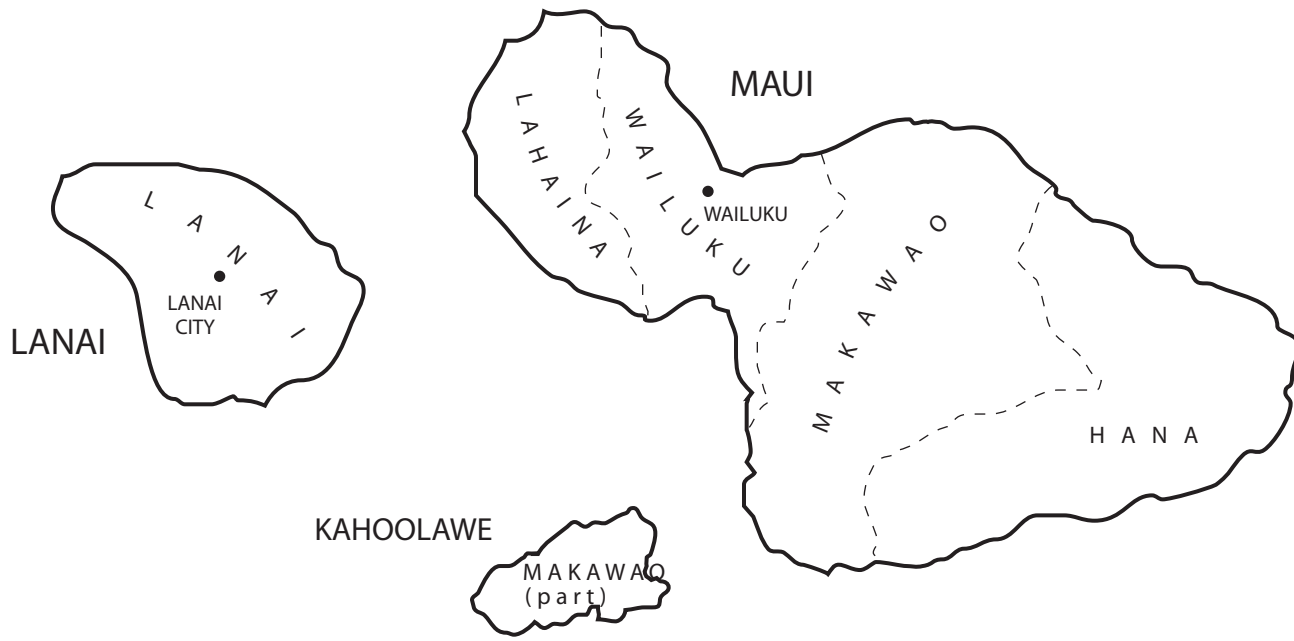
1.2.1

MAUI COUNTY AND DISTRICTS



MOLOKAI

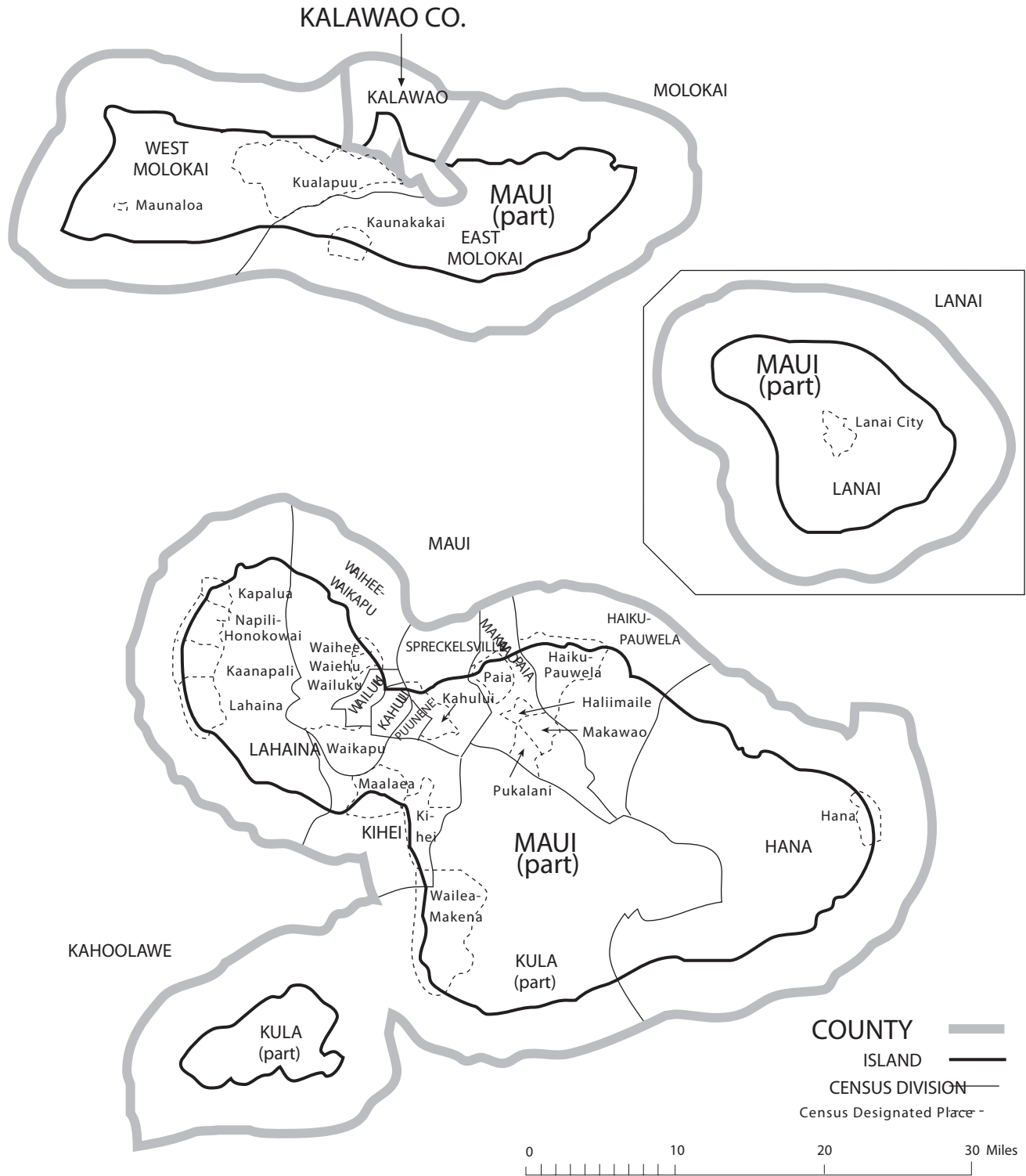
*Kalawao is officially designated as a separate county but is usually treated as a district of Maui for statistical purposes.



SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, 1991.

1.2.2

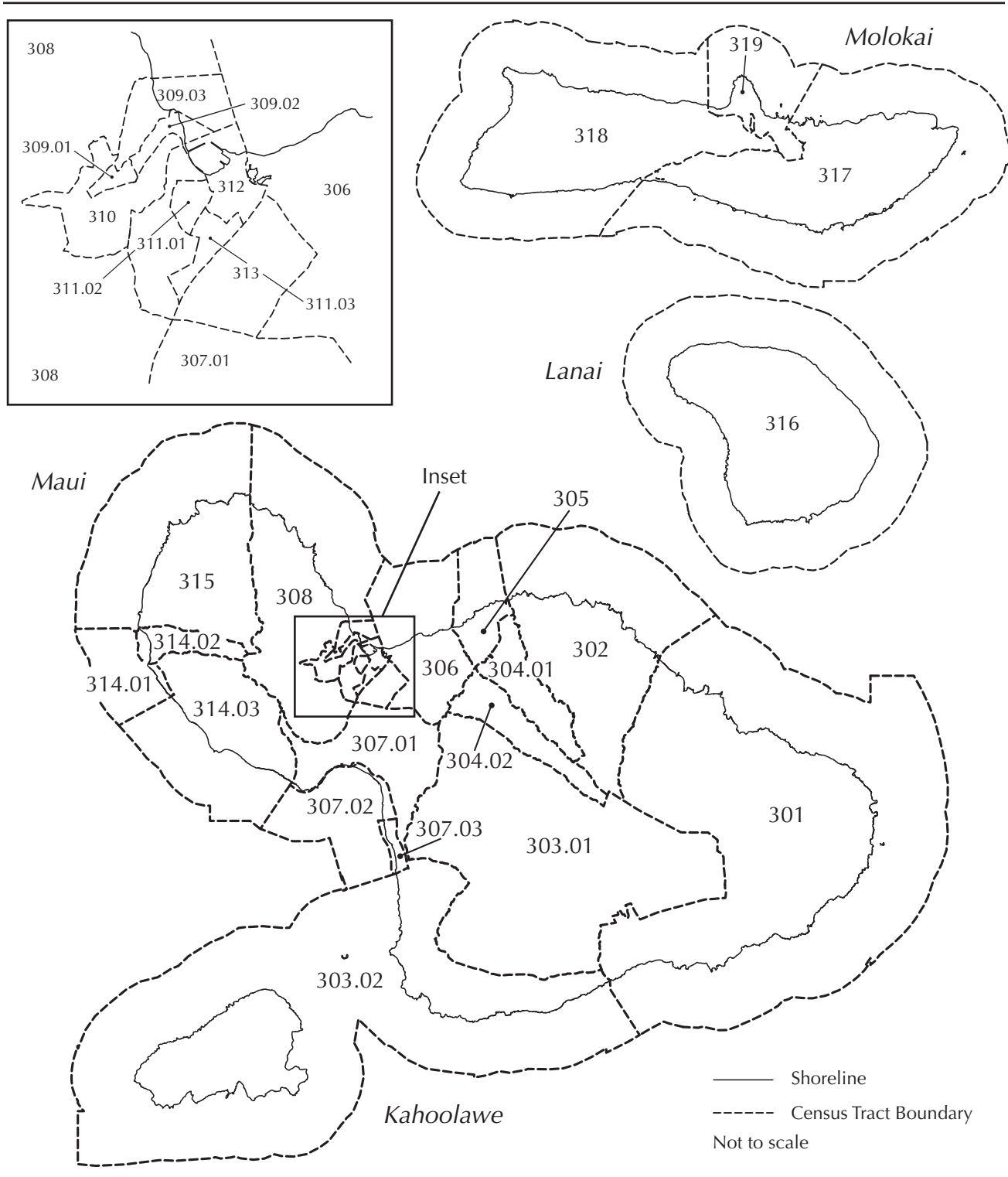
MAUI COUNTY SUBDIVISIONS AND PLACES



SOURCE: U.S. Department of Commerce, Bureau of the Census, 2001.

1.2.3

MAUI COUNTY CENSUS TRACTS



SOURCE: U.S. Bureau of the Census, Redistricting Census2000 TIGER/Line files, processed by the Hawai'i SBDC Network, Hawaii Business Research Library

1.3.1

RESIDENT POPULATION BY COUNTY

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

Date	Maui County ¹	Hawai'i County	Kaua'i County	City & County of Honolulu	State Total
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
April 1, 1990	100,504	120,317	51,177	836,231	1,108,229
July 1, 1991	105,599	127,266	53,379	850,510	1,136,754
July 1, 1992	108,585	131,630	54,439	863,959	1,158,613
July 1, 1993	111,944	135,085	55,461	870,348	1,172,838
July 1, 1994	114,754	137,713	56,478	878,591	1,187,536
July 1, 1995	117,895	140,492	57,068	881,399	1,196,854
July 1, 1996	120,689	141,935	57,688	883,443	1,203,755
July 1, 1997	122,772	144,445	57,712	886,711	1,211,640
July 1, 1998	124,648	145,833	57,843	886,909	1,215,233
July 1, 1999	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, 2001r	131,403	150,806	58,722	877,024	1,217,955
July 1, 2002r	132,664	153,040	59,409	882,278	1,227,391
July 1, 2003r	134,667	156,127	59,963	887,576	1,238,333
July 1, 2004r	136,851	159,865	60,937	893,879	1,251,532
July 1, 2005r	138,744	164,462	61,589	899,673	1,264,468
July 1, 2006r	140,119	169,061	61,950	904,134	1,275,264
July 1, 2007r	141,523	172,547	62,761	900,525	1,277,356
July 1, 2008	143,691	175,784	63,689	905,034	1,288,198

¹ Including Kalawao County (Kalaupapa Settlement).

r: Revised from previous Data Book.

SOURCE: U.S. Bureau of the Census, 1980 Census of Population-Characteristics of the Population- Number of Inhabitants Hawai'i, PC80-1-A13 (October 1981), table 2 and 1990 Census of Population and Housing-Summary Population and Housing Characteristics Hawai'i, 1990 CPH-1-13 (August 1991), table 2; U.S. Census Bureau, Census 2000 Redistricting Data (P.L. 94-171) Summary File (March 19, 2001); and the U.S. Census Bureau, Federal-State Cooperative Program for Population Estimates.

1.3.2

DE FACTO POPULATION, BY COUNTIES

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

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

Date	Maui County ¹	Hawai'i County	Kaua'i 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
May 1, 1990	134,56	133,202	66,699	896,260	1,230,731
July 1, 1991	138,390	137,103	68,558	913,268	1,257,319
July 1, 1992	139,703	141,240	69,605	901,717	1,252,265
July 1, 1993	146,651	146,421	66,076	912,514	1,271,662
July 1, 1994	149,067	148,014	61,262	909,506	1,267,849
	152,434	150,311	67,161	919,898	1,289,804
July 1, 1995	155,144	152,482	68,844	921,626	1,298,096
July 1, 1996	157,468	154,364	70,474	921,609	1,303,915
July 1, 1997	162,011	161,225	71,763	932,931	1,327,930
July 1, 1998	163,562	165,205	73,920	931,439	1,334,125
July 1, 1999	165,743	164,570	74,441	927,689	1,332,442
May 1, 2000	168,544	167,073	75,200	927,174	1,337,991
July 1, 2000r	168,431	166,245	74,672	924,617	1,333,965
July 1, 2001r	167,820	167,247	73,587	920,982	1,329,636
July 1, 2002r	170,383	170,248	74,323	925,875	1,340,829
July 1, 2003r	173,115	172,368	75,306	925,145	1,345,934
July 1, 2004r	176,259	177,120	77,009	935,144	1,365,532
July 1, 2005r	180,283	184,837	78,287	940,831	1,384,239
July 1, 2006r	182,564	189,533	79,372	944,580	1,396,049
July 1, 2007r	183,281	191,537	81,557	938,767	1,395,142
July 1, 2008	181,598	192,691	80,054	934,262	1,388,605

¹Including Kalawao County (Kalaupapa Settlement).

r: Revised from previous Data Book.

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

1.3.3

RESIDENT POPULATION BY COUNTIES AND DISTRICTS

Percent Change County and District	April 1, 1980	April 1, 1990	April 1, 2000	1980 to 1990	1990 to 2000
State Total	964,691	1,108,229	1,211,537	14.9	9.3
Maui County¹	70,991	100,504	128,241	41.6	27.6
Hāna	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
Lānaʻi	2,119	2,426	3,193	14.5	31.6
Molokaʻi	5,905	6,587	7,257	11.5	10.2
Kalawao	144	130	147	-9.7	13.1
City & Co. of Honolulu	762,565	836,231	876,156	9.7	4.8
Honolulu	365,048	377,059	372,279	3.3	-1.3
Koʻolaupoko	109,373	117,694	117,994	7.6	0.3
Koʻolauloa	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
Waiʻanae	31,487	37,411	42,259	18.8	13.0
ʻEwa	191,051	230,189	272,328	20.5	18.3
Hawaiʻi County	92,053	120,317	148,677	30.7	23.6
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
Hāmākua	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
Kaʻu	3,699	4,438	5,827	20.0	31.3
Kauaʻi County	39,082	51,177	58,463	30.9	14.2
Hanalei	2,668	4,631	6,348	73.6	37.1
Kawaihau	10,497	15,627	18,525	48.9	18.5
Līhuʻe	8,590	10,663	12,022	24.1	12.7
Kōloa	8,734	11,368	12,845	30.2	13.0
Waimea	8,593	8,888	8,723	3.4	-1.9

¹ Including Kalawao County.

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

1.3.4

POPULATION DENSITY, MAUI COUNTY

Area	All Persons	Land Area (sq. miles)	Persons Per Square Mile
Maui + Kalawao Counties	128,241	1,172.4	109.4
Maui Island	117,644	771.9	152.4
Ha'kū-Pa'uwela division	8,377	59.9	139.8
Hāna division	1,855	180.5	10.3
Kahului division	20,134	5.8	3,501.4
Kīhei division	19,843	38.8	511.5
Kula division	9,729	263.4	36.9
Lahaina division	17,967	95.9	187.4
Makawao-Pā'ia division	18,370	43.3	424.1
Pu'unene division	12	4.6	2.6
Spreckelsville division	337	19.8	17.0
Waihe'e-Waikapū division	3,397	54.6	62.2
Wailuku division	17,623	5.3	3,324.4
Ha'kū-Pa'uwela CDP	6,578	15.8	417.5
Hāli'imaile CDP	895	1.7	534.0
Hana CDP	709	2.2	326.0
Kā'anapali CDP	1,375	4.9	282.8
Kahului CDP	20,146	15.2	1,328.7
Kapalua CDP	467	1.7	272.9
Kīhei CDP	16,749	10.2	1,648.6
Lahaina CDP	9,118	5.8	1,584.7
Ma'alaea CDP	454	4.8	95.3
Makawao CDP	6,327	4.7	1,353.8
Nāpili-Honokōwai CDP	6,788	5.9	1,153.9
Pā'ia CDP	2,499	6.1	410.8
Pukalani CDP	7,380	4.4	1,671.1
Waihe'e-Waikapū CDP	7,310	4.3	1,718.5
Waikapū CDP	1,115	11.0	101.6
Wailea-Mākena CDP	5,671	22.6	250.6
Wailuku CDP	12,296	5.1	2,427.4
Moloka'i	7,404	260.0	28.5
Kalawao County (Kalaupapa)	147	13.2	11.1
East Moloka'i CCD	4,688	119.4	39.3
West Moloka'i CCD	2,569	127.4	20.2
Kaunakakai CDP	2,726	2.0	1,342.7
Kualapu'u CDP	1,936	30.5	63.5
Maunaloa CDP	230	0.2	1,374.6
Lāna'i	3,193	140.5	22.7
Lāna'i 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: Hawai'i (March 2001).

1.3.5

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

District and Census Tract	Population	Households
Maui + Kalawao Counties	128,241	43,622
Hāna	1,855	592
301	1,855	592
Makawao	36,476	13,009
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
Wailuku	61,346	20,409
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
Lahaina	17,967	6,031
314.01	2,492	988
314.02	2,433	646
314.03	4,276	1,000
315	8,766	3,397
Lānaʻi	3,193	1161
316	3,193	1161
Molokaʻi	7,257	2,305
317	4,688	1,527
318	2,569	778
Kalawao (Kalaupapa)	147	115
319	147	115

SOURCE: U.S. Bureau of the Census, Census 2000 Summary File 1: Hawai'i (July 2001).

1.3.6

**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)	
						White	Black or African American		American Indian and Alaska Native	Asian			Native Hawaiian and Other Pacific Islander
Maui County	128,094	64,329	63,765	62,688	1,272	2,738	61,148	33,019	5,874	16,511			
Maui Island	117,644	59,175	58,469	59,640	1,179	2,488	55,656	27,835	5,585	15,376			
Ha'uku-Pa'uwela division	8,377	4,272	4,105	6,347	124	273	2,109	1,917	352	1,106			
Ha'uku-Pa'uwela CDP	6,578	3,361	3,217	4,889	94	200	1,811	1,514	259	889			
Hāna division	1,855	899	956	814	6	49	556	1,178	35	180			
Hāna 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			
Kīhei division	19,843	10,096	9,747	12,550	326	394	6,737	3,221	769	2,087			
Kīhei CDP	16,749	8,502	8,247	10,026	273	333	6,176	2,985	678	1,824			
Ma'alaeaCDP	454	240	214	405	2	5	46	18	9	27			
Wailea-Mākena 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-Mākena 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			
Kā'anapaliCDP	1,375	725	650	1,183	18	6	153	58	67	164			
Kapalua CDP	467	224	243	327	3	-	103	116	16	34			
LahainaCDP	9,118	4,738	4,380	3,442	72	177	5,169	1,997	416	984			
Nāpili-Honokōwai CDP	6,788	3,502	3,286	4,294	91	145	1,895	1,075	478	922			
Makawao-Pā'ia division	18,370	9,195	9,175	10,834	145	483	8,214	5,003	967	3,235			
Hāli'imaile 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			

1.3.6

CONTINUED

	SEX		RACE (ALONE OR IN COMBINATION)									
	Total Population	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)		
Pāia 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		
Pu'unēnē 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)	-	-	-	-	-	-	-	-	-	-		
Waihe'e-Waikapū division	3,397	1,724	1,673	1,324	21	38	1,884	966	118	321		
Waihe'e-Waiehu CDP (part)	1,330	685	645	548	8	17	643	451	51	129		
Waikapū 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		
Waihe'e-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		
Moloka'i (including Kalawao)	7,404	3,618	3,786	2,299	75	189	3,101	4,599	169	702		
West Moloka'i division	2,569	1,280	1,289	734	30	67	952	1,727	68	211		
Kualapu'u 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 Moloka'i 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		
Lāna'i	3,193	1,609	1,584	795	18	61	2,418	659	130	439		
Lāna'i division	3,193	1,609	1,584	795	18	61	2,418	659	130	439		
Lāna'i 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'i (July 2001).

1.3.7

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

	Total Population	Under 5 yrs	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
Maui County	128,094	8,579	9,079	9,336	8,658	6,970	7,723	21,891	19,823	6,599	4,807	7,715	5,272	1,642	36.8
Kalawao County (Kalaupapa)	147	0	0	3	0	2	9	18	31	19	18	35	12	0	58.6
Maui Island	117,644	7,822	8,182	13,433	5,194	3,911	16,569	20,458	18,511	6,056	4,323	6,963	4,753	1,469	36.9
Ha'ku-Pa'uwela	8,377	586	613	946	349	271	1,201	1,668	1,568	408	210	311	191	55	36.5
Ha'ku-Pa'uwelaCDP	6,578	458	506	747	282	206	956	1,303	1,182	322	167	253	145	51	36.1
Hāna division	1,855	134	135	284	91	65	207	215	345	105	82	110	63	19	35.6
Hāna 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
Ma'alaea CDP	454	12	7	11	7	3	41	67	95	58	49	57	41	6	52.9
Wailea-Mākena 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-Mākena 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
Kā'anapali 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
Nāpili-Honokōwai CDP	6,788	541	441	562	260	279	1,349	1,404	1,028	307	194	259	138	26	34.8
Makawao-Pā'ia division	18,370	1,249	1,372	2,482	877	588	2,345	3,273	3,022	903	596	943	550	170	36.0
Hāli'imaile 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.

1.3.7
CONTINUED

	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
Pāia CDP	2,499	180	182	302	170	100	352	452	349	113	87	10	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
Pu'unene 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)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Waihe'e-Waikapū division	3,397	234	239	437	168	88	325	629	628	173	118	179	147	32	38.7
Waihe'e-Waiehu CDP (part)	1,330	86	95	153	64	45	129	260	206	75	55	86	64	12	38.7
Waikapū 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
Waihe'e-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
Lāna'i	3,193	220	270	400	141	108	425	474	364	162	163	214	184	68	35.6
Lāna'i division	3,193	220	270	400	141	108	425	474	364	162	163	214	184	68	35.6
Lāna'i City CDP	3,164	220	269	398	141	108	425	469	358	159	160	213	176	68	35.4
Moloka'i (with Kalaupapa)	7,404	537	627	1,223	382	177	738	977	979	400	339	573	347	105	35.2
East Moloka'i 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 Moloka'i division	2,569	204	269	412	126	55	294	341	295	134	110	176	129	24	32.9
Kualapu'u 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).

1.3.8
POPULATION BY RACE, MAUI COUNTY

Race	Race Alone	Percent	Race In Comb. ¹	Percent
All Races (Total Population)	128,094	100.00%		
White	43,421	33.90%	62,688	48.94%
Of Portuguese Ancestry ²			7,142	5.58%
Black	509	0.40%	1,272	0.99%
AIAN ³	479	0.37%	2,738	2.14%
ASIAN	39,728	31.01%	61,148	47.74%
Chinese	1,197	0.93%	11,511	8.99%
Filipino	21,804	17.02%	34,445	26.89%
Japanese	12,926	10.09%	21,305	16.63%
Korean	765	0.60%	2,102	1.64%
Vietnamese	317	0.25%	390	0.30%
NHPI ⁴	13,730	10.72%	33,019	25.78%
Hawaiian	11,410	8.91%	29,952	23.38%
Samoan	208	0.16%	772	0.60%
Tongan	902	0.70%	1,269	0.99%
Micronesian	745	0.58%	1,112	0.87%
Fijian	ND		ND	
Some Other Race	1,743	1.36%	5,874	4.59%
Two or More Races	28,484	22.24%		

ND: Not Disclosed. Population count is 0 or less than 100

¹ Race in Comb.: Race alone or in combination with one or more other races. Some individuals may be counted more than once.

² Of Portuguese Ancestry: Number does not reflect whether Race Alone or Race in Combination.

³ AIAN: American Indian or Alaskan native.

⁴ NHPI: Native Hawaiian or other Pacific Islander

SOURCE: U.S. Census Bureau, Census 2000, Summary File 2.

1.3.9
**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
7/1/2001-7/1/2002	2,148	753	1,395	718	20	2,133
7/1/2002-7/1/2003	1,895	967	928	625	871	2,420
7/1/2003-7/1/2004	2,013	990	1,023	610	790	2,425
7/1/2004-7/1/2005	1,899	965	934	505	409	1,880
7/1/2005-7/1/2006	1,879	952	927	576	102	1,633
7/1/2006-7/1/2007	2,037	918	1,119	513	-261	1,388
7/1/2007-7/1/2008	2,119	972	1,147	418	576	2,169

Notes: Net International Migration consists of (1) legal immigration to the United States as reported by the Immigration and Naturalization Service, (2) an estimate of net undocumented immigration from abroad, (3) an estimate of emigration from the United States, and (4) net movement between Puerto Rico and the (balance of) the United States. Net Internal Migration is the difference between domestic in-migration to an area and domestic out-migration from it during the period. Domestic in-migration and out-migration consist of moves where both the origins and destinations are within the United States (excluding Puerto Rico).

SOURCE: U.S. Department of Commerce, Bureau of the Census, Population Estimates Program, Population Division, "County Population Estimates and Demographic Components of Population Change: Annual Time Series, July 1, 2003 to July 1, 2008."

1.3.10
**MARRIAGES BY RESIDENCY OF
 BRIDE AND GROOM, MAUI COUNTY¹**

Residency	2001	2002	2003	2004	2005	2006	2007
Both Bride and Groom are Residents	1,003	941	998	957	949	968	995
Only One is a Resident	36	47	69	51	48	48	57
Both Bride and Groom are Non-Residents	7,199	7,950	8,653	9,012	8,835	8,563	7,717
Total	8,238	8,938	9,720	10,020	9,832	9,579	8,769

¹ Includes Kalawao.

SOURCE: State of Hawai'i, Department of Health, Office of Health Status Monitoring, records

1.3.11
**MARRIAGES IN MAUI COUNTY¹ WHERE BOTH
 BRIDE AND GROOM ARE NON-RESIDENTS**

	2004	2005	2006	2007	2008	2009
January	575	511	487	462	415	329
February	617	584	591	540	476	424
March	685	651	702	592	517 r	429
April	784	735	717	621	629	462
May	1,032	1,048	969	871	714 r	688
June	833	806	848	673	592 r	511
July	821	739	738	849	519 r	454
August	779	824	687	673	655 r	na
September	865	892	871	737	626 r	na
October	940	932	855	776	601	na
November	587	652	593	533	401	na
December	494	458	503	390	356	na
Total	9,012	8,832	8,561	7,717	6,501 r	3,297

¹ Includes Kalawao.

n/a: Not available.

r: Revised from previous Data Book.

SOURCE: State of Hawai'i, Department of Health, Office of Health Status Monitoring, records.

1.3.12

LIVE BIRTHS, MAUI COUNTY BY ZIP CODE

Calendar year and place of mother's residence

Zip Code	Location	2002	2003	2004	2005	2006	2007
Maui Island							
96708	Hai'kū	124	99	101	129	139	127
96713	Hāna	33	29	33	29	33	35
96732	Kahului	310	350	303	344	343	412
96753	Kihei	301	306	347	305	343	325
96761	Lahaina	290	279	296	299	288	329
96768	Makawao/Pukalani	190	226	232	221	239	233
96779	Pā'ia	38	40	43	27	37	40
96784	Pu'unene	0	0	9	0	0	0
96790	Kula	69	70	78	65	74	91
96793	Wailuku	333	350	333	330	371	408
Lāna'i							
96763	Lāna'i City	38	37	26	49	41	46
Moloka'i							
96729	Ho'olehua	14	13	19	13	18	19
96748	Kaunakakai	82	49	55	57	64	63
96757	Kualapu'u	15	13	9	13	13	9
96770	Maunaloa	13	8	9	14	15	8
Unknown		5	0	11	14	9	8
Total		1,855	1,878	1,895	1,909	2,027	2,153

SOURCE: Hawai'i State Department of Health, Office of Health Status Monitoring, records.

1.3.13

**CHARACTERISTICS OF LIVE BIRTHS,
MAUI COUNTY**

Characteristic	2005	Percent	2006	Percent	2007	Percent
Births By Area of Residence						
Maui County	1,909	100.00%	2,027	100.00%	2,153	100.00%
Maui	1,763	91.87%	1,874	92.45%	2,004	93.08%
Moloka'i	97	5.05%	112	5.53%	103	4.78%
Lāna'i	49	2.55%	41	2.02%	46	2.14%
Ethnicity of Child						
Caucasian	411	21.53%	444	21.90%	444	20.62%
Hawaiian	818	42.85%	890	43.91%	921	42.78%
Chinese	21	1.10%	21	1.04%	24	1.11%
Filipino	346	18.12%	373	18.40%	395	18.35%
Japanese	126	6.60%	93	4.59%	128	5.95%
All Others	187	9.80%	206	10.16%	241	11.19%
Total	1,909	100.00%	2,027	100.00%	2,153	100.00%
Ethnicity of Mother						
Caucasian	554	29.02%	591	29.16%	591	27.45%
Hawaiian	622	32.58%	675	33.30%	680	31.58%
Chinese	18	0.94%	22	1.09%	25	1.16%
Filipino	400	20.95%	421	20.77%	460	21.37%
Japanese	125	6.55%	116	5.72%	159	7.39%
All Others	190	9.95%	202	9.97%	237	11.01%
Total	1,909	100.00%	2,027	100.00%	2,153	100.00%

SOURCE: Hawai'i State Department of Health, Office of Health Status Monitoring, records.

1.3.14

POPULATION AND ECONOMIC PROJECTIONS, MAUI COUNTY: 2006 TO 2035

Forecast Variables	Historical	Projected					
	2006	2010	2015	2020	2025	2030	2035
Total resident population	139,104	149,340	160,800	171,790	182,360	192,600	202,520
Total Personal Income (in current dollars) \$ million	3,882	4,270	4,640	4,980	5,330	5,710	6,130
Per capita personal income (in current dollars)	27,732	29,440	30,280	31,020	31,940	32,960	34,060
Total self-employed jobs	25,740	27,260	30,040	32,600	35,280	37,960	40,630
Total civilian wage and salary jobs	75,780	78,740	84,590	89,710	94,830	99,760	104,460
Agriculture	1,770	1,800	1,860	1,880	1,890	1,890	1,870
Mining and construction	4,470	4,480	4,740	4,860	5,070	5,300	5,540
Food processing	1,020	1,050	1,100	1,140	1,170	1,200	1,220
Other manufacturing	530	540	570	590	610	630	650
Transportation	3,620	3,760	4,040	4,310	4,570	4,820	5,070
Information	730	760	820	860	900	940	970
Utilities	430	450	490	520	550	590	620
Wholesale trade	1,290	1,350	1,460	1,560	1,660	1,760	1,860
Retail trade	9,460	9,810	10,480	11,040	11,590	12,100	12,550
Finance and insurance	770	810	880	930	990	1,050	1,100
Real estate and rentals	2,040	2,110	2,250	2,370	2,470	2,560	2,640
Professional services	1,480	1,560	1,710	1,860	2,020	2,190	2,370
Business services	4,680	4,910	5,360	5,810	6,270	6,730	7,210
Educational services	980	1,030	1,130	1,230	1,340	1,440	1,550
Health services	4,300	4,590	5,080	5,550	6,050	6,560	7,080
Arts and entertainment	2,420	2,500	2,690	2,870	3,030	3,190	3,330
Hotels	13,570	13,930	14,770	15,500	16,140	16,670	17,120
Eating and drinking	9,140	9,430	10,070	10,640	11,170	11,630	12,040
Other services	3,350	3,530	3,880	4,200	4,530	4,870	5,220
Government	9,760	10,350	11,220	11,990	12,810	13,630	14,460
Visitor arrivals (1,000)	2,477	2,470	2,650	2,810	2,950	3,060	3,180
Visitor days (million)	18.5	18.6	19.8	21.1	22.1	22.9	23.9
Visitor expenditures (in \$ million)	3,144	3,250	3,480	3,710	3,910	4,080	4,230
Hotel rooms	19,259	19,020	20,210	21,390	22,530	23,340	24,300
Hotel occupancy rates (%)	80.0	82.3	82.9	82.9	82.9	82.9	82.9

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: State of Hawai'i, Department of Business Economic Development and Tourism, Research and Economic Analysis Division, "Population and Economic Projections for the State of Hawai'i to 2035."

1.4.1

PERSONAL INCOME, TOTAL AND PER CAPITAL, BY COUNTY

Year	Maui + Kalawao Counties	Hawai'i County	Kaua'i County	City and County of Honolulu	State Total
Total Personal Income (x \$1,000)					
1995	2,582,973	2,552,238	1,225,950	23,565,253	29,926,414
1996	2,628,372	2,626,445	1,221,403	23,646,046	30,122,266
1997	2,706,070	2,693,916	1,238,384	24,363,482	31,001,852
1998	2,848,193	2,865,367	1,272,456	24,770,656	31,756,672
1999	3,036,459	2,987,074	1,319,431	25,302,751	32,645,715
2000	3,240,658	3,195,347	1,410,114	26,604,764	34,450,883
2001	3,345,029	3,371,216	1,434,026	26,976,012	35,126,283
2002	3,523,628	3,563,723	1,463,689	27,818,834	36,369,874
2003	3,691,181	3,721,683	1,538,491	28,885,499	37,836,854
2004	4,042,081	4,056,218	1,684,901	31,244,076	41,027,276
2005r	4,368,510	4,464,612	1,820,964	33,457,268	44,111,354
2006r	4,775,689	4,842,733	1,950,248	35,765,802	47,334,472
2007r	5,071,531	5,124,976	2,093,480	37,835,408	50,125,395
2008	NA	NA	NA	NA	52,159,335
Per Capita Income (\$)					
1995	21,909	18,166	21,482	26,736	25,004
1996	21,778	18,505	21,173	26,766	25,024
1997	22,041	18,650	21,458	27,476	25,587
1998	22,850	19,648	21,998	27,929	26,132
1999	24,068	20,324	22,646	28,789	26,973
2000r	25,149	21,437	24,102	30,404	28,437
2001r	25,456	22,355	24,421	30,759	28,840
2002r	26,561	23,286	24,637	31,531	29,632
2003r	27,410	23,838	25,657	32,544	30,555
2004r	29,536	25,373	27,650	34,953	32,782
2005r	31,486	27,147	29,566	37,188	34,885
2006r	34,083	28,645	31,481	39,558	37,117
2007r	35,835	29,702	33,356	42,015	39,242
2008	NA	NA	NA	NA	40,490

NA: Data not available for this year.

r: Revised from previous Data Book.

P: Preliminary

Notes:

1. Census Bureau midyear population estimates. Estimates for 2000-2003 reflect county population estimates available as of April 2005.
2. Per capita personal income was computed using Census Bureau midyear population estimates. Estimates for 2000-2003 reflect county population estimates available as of April 2005.
3. Per capita personal income is total personal income divided by total midyear population.
4. All state and local area dollar estimates are in current dollars (not adjusted for inflation).

SOURCE: Regional Economic Information System, Bureau of Economic Analysis, 2008.

1.4.2

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.

1.4.3

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

All Figures Revised

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
1990	138.1	135.5	140.8	138.9	136.3	141.6
1991	148.0	146.8	149.1	148.9	147.7	150.1
1992	155.1	153.9	156.4	155.9	154.6	157.2
1993	160.1	158.6	161.6	160.7	159.4	162.0
1994	164.5	163.4	165.7	164.7	163.5	165.8
1995	168.1	166.9	169.4	168.4	167.2	169.7
1996	170.7	170.5	171.0	171.0	170.8	171.2
1997	171.9	172.1	171.8	172.2	172.4	172.0
1998	171.5	172.0	171.0	171.6	172.3	171.0
1999	173.3	172.7	173.8	173.4	173.0	173.9
2000	176.3	175.9	176.7	176.5	176.0	176.9
2001	178.4	178.1	178.7	179.1	178.6	179.5
2002	180.3	180.1	180.4	180.6	180.4	180.7
2003	184.5	183.2	185.7	184.3	183.4	185.3
2004	190.6	189.2	191.9	190.2	188.8	191.5
2005	197.8	195.0	200.6	197.2	194.6	199.8
2006	209.4	206.4	212.3	208.5	205.6	211.4
2007	219.5	216.6	222.4	218.5	215.7	221.4
2008	228.9	227.3	230.4	228.3	226.7	230.0

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 Hawai'i State Data Center, and BLS.

1.4.4
ESTIMATED COST OF LIVING BY CATEGORY, COUNTIES OF HAWAII
RELATIVE WASHINGTON, DC

Expenditure Item	Maui Index ¹	Honolulu Index ¹	Hawaii Index ²	Kauai Index ¹	Expenditure Item	Maui Index ¹	Honolulu Index ¹	Hawaii Index ²	Kauai Index ¹
Food	129.38	124.98	127.40³	123.69	Transportation	112.80	108.89	115.33	111.11
Cereals and bakery products	165.52	160.63	163.39	162.33	Motor vehicle costs	100.64	101.41	105.84	100.90
Meats, poultry, fish, and eggs	123.11	119.77	120.36	121.00	Gasoline and motor oil	115.68	105.17	111.28	111.13
Dairy products	154.50	145.22	140.45	145.09	Maintenance and repairs	104.70	110.00	117.54	104.18
Fruits and vegetables	173.92	144.06	159.85	172.84	Vehicle insurance	100.14	93.71	96.29	91.43
Processed foods	135.32	136.06	136.16	136.43	Public transportation	210.88	193.26	218.78	218.95
Other food at home	126.95	125.44	138.95	126.21					
Nonalcoholic beverages	150.17	144.38	138.59	131.80	Medical	88.22	85.88	85.41	84.68
Food away from home	115.31	112.13	110.03	106.60	Health insurance	72.14	72.55	71.97	72.61
Alcoholic beverages	114.99	118.38	114.41	112.22	Medical services	118.90	106.48	108.03	98.94
					Drugs and medical supplies	99.92	102.70	99.66	106.41
Shelter and Utilities	129.64	131.54	105.21³	119.96					
Shelter	97.73	115.89	69.00	89.51	Recreation	104.74	107.42	98.95	98.63
Energy utilities	443.26	289.58	414.51	423.64	Fees and admissions	88.08	87.64	86.99	77.82
Water and other public services	90.63	89.70	52.45	59.34	Television, radios, sound equip	106.89	112.97	105.76	115.26
					Pets, toys, & playground equip.	124.61	135.71	108.27	122.95
Household Furnishings & Supplies	102.45	103.09	98.74	100.28	Other entertainment supplies	113.65	116.74	114.66	107.99
Household operations	93.17	92.48	85.89	82.24	Personal care products	97.82	105.35	102.91	97.05
Housekeeping supplies	115.95	112.71	109.79	116.65	Personal care services	111.28	97.81	86.72	78.04
Textiles and area rugs	109.09	121.99	110.00	116.26	Reading	101.18	104.58	96.08	106.81
Furniture	99.10	99.58	99.10	99.10					
					Education and Communication	98.27	103.74	100.06	97.46
Major appliances	107.30	108.34	117.29	113.98	Education	81.32	159.48	88.71	98.03
Small appliances, misc. housewares	117.36	116.85	110.75	112.73	Communications	99.21	100.38	100.83	97.08
Misc. household equipment	101.27	103.81	98.17	102.44	Computers and computer services	100.16	99.94	100.16	100.16
Apparel and Services	107.80	102.26	105.14	103.01	Miscellaneous	101.72	101.45	100.45	100.66
Men and boys	111.16	100.69	113.64	112.41	Tobacco products, etc	131.78	135.87	128.29	129.69
Women and girls	104.82	89.41	97.40	92.11	Miscellaneous	107.46	91.43	97.93	99.30
Children under 2	124.64	119.16	113.30	121.64	Personal insurance and pensions	99.74	101.56	99.74	99.74
Footwear	98.23	103.97	97.19	99.10					
Other apparel products and services	122.98	132.11	123.75	119.00	Overall Price Index	116.62	116.37	104.71	111.14
					Plus Adjustment Factor	7.00	5.00	7.00	7.00
					Index Plus Adjustment Factor	123.62	121.37	111.71	118.14

¹ Primary category figures from Major Expenditure Groups (MEGs) Index, Subcategory figures from Primary Expenditure Groups (PEGs) Index. ² All figures from Major Expenditure Groups (MEGs) Index. ³ Average of Hilo and Kona/Waimea Area Indexes. Note: Surveys conducted by Office of Personnel Management (OPM) in the spring and summer of 2007. Adjustment Factor: A negotiated factor to reflect differences in living costs that might not be captured by the surveys.

SOURCE: U.S. Office of Personnel Management, "2007 Nonforeign Area Cost-of-Living Allowance Survey Report: Pacific and Washington, DC, Areas," Federal Register vol. 73 No. 237, December 9, 2008, PP.74861-74896.

1.4.5

**EARNINGS BY DETAILED INDUSTRY,
MAUI COUNTY**

(\$1,000)

Earnings by Industry¹	2007	Earnings by Industry	2007
Personal income	5,071,531	Nondurable goods manufacturing	101,483
Population (persons)²	141,523	Food manufacturing	42,025
Per capita personal income (dollars)	35,835	Beverage and tobacco product manufacturing	3,418
Earnings by place of work	3,967,774	Textile mills	869
less: Contributions for government social ins. ³	416,617	Textile product mills	432
Employee and self-employed contributions	221,990	Apparel manufacturing	(D)
Employer contributions	194,627	Leather and allied product manufacturing	126
plus: Adjustment for residence ⁴	-31,922	Paper manufacturing	39,443
equals: Net earnings by place of residence	3,519,235	Printing and related support activities	4,749
plus: Dividends, interest, and rent ⁵	823,387	Petroleum and coal products manufacturing	0
plus: Personal current transfer receipts	728,909	Chemical manufacturing	(D)
Wage and salary disbursements	2,935,643	Plastics and rubber products manufacturing	243
Supplements to wages and salaries	617,546	Wholesale trade	86,170
Employer contributions pension & insurance	422,919	Retail trade	360,780
Employer contributions social insurance	194,627	Motor vehicle and parts dealers	48,356
Proprietors' income ⁶	414,585	Furniture and home furnishings stores	14,421
Farm proprietors' income	2,298	Electronics and appliance stores	(D)
Nonfarm proprietors' income	412,287	Building material and garden supply stores	31,821
Farm earnings	84,346	Food and beverage stores	61,100
Nonfarm earnings	3,883,428	Health and personal care stores	25,542
Private earnings	3,254,672	Gasoline stations	18,773
Forestry, fishing, related activities, and other⁷	(D)	Clothing and clothing accessories stores	56,500
Forestry and logging	(D)	Sporting goods, hobby, book and music stores	15,059
Fishing, hunting, and trapping	(D)	General merchandise stores	46,170
Agriculture and forestry support activities	(D)	Miscellaneous store retailers	37,406
Other ⁷	0	Nonstore retailers	(D)
Mining	(D)	Transportation and warehousing	147,647
Oil and gas extraction	460	Air transportation	29,465
Mining (except oil and gas)	(D)	Rail transportation	0
Support activities for mining	0	Water transportation	(D)
Utilities	45,652	Truck transportation	23,446
Construction	397,843	Transit and ground passenger transportation	10,439
Construction of buildings	129,622	Pipeline transportation	0
Heavy and civil engineering construction	77,155	Scenic and sightseeing transportation	54,129
Specialty trade contractors	191,066	Support activities for transportation	17,185
Manufacturing	190,329	Couriers and messengers	6,165
Durable goods manufacturing	88,846	Warehousing and storage	(D)
Wood product manufacturing	3,469	Information	54,916
Nonmetallic mineral product manufacturing	46,952	Publishing industries, except Internet	16,772
Primary metal manufacturing	23,800	Motion picture and sound recording industries	1,268
Fabricated metal product manufacturing	(D)	Broadcasting, except Internet	4,295
Machinery manufacturing	(D)	Internet publishing and broadcasting	(N)
Computer and electronic product manufacturing	(D)	Telecommunications	31,896
Electrical equipment & appliance manufacturing	0	ISPs, search portals, and data processing	(D)
Motor vehicles, bodies & trailers, & parts manuf.	151	Other information services	(D)
Other transportation equipment manufacturing	(D)		
Furniture and related product manufacturing	(D)		
Miscellaneous manufacturing	9,744		

1.4.5

CONTINUED

Earnings by Industry ¹	2007	Earnings by Industry	2007
Finance and insurance	64,409	Arts, entertainment, and recreation	111,073
Monetary authorities - central bank	0	Performing arts and spectator sports	37,294
Credit intermediation and related activities	38,820	Museums, historical sites, zoos, and parks	9,514
Securities, commodity contracts, investments	(D)	Amusement, gambling, and recreation	64,265
Insurance carriers and related activities	11,320	Accommodation and food services	838,058
Funds, trusts, and other financial vehicles	(D)	Accommodation	617,797
Real estate and rental and leasing	117,982	Food services and drinking places	220,261
Real estate	(D)	Other services, except public administration	147,010
Rental and leasing services	40,642	Repair and maintenance	36,932
Lessors of nonfinancial intangible assets	(D)	Personal and laundry services	30,838
Professional, and technical services	131,595	Membership associations and organizations	68,187
Management of companies and enterprises	43,783	Private households	11,053
Administrative and waste services	199,131	Government and government enterprises	628,756
Administrative and support services	186,327	Federal, civilian	67,472
Waste management and remediation services	12,804	Military	47,096
Educational services	41,045	State and local	514,188
Health care and social assistance	256,627	State government	360,466
Ambulatory health care services	178,051	Local government	153,722
Hospitals	(D)		
Nursing and residential care facilities	(D)		
Social assistance	49,924		

Notes: Includes Kalawao County.

All state and local area dollar estimates are in current dollars (not adjusted for inflation).

¹ The estimates of earnings for 2001-2006 are based on the 2002 North American Industry Classification System (NAICS).

² Census Bureau midyear population estimates. Estimates for 2001-2006 reflect county population estimates available as of April 2008.

³ Contributions for government social insurance are included in earnings by type and industry but they are excluded from personal income.

⁴ The adjustment for residence is the net inflow of the earnings of interarea commuters. For the United States, it consists of adjustments for border workers: Wage and salary disbursements to U.S. residents commuting to Canada less wage and salary disbursements to Canadian and Mexican residents commuting into the United States.

⁵ Rental income of persons includes the capital consumption adjustment.

⁶ Proprietors' income includes the inventory valuation adjustment and capital consumption adjustment.

⁷ "Other" consists of wage and salary disbursements to U.S. residents employed by international organizations and foreign embassies and consulates in the United States.

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

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

SOURCE: U.S. Bureau of Economic Analysis, Regional Economic Information System, April 2009.

1.4.6

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

1982 - 1984 Average = 100 unless otherwise noted

Group	2004	2005	2006	2007	2008
All items	190.6	197.8	209.4	219.5	228.9
Food and beverages	180.2	185.9	194.2	204.9	216.6
Food	179.5	185.4	193.9	204.9	216.7
Food at home	185.7	191.4	198.9	211.0	228.3
Food away from home	171.0	176.4	186.0	195.1	202.3
Alcoholic beverages	188.5	191.5	197.7	204.3	213.9
Housing	194.3	205.2	222.5	238.4	248.7
Shelter	209.7	221.4	242.2	260.5	266.4
Rent of primary residence	196.9	207.6	228.9	247.4	256.2
Owners' equivalent rent	214.4	225.0	248.3	267.9	274.8
Fuels and utilities	161.1	179.8	203.3	214.0	283.9
Household energy	146.1	165.4	187.3	192.5	267.9
Gas (piped) and electricity	144.8	163.5	185.2	190.2	264.6
Electricity	141.1	159.2	181.1	186.0	260.0
Utility natural gas service	180.7	206.9	217.8	224.5	284.1
Household furnishings and operations	166.4	165.1	162.6	165.4	165.0
Apparel	101.2	102.5	104.4	104.1	105.3
Transportation	182.4	191.6	202.1	205.0	214.0
Private transportation	179.4	189.1	199.8	202.8	209.2
Motor fuel	172.6	203.7	234.0	243.9	284.9
Gasoline (all types)	177.5	209.3	240.4	250.6	292.5
Gasoline, unleaded regular	186.6	220.3	253.5	264.6	311.0
Gasoline, unleaded midgrade ²	139.4	164.3	188.4	195.9	231.6
Gasoline, unleaded premium	160.5	188.4	215.1	223.7	256.1
Medical care	275.9	No Data	No Data	309.2	318.0
Recreation³	102.3	97.8	101.1	102.6	105.3
Education and communication	113.5	114.3	114.0	114.0	117.1
Other goods and services	312.4	321.0	332.1	347.5	365.4

1.4.6

CONTINUED

Group	2004	2005	2006	2007	2008
Special aggregate indexes					
All items less shelter	183.2	188.1	195.6	201.5	212.8
All items less medical care	186.3	193.5	205.1	215.0	224.2
All items less energy	194.3	200.2	211.0	221.3	227.5
All items less food and energy	198.4	204.4	215.6	225.9	231.0
Commodities	159.3	164.1	169.4	174.5	181.1
Commodities less food	145.3	149.5	152.9	155.0	159.0
Commodities less food and beverages	143.3	147.5	150.8	152.8	156.7
Durables	122.1	121.0	120.2	120.4	118.7
Nondurables	170.3	177.6	186.0	193.9	205.3
Nondurables less food	159.9	168.6	177.1	181.6	192.5
Nondurables less food and beverages	157.9	167.0	175.7	180.1	191.1
Energy	160.6	186.3	211.6	219.2	276.9
Services	217.8	227.1	244.2	258.9	270.7
Services less rent of shelter ¹	229.5	234.1	246.1	253.7	275.4
Services less medical care services	213.2	222.6	240.4	254.9	266.1

¹ December 1982 = 100.

² December 1993 = 100.

³ December 1997 = 100.

SOURCE: U.S. Bureau of Labor Statistics.

1.5.1

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

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

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

Area/ Type	Facility	Licensed Beds	Inpatient Days	Admissions	Avg. Length of Stay	Avg. Daily Census	Percent Occ.
Medical/Surgical							
	Lana'i Community Hospital	4	70	28	2.5	4.79	0.2
	Maui Memorial Hospital	136	44,008	7,210	6.1	88.65	120.6
	Moloka'i General Hospital	9	407	91	4.5	12.39	1.1
Critical Care							
	Maui Memorial Hospital	16	4,018	981	4.1	68.80	11.0
Obstetric							
	Maui Memorial Hospital	23	7,645	3,695	2.1	91.07	20.9
	Moloka'i General Hospital	2	57	35	1.6	7.81	0.2
Psychiatric (Psych)							
	Maui Memorial Hospital	18	3,875	607	6.4	58.98	10.6
SNF/ICF							
	Hale Makua (Wailuku & Kahului)	378	131,870	569	231.8	95.58	361.3
	Kula Hospital	99	34,944	58	602.5	96.70	95.7
	Lana'i Community Hospital	10	2,69	19	129.9	67.64	6.8
	Moloka'i General Hospital	2	730	1	730.0	100.00	2.0
Acute/SNF							
	Kula Hospital	5	523	27	19.4	28.66	1.4
	Moloka'i General Hospital	2	401	14	28.6	54.93	1.1
Skilled Nursing (SNF)							
	Maui Memorial Hospital	4	53	1	53.0	3.63	0.1
Mentally Retarded (MR)							
	Kula Hospital	9	2,920	1	2,929.0	88.89	8.0
Hansen's Disease							
	Kalaupapa Care Home	16	1,402	1	1,402.0	24.01	3.8
Other(s)							
	The Maui Farm, Inc.	6	863	3	287.7	39.41	2.4
	Ho'omaka Hou	8	645	10	64.5	22.09	1.8
Maui County Total		747	236,900	13,351	17.74	64.90	649.04

Notes:

ALOS = Average Length of Stay, Occup% = Occupancy Rate, ADC = Average Daily Census, SNF= Skilled Nursing Facility
ICF = Intermediate Care Facility

na: not available. Kula Hospital did not report in time for the 2006 publication.

SOURCE: Hawai'i State Department of Health, State Health Planning and Development Agency, Inpatient Facilities Utilization.

1.5.2

ADULT RESIDENTIAL CARE HOMES, MAUI COUNTY

Data are for facilities recognized by the Hawai'i State Department of Health, Office of Health Care Assurance

Location	Facilities	Beds	Persons ¹ age 65+	Beds/1,000 persons age 65+
Type I (up to 5 beds)				
Kahului	6	28	3,452	8.11
Kihei	1	5	1,261	3.97
Wailuku	3	15	1,874	8.00
Maui Island Total	10	48	14,566	3.30
Moloka'i (Kaunakakai) ²	3	15	586	25.60
Lāna'i	0	0	453	0.00
Maui County Total	13	63	14,566	4.33
Hawai'i Co	40	223	19,432	11.48
Kaua'i Co	12	43	7,980	5.39
C & C of Honolulu	391	1,867	115,946	16.10
State Total	456	2,196	157,997	13.90
Type II (more than 5 beds)				
Maui Island	0	0	0	0.00
Moloka'i (Kalaupapa)	0	0	73	0.00
Lāna'i	0	0	453	0.00
Maui County Total	0	0	14,566	0.00
Hawai'i Co	0	0	19,432	0.00
Kaua'i Co	1	10	7,980	1.25
C & C of Honolulu	24	464	115,946	4.00
State Total	25	474	157,997	3.00

¹ Bureau of the Census, Census 2000

² Combination of CDPs Kaunakakai, Kualapu'u, and Maunalo

Source: Hawai'i State Department of Health, Office of Health Care Assurance, Vacancy Report - Adult Residential care Homes and Expanded Adult Residential Care Homes, July 01, 2009.

1.5.3

HEALTH PRACTITIONERS LICENSED IN HAWAII' BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	71	73	67	85	1,359
Moloka'i	1	2	2	3	16
Lāna'i	0	1	0	1	7
O'ahu	258	197	475	804	3,549
Hawai'i	89	51	59	103	1,103
Kaua'i	24	22	24	38	511
Subtotal Hawai'i	443	346	627	1,034	6,545
Mainland	168	262	242	415	909
Foreign/Other	13	9	3	22	97
Total	624	617	872	1,471	7,551

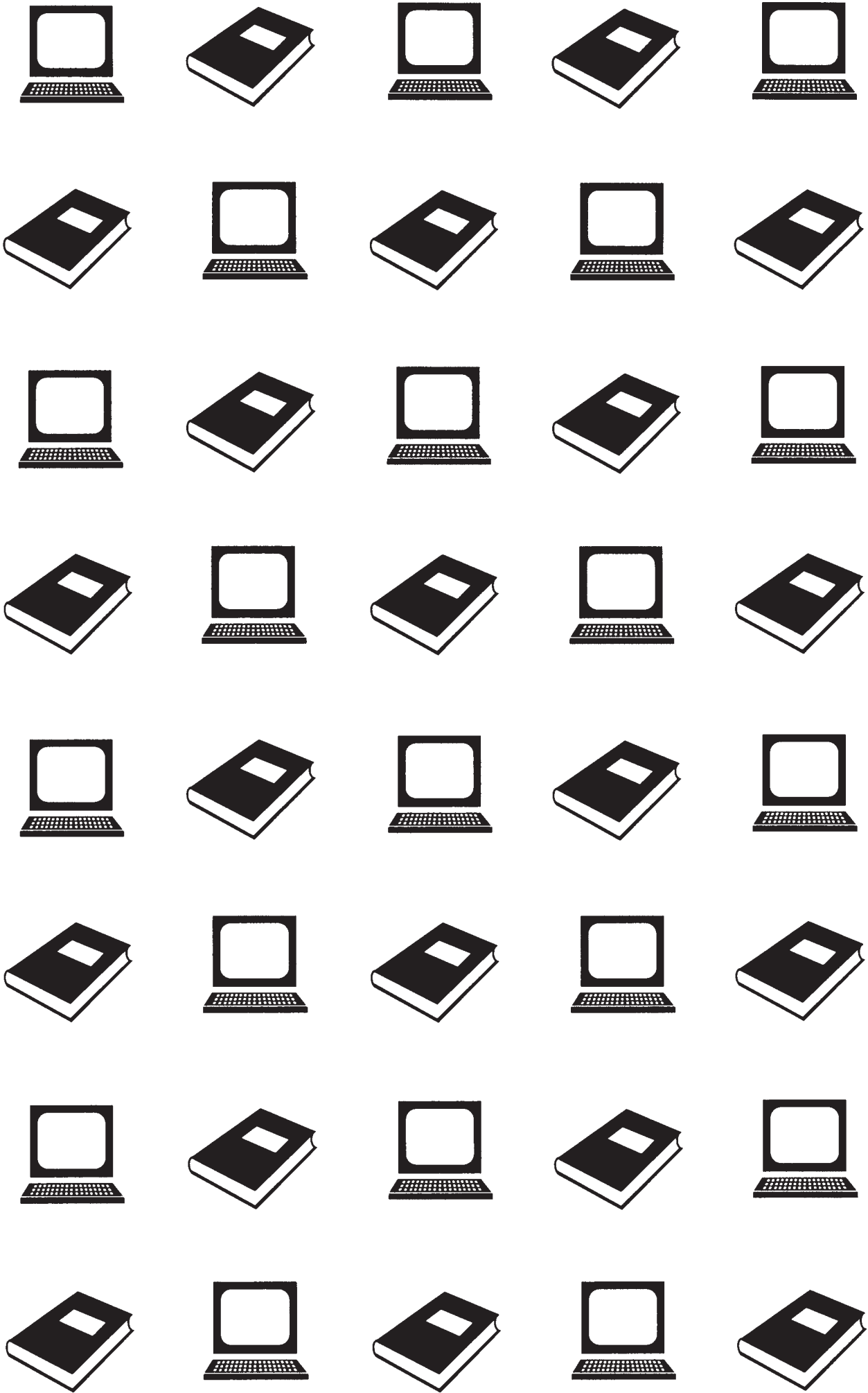
	Certified Physician's Assistant	Emergency Medical Tech. Basic	Emergency Medical Tech. Paramedic	Physician or Surgeon ¹	Osteopathic Physician and Surgeon
Maui	19	65	42	314	23
Moloka'i	0	2	5	11	0
Lāna'i	0	0	0	2	1
O'ahu	91	245	230	3,094	150
Hawai'i	6	251	92	377	26
Kaua'i	8	31	20	153	14
Subtotal Hawai'i	124	594	389	3,951	214
Mainland	27	11	43	3,589	337
Foreign/Other	0	0	0	68	2
Total	151	605	432	7,608	553

	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	371	1162	39	29	95
Moloka'i	9	29	4	1	3
Lāna'i	2	11	0	0	0
O'ahu	1,394	9,230	510	234	501
Hawai'i	374	1,455	73	39	97
Kaua'i	182	592	34	13	32
Subtotal Hawai'i	2,332	12,479	660	316	728
Mainland	427	6,280	240	154	401
Foreign/Other	4	191	2	7	16
Total	2,763	18,950	902	477	1,145

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	14	24	95	4	37
Moloka'i	0	0	3	0	0
Lāna'i	0	0	0	0	0
O'ahu	25	188	804	27	476
Hawai'i	19	19	111	5	61
Kaua'i	8	10	50	1	28
Subtotal Hawai'i	66	241	1,063	37	602
Mainland	29	123	860	36	208
Foreign/Other	0	3	4	1	3
Total	95	367	1,927	74	813

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

SOURCE: Hawai'i State Department of Commerce and Consumer Affairs, Professional and Vocational Licensing Division, Licensing Branch, records, April 01, 2009.



Education

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

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

2.1

MAUI DISTRICT PUBLIC AND PRIVATE SCHOOLS BY ISLAND AND LOCATION

MAUI**Hāna**

Hāna High and Elementary	K-12
--------------------------	------

Kīhei

Kamali'i Elementary	K-5
---------------------	-----

Kīhei Elementary	K-5
------------------	-----

Kīhei Public Charter High	9-12
---------------------------	------

Lokelani Intermediate	6-8
-----------------------	-----

Montessori Hale O Keiki	Pre-6
-------------------------	-------

Lahaina

King Kamehameha III Elementary	K-5
--------------------------------	-----

Lahaina Intermediate	6-8
----------------------	-----

Lahainaluna High	9-12
------------------	------

Maui Preparatory School	PreK-10
-------------------------	---------

Princess Nahi'ena'ena Elementary	K-5
----------------------------------	-----

Sacred Hearts Elementary	PreK-8
--------------------------	--------

Kahului/Wailuku

Christ the King Elementary	PreK-7
----------------------------	--------

H. Perrine Baldwin High	9-12
-------------------------	------

Emmanuel Lutheran	K-8
-------------------	-----

'Īao Intermediate	6-8
-------------------	-----

Isaiah Center for Excellence	4-12
------------------------------	------

Ka'ahumanu Hou Christian (Maui)	K-12
---------------------------------	------

Kahului Elementary	K-5
--------------------	-----

Lihikai Elementary	K-5
--------------------	-----

Maui Adventist	K-8
----------------	-----

Maui High	9-12
-----------	------

Maui Waena Intermediate	6-8
-------------------------	-----

Pomaika'i Elementary	K-5
----------------------	-----

St. Anthony Grade School	K-6
--------------------------	-----

St. Anthony Junior and Senior High	7-12
------------------------------------	------

Waihe'e Elementary	K-5
--------------------	-----

Wailuku Elementary	K-5
--------------------	-----

UpCountry/North Shore

Garden Academy of Maui	K-8
------------------------	-----

Clearview Christian Girls School	6-8
----------------------------------	-----

Doris Todd Memorial Christian	PreK-8
-------------------------------	--------

Ha'ikū Elementary	K-5
-------------------	-----

Haleakalā Waldorf	PreK-8
-------------------	--------

Horizons Academy	K-11
------------------	------

S. Enoka Kalama Intermediate	6-8
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Kamehameha School (Maui)	K-11
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King Kekaulike High	9-12
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Kula Elementary	K-5
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Makawao Elementary	K-5
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Maui Christian Academy	7-8
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Montessori Hale O'Keiki	PreK-4
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Montessori of Maui	PreK-8
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Pā'ia Elementary	K-5
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Pukalani Elementary	K-5
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St. Joseph	K-8
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Seabury Hall	6-12
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LĀNA'I

Lāna'i High and Elementary	K-12
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MOLOKA'I

Kaunakakai Elementary	K-6
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Kilohana Elementary	K-6
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Kualapu'u Elementary	K-6
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Maunaloa Elementary	K-6
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Moloka'i Christian Academy	PreK-12
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Moloka'i High	9-12
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Moloka'i Intermediate	6-8
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Moloka'i Mission	1-8
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Note: Table does not include schools that are Pre-School only.

SOURCES: Hawai'i State Department of Education, records; Hawai'i Association of Independent Schools, Licensed Private Schools 2006-2007 and phone survey.

2.2

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

School	Instruction	Instructional Support	Leadership	Operations	Other Commitments
Elementary Schools					
Ha'ikū	5,347.13	3,492.53	569.12	1,733.82	63.69
Kahului	5,504.64	2,718.54	446.88	1,673.58	65.95
Kamali'i	4,474.79	3,070.87	484.19	1,622.06	65.47
Kamehameha III	5,254.87	2,839.96	424.80	1,550.39	64.93
Kaunakakai	8,020.35	6,090.30	917.43	2,506.38	60.91
Ke'anae	Closed				
Kihei	5,497.34	2,496.80	379.25	1,811.51	66.95
Kilohana	6,470.36	7,259.06	1,501.81	2,893.77	60.95
Kualapu'u Public Charter School ¹	4,573.53	4,661.24	472.05	1,591.05	99.94
Kula	5,252.62	3,225.76	674.97	1,701.89	65.25
Lihikai	5,115.39	2,968.69	307.75	1,527.54	66.31
Makawao	6,394.81	4,058.88	169.54	1,601.98	102.36
Maunaloa	4,795.89	7,832.66	2,076.58	4,394.88	65.54
Nahi'ena'ena	5,478.39	2,890.32	472.99	1,064.42	65.12
Pā'ia	5,606.33	3,486.35	245.84	1,395.01	67.56
Pukalani	6,224.19	3,479.46	657.81	1,640.62	66.50
Waihe'e	4,821.70	2,745.63	469.76	1,554.44	65.06
Wailuku	5,904.48	2,549.22	390.96	1,604.57	64.79
Intermediate/Middle Schools					
Īao	5,134.01	3,106.21	450.04	1,675.81	72.66
Kalama	5,961.30	3,840.07	430.16	1,738.70	59.34
Lahaina	4,946.48	3,536.04	391.64	2,274.27	63.46
Lokelani	4,289.01	3,318.00	464.41	1,484.13	83.43
Maui Waena	5,520.00	3,315.12	452.14	1,470.01	62.93
Moloka'i	8,347.30	5,624.58	634.79	1,704.90	60.89
High Schools					
Baldwin	5,272.46	3,620.23	391.03	1,452.08	63.32
Kihei Public Charter High ¹	5,672.38	4,792.53	54.11	730.31	65.02
King Kekaulike	5,075.68	3,896.96	372.69	1,401.24	66.02
Lahainaluna	4,761.03	4,047.14	358.29	1,411.38	59.15
Maui	4,966.88	3,428.96	364.89	1,418.51	61.07
Moloka'i	6,218.80	6,419.69	509.22	2,118.74	59.74
Multi-Level Schools					
Hāna High & Elem	8,310.50	6,738.26	507.12	2,106.56	60.06
Lāna'i High & Elem	5,018.38	5,750.80	718.39	1,772.59	66.89

¹ Undistributed allotments

SOURCE: Hawai'i State Department of Education, records.

2.3

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

School	2005	2006	2007	2008	Grades
H. Perrine Baldwin High	1,574	1,559	1,602	1,523	9-12
Ha'ikū	421	412	441	442	K-5
Hāna High & Elementary	356	357	327	334	K-12
Īao	830	841	818	861	6-8
Kahului	865	895	857	920	K-5
S. Enoka Kalama Intermediate	945	927	894	847	6-8
Kamali'i	703	698	650	653	K-5
King Kamehameha III	744	738	701	689	K-5
Kaunakakai	218	212	231	225	K-6
Ke'anae	0	0	0	0	K-3
Kihei New Century PC High School ¹	149	218	277	365	K-12
King Kekaulike High	1,388	1,352	1,354	1,331	9-12
Kihei	810	793	799	828	K-5
Kilohana	98	98	111	101	K-6
Kualapu'u ²	363	361	367	379	K-6
Kula Elementary	439	428	455	407	K-5
Lahaina Intermediate	578	584	615	683	6-8
Lahainaluna High	1,033	984	996	977	9-12
Lāna'i High & Elementary	616	609	575	559	K-12
Lihikai	1,102	1,118	1,006	990	K-5
Lokelani Intermediate	762	692	651	600	6-8
Makawao	469	481	493	491	K-5
Maui High	1,709	1,725	1,732	1,765	9-12
Maui Waena Intermediate	1,017	987	1,015	1,056	6-8
Maunaloa	57	57	62	54	K-6
Moloka'i High ³	408	394	384	360	9-12
Moloka'i Intermediate ⁴	181	160	147	151	6-8
Princess Nahi'ena'ena	598	625	624	643	K-5
Pā'ia	195	209	208	211	K-5
Pomaika'i ⁵			327	456	K-5
Pukalani Elementary	457	458	479	484	K-5
Waihe'e	850	823	819	807	K-5
Wailuku Elementary	953	951	894	849	K-5
Total Enrollment	20,888	20,746	20,267	21,041	

¹ Kihei New Century PC High School is a Charter School, established in 2001.

² Formally Kualapu'u Elementary School. Changed to: Kualapu'u Elementary New Century Conversion Charter School.

³ Formerly known as Moloka'i High and Intermediate School.

⁴ Moloka'i Intermediate School opened in 2004.

⁵ School opened 2007 school year.

SOURCE: Hawai'i State Department of Education. records.

2.4

**STUDENT PROFILES,
MAUI COUNTY PUBLIC SCHOOLS,
YEAR 2007-08**

School	Fall Enrollment	Students Enrolled for the Entire School Year	Receiving Free or Reduced-cost Lunch	Students in Special Education	Students with Limited English Proficiency
Elementary Schools					
Ha'ikū	441	86.6%	30.4%	8.2%	3.9%
Kahului	857	84.5%	41.4%	5.0%	27.9%
Kamali'i	650	90.6%	21.8%	6.8%	9.4%
Kamehameha III	701	88.0%	33.1%	6.7%	31.5%
Kaunakakai	231	86.1%	66.7%	17.3%	8.7%
Ke'anae ¹	Closed				
Kihei	799	90.4%	45.6%	5.3%	25.3%
Kilohana	111	87.4%	66.7%	11.7%	0.9%
Kualapu'u	367	92.1%	73.3%	4.6%	4.9%
Kula	455	90.3%	21.3%	7.0%	1.3%
Lihikai	1,006	88.0%	46.9%	7.7%	25.2%
Makawao	493	89.5%	48.1%	11.6%	7.9%
Maunaloa	62	75.8%	75.8%	3.2%	0.0%
Nahi'ena'ena	624	92.6%	35.1%	10.4%	39.1%
Pā'ia	208	88.5%	45.2%	5.3%	1.9%
Pomaika'i	327	93.0%	12.8%	7.6%	4.9%
Pukalani	479	94.4%	38.0%	9.2%	3.8%
Waihe'e	819	95.1%	36.9%	8.3%	6.8%
Wailuku	894	92.4%	40.0%	7.7%	12.8%
Intermediate/Middle Schools					
Īao	818	93.6%	30.4%	8.3%	7.6%
Kalama	894	93.2%	32.6%	14.7%	1.7%
Lahaina	615	93.8%	28.0%	11.2%	16.6%
Lokelani	651	86.8%	26.9%	9.2%	6.3%
Maui Waena	1,015	94.9%	37.2%	11.6%	13.6%
Moloka'i	147	96.9%	74.1%	18.4%	4.1%
High Schools					
Baldwin	1,602	91.0%	21.8%	12.9%	3.7%
King Kekaulike	1,354	88.5%	23.6%	16.5%	1.7%
Lahainaluna	996	88.9%	19.6%	13.8%	10.1%
Maui	1,732	91.6%	25.8%	13.1%	10.8%
Moloka'i	384	94.0%	55.7%	18.0%	3.6%
Multi-Level Schools					
Hāna High & Elem	327	90.8%	49.2%	15.6%	0.0%
Lāna'i High & Elem	575	94.4%	24.3%	18.6%	12.9%

¹ School closed 2005 school year.

SOURCE: State of Hawai'i Department of Education, Accountability Resource Center (ARCH), *School Status and Improvement Report, School Year 2007-2008*.

2.5

**ETHNIC PROFILES, MAUI COUNTY PUBLIC SCHOOLS,
SCHOOL YEAR 2007-2008**

School	Part								
	Chinese	Filipino	Hawaiian	Hawaiian	Japanese	Portuguese	Hispanic	White	Other
Elementary Schools									
Ha'ikū	1.2%	4.2%	1.6%	24.7%	4.0%	2.3%	3.5%	47.4%	11.2%
Kahului	0.7%	52.9%	3.4%	21.6%	4.4%	1.6%	3.3%	3.2%	8.9%
Kamali'i	1.3%	9.2%	1.9%	10.2%	4.7%	1.2%	6.0%	50.8%	14.6%
Kamehameha III	0.6%	12.9%	0.4%	13.1%	1.7%	0.3%	18.9%	21.1%	31.0%
Kaunakakai	0.0%	17.1%	0.4%	69.8%	1.2%	0.0%	0.8%	8.3%	2.4%
Ke'anae ¹									
Kihei	0.0%	31.7%	0.7%	19.4%	1.9%	0.2%	10.4%	17.1%	18.6%
Kilohana	0.0%	4.5%	3.6%	80.2%	0.9%	0.0%	1.8%	2.7%	6.3%
Kualapuu	0.0%	6.5%	0.0%	90.7%	0.0%	0.0%	0.0%	1.6%	1.1%
Kula	2.7%	5.5%	8.0%	26.1%	4.6%	5.1%	1.3%	36.9%	9.8%
Lihikai	1.5%	38.0%	3.7%	21.6%	7.0%	0.9%	5.1%	3.9%	18.4%
Makawao	1.8%	12.5%	11.1%	29.3%	4.2%	5.7%	8.1%	16.0%	11.3%
Maunaloa	0.0%	17.7%	0.0%	74.2%	0.0%	0.0%	0.0%	3.2%	4.8%
Nahi'ena'ena	0.6%	43.1%	5.9%	15.0%	2.9%	0.6%	13.4%	4.3%	14.0%
Pā'ia	1.0%	10.7%	17.6%	44.4%	2.4%	2.9%	1.0%	7.3%	12.8%
Pomaika'i	2.3%	26.7%	4.5%	17.3%	17.6%	2.6%	3.1%	14.5%	11.4%
Pukalani	0.8%	15.7%	8.6%	29.2%	10.4%	6.5%	3.1%	13.4%	12.4%
Waihe'e	3.0%	24.5%	13.8%	34.3%	6.5%	1.2%	1.3%	6.3%	9.1%
Wailuku	2.1%	15.2%	7.8%	29.1%	12.9%	1.9%	4.4%	9.1%	17.6%
Intermediate/Middle Schools									
Īao	1.6%	21.7%	7.7%	27.9%	15.2%	2.4%	2.1%	7.3%	14.1%
Kalama	1.7%	10.3%	7.0%	29.7%	6.8%	6.8%	3.2%	24.5%	9.9%
Lahaina	0.2%	35.5%	3.2%	12.2%	2.4%	0.8%	12.1%	17.6%	16.0%
Lokelani	0.6%	26.4%	0.8%	13.1%	1.7%	0.5%	6.8%	30.4%	19.6%
Maui Waena	0.9%	46.5%	3.6%	19.4%	7.1%	1.8%	3.9%	3.4%	13.6%
Moloka'i	0.0%	11.5%	9.9%	65.4%	1.6%	0.5%	0.5%	7.6%	2.9%
High Schools									
Baldwin	1.2%	24.1%	5.9%	25.2%	13.9%	2.2%	2.5%	12.0%	13.0%
King Kekaulike	0.7%	10.4%	4.8%	23.2%	8.1%	7.2%	3.0%	31.9%	10.7%
Lahainaluna	0.5%	31.6%	2.5%	19.3%	2.2%	1.1%	7.2%	20.7%	14.8%
Maui	0.6%	47.7%	2.2%	14.2%	5.3%	2.0%	3.9%	9.6%	14.5%
Moloka'i	0.3%	11.3%	8.7%	68.0%	1.5%	0.3%	0.5%	6.1%	3.4%
Multi-Level Schools									
Hāna High & El	0.6%	1.3%	4.1%	79.5%	0.9%	0.9%	1.6%	8.2%	2.8%
Lāna'i High & El	0.7%	56.8%	4.8%	18.7%	3.1%	0.9%	1.6%	6.4%	7.1%

Others: Includes Black, Native American, Korean, Samoan, Indo-Chinese, and others.

¹ School closed 2005 school year.

SOURCE: State of Hawai'i Department of Education, Accountability Resource Center (ARCH), *School Status and Improvement Report, School Year 2007-2008*.

2.6

**COMMUNITY PROFILES,
MAUI COUNTY PUBLIC SCHOOLS**

School Community	Population	% of Population Aged 5-19	Number of Families	% of Families with Children Under 18	% of Families Headed by Single Mother	Median Household Income	% of Households Receiving Public Assistance Income	% of Families with Children Living in Poverty
State of Hawaii	1,211,537	20.6%	287,068	45.0%	18.3%	\$49,820	7.6%	11.2%
Baldwin Complex	22,782	22.4%	5,308	49.9%	19.2%	\$51,251	7.1%	10.6%
King Kekaulike Complex	33,406	22.1%	8,200	56.1%	19.9%	\$52,638	5.3%	8.8%
Lahainaluna Complex	17,967	17.3%	3,789	43.2%	19.2%	\$56,315	4.5%	8.9%
Maui Complex	41,634	19.7%	9,630	45.9%	20.6%	\$48,679	6.2%	9.2%
Hāna Complex	1,855	25.0%	406	47.3%	17.2%	\$37,898	7.6%	19.4%
Lāna'i Complex	3,194	22.8%	805	50.1%	16.9%	\$43,642	4.9%	8.9%
Moloka'i Complex	7,257	28.3%	1,761	47.0%	22.5%	\$33,894	14.1%	23.6%

Note: All figures based on Census 2000.

SOURCE: State of Hawai'i Department of Education, Accountability Resource Center (ARCH), School Status and Improvement Report, School Year 2007-2008.

2.7

COMMUNITY EDUCATION ATTAINMENT LEVEL MAUI COUNTY PUBLIC SCHOOLS

School Community	College Graduate	Some College	High School	Less than High School Graduate
State of Hawaii	26.2%	29.9%	28.5%	5.4%
Baldwin Complex	21.1%	29.0%	31.6%	18.3%
King Kekaulike Complex	28.2%	34.5%	26.3%	11.1%
Lahainaluna Complex	22.1%	29.7%	31.8%	16.4%
Maui Complex	20.8%	32.6%	28.2%	18.4%
Hāna Complex	14.4%	27.7%	42.7%	15.2%
Lāna'i Complex	16.5%	25.7%	27.2%	30.6%
Moloka'i Complex	13.8%	26.3%	38.0%	21.9%

Note: Based on Census 2000

SOURCE: State of Hawai'i Department of Education, Accountability Resource Center (ARCH), *School Status and Improvement Report, School Year 2007-2008*.

2.8

SCHOOL COMPLETION, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2007-2008

School	Total Completers	Diploma Graduates	Certificate of Completion	Individual Program	School Dropouts ¹
High Schools					
Baldwin	97.1%	96.8%	0.0%	0.3%	13.5%
King Kekaulike	95.0%	93.0%	0.0%	2.0%	12.0%
Lahainaluna	96.4%	94.9%	0.0%	1.5%	15.3%
Maui	99.0%	96.6%	0.0%	2.5%	17.1%
Moloka'i	98.0%	98.0%	0.0%	0.0%	5.1%
Multi-Level Schools					
Hāna High & Elem	100.0%	92.6%	0.0%	0.0%	13.6%
Lāna'i High & Elem	97.9%	97.9%	0.0%	0.0%	4.8%

¹ Methodology Change: In school years prior to the school year 2004-05 the number was based individual dropout events. As of the school year 2004-05 the dropout figures are based on the cohort of first-time 9th graders who dropped out prior to graduating.

SOURCE: State of Hawai'i Department of Education, Accountability Resource Center (ARCH), *School Status and Improvement Report, School Year 2007-2008*.

**TEACHING STAFF PROFILES, MAUI COUNTY
PUBLIC SCHOOLS, SCHOOL YEAR 2007-2008**

School	Teacher Headcount	With 5 or More Years at this School	Average Years Experience	With Advanced Degrees	Student Teacher Ratio Regular Instruction	Student Teacher Ratio Special Education
Elementary Schools						
Ha'ikū	27.0	18.0	13.4	8.0	17.6	9.0
Kahului	52.0	26.0	14.0	15.0	18.9	6.1
Kamali'i	39.0	21.0	9.6	9.0	18.4	7.3
Kamehameha III	45.0	21.0	8.8	15.0	17.2	7.8
Kaunakakai	17.0	7.0	7.4	3.0	17.4	6.7
Ke'anae ¹	Closed					
Kihei	52.0	26.0	9.6	11.0	16.5	7.0
Kilohana	9.0	3.0	8.0	3.0	12.3	13.0
Kualapu'u	30.0	12.0	6.3	6.0	12.5	8.5
Kula	25.0	17.0	16.5	6.0	19.2	10.7
Lihikai	59.0	39.0	13.3	17.0	18.6	8.6
Makawao	36.0	19.0	12.4	11.0	16.5	6.3
Maunaloa	5.0	2.0	10.4	0.0	15.0	2.0
Nahi'ena'ena	42.0	26.0	9.6	15.0	16.9	7.2
Pā'ia	13.0	8.0	12.7	1.0	17.9	5.5
Pomaika'i	25.0	0.0	8.6	10.0	14.4	6.3
Pukalani	31.0	14.0	12.5	11.0	18.1	6.3
Waihe'e	53.0	27.0	11.9	12.0	17.3	7.6
Wailuku	58.0	31.0	13.6	19.0	17.5	6.3
Intermediate/Middle Schools						
Ī'iao	48.0	23.0	11.6	17.0	18.3	9.7
Kalama	61.0	39.0	14.2	221.0	15.7	10.9
Lahaina	37.0	16.0	6.9	14.0	16.9	10.9
Lokelani	40.0	221.0	8.6	10.0	16.9	12.0
Maui Waena	61.0	34.0	10.9	17.0	17.3	13.1
Moloka'i	12.0	0.0	17.1	0.0	12.0	13.5
High Schools						
Baldwin	94.0	52.0	12.4	33.0	18.6	10.8
King Kekaulike	85.0	39.0	8.3	43.0	17.9	10.2
Lahainaluna	61.0	33.0	8.2	20.0	17.9	10.5
Maui	102.0	63.0	12.1	30.0	18.4	11.9
Moloka'i	31.0	22.0	11.8	9.0	12.9	13.8
Multi-Level Schools						
Hāna High & Elem	35.0	19.0	10.4	11.0	10.2	7.3
Lāna'i High & Elem	47.0	23.0	9.0	16.0	13.2	9.7

¹ School closed 2005 school year.

SOURCE: State of Hawai'i Department of Education, Accountability Resource Center (ARCH), *School Status and Improvement Report, School Year 2007-2008*.

2.10

**TERRA NOVA TEST SCORES,
MAUI COUNTY SCHOOLS,
SCHOOL YEAR 2008-2009**

School	Grade	Reading			Math		
		% Below Average	% Average	% Above Average	% Below Average	% Average	% Above Average
Elementary Schools							
Ha'ikū	5	20	61	19	16	59	25
Kahului	5	35	54	11	24	42	34
Kamali'i	5	17	53	30	17	56	27
Kamehameha III	5	33	55	12	28	64	9
Kaunakakai	5	17	70	13	4	48	48
Ke'anae ¹	closed						
Kihei	5	21	58	21	11	60	29
Kilohana	5	na	na	na	na	na	na
Kualapu'u	5	na	na	na	na	na	na
Kula	5	9	59	33	17	41	41
Lihikai	5	30	57	13	32	50	19
Makawao	5	42	45	12	23	52	25
Maunaloa	5	40	60	0	50	40	10
Nahi'ena'ena	5	41	44	15	37	49	14
Pā'ia	5	41	48	10	28	52	21
Pomaika'i	5	28	54	18	28	51	21
Pukalani	5	26	51	23	22	44	34
Waihe'e	5	26	62	11	17	61	22
Wailuku	5	33	52	16	24	48	28
Intermediate/Middle Schools							
Īao	8	16	66	18	26	56	18
Kalama	8	19	61	20	30	56	13
Lahaina	8	26	63	11	31	61	8
Lokelani	8	19	62	20	21	63	16
Maui Waena	8	25	65	10	29	60	11
Moloka'i	8	41	56	3	30	59	10
High Schools							
Baldwin	10	23	60	18	22	50	28
King Kekaulike	10	13	63	25	21	54	25
Lahainaluna	10	22	64	14	33	47	20
Maui	10	26	65	9	27	57	16
Moloka'i	10	na	na	na	na	na	na
	10	13	75	12	24	51	25
Multi-Level Schools							
Hāna High & Elem	10	35	65	0	42	33	25
Lāna'i High & Elem	10	16	76	8	28	50	22

Note: Percentages may not add up to 100% due to round off error.

na: Not available. Data for schools with less than 40 students in a grade have been suppressed for confidentiality purposes.

SOURCE: State of Hawai'i, Department of Education, Hawaii Content and Performance Standards, *TerraNova09-All Schools-Reading and TerraNova09-All Schools-Math*.

2.11

**PRIVATE SCHOOL CHARACTERISTICS,
SCHOOL YEAR 2007-2008**

School	Classroom Teachers	Student Teacher Ratio	Amer Ind/Alaskan	Asian Pacific Islander	Black	Hispanic	White
Aka'ula School ⁷	4.0	15.8	0	53	0	2	8
Carden Academy of Maui ⁷	11.9	10.3	NA	NA	NA	NA	NA
Christ the King ⁸	7.0	13.0	1	79	1	NA	10
Clearview Christian Girls School ³	5.0	4.8	0	8	0	0	16
Doris Todd Memorial Christian ²	12.9	9.6	0	51	0	8	65
Emmanuel Lutheran ⁶	14.9	11.8	1	111	3	7	54
Haleakalā Waldorf School ⁷	19.8	11.0	0	21	3	2	190
Ho'omana Hou School ⁷	1.4	0.0	0	14	0	0	1
Horizons Academy of Maui, Inc. ⁷	3.3	4.5	0	8	0	0	7
Isaiah Academy of Excellence ³	2.0	20.0	NA	NA	NA	NA	NA
Ka'ahumanu Hou Christian (Maui) ¹	8.6	0.0	NA	NA	NA	NA	NA
Kamehameha Schools (Maui) ⁴	84.5	12.6	0	1,062	0	0	0
Maui Adventist ⁹	3.4	11.5	0	32	0	3	4
Maui Preparatory Academy ⁷	22.1	8.0	0	34	3	10	130
Moloka'i Christian Academy ³	n/a						
Moloka'i Mission ⁹	1.0	7.0	0	6	0	0	1
Montessori Hale o' Keiki ⁷	12.3	1.4	0	2	1	1	52
Montessori of Maui ⁷	9.9	14.5	1	24	2	2	115
Sacred Hearts Elementary ⁸	14.3	12.0	0	49	2	3	117
St. Anthony Grade School ⁸	8.0	24.5	0	133	0	3	60
St. Anthony Junior & Senior High ⁸	22.8	14.1	0	121	0	16	184
St. Joseph ⁸	6.8	7.9	2	26	0	2	24
Seabury Hall ⁵	45.0	9.4	0	151	2	4	264

NA: Not available

Note: Ethnicity is reported by number of students.

Affiliation

¹ Assembly of God

² Baptist

³ Christian

⁴ Church of Christ

⁵ Episcopal

⁶ Lutheran Church

⁷ Nonsectarian

⁸ Roman Catholic

⁹ Seventh-Day Adventist

SOURCE: National Center for Educational Statistics (NCES).

2.12

**PRIVATE SCHOOL TUITION,
MAUI COUNTY 2008-2009**

School	Tuition Fees
Aka'ula School	6,000
Carden Academy of Maui	7,650 - 8,950
Christ the King School	4,025
Clearview Christian Girl's School	6,100
Doris Todd Memorial Christian Academy	4,900 - 5,200
Emmanuel Lutheran School	4,480 - 5,255
Haleakalā Waldorf School	9,950
Ho'omana Hou School	5,000
Horizons Academy of Maui Inc.	12,850
Isaiah Center for Excellence	5,350
Ka'ahumanu Hou Christian Schools	4,135 - 5,382
Kamehameha Schools	3,395
Maui Adventist School	3,200 - 4,400
Maui Preparatory Academy	12,000 - 13,500
Moloka'i Mission School	1,975
Montessori Hale O Keiki	8,400 - 9,000
Montessori School of Maui	10,285 - 11,970
Sacred Hearts School	5,000 - 5,250
Seabury Hall	15,630
St Anthony Jr./Sr. High School	9,200
St Joseph Grade School	4,400
St. Anthony Grade School	4,400 - 4,500

Note: Does not include schools that are PreSchool only.

SOURCE: Hawai'i Council of Private Schools, *Private School Tuition Report 2008-2009* and phone survey.

2.13

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

School	2006	2007	2008	2009	Grades
Aka'ula School	64	62	63	63	5-8
Carden Academy of Maui	114	135	114	118	K-8
Christ the King	196	147	145	143	PreK-8
Clearview Christian Girls School	17	18	24	24	6-9
Doris Todd Memorial Christian	140	153	147	130	PreK-8
Emmanuel Lutheran	174	180	213	211	K-8
Haleakalā Waldorf School	245	243	247	239	PreK-8
Ho'omana Hou School	20	37	19	11	9-10
Horizons Academy of Maui, Inc.	24	25	16	16	K-8
Isaiah Center for Excellence	30	23	40	40	4-12
Ka'ahumanu Hou Christian (Maui)	68	177	148	203	PreK-12
Kamehameha Schools (Maui)	1,108	1,084	1,068	1,076	K-12
Maui Preparatory Academy		184	189	183	PreK-9
Maui Adventist	40	41	36	42	K-10
Moloka'i Mission	4	8	8	7	K-8
Montessori Hale o' Keiki	78	80	93	117	PreK-6
Montessori of Maui	196	205	210	228	PreK-8
Sacred Hearts Elementary	232	232	202	216	K-8
St. Anthony Grade School	195	192	236	190	PreK-6
St. Anthony Junior & Senior High	319	340	320	292	7-12
St. Joseph	111	111	122	88	PreK-6
Seabury Hall	405	415	420	420	6-12
Total Enrollment	3,780	4,092	4,080	4,059	

n/a: Not Available.

¹ Includes non reporting or closed schools, Moloka'i Christian Academy (2) and West Maui Carden Academy (115).

Note: Does not include schools that are pre-school only.

SOURCE: Hawai'i Council of Private Schools, *Private School Enrollment Report* and phone survey.

2.14

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

	2006	2007	2008
Library locations, June 30 ¹	8	8	8
Personnel, June 30 ²	NA	NA	NA
Circulation, year ended June 30	686,505	662,196	710,712
Collections, June 30			
Books, Video Tapes & Sound Recordings ³	419,409	434,530	433,942
Periodical subscriptions	740	776	777

r: Revised from previous Data Book. NA Not Available

¹ Includes libraries on Lanai (1 location), Maui (6 locations), and Molokai (1 location).

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

³ 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: Hawai'i State Public Library System, Information Management Branch, records.

2.15

**LIBRARY HOLDINGS AND CIRCULATION,
MAUI COMMUNITY COLLEGE**

	Number of volumes, June 30 ¹	Circulation, year ended June 30 ²
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
2002 ³	51,130	7,401
2003	52,737	8,126
2004	55,220	9,680
2005	57,408	7,756
2006	59,489	6,800
2007	61,572	15,392
2008	61,853	21,477

r: Revised from previous Data Book.

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

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

³ Maui circulation for 2002 includes in-house and interlibrary loan counts.

SOURCE: University of Hawai'i at Manoa, University Libraries, records.

2.16

**DEGREES AND CERTIFICATES OFFERED AND
EARNED AT MAUI COMMUNITY COLLEGE**

2007						
Program	Degrees and Certificates Offered			Total Earned	Associate Degrees	Certificates of Achievement
Total	21	18	16	336	229	104
Field of Study						
General and Pre-Professional ED					97	
Liberal Arts	AA					
Career and Technical Education				239	132	104
Business Education				65	41	21
Accounting	AAS	CA		19	11	8
Applied Business & Information ¹	BAS			3		
Business Careers	AAS	CA		13	11	2
Business Technology ²	AAS	CA	CC	16	11	5
Business Tech				13	9	4
Office Administration				3	2	1
Medical Assistant			CC			
Hospitality and Tourism ³	AAS	CA	CC	14	8	6
Culinary Arts	AAS	CA		44	24	20
Pastry Cook			CC			
Health Services				81	39	42
Associate Degree	AS			39	39	
Dental Hygiene	AS					
Practical Nursing		CA		42		42
Dental Assisting			CC			
Public Service Programs				22	13	9
Administration of Justice	ASS	CA		9	5	4
Early Childhood Education	AS	CA	CC	13	8	5
Substance Abuse Counseling	AS	CA	CC			
Trades and Technology Programs				27	15	12
Horticulture & Landscape Maint.	AAS	CA		3	3	
Turf grass Specialist			CC			
Floriculture Management		CA				
Nursery Management		CA				
Sustainable Tropical Crop Mgmt.	AAS	CA	CC			
Auto Body Repair & Painting	AAS	CA				
Auto Body Refinishing			CC			
Corrosion			CC			
Automotive Mechanics Technology	AAS	CA		9	5	4
Building Maintenance		CA				
Drafting Technology		CA				
Electronic & Computer Eng. Tech	AS (2)	CA	CC	11	4	7
Fashion Technology	AAS	CA		4	3	1
Dressmaker			CC			
Fashion-Fabric Salesperson			CC			
Seamstress			CC			
Sustainable Technology	AAS	CA	CC			
Interdisciplinary Program⁴	ATS					

AA: Associate in Arts, ALAS: Associate in Applied Science, ABS: Bachelor in Applied Science, AS: Associate in Science, CA: Certificate of Achievement, CC: Certificate of Completion or Certificate of Competence (not counted in Publication, ARTS: Associate in Technical Studies.

¹ Bachelor in Applied Science program approved in June 2003. ² Program formerly called "Office Administration Tech."

³ Program formerly called "Hotel Operations." ⁴ Associate in Technical Studies (ART'S.) is a customized technical-occupational-professional associate degree.

SOURCE: University of Hawai'i, Institutional Research Office, *Degrees and Certificate Earned July 1, 2006 - June 30, 2007.*

2.17

**HAWAII HIGH SCHOOL GRADUATES ENTERING
THE UNIVERSITY OF HAWAII SYSTEM
BY HIGH SCHOOL, 2008**

School	Grads	UH System	Manoa	Hilo	West O'ahu	Maui CC	Other Hawaii CCs
Public Schools							
Maui County	1,433	517	55	19	1	387	55
Baldwin	367	130	18	1	0	96	15
Hāna	18	7	0	0	0	7	0
Kihei Public Charter	22	10	0	0	0	10	0
King Kekaulike	287	114	18	3	0	88	5
Lahainaluna	190	51	4	6	0	35	6
Lāna'i	46	19	4	3	0	4	8
Maui	403	146	10	3	1	123	9
Moloka'i	100	40	1	3	0	24	12
Private Schools							
Maui County	258	68	16	14	0	34	4
Ho'omana Hou	5	0	0	0	0	0	0
Horizons Academy of Maui	2	0	0	0	0	0	0
Ka'ahumanu Hou	6	3	0	0	0	3	0
Kamehameha (Maui)	122	41	11	8	0	20	2
Saint Anthony	51	17	3	2	0	10	2
Seabury Hall	72	6	2	3	0	1	0

SOURCE: University of Hawai'i, Institutional Research Office, *High School Background of First-Time Students, University of Hawai'i, Fall 2008*.

2.18

**SCHOOL-BOUND STUDENTS BY
TYPE OF SCHOOL AND LOCATION,
MAUI COUNTY, 2008**

School	Graduates\ Respondents	In Hawaii			Not In Hawaii - 2005		
		4 Year	2 year	Bus/Trade	4 Year	2 year	Bus/Trade
Baldwin	350/350	27	167	11	53	17	21
Hāna	21/18	1	5	1	5	2	1
Kihei Public Charter	NA						
King Kekaulike	298/198	39	65	5	47	12	4
Lahainaluna	194/112	10	44	4	30	10	6
Lāna'i	50/47	10	16	1	3	5	4
Maui	418/293	56	133	10	27	16	10
Moloka'i	103/97	19	34	5	15	4	6

Note: Includes plans to attend school both part-time and full-time.

NA: Not Available

SOURCE: State of Hawai'i, Department of Education, System Evaluation and Reporting Section, *Senior Exit Plans Survey Summary Report, 2008*.

2.19

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

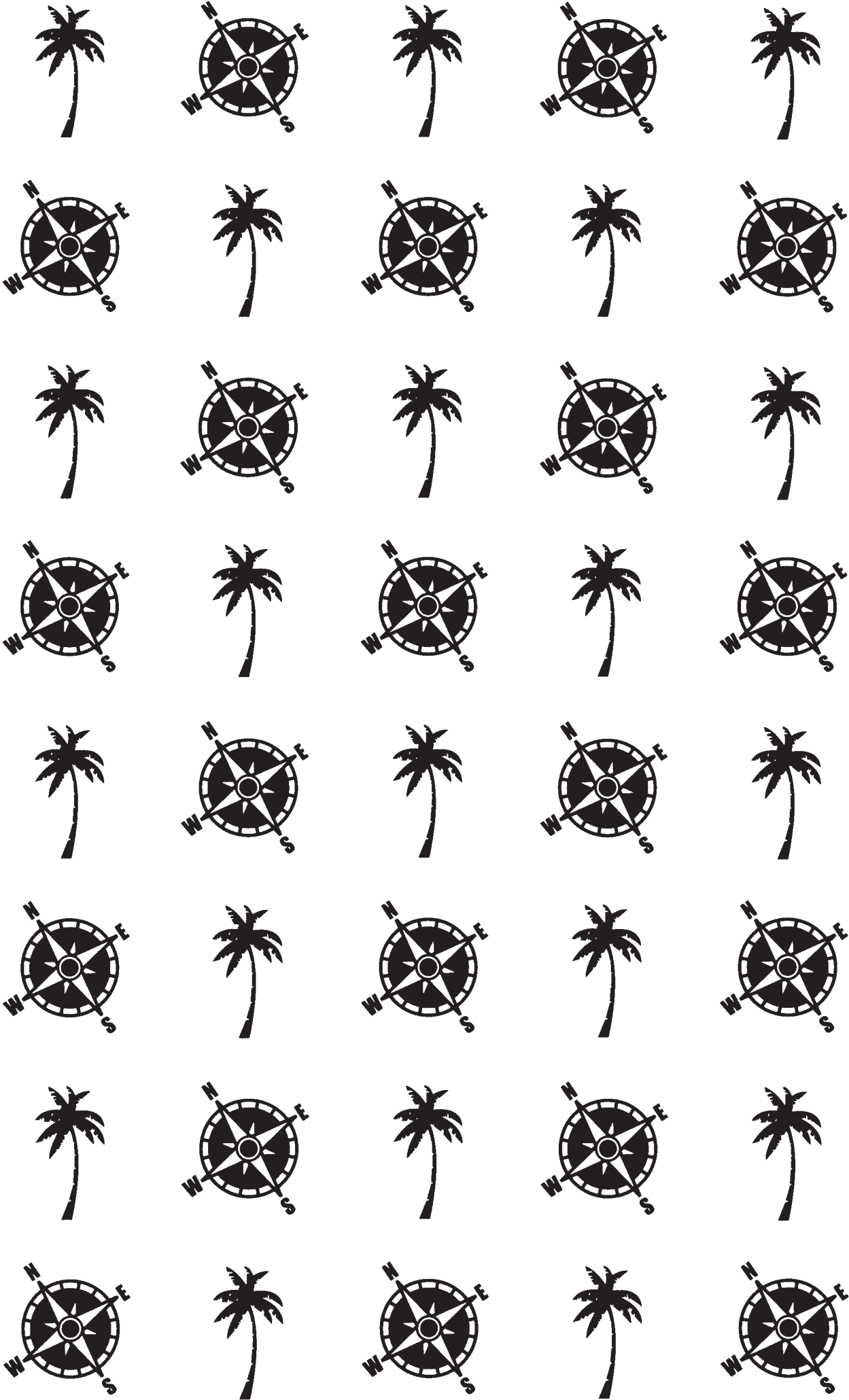
Fall Semester	Total	Full-Time	Part-Time
Students Enrolled			
1991	2,589	792	1,797
1992	2,688	851	1,837
1993	2,578	870	1,708
1994	2,809	912	1,897
1995	2,765	985	1,780
1996	2,854	1,046	1,808
1997	2,787	1,062	1,725
1998r	2,849	1,593	1,256
1999r	2,862	1,573	1,289
2000r	2,678	1,493	1,185
2001r	2,699	1,453	1,246
2002r	2,989	1,630	1,359
2003r	2,985	1,659	1,326
2004r	2,996	1,682	1,314
2005r	2,903	1,672	1,231
2006r	2,481	1,611	1,230
2007r	2,981	1,651	1,330
2008	3,287	1,892	1,395
Number of Faculty			
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	165	87	78
2000	169	86	83
2001	180	90	90
2002	186	97	89
2003	160	92	68
2004p	191	98	68
2005p	179	99	80

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 Hawai'i campus who are taking at least one Maui Community College class).

r: Revised from previous Data Book. p: Preliminary.

SOURCES: University of Hawai'i, Institutional Research Office, *Fall Enrollment Report, Community Colleges and Faculty and Staff Report, University of Hawai'i*.

Geography & Land Use



Section 3

GEOGRAPHY & LAND USE

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

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

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

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

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

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

Sources important to these tables are the U.S. National Climatic Data Center, the Atlas of Hawai'i, 3rd edition, published by the University of Hawai'i Press in 1998; and The State of Hawai'i Data Book, published annually by the Department of Business, Economic Development and Tourism.

3.1.1

LAND AND WATER AREA OF COUNTIES AND ISLANDS

County or Island	Square Miles			Acres ¹	
	Total	Land ²	Inland Water ³	Total	Land
State Total	6,470.8	6,425.2	45.6	4,141,312	4,112,128
Counties⁴					
Hawai'i	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui	1,171.0	1,161.6	9.4	749,440	743,424
Kalawao	14.3	13.3	1.0	9,152	8,512
Honolulu ⁵	620.5	596.3	24.2	397,120	381,632
Kaua'i ⁵	629.8	619.8	10.0	403,072	396,672
Islands⁴					
Hawai'i	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui ⁶	734.5	728.6	5.9	470,080	466,304
Kaho'olawe	45.9	45.0	0.9	29,376	28,800
Lāna'i	141.2	140.4	0.8	90,368	89,856
Moloka'i	263.7	260.9	2.8	168,768	166,976
O'ahu	617.6	593.6	24.0	395,264	379,904
Kaua'i	558.2	549.4	8.8	357,248	351,616
Ni'ihau ⁷	71.1	70.0	1.1	45,504	44,800
Ka'ula	0.4	0.4	—	256	256

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

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

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

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

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

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

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

SOURCE: Hawai'i State Department of Planning and Economic Development, Remeasurements of the Area of Hawai'i, 1982 (Statistical Memorandum 83-6, May 18, 1983); Hawai'i State Department of Business and Economic Development, *State of Hawai'i Data Book*.

3.1.2

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

	General Coastline ¹		Tidal Shoreline ²	
	Statute Miles	Kilometers ³	Statute Mile	Kilometers
State Total	750	1,207	1,052	1,693
Counties				
Hawai'i	266	428	313	504
Maui and Kalawao	210	338	343	552
Honolulu	137	220	234	377
Kaua'i	137	220	162	261
Islands⁴				
Hawai'i	266	428	313	504
Maui	120	193	149	240
Kaho'olawe	29	47	36	58
Lāna'i	47	76	52	84
Moloka'i	88	142	106	171
O'ahu	112	180	209	336
Kaua'i	90	145	110	177
Ni'ihau	45	72	50	80
Ka'ula	2	3	2	3
Northwestern Hawaiian Islands⁵	25	40	25	40
Nihoa	3	5	3	5
Necker Island	2	3	2	3
French Frigate Shoals	6	10	6	10
Laysan Island	6	10	6	10
Lisianski Island	3	5	3	5
Kure Atoll	5	8	5	8

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

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

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

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

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

SOURCE: Hawai'i State Department of Planning and Economic Development, Hawai'i, the Natural Environment (1974), p. 13; Hawai'i State Department of Business and Economic Development, The State of Hawai'i Data Book, 1989 (November 1989), table 131.

3.1.3

MAJOR NAMED WATERFALLS, MAUI COUNTY

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

¹ Includes the largest named waterfalls in each island, either in height or average discharge; all other named falls 250 feet high or over; and well-known small falls. Many unnamed falls have sheer drops of 200 feet or more.

SOURCE: U.S. Geological Survey, records; Hawai'i State Department of Land and Natural Resources, Division of Water and Land Development, records, and Hawai'i State Department of Planning and Economic Development, Hawai'i, the Natural Environment(1974), p.18.

3.1.4

ELEVATIONS OF MAJOR SUMMITS

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

Island and Summit	Feet	Meters
Hawai'i		
Mauna Ke'a ¹	13,796	4,205
Mauna Loa ²	13,679	4,169
Hualālai	8,271	2,521
Kaunu o Kaleihoochie	5,480	1,670
Kilauea (Uwēkahuna)	4,093	1,248
Kilauea (Halema'uma'u Rim)	3,660	1,116
Kaho'olawe		
Pu'u 'O Moa'ula Nui	1,483	452
Pu'u Moa'ula Iki	1,434	437
Molokini		
	160	49
Maui		
Haleakalā (Red Hill)	10,023	3,055
Haleakalā (Kaupō Gap)	8,201	2,500
Pu'u Kukui	5,788	1,764
'Īao Needle	2,250	686
Lāna'i		
Lāna'ihale	3,366	1,026
Moloka'i		
Kamakou	4,961	1,512
Oloku'i	4,606	1,404
Kaunuohua	4,535	1,382
Kalaupapa Lookout	1,600	488
Mauna Loa (Kukui)	1,430	436
O'ahu		
Ka'ala	4,003	1,220
Pu'u Kalena	3,504	1,068
Kōnahuanui	3,150	960
Tantalus	2,013	614
Olomana	1,643	501
Koko Crater (Kohelepelepe)	1,208	368
Nu'uuanu Pali Lookout	1,186	361
Diamond Head	760	232
Koko Head	642	196
Punchbowl	500	152

3.1.4

CONTINUED

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

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

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

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

3.1.5

MISCELLANEOUS GEOGRAPHIC STATISTICS, BY ISLAND

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

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

SOURCE: Hawai'i State Department of Planning and Economic Development, Hawai'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	Elevation ft.	1st Year of Record	Daily Average		Warmest Month		Coolest Month		Record High		Record Low			
			High	Low	High	Low	High	Low	°F	Date	°F	Date		
Maui														
Haleakalā Ranger Station	6,960	1949	62.7	44.7	66.0	47.7	Aug	59.1	41.5	80	07/25/1953	27	02/26/1965	
Hāna Airport	61	1950	80.8	67.4	83.5	70.3	Aug	78.2	63.9	94	11/03/1979	50	01/09/1953	
Kahului Airport	48	1954	83.8	67.4	87.5	70.2	Sep	80.1	63.3	97	08/31/1994	48	01/20/1969	
Kailua (NE Maui, inland)	700	1949	76.2	63.5	79.0	65.8	Sep	73.9	60.5	88	09/18/1968	46	02/05/2007	
Kapalua-West Maui AP	240	1987	81.9	69.2	87.5	72.1	Sep	78.3	65.9	98	04/20/2005	58	02/04/1993	
Moloka'i														
Moloka'i Airport	450	1953	81.4	67.6	85.2	71.4	Aug	77.4	63.1	96	04/14/1974	46	03/04/1987	
Lāna'i														
Lāna'i Airport	1,300	1949	79.3	62.7	82.7	65.8	Aug	75.8	59.2	93	07/02/2004	46	01/22/1955	
Lāna'i City	1,620	1949	75.4	62.4	78.1	65.8	Aug	72.5	59.5	92	10/20/2006	47	02/22/1973	
Annual Average														
		in.	Days Precip. >=0.01 in.		Wettest Year		Driest Year		Wettest Month		Driest Month		1 Day Record	
					in.	Year	in.	Year	in.	Month	in.	Month	in.	Date
Maui														
Haleakalā Ranger Station		52.31	143		121.16	1980	17.71	1962	8.30	Jan	1.21	Jun	18.50	01/09/1980
Hāna Airport		80.76	268		126.23	1965	49.64	1953	9.52	Mar	4.08	Jun	17.57	04/16/1968
Kahului Airport		18.68	96		40.63	1989	6.76	1998	3.59	Jan	0.22	Jun	5.82	12/21/1955
Kailua (NE Maui, inland)		118.88	268		161.82	1969	79.20	1953	12.56	Mar	6.66	Jun	15.20	11/15/1965
Kapalua-West Maui AP		29.80	156		48.43	2004	18.92	2000	4.78	Dec	0.91	Sep	8.14	03/24/2006
Moloka'i														
Moloka'i Airport		25.88	104		43.70	1963	11.06	2001	4.53	Jan	0.54	Jun	9.03	02/12/1989
Lāna'i														
Lāna'i Airport		19.24	59		47.66	1951	5.28	1999	3.19	Dec	0.51	Aug	10.45	11/10/1955
Lāna'i City		34.69	112		66.87	1968	15.64	1999	5.30	Jan	1.26	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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Departure from	
													Annual	Normal
<i>Rainfall</i> ¹														
Maui														
Haleakalā Ranger Station	8.31	2.86	0.08	0.81	0.98	0.27	2.29	4.26	0.74	0.78a	4.21	12.41	38.00	m
Kahului Airport (WSO)	1.42	1.03	0.01	0.66	0.04	0.01	0.47	0.40	0.19	0.13	0.65	4.54	9.55	-9.25
Kapalua-West Maui Airport	4.23	1.66	0.40	2.56	0.31	0.34	1.64	0.77	0.30	0.62	1.71	5.48	20.02	-6.15
Ke'anāe	20.00	20.00	5.00	6.70	3.90	4.00a	0.60	12.10	5.00a	7.50	4.60	22.00a	111.40	m
Kīhei	0.11	0.85	0.02	0.45	0.03	0.00	0.35	0.03	0.15	0.00	0.08	3.77	5.84	-6.79
Kuiaha	11.54	12.47	1.43	4.13	1.49	1.13	5.23	4.39	1.38	2.45	3.35	10.54	59.53	na
Kula Hospital	1.54	1.10	0.00	1.59	0.44	1.00	2.58	2.07	3.01	0.67	1.00	5.57	20.57	-8.10
Mākena Golf Course	1.35	1.20	0.04	1.25	0.39	0.15	2.26	1.72	1.75	0.02	0.36	4.32	14.81	1.21
'Ohe'o	11.07	12.97	3.55	2.53	2.76	5.39	5.47a	9.13	3.61	5.96	2.48	16.13	81.05	m
Pu'u Kukui	33.91	24.97	13.18	11.37	9.37	9.39	26.67	16.33	6.71	11.80	16.35	31.53	211.58	14.27
Pu'u Pāki	0.00a	0.00a	67.10a	0.00a	0.00a	3.20a	0.00a	0.00a	85.80a	0.00a	0.00a	88.00a	244.10	na
Waikamoi	12.50	12.50	6.00	8.90	3.20	4.20a	5.00	21.00	5.00a	7.60	5.60	22.70a	114.20	m
Waihe'e Valley	4.07	2.18	0.31	1.42	0.14	1.30	2.12	1.86	1.00	1.35	2.58	5.45	23.78	-21.05
Moloka'i														
Kalaupapa	4.70a	2.71	0.26	2.61	1.60	0.39	1.22	1.10	0.92a	3.04	5.58	8.24	32.37	m
Moloka'i Airport	0.98	0.97	0.02	1.65	0.42	0.75	1.45	0.16	1.99	0.87	4.00	5.80	19.06	-5.58
Kaunakakai	0.09	1.27	0.09	0.36	0.09	0.00	0.10	0.12	0.02	0.11	1.03	m	m	m
Lāna'i														
Lāna'i Airport	m	0.01	m	m	m	m	1.52	m	m	m	1.38	3.98	m	m
Lāna'i City	m	0.21	0.01	0.00	0.00	2.31	1.24	0.44	m	m	m	m	m	m

a: Accumulated amount. May include data from a previous month. m: Insufficient or partial data; m appears alone if 10 or more daily values are missing.

s: Precipitation amount is continuing to be accumulated. Total will be included in a subsequent monthly or yearly value. t: Trace precipitation.

x: Monthly means or totals based on incomplete time series. 1 to 9 days are missing.

¹ Precipitation for month.

3.1.7

CONTINUED

Station	2008												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
TEMPERATURE²													
Maui													
Haleakala Ranger Station	48.3x	51.2x	54.9x	53.0x	54.2x	57.0x	55.7x	55.9x	54.2x	55.5x	55.2x	53.2x	54.0x
Kahului Airport	68.9	68.6	71.7	74.1	76.2	77.5	78.5	79.2	78.0	77.9	74.9	73.7	74.9
Kailua	m	57.9x	m	60.3x	62.1x	m	m	m	m	62.3x	m	m	m
Kapalua-West Maui Airport	70.1	71.8	73.8	74.1	76.3	77.4	78.9	78.6	78.9x	77.9	75.9x	m	m
Kula Branch Stn.	59.1	60.2	61.4	62.5	62.8	65.0	66.6	66.1	65.5	65.2	63.4	62.1	63.3
Kula Hospital	58.2	59.4	60.2	60.7	62.4	63.8	65.6	65.2	64.5	64.2	62.5	61.2	62.3
Makena Golf Course	71.1	71.6	73.1	74.2	75.5	77.0	77.6	77.4x	77.2x	77.2	75.1x	73.5	75.0x
'Ohe'o	71.4x	71.5x	73.3x	74.2x	74.7x	75.0x	76.6x	76.4x	76.5x	76.2x	75.6x	74.3x	74.6x
Moloka'i													
Kalaupapa	na												
Moloka'i Airport	70.0x	70.3	72.2	72.2	74.9	76.6	78.0	78.7	77.8	76.5	73.8	71.3	74.4x
Lāna'i													
Lāna'i Airport	n/a												
Lāna'i City	na												

² Average temperature for month.

a: Accumulated amount. May include data from a previous month. NA: Not Available.

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

x: Monthly means or totals based on incomplete time series. 1 to 9 days are missing.

t: Trace precipitation.

SOURCE: U.S. Department of Commerce, National Oceanographic and Atmospheric Administration, National Climatic Data Center, Climatological Data Annual Summary, Hawai'i and Pacific, 2008.

3.1.8

ANNUAL RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS, MAUI COUNTY

Station	2002	2003	2004	2005	2006	2007	2008
ANNUAL RAINFALL							
Maui							
Haleakalā Ranger Station	42.56	32.60	70.00	45.57	43.97	43.68a	38.00
Hāna Airport	66.47	66.93	101.36	m	na	na	na
Kahului Airport (WSO)	15.07	13.83	26.17x	m	18.65	13.06	9.55
Kapalua-West Maui Airport	27.98	27.07	48.43	m	35.38	38.05	20.02
Kailua				128.73	118.11	100.44	89.00x
Ke‘anae	96.23	151.90	166.00	174.30	173.80	159.10	111.40
Kīhei	13.33	11.58	26.38	10.88	16.49	14.61	5.84
Kuiaha	67.44	72.31	m	103.14	72.66	67.14	59.53
Kula Branch Stn.	30.31	25.67	31.57	25.19	30.87	22.61	16.94
Mākena Golf Course	18.24	m	29.97	15.42	19.86	20.32	14.81
Pu‘u Kukui	242.54	m	378.54	320.19	140.29	234.65	211.58
Pu‘u Pākī						287.10	244.10
Waikamoi	131.48	111.70	133.90	158.00	157.51	131.90	114.20
Waihe‘e Valley	39.83	44.03	69.70	39.92	54.39	32.90	23.78
Moloka‘i							
Kalaupapa	39.78	40.03	57.06x	49.84	43.35	38.05	32.37
Moloka‘i Airport	22.95	24.38	m	na	na	na	19.06
Kaunakakai	15.89	10.38	45.22	20.55	m	22.71	m
Lāna‘i							
Lāna‘i Airport	26.49	m	26.1	na	m	m	m
Lāna‘i City	42.58	m	78.4	m	m	41.58	m
AVERAGE ANNUAL TEMPERATURE							
Maui							
Haleakalā Ranger Station	55.6m	46.2x	54.4x	54.6x	55.3	54.2	54.0x
Hāna Airport	74.2m	m	mx	m	na	na	na
Kahului Airport (WSO)	75.4	76.4	76.4	75.9	76.3x	76.0	74.9
Kapalua-West Maui Airport	75.4	76.0x	76.6	mx	76.3x	75.8x	m
Kula Branch Stn.	64.0	64.5	64.9x	64.3	63.8	63.9x	63.3
Kula Hospital	63.4m	63.9	63.9x	63.6x	63.3x	62.9x	62.3
Mākena Golf Course	75.2m	mx	76.0x	75.7x	75.1	75.0x	75.0x
Moloka‘i							
Moloka‘i Airport	74.9m	68.6x	m	na	na	mx	74.4x
Lāna‘i							
Lāna‘i Airport	71.7m	m	72.4x	mx	mx	na	na
Lāna‘i City	m	m	m	39.94	m	na	na

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

x: Monthly means or totals based on incomplete time series. 1 to 9 days are missing.

na: Not available.

SOURCE: U.S. Department of Commerce, National Oceanographic and Atmospheric Administration, National Weather Service Forecast Office, Honolulu.

3.2.1

TRENDS IN REAL PROPERTY TAX BASE, MAUI COUNTY

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

	2004	2005	2006	2007	2008	2009
Improved Residential						
Land	2,760,153	3,802,950	5,316,036	5,919,247	5,955,449	5,399,221
Improvements	1,184,331	1,398,612	1,586,147	1,713,457	1,922,779	2,070,229
Unimproved Residential						
Land	339,207	487,817	599,634	613,817	544,053	561,992
Improvements	2,710	1,501	928	852	1,230	1,707
Homeowner						
Land	4,587,953	6,163,343	8,950,125	11,157,056	11,404,677	10,655,335
Improvements	3,353,718	3,808,206	4,976,216	5,950,207	6,477,654	6,997,284
Hotel/Resort						
Land	1,391,638	1,490,422	2,031,211	2,390,669	2,910,119	3,003,430
Improvements	4,522,441	4,835,251	6,632,453	7,548,100	6,924,373	7,238,142
Apartment						
Land	677,004	922,833	1,549,767	1,537,338	1,811,272	1,900,236
Improvements	1,847,497	2,441,722	3,237,154	3,938,058	3,988,516	4,274,671
Time Share¹						
Land		107,923	158,543	259,211	279,163	294,584
Improvements		470,813	749,315	842,443	831,318	1,780,307
Commercial						
Land	756,533	951,946	1,300,095	1,434,558	1,486,037	1,481,011
Improvements	553,713	603,709	664,386	730,997	816,929	905,570
Industrial						
Land	556,447	688,330	766,176	899,609	1,004,674	1,047,648
Improvements	483,615	501,882	526,099	596,303	662,675	694,800
Agricultural						
Land	1,474,200	2,171,437	2,922,435	3,229,315	3,260,938	3,094,315
Improvements	548,376	656,311	763,967	809,528	939,079	999,833
Conservation						
Land	306,918	305,110	307,250	314,447	401,437	347,270
Improvements	36,788	38,659	39,007	43,676	47,813	48,748
TOTAL²	25,383,244	31,848,774	43,076,944	49,928,888	51,670,185	52,796,333

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

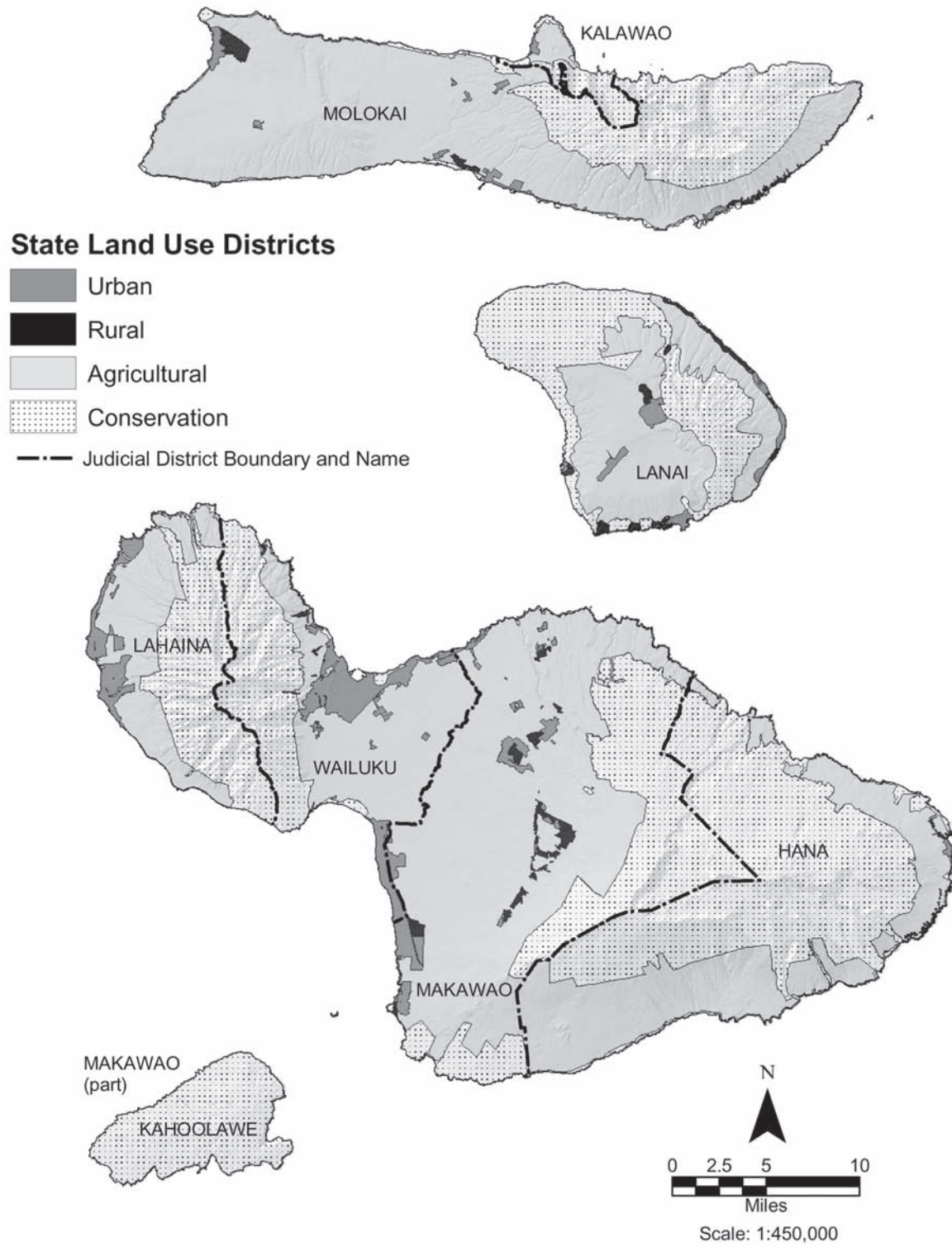
¹ New category as of 2005.

² Total maybe different than sum due to rounding.

SOURCE: City and County of Honolulu, Department of Budget and Fiscal Services, Real Property Assessment Division, Administration/Technical Branch.

3.2.2

LAND USE DISTRICTS, MAUI COUNTY



SOURCE: State of Hawai'i, Office of Planning, Hawai'i Statewide GIS Program.

3.2.3

ESTIMATED ACREAGE OF LAND USE DISTRICTS, BY ISLAND

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

Island	Total Area ²	Classification by State Land Use Commission ¹			
		Urban	Conservation	Agricultural	Rural
As of December 31, 2006					
Maui	465,800	22,823	194,836	244,088	4,053
Lāna'i	90,500	3,257	38,197	46,639	2,407
Moloka'i	165,800	2,539	49,768	111,627	1,866
Kaho'olawe	28,800	—	28,800	—	—
Hawai'i	2,573,400	53,722	1,304,347	1,214,040	1,291
O'ahu	386,188	100,730	156,619	128,839	—
Kaua'i	353,900	14,558	198,769	139,320	1,253
Ni'ihau	45,700	—	—	45,700	—
Ka'ula and Lehua	400	—	400	—	—
Other Islands ³	1,900	—	1,900	—	—
State Total	4,112,388	197,663	1,973,631	1,930,224	10,870

¹ For definitions, see Hawaii Revised Statutes, Section 205-2.

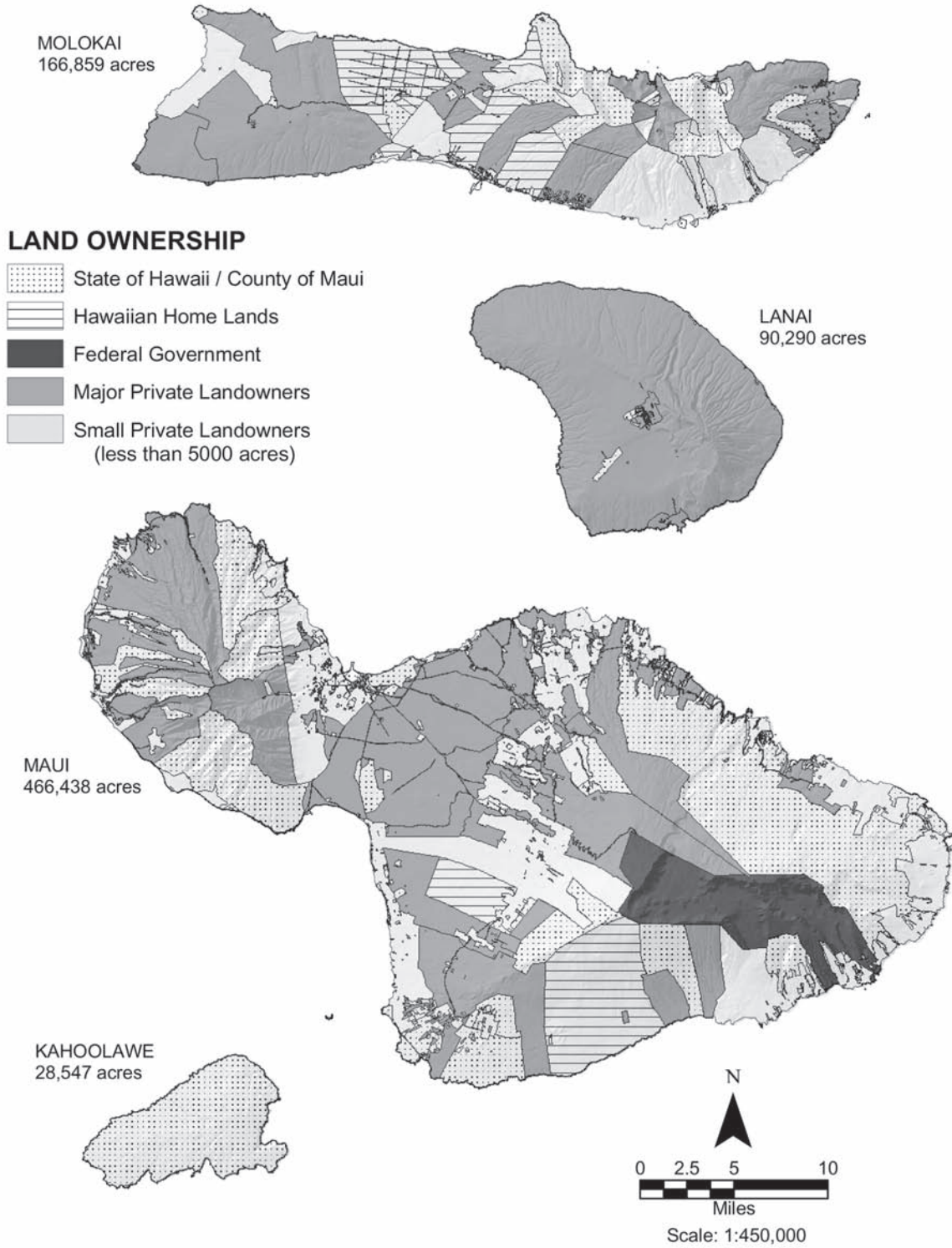
² These totals differ somewhat from the official figures based on measurements by the Geography Division of the U.S. Bureau of the Census.

³ The Northwestern Hawaiian Islands, from Nihoa to Kure Atoll, excluding Midway

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

3.2.4

LAND OWNERSHIP, MAUI COUNTY



SOURCE: State of Hawai'i, Office of Planning, Hawaii Statewide GIS Program.

3.2.5

NATIONAL AND STATE HISTORIC PLACES, MAUI COUNTY

Island of Maui	Island of Maui (Continued)	Island of Moloka'i
'Alae Petroglyphs	Kama'ole House Site	'Ahina Heiau
Alena Habitation Site	Kauhihale Complex	FISHPONDS (mostly submerged)
Bank of Hawaii - Ha'ikū Branch	Ka'umi'umiua Heiau	Fishponds (numerous)
Cave of Seven Coffins	Keone'ō'io Archaeological Dist.	Mikiawa Fishpond
CHINESE SOCIETY HALLS:	Kilolani Congregational Church	Weheleau'ulu Fishpond
Wo Hing Society Hall	Kīpahulu Historic District	Halemahana Fishpond
Ket Hing	Kipapa Archaeological District	'Ualapu'e Fishpond
Crater Historic Dist. - Haleakalā	Kula Sanitorium	Kalua'aha Fishpond
Frank Baldwin/H.F. Rice Res	Lahaina Historic District (60 Sites)	Mahilika Fishpond
Gomes Residence	Lo'alo'a Heiau	Panahana Fishpond
Ha'ikū Mill	Luala'lua Cave	Ipukaiole Fishpond
Hale Ho'ike'ike	Luala'ilua Heiau	Kainalu Fishpond
Hale Pa'l	Luala'ilua Terrace Complex	Kahinapōhaku Fishpond
Haleki'i-Pihana Heiau	Lufkin Residence	Honouliwai Fishtrap
Hale-o-Lono Heiau	Makawao Union Church	Hōkūkano-'Ualapu'e Complex
Hāmoa Complex	Maui Jinsha Mission	Keawanui Fishpond
Hāna Belt Road	Molohai heiau	Kukui Heiau
Hāna Police Station & Courthouse	Naniloa Drive Overpass Bridge	Pu'u'ōlelo Heiau
	Paia Mantokuji Soto Mission	
Hāna Store	Papakea heiau	Kaluakapi'ioho Heiau
Hanamau'uloa Complex	Papakea Petroglyphs	Kahokukano Heiau
Hardy House	Pī'ilanihale Heiau	Pāku'i Heiau
Holy Ghost Catholic Church	SCHOOLS	Kalauonākukui Heiau
Hongwanji Temple	Wailuku School	'Ualapu'e Fishpond
Honokalani Village	Pu'unēnē School	'Ili'ili'ōpae Heiau
Honokowai Petroglyphs	Henry Perrine Baldwin HS	Kalua'aha Church
'Īao Theater	Pā'ia School	Kilohana School
Ka'ahumanu Church	Ke'anae School	St. Joseph Catholic Church
Kahikinui House	Kaupō School	
Kaiapuni Ho'a	Wahene Platform	Island of Lāna'i
Kaimupe'elua Heiau	Wa'iale Bridge	Keāliakapu Complex
Kalepolepo Fishpond	Waihe'e Church	Pu'u Pehe Platform
Kaluakakalioa Cave	Waikapū Stone Church	
Kaluanui Heiau Complex	Wailuku Civic Center	Island of Kaho'olawe
	Wānanalua Cong. Church	Kaho'olawe Archaeological Dist.
	William K. Kaluakini Residence	

SOURCE: Hawai'i State Department of Land and Natural Resources, State Historic Preservation Division, records.

3.2.6

LAND IN HAWAII OWNED BY SELECTED LARGE LANDOWNERS

Ownership	2000	2001	2002	2003
Eight Large Landowners	976,693	NA	954,207	822,606
Percent of Total Land Area ¹	23.8	NA	23.2	20.0
Kamehameha Schools ²	366,042	366,458	365,794	365,760
Richard S. Smart (Parker Ranch)	136,332	136,686	135,312	134,446
Castle and Cooke, Inc.	95,200	NA	94,760	94,737
Dole Food Company, Inc.	28,515	NA	28,507	28,472
Samuel M. Damon Estate ³	121,360	121,360	121,357	5,3363
Alexander and Baldwin, Inc.	91,100	91,000	90,900	90,000
C. Brewer and Company, Ltd.	75,744	71,188	55,377	44,210
James Campbell Estate	62,400	62,200	62,200	59,645

NA: Not available.

¹ Based on area of 4,110,966 acres.

² As of July 1. Formerly known as the Bernice P. Bishop Estate.

³ A significant amount of land was conveyed to various entities in 2003.

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

3.2.7

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

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

June 30, 2008	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu	State Total
Acreage¹	31,796	25,769	50	117,550	20,565	7,495	203,225
Homestead leases²	1,409	843	26	2,528	740	3,993	9,539
Residential	1,269	392	26	1,719	691	3,933	8,030
Agricultural	65	424	-	506	47	60	1,102
Pastoral	75	27	-	303	2	-	407
Applicant waiting list²	8,049	1,844	58	13,794	3,775	11,635	39,155
Residential	3,368	716	58	5,435	1,459	8,611	19,647
Agricultural	4,158	949	-	6,548	2,040	3,024	16,719
Pastoral	523	179	-	1,811	276	-	2,789

¹ Data based on latest figures from the trust resolution project. Acreages are rounded to the nearest acre and include 14,615 acres of new lands from the 16,518-acre land transfer from the Public Land Trust and 483 acres from the Hawaiian Home Lands Recovery Act. O'ahu total includes 14.4 acres of Kalāwahine land provided under Act 150, SLH 1990, 1,356 acres at Lualualei under Executive Orders to the U.S. Navy, 53.615 acres at Princess Kahanu Estates, and 20.114 acres at Wai'anae Kai. Act 95, SLH 1996, also transferred 51.324 acres at Kealakehe (La'i'opua) and 37.839 acres at Kapolei, O'ahu, as part of the land claims settlement. DHHL also purchased 57.160 acres at Waiehu Kou, Maui, and 60.433 acres at Kealakehe, Hawai'i.

² Residence, agriculture, or pasture. Since applicants may apply for two types of leases, duplications occur. The Department estimates the unduplicated Statewide total number of applicants at about 20,000.

SOURCE: Hawai'i State Department of Hawaiian Home Lands, Annual Reports and records.

3.2.8

**DISPOSITION OF STATE LANDS, MAUI COUNTY
2008**

Document Number	Permittee or Grantee Name	Location	Acres	Use	Payment
Revocable Permits					
none					
General Leases & Term Easements					
GL5830	Arapahoe Financial Plaza LLC	Wailuku	0.081	Breakwater	\$2,700*
Executive Orders - Set Asides					
4220	County of Maui	Hana	1.900	Community Center	
4222	Dept. of Agriculture	Mokokai	286.181	Public Purpose	
4230	DLNR	Lahaina	589.000	Ocean Recreation	
4245	Dept. of Agriculture	Makawao/Hana	434.310	Public Purpose	
Perpetual Easements					
LOD28920	John & Mita Slover	Makawao	3.263	Access & Utility	\$5,600
Public Utilities					
LOD28699	Maui Electric Co.	Makawao	0.048	Utility	\$0.

* One-time Payment

1. Gratis. Beneficiary parcels are awards of kuleana status.

SOURCE: State of Hawai'i, Department of Land and Natural Resources.

3.2.9

SINGLE FAMILY HOME AND CONDOMINIUM SALES BY AREA, MAUI COUNTY

Area	Number of Sales		Average Sales Price		Median Sales Price		Total Dollar Volume	
	2008 Sales	% Chg Last Yr	2008 Average	% Chg Last Yr	2008 Median	% Chg Last Yr	2008 Volume	% Chg Last Yr
SINGLE FAMILY HOMES								
Central	448	-13%	\$483,792	-10%	\$490,000	-12%	\$216,738,595	-21%
Ha'ikū	52	-12%	\$1,060,015	-8%	\$739,000	-22%	\$55,120,805	-19%
Hāna	4	-50%	\$935,000	16%	\$820,000	15%	\$3,740,000	-42%
Kā'anapali	15	-17%	\$1,962,600	-20%	\$1,600,000	-30%	\$29,439,000	-33%
Kahakuloa	1	-50%	\$925,000	-28%	\$925,000	-28%	\$925,000	-64%
Kapalua	6	-50%	\$4,403,750	-19%	\$4,411,250	6%	\$26,422,500	-60%
Ke'anae	0	100%	\$0	-100%	\$0	-100%	\$0	-100%
Kīhei	140	-23%	\$797,131	-1%	\$718,909	-2%	\$111,598,313	-25%
Kula/Ulupalakua/Kanaio	48	-31%	\$1,112,581	9%	\$875,000	15%	\$53,403,899	-25%
Lahaina	23	-43%	\$1,809,865	9%	\$1,295,000	15%	\$41,626,899	-37%
Lāna'i	8	-58%	\$435,750	-59%	\$443,500	4%	\$3,486,000	-83%
Makawao/Olinda/Hali'imaile	38	-22%	\$511,258	-17%	\$443,500	-22%	\$19,427,791	-36%
Maui Meadows	16	45%	\$1,483,562	10%	\$1,082,500	-10%	\$23,736,998	60%
Moloka'i	3	-25%	\$560,000	15%	\$430,000	7%	\$1,680,000	-14%
Nāhiku	1	0%	\$600,000	-35%	\$600,000	-35%	\$600,000	-35%
Nāpili/Kahana/Honokōwai	22	-41%	\$1,880,545	43%	\$1,050,000	7%	\$41,372,000	-15%
Olowalu	0	100%	\$0	-100%	\$0	-100%	\$0	-100%
Pukalani	37	-34%	\$617,392	-12%	\$630,000	-6%	\$22,843,500	-42%
Sprecklesville/Pā'ia/Ku'au	20	-13%	\$835,610	-29%	\$615,000	-3%	\$16,712,200	-38%
Wailea/Mākena	25	-31%	\$3,409,140	3%	\$2,300,000	13%	\$85,228,500	-28%
Maui Summary:	907	-21%	\$831,424	-10%	\$577,867	-8%	\$754,102,000	-28%
CONDOMINIUMS								
Central	61	-28%	\$300,007	0%	\$290,000	-3%	\$18,300,425	-28%
Hāna	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Kā'anapali	38	-32%	\$1,097,737	-20%	\$805,000	-28%	\$41,714,000	-45%
Kapalua	20	-41%	\$1,356,425	-17%	\$987,500	-21%	\$27,128,500	-51%
Kīhei	307	-37%	\$475,416	1%	\$395,000	-7%	\$145,952,589	-37%
Lahaina	21	-72%	\$771,548	26%	\$455,000	-14%	\$16,202,500	-65%
Lāna'i	2	-78%	\$1,975,000	10%	\$1,975,000	-13%	\$3,950,000	-76%
Mā'alaea	37	32%	\$473,747	-5%	\$482,500	-4%	\$17,528,630	25%
Makawao/Olinda/Hali'imaile	1	N/A	\$506,999	N/A	\$506,999	N/A	\$506,999	N/A
Moloka'i	4	-43%	\$244,875	-13%	\$188,750	-38%	\$979,500	-50%
Nāpili/Kahana/Honokōwai	113	-32%	\$549,544	-8%	\$525,000	-5%	\$62,098,506	-37%
Pukalani	3	N/A	\$446,333	N/A	\$580,000	N/A	\$1,339,000	N/A
Sprecklesville/Pā'ia/Ku'au	2	-50%	\$302,500	-79%	\$302,500	-77%	\$605,000	-89%
Wailea/Mākena	179	-23%	\$2,175,931	27%	\$2,200,000	66%	\$389,491,707	-3%
Maui Summary:	788	-34%	\$921,063	13%	\$549,500	0%	\$725,797,356	-25%

N/A: Not applicable.

SOURCE: Maui Board of Realtors, *MLS Resale Data, December 2008.*

3.2.10

LAND SALES BY AREA, MAUI COUNTY

Area	Number of Sales		Average Sales Price		Median Sales Price		Total Dollar Volume	
	2008 Sales	% Chg Last Yr	2008 Average	% Chg Last Yr	2008 Median	% Chg Last Yr	2008 Volume	% Chg Last Yr
LAND SALES								
Central	17	-76%	\$496,017	13%	\$320,000	-8%	\$8,432,290	-0.73
Ha'ikū	12	-29%	\$491,333	-26%	\$372,000	-22%	\$5,896,000	-47%
Hāna	3	-25%	\$406,333	-50%	\$315,000	-34%	\$1,219,000	-62%
Kā'anapali	5	-75%	\$887,600	3%	\$915,000	20%	\$4,438,000	-74%
Kahakuloa	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Kapalua	2	-86%	\$1,875,000	-11%	\$1,875,000	9%	\$3,750,000	-87%
Kaupō	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Kihei	6	-54%	\$465,417	-47%	\$323,500	-52%	\$2,792,500	-76%
Kula/Ulupalakua/Kanaio	10	-29%	\$823,800	-6%	\$941,500	77%	\$8,238,000	-33%
Lahaina	3	-85%	\$1,493,333	1%	\$1,000,000	-30%	\$4,480,000	-85%
Lāna'i	2	-33%	\$1,115,000	91%	\$1,115,000	73%	\$2,230,000	27%
Makawao/Olinda/Hali'imaile	4	300%	\$1,793,125	242%	\$2,050,000	290%	\$7,172,500	1266%
Moloka'i	8	-68%	\$299,250	53%	\$292,500	225%	\$2,394,000	-51%
Nāhiku	1	-50%	\$420,000	-67%	\$420,000	-67%	\$420,000	-83%
Nāpili/Kahana/Honokōwai	1	-67%	\$425,000	-43%	\$425,000	-25%	\$425,000	-81%
Olowalu	16	220%	\$1,474,375	12%	\$1,295,000	0%	\$23,590,000	260%
Pukalani	2	100%	\$1,200,000	220%	\$1,200,000	220%	\$2,400,000	540%
Sprecklesville/Pa'ia/Ku'au	1	-50%	\$4,500,000	395%	\$4,500,000	395%	\$4,500,000	147%
Wailea/Mākena	4	-60%	\$2,850,000	19%	\$2,775,000	39%	\$11,400,000	-52%
Maui Summary:	97	-57%	\$966,776	15%	\$700,000	24%	\$93,777,290	-51%

N/A: Not applicable.

Source: Maui Board of Realtors, *MLS Resale Data, December 2008*.

3.2.11

**FOREST AND NATURAL AREA ACREAGE,
BY ISLAND JUNE 30, 2008**

Island	Conservation district forest land		Natural areas ³	
	Forest reserve land ¹	Private forest land ²	Number of areas	Acres
2008				
State total	637,000	328,742	19	109,164
Hawai'i	448,000	106,745	8	82,535
Maui	83,000 ⁴	53,180	4	17,123
Kaho'olawe	-	-	-	-
Lāna'i	-	6,150	-	-
Moloka'i	- ⁴	-	2	2,950
O'ahu	31,000	88,817	3	1,770
Kaua'i	76,000	73,850	2	4,786
Ni'ihau	-	-	-	-

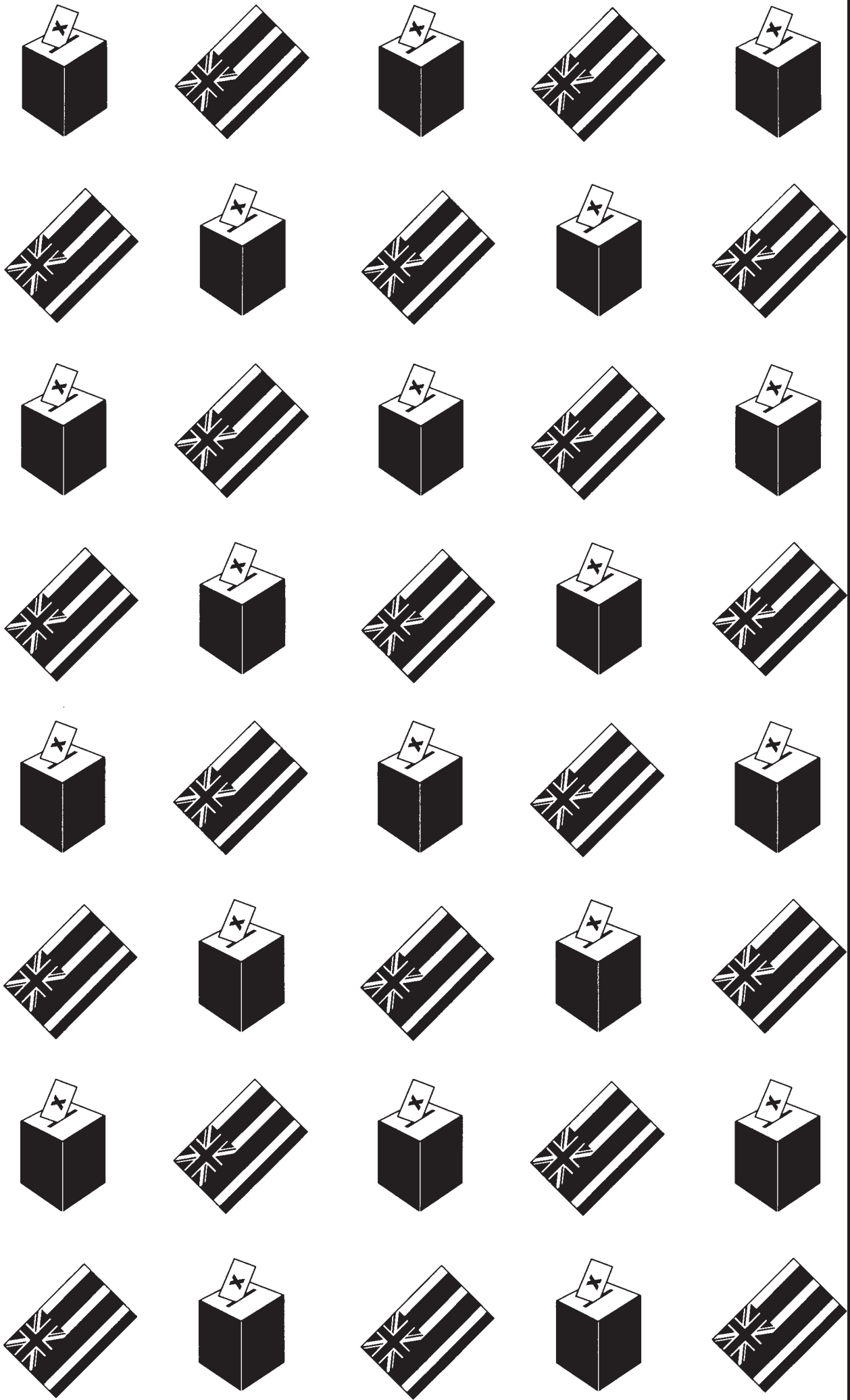
¹ State-owned and privately-owned lands under surrender agreement in forest reserve system.

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

³ Includes Waimanu Research Reserve (3,600 acres) and Alaka'i Wilderness Preserve (9,939 acres).

⁴ Includes both Maui and Moloka'i

SOURCE: Hawai'i State Department of Land and Natural Resources, Division of Forestry and Wildlife, records.



GOVERNMENT

Section 4

GOVERNMENT

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

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

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

Important sources on statistics on government include: Government in Hawai'i, Tax Foundation of Hawai'i; Revenue Trends (monthly tax collection reports), Hawai'i State Department of Taxation; State of Hawai'i Data Book, Hawai'i State Department of Business, Economic Development and Tourism; and Historical Statistics of Hawai'i, 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/>. The State of Hawai'i does not report on its spending by county.

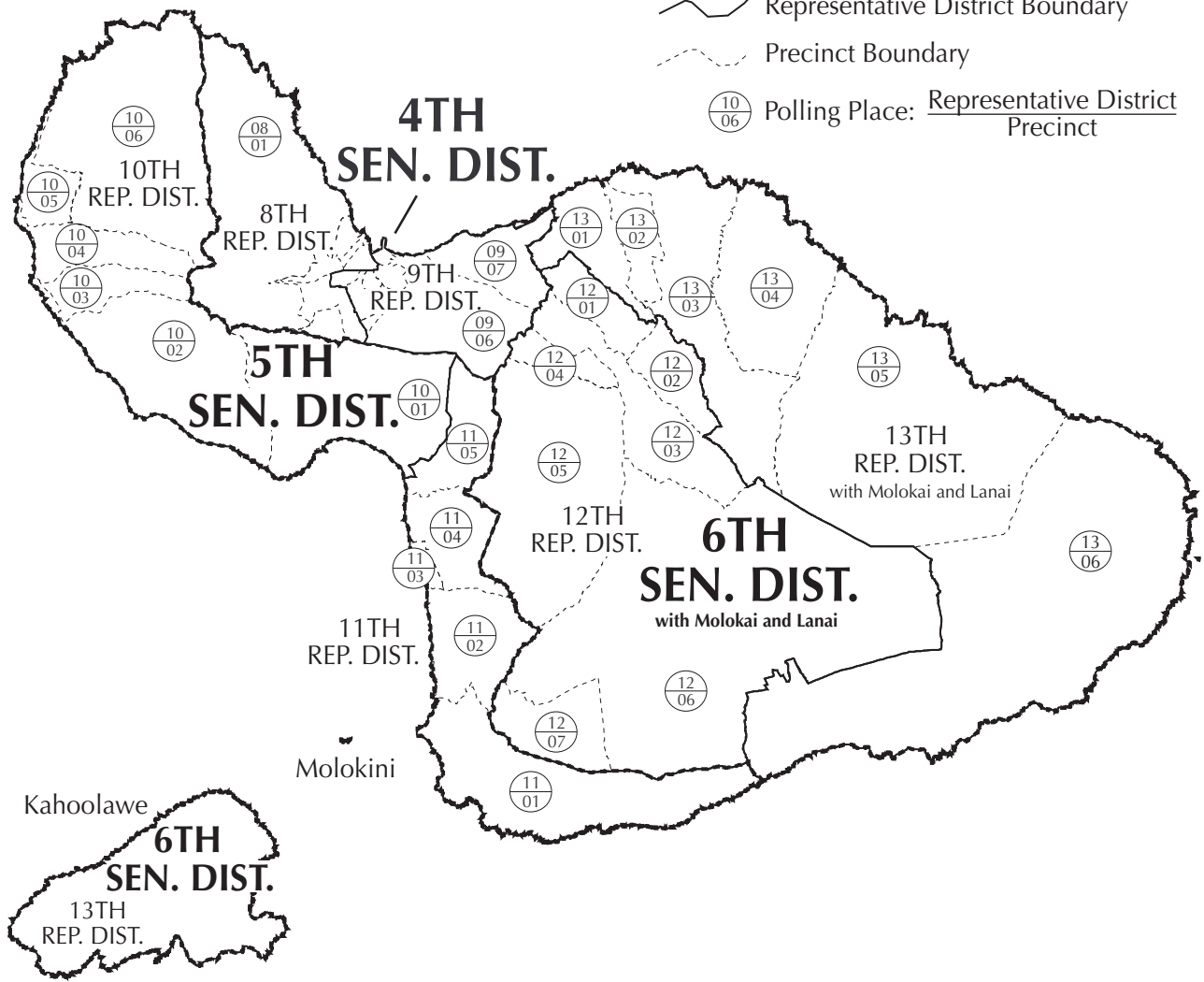
4.1.1

MAPS OF ELECTION DISTRICTS

Islands of Maui and Kaho'olawe

LEGEND

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




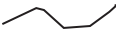
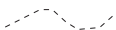

SOURCE: County of Maui, Geographic Information Systems, September 2002.

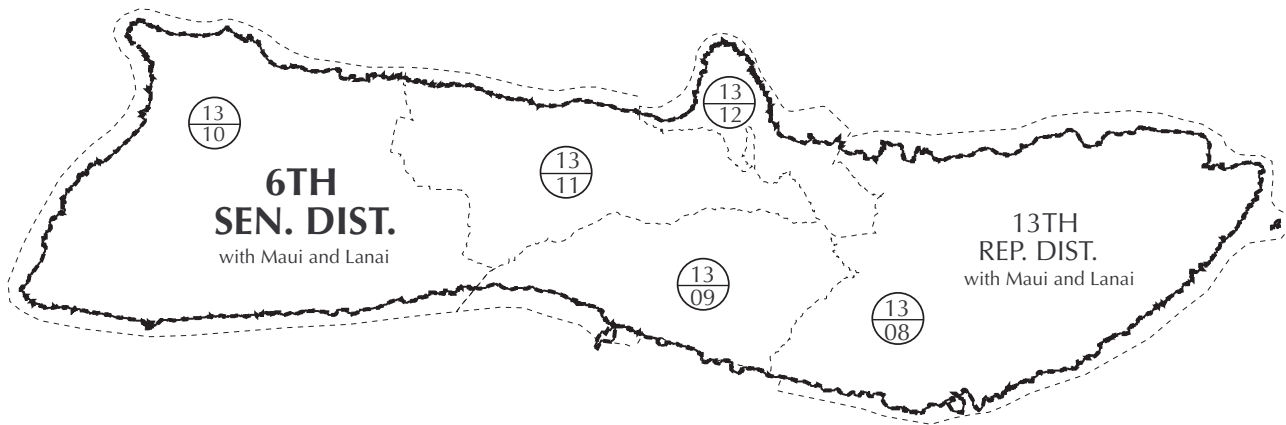
4.1.2

MAPS OF ELECTION DISTRICTS

Island of Moloka'i

LEGEND

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







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

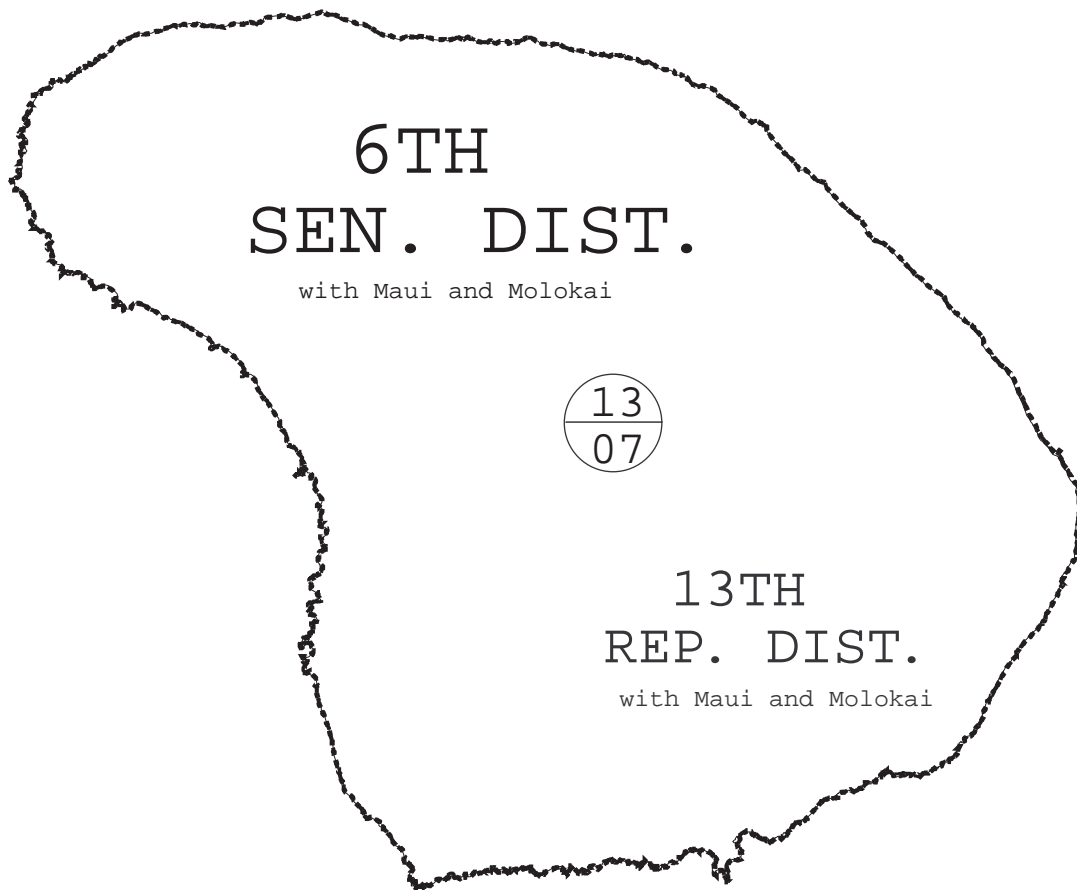
4.1.3

MAPS OF ELECTION DISTRICTS

Island of Lānaʻi

LEGEND

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



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

4.1.4

MAPS OF ELECTION DISTRICTS

List of Polling Places

8th Representative District

Kahakuloa, Waihe'e, Waiehu

1. Waihe'e Elementary School
2. Wailuku Community Center
3. Baldwin High School
4. Paukūkalo Hawaiian Homes Community Center
5. Wailuku Elementary School
6. Waikapū Community Center
7. Maui Economic Opportunity Center

9th Representative District

Wailuku, Kahului, Spreckelsville

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

10th Representative District

Lahaina, Maalaea, North Kihei

1. Kenolio Recreation Center
2. King Kamehameha III Elementary School
3. Lahaina Intermediate School
4. Princess Nahi'ena'ena Elementary School
5. Lahaina Civic Center
6. Honolulu Methodist Church

11th Representative District

Kihei, Wailea

1. Trinity Episcopal Chr.
2. Kamali'i Elementary School
3. Kihei Community Center
4. Kihei Elementary School

12th Representative District

Hāli'imaile, Pukalani, Makawao, Kula, 'Ulupalakua

1. Kalama Intermediate School
2. Eddie Tam Memorial Center
3. Pukalani Elementary School
4. Hannibal Tavares Community Center
5. Kula Community Center
6. Kula Elementary School
7. 'Ulupalakua Ranch

13th Representative District

Pā'ia, Ha'ikū, Ke'anae, Hāna, Moloka'i and Lāna'i

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

SOURCE: State of Hawai'i, Office of Elections, 2008 Polling Places.

4.2.1

**REGISTERED VOTERS AND VOTES CAST IN THE NOVEMBER 4, 2008
GENERAL ELECTION**

District	Precinct Name	Registered Voters		Votes		Turnout	District	Precinct Name	Registered Voters		Votes		Turnout
		Voters	Cast	Cast	Turnout				Voters	Cast	Cast	Turnout	
8-1	Waihe'e Elementary School	1,661	654	39.4%	11-1	Trinity Episcopal Church by the Sea	3,187	1,233	38.7%				
8-2	Velma McWayne Santos Comm Ctr.	3,445	1,234	35.8%	11-2	Kamali'i Elementary School	4,423	1,808	40.9%				
8-3	Baldwin High School	1,644	541	32.9%	11-3	Kihei Community Center	3,751	1,483	39.5%				
8-4	Paukūkalo Hwn Homes Comm Ctr.	1,843	518	28.1%	11-4	Kihei Elementary School	3,774	1,465	38.8%				
8-5	Wailuku Elementary School	3,136	1,272	40.6%		Absentee Voters ¹		2,494	16.5%				
8-6	Waikapū Community Ctr.	1,105	579	52.4%									
8-7	Maui Economic Opportunity Ctr.	1,026	362	35.3%	12-1	Kalama Intermediate School	3,025	1,258	41.6%				
	Absentee Voters ¹		3,770	27.2%	12-2	Eddie Tam Memorial Center	2,104	908	43.2%				
9-1	ʻĪao School	1,147	435	37.9%	12-3	Pukalani Elementary School	3,068	1,311	42.7%				
9-2	Maui Waena Intermediate School	2,919	1,123	38.5%	12-4	Hannibal Tavares Community Center	3,287	1,494	45.5%				
9-3	Lihikai elementary School	2,357	884	37.5%	12-5	Kula Community Center	1,731	776	44.8%				
9-4	Maui High School	2,256	729	32.3%	12-6	Kula Elementary School	2,555	1,160	45.4%				
9-5	Kahului Elementary School	2,253	922	40.9%	12-7	'Ulupalakua Ranch	163	87	53.4%				
9-6	Kahului Hongwanji Mission	212	80	37.7%		Absentee Voters ¹		3,826	24.0%				
9-7	Kaunoa Senior Center	1,056	478	45.3%	13-1	Pā'ia Community Center	1,049	480	45.8%				
	Absentee Voters ¹		2,750	22.5%	13-2	Ha'ikū Elementary School	2,637	1,193	45.2%				
10-1	Kenolio Recreation Center	1,439	529	36.8%	13-3	Ha'ikū Community Center	3,097	1,323	42.7%				
10-2	King Kamehameha III Elem School	2,264	839	37.1%	13-4	Kaulanapueo Church	594	300	50.5%				
10-3	Lahaina Intermediate School	2,240	855	38.2%	13-5	Ke'anae Elementary School	205	89	42.0%				
10-4	Princess Nahi'ena'ena Elem School	1,687	593	35.2%	13-6	Hāna High and Elementary School	1,200	565	47.1%				
10-5	Lahaina Civic Center	3,212	924	28.8%	13-7	Lāna'i High and Elementary School	1,706	777	45.5%				
10-6	Honolua Methodist Church	2,598	1,091	42.0%	13-8	Kilohana Community Center	615	246	40.0%				
	Absentee Voters ¹		2,534	18.9%	13-9	Kauanakakai School	2,056	653	31.8%				
					13-10	Maunaloa Elementary School	339	140	41.3%				
					13-11	Kualapu'u Community Center	1,075	420	39.1%				
					13-12	Kalaupapa Settlement ²	56	0	0.0%				
						Absentee Voters ¹		2,853	19.5%				

¹ Turnout represents percentage of voters in district voting absentee. ² All votes cast by absentee.

SOURCE: Hawaii'i State Office of Elections, Records

4.2.2

**MAUI COUNTY GENERAL ELECTION RESULTS,
NOVEMBER 4, 2008**

President and Vice President

(D) OBAMA, Barack / BIDEN, Joe	39,725	76.3%
(R) McCain, John / PALIN, Sarah	11,152	21.4%
(I) NADER, Ralph / GONZALEZ, Matt	462	0.9%
(L) BARR, Bob / ROOT, Wayne A.	195	0.4%
(C) BALDWIN, Chuck / CASTLE, Darrell	142	0.3%
(G) McKINNEY, Cynthia / CLEMENTE, Rosa	109	0.2%
Blank Votes:	217	0.4%
Over Votes:	33	0.1%

U.S. Representative, Dist 2

(D) HIRONO, Mazie	37,200	71.5%
(R) EVANS, Roger B.	8,320	16.0%
(I) STENSHOL, Shaun	1,049	2.0%
(L) MALLAN, Lloyd J. (Jeff)	782	1.5%
Blank Votes:	4,659	9.0%
Over Votes:	25	0.0%

State Senator, Dist 5

(D) BAKER, Roz	8,505	53.7%
(R) SHIELDS, Jan	6,284	39.7%
Blank Votes:	1,045	6.6%
Over Votes:	14	0.1%

State Senator, Dist 6

(D) ENGLISH, J. Kalani	14,030	70.7%
(I) BLUMER-BUELL, John	3,652	18.4%
Blank Votes:	2,171	10.9%
Over Votes:	3	0.0%

State Representative, Dist 8

(D) SOUKI, Joe
(Elected in Primary)

State Representative, Dist 9

(D) NAKASONE, Bob	5,642	76.2%
(R) KAHULA, Henry P., Jr.	1,191	16.1%
Blank Votes:	565	7.6%
Over Votes:	3	0.0%

State Representative, Dist 10

(D) MCKELVEY, Angus	4,476	60.8%
(R) MADDEN, Ramon K.	2,000	27.2%
Blank Votes:	885	12.0%
Over Votes:	4	0.1%

State Representative, Dist 11

(D) BERTRAM, Joe, III	4,299	50.7%
(R) FONTAINE, George R.	3,214	37.9%
Blank Votes:	970	11.4%
Over Votes:	0	0.0%

State Representative, Dist 12

(D) YAMASHITA, Kyle	7,151	66.1%
(R) VIERRA, Mickey	2,879	26.6%
Blank Votes:	789	7.3%
Over Votes:	1	0.0%

State Representative, Dist 13

(D) CARROLL, Mele
(Elected in Primary)

Councilmember, East Maui

MEDEIROS, Bill (Kauakea)	26,573	51.1%
DE NAIE, Lucienne (Luci)	15,002	28.8%
Blank Votes:	10,420	20.0%
Over Votes:	9	0.0%

Councilmember, West Maui

JOHNSON, Jo Anne	25,660	49.3%
FUKUYAMA, Alan (Al)	16,884	32.5%
Blank Votes:	9,447	18.2%
Over Votes:	13	0.0%

Councilmember, Wailuku Waihee Waikapu

VICTORINO, Michael (Mike)	35,956	69.1%
Blank Votes:	16,048	30.9%
Over Votes:	0	0.0%

Councilmember, Kahului

PONTANILLA, Joe	27,500	52.9%
HALPERIN, Netra	13,047	25.1%
Blank Votes:	11,449	22.0%
Over Votes:	8	0.0%

Councilmember, South Maui

NISHIKI, Wayne K.	23,294	44.8%
COUCH, Don	21,251	40.9%
Blank Votes:	7,449	14.3%
Over Votes:	10	0.0%

Councilmember, Makawao Haiku Paia

MOLINA, Mike	25,992	50.0%
NISHIKI, Kai	17,282	33.2%
Blank Votes:	8,712	16.8%
Over Votes:	18	0.0%

Councilmember, Upcountry

BAISA, Gladys Coelho	27,390	52.7%
HOWDEN, Michael S.	13,964	26.9%
Blank Votes:	10,639	20.5%
Over Votes:	11	0.0%

Councilmember, Lanai

KAHO'OHALAHALA, Sol P.	22,621	43.50%
ORNELLAS, John W.	17,426	33.50%
Blank Votes:	11,939	23.00%
Over Votes:	18	0.00%

Councilmember, Molokai

MATEO, Danny A.	33,733	64.90%
Blank Votes:	18,271	35.10%
Over Votes:	0	0.00%

SOURCE: Hawai'i State Office of Elections, records.

4.2.3

MAUI COUNTY GENERAL ELECTION RESULTS, OFFICE OF HAWAIIAN AFFAIRS TRUSTEES AND STATE CONSTITUTIONAL AMENDMENTS, NOVEMBER 4, 2008

Office of Hawaiian Affairs

At Large Trustee

APOLIONA, Haunani	15,922	30.6%
HONDA, Helene S.M.	7,027	13.5%
KIPPEN, Colin C.	6,652	12.8%
NALUA'I, Sol	4,901	9.4%
Blank Votes:	17,508	33.6%
Over Votes:	25	0.0%

Hawai'i Resident Trustee

LINDSEY, Bob K.	17,487	33.6%
MEYERS, William (Willy)	11,657	22.4%
Blank Votes:	22,879	44.0%
Over Votes:	12	0.0%

Kaua'i Resident Trustee

CATALUNA, Donald B.	24,681	47.4%
Blank Votes:	27,354	52.6%
Over Votes:	0	0.0%

Moloka'i Resident Trustee

PURDY, Waipa	15,739	30.2%
MACHADO, Colette Y. Pi'ipiti	14,539	27.9%
Blank Votes:	21,747	41.8%
Over Votes:	10	0.0%

State of Hawaii Constitutional Amendments¹

Constitutional Convention Question

YES	14,438	27.7%
NO	34,243	65.8%
Blank Votes:	3,334	6.4%
Over Votes:	20	0.0%

Age Qualification for Governor

YES	10,182	19.6%
NO	38,589	74.2%
Blank Votes:	3,243	6.2%
Over Votes:	21	0.0%

Note: Descriptions of Constitutional Amendments not given in official wording.

¹ "Yes" VOTE MEANS THAT THE CONSTITUTIONAL QUESTION IS APPROVED.
 "No" VOTE MEANS THE CONSTITUTIONAL QUESTION IS NOT APPROVED.
 "BLANK" AND "OVER VOTES" ARE ALSO COUNTED TO DETERMINE WHETHER THE CONSTITUTIONAL QUESTION IS APPROVED.
 TO PASS, THE "YES" VOTES MUST BE MORE THAN THE "NO," "BLANK," AND "OVER VOTES."

SOURCE: Hawai'i State Office of Elections, records.

4.2.4

MAUI COUNTY GENERAL ELECTION RESULTS, MAUI COUNTY CHARTER AMENDMENTS, NOVEMBER 7, 2006¹

Maui County Charter Amendments

Should the Department of Public Works and Environmental Management be divided to form two separate departments, a Department of Public Works and a Department of Environmental Management, and should the provisions of the Charter be modified by non-substantive “housekeeping” measures related to this amendment?

YES	22,170	56.90%
NO	12,022	30.90%
Blank Votes:	4,753	12.20%
Over Votes:	4	0.00%

Should a minimum of two percent (2%) of the certified real property tax revenues for fiscal years 2008 through 2011 be appropriated into an affordable housing fund to be used for the provision and expansion of affordable housing and suitable living environments for persons of very low to moderate income?

YES	24,469	62.80%
NO	11,040	28.30%
Blank Votes:	3,420	8.80%
Over Votes:	20	0.10%

Should the Charter provision relating to the filing of personal injury and property damage claims against the County of Maui be changed so as to require that notices of claims be filed “within the time period as provided by law” instead of within two years after the date of injury, to conform to controlling State law, which currently provides for a period of six months?

YES	22,574	58.00%
NO	11,944	30.70%
Blank Votes:	4,416	11.30%
Over Votes:	15	0.00%

1. There were no proposed Maui County Charter Amendment for the November 4, 2008 election.

4.3.1

COUNTY STATEMENT OF REVENUES AND EXPENDITURES, ALL GOVERNMENTAL FUND TYPES AND EXPENDABLE TRUST FUNDS¹, MAUI COUNTY

IN THOUSANDS OF DOLLARS; FOR YEAR ENDED JUNE 30

	2004	2005	2006	2007	2008
Revenues:					
Real Property Taxes	116,759	132,096	162,221	194,650	215,400
Other Taxes	23,521	23,924	26,431	28,398	28,108
Intergovernmental Revenues	47,776	53,513	54,268	53,117	57,001
Charges for Services	34,810	36,265	39,221	43,859	48,694
Licenses and Permits	15,000	16,444	17,611	16,996	17,719
Revenues from Use of Money and Property	1,540	2,490	5,586	11,953	14,164
Fines and Forfeitures	1,096	1,242	1,463	1,779	2,049
Assessments ¹	1,795	3,031	7,123	10,370	3,149
Other Sources	2,747	3,499	4,598	4,186	3,809
Subtotal	244,625	272,504	318,522	365,308	390,093
Other Sources:²					
Bond/Loan Proceeds	2,270	22,481	546	521	1,095
TOTAL Revenues + Other Sources	246,895	294,985	319,068	365,829	391,188
Expenditures:					
Management and Other	52,937	57,848	67,352	70,467	98,268
Public Safety	48,873	53,125	55,799	64,080	72,294
Sanitation	22,834	23,835	28,670	34,420	39,363
Highway and Streets	14,896	19,444	21,341	25,123	30,786
Social Welfare	30,643	29,877	30,454	34,840	38,105
Culture and Recreation	18,725	20,359	20,452	23,149	26,418
Legislative	3,681	4,022	4,114	4,602	4,767
Capital Outlay	35,058	21,511	30,594	38,027	46,964
Debt Service: Principal	15,014	16,443	17,059	17,865	18,373
Interest	10,047	9,759	10,307	9,822	9,954
Refunding Bond Issuance Cost					
TOTAL Expenditures	252,708	256,223	286,142	322,393	385,291

¹ Revenue category as of 2002.

² G. O. Bonds and State Revolving Fund Proceeds.

SOURCE: County of Maui, Department of Finance, Comprehensive Annual Financial Report, (Fiscal years ending June 30) 2004-2008.

4.3.2

STATE TAX COLLECTIONS, MAUI COUNTY FISCAL YEARS ENDING JUNE 30

Source of Revenue	2004	2005	2006	2007	2008
Banks/Financial Corporations	37,767	66,505	125,106	93,575	29,936
Employment Security Contributions	3,227	911	0	0	0
Fuel	8,105,438	8,821,186	9,668,894	9,684,054	9,455,215
General Excise License/Fees	101,557	22,010	0	189,947,825	194,196,012
General Excise and Use Tax ¹	1162,539,134	161,063,276	169,972,118	464,287	1,334,626
Income, Corporate					
Declaration of Estimated Taxes	10,106,319	2,167,891	1,854,225	2,854,866	20,632,703
Payment with Returns	(7,708,750)	225,697	729,153	582,333	1,080,823
Refunds	(1,426,186)	(725,630)	(386,145)	(1,008,033)	(721,328)
Income, Individual					
Declaration of Estimated Taxes	46,212,429	28,014,837	35,000,991	51,157,549	28,689,132
Payment with Returns	(12,063,961)	12,173,847	20,332,177	23,198,403	20,217,947
Withholding Tax on Wages	58,748,008	66,109,939	68,078,261	73,285,920	74,157,374
Refunds	(32,671,127)	(32,536,551)	(30,830,107)	(44,667,423)	(44,204,522)
Liquor and Permits	6,059,841	6,109,155	6,677,427	6,805,526	6,875,838
Motor Vehicle Tax/Fees ²	7,623,434	8,210,513	9,044,748	10,387,581	10,313,288
Public Service Company	7,905,738	9,652,124	11,191,010	13,419,312	14,684,061
Tobacco and Licenses	5,301,109	7,623,922	8,138,046	8,683,442	8,657,093
Transient Accommodation Fees and					
Time Share Occupancy Fees ³	3,560	855	0	30	30
Transient Accommodation Tax and					
Time Share Occupancy Tax ³	32,803,470	30,489,460	30,139,129	36,924,460	42,944,540
All Others	143	5	0	0	0
TOTAL	291,681,149	307,489,949	339,735,032	381,813,708	388,342,768

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

¹ Gross collection—does not reflect allocation to Special Funds.

² 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.

³ Time Share Occupancy Fees and Taxes were first collected in 1999.

SOURCE: Hawai'i State Department of Taxation, State Tax Collections and Distribution (fiscal year summary tables), 2004-2008.

4.3.3

ESTIMATED REAL PROPERTY TAX REVENUE, MAUI COUNTY

In thousands of dollars

Assessor's gross valuation FY 2009-10	\$51,670,185
Land	29,057,819
Improvement	22,612,366
Exemptions ¹	8,554,170
Assessor's net taxable valuation	43,116,015
Half of valuation on appeal	536,916
Number of appeals	1,436
Valuation for tax rate purposes	42,579,099
Land	25,377,173
Improvement	17,201,926
Amount to be Raised by Taxation ²	\$221,782

¹ Data exclude nontaxable properties.

² For fiscal year beginning July 1.

SOURCE: City and County of Honolulu, Department of Budget and Fiscal Services, Real Property Assessment Division, Administration/Technical Branch.

4.3.4

REAL PROPERTY TAX RATES, MAUI COUNTY

Dollars per \$1,000 net taxable value

Land Use Class	Rate Fiscal Year 2009-2010
LAND	
Homeowner	2.00
Improved Residential	4.85
Unimproved Residential	5.35
Apartment	4.55
Hotel/resort	8.20
Time Share ¹	14.00
Commercial	6.25
Industrial	6.50
Agricultural	4.50
Conservation	4.75
IMPROVEMENT	
Homeowner	2.00
Improved Residential	4.85
Unimproved Residential	5.35
Apartment	4.55
Hotel and Resort	8.20
Time Share ¹	14.00
Commercial	6.25
Industrial	6.50
Agricultural	4.50
Conservation	4.75

¹ New Category as of FY 2005-2006.

SOURCE: City and County of Honolulu, Department of Budget and Fiscal Services, Real Property Assessment Division, Administration/Technical Branch.

4.3.5

PUBLIC BONDED DEBT OF STATE AND MAUI COUNTY GOVERNMENTS

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

Year	Total Bonded Debt ¹ (State and all counties)	State Debt	Maui County
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 ²	7,829.9	5,795.5	223.8
1999 ²	7,708.8	5,522.8	235.1
2000 ²	7,956.3	5,678.3	236.8
2001 ^{2,3}	7,855.2	5,471.6	234.9
2002 ²	8,856.6	6,072.0	246.3
2003 ²	8,861.0	5,793.8	243.0

¹ 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.

² REVISED AS OF JUNE 30.

³ AS OF JUNE 30.

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

4.4.1

COUNTY DEPARTMENT BY PERSONNEL, MAUI COUNTY

Fiscal Year Department	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Civil Defense	4.0	7.0	7.0	7.0	9.0	10.0r	10.0
Corporation Counsel	22.0	22.0	22.3	24.3	26.8	29.8	29.8
Environmental Management							
General (incl. Revolving Fund) ***	-	-	-	-	-	9.0	6.0
EM - Waste Water (Sewer) ***	105.0	106.3	107.3	107.3	107.3	113.3	117.3
EM - Solid Waste ***	72.0	69.0	70.0	77.0	86.0	95.0r	102.0
Finance	110.8	111.8	122.8	132.8	138.8	144.8	148.8
Fire & Public Safety	284.0	284.0	286.0	290.0	294.0	308.0r	311.0
Housing and Human Concerns	115.6	112.9	126.1	127.1	129.6	136.1r	133.1
Liquor Control	21.0	23.0	23.0	23.0	23.0	23.0	26.0
Management	24.0	23.0	31.0	35.0	43.0	45.0r	46.0
Parks and Recreation - General	384.8	383.8	390.8	390.8	405.3	440.5	453.5
Parks and Recreation - Golf	20.8	20.8	20.8	20.8	21.8	22.3	22.9
Personnel Services	12.0	12.0	14.0	16.0	18.0	18.0	20.0
Planning	38.0	43.0	54.0	57.0	62.0	68.9	71.2
Police	480.9	481.9	485.9	494.9	508.9	524.9r	524.4
Prosecuting Attorney	69.4	68.4	69.4	73.4	74.9	76.9	77.9
Public Works - General)	93.6	89.6	92.6	95.6	100.2	101.2	101.2
PW - Highways	155.0	155.0	155.0	159.0	165.0	170.0	170.0
Department of Transportation*		3.0	3.0	6.0	7.0	5.0	5.0
Department of Water Supply**	198.4	196.6	202.2	211.2	211.2	219.2	219.2
TOTAL	2,212.6	2,213.1	2,283.2	2,348.2	2,431.8	2560.9r	2,595.3

Does not include Council Services, County Clerk and Office of the Mayor. These departments do not report equivalent personnel.

* The Department of Transportation was created as a result of the 2002 Charter amendment.

** Prior to the 2002 Charter amendment, the Department of Water Supply was a semi-autonomous component unit.

*** The Department of Environmental Management was created as a result of the 2006 Charter amendment.

Equivalent Personnel (E/P) = Full time equivalents of full- and part-time personnel.

SOURCE: Office of the Mayor, Budget Office, County Budgets 2003-2009.

4.4.2

TOP 20 COUNTY POSITIONS RECRUITED IN FY 2007-08, MAUI COUNTY

Rank	Position	Number of Applicants	Number Qualified
1	Police Officer I	627	624
2	Clerk III	305	234
3	Clerk-Typist III	259	176
4	DMVL Service Representative II	174	54
5	Public Safety Aid	145	137
6	Police Radio Dispatcher I	140	108
7	Clerk-Typist II	115	75
8	Pipefitter Helper	111	46
9	Cashier II	107	55
10	Account Clerk II	88	58
11	Pre-Audit Clerk I	44	36
12	Assistant Wastewater Treatment Plant Operator	74	36
12	Account Clerk III	74	50
14	Recreation Aid	63	48
15	Zoning Inspector Trainee	59	26
16	Fire Fighter III	55	54
17	Contracts Clerk	48	40
18	Water Plant Maintenance Mechanic Helper	47	16
19	Landfill Attendant	45	40
19	Administrative Assistant I	45	10

Note: Does not include Labor Registration List.

SOURCE: County of Maui, Department of Personnel Services, Annual Report 2007-2008.

4.5.1

MEDIAN ADJUSTED GROSS INCOME ON RESIDENT RETURNS BY STATUS, TAXATION DISTRICT AND YEAR

Taxation District	All Residents			Joint			All Others**		
	2005	2004	2003	2005	2004	2003	2005	2004	2003
All Resident Returns*									
O'ahu	\$25,992	\$24,793	\$23,820	\$54,562	\$52,627	\$49,289	\$17,635	\$16,895	\$16,340
Maui	27,453	26,298	24,739	54,962	53,657	52,056	20,149	18,777	18,291
Hawai'i	22,370	22,727	20,794	47,115	43,817	40,363	16,750	16,080	14,686
Kaua'i	24,826	24,759	23,543	49,913	48,597	42,128	17,729	17,036	17,678
STATE	\$25,826	\$24,704	\$23,533	\$53,304	\$51,351	\$47,966	\$17,829	\$17,116	\$16,483
Taxable Resident Returns									
O'ahu	\$32,838	\$31,586	\$30,604	\$64,936	\$63,119	\$59,778	\$22,926	\$21,766	\$21,317
Maui	32,730	31,360	29,073	62,932	59,740	58,390	24,066	22,482	21,667
Hawai'i	29,977	28,341	26,805	58,318	52,616	50,173	22,109	21,005	19,325
Kaua'i	31,947	30,864	29,288	59,233	57,326	51,665	21,841	21,054	21,127
STATE	\$32,371	\$31,064	\$29,920	\$63,439	\$60,776	\$58,011	\$22,949	\$21,719	\$21,140

*Includes returns with AGI losses.

**Includes single, married filing separately, heads of households, and qualifying surviving spouses.

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Hawai'i Income Tax Patterns*. Figure 6

4.5.2

**SOURCES OF INCOME REPORTED BY NUMBER
OF RETURNS AND AMOUNT,
MAUI COUNTY 2005**

Sources of Income	Number of Returns	Amount
Salaries and Wages	52,358	\$2,205,481,531
Taxable Dividends	11,470	41,317,369
Interest	29,500	40,253,226
Business and Professions		
Net Profit	7,493	134,301,356
Net Loss	3,781	(26,241,911)
Sale of Capital Assets		
Net Gain	5,658	219,348,709
Net Loss	3,288	(9,104,396)
Rents and Royalties		
Net Profit	3,027	35,821,175
Net Loss	3,003	(33,368,733)
Partnerships and S-Corporations		
Net Profit	1,658	133,819,309
Net Loss	859	(14,053,152)
Estates and Trusts	274	5,427,715
Unemployment Compensation	2,240	6,895,356
Pensions and Annuities	9,232	149,852,734
Taxable IRA Distributions	3,087	34,549,365
State Tax Refund Income	14,502	18,701,056
Federally-Taxed Social Security	4,774	45,516,820
All Other Sources ¹	8,611	3,063,259
Federal Total Income	61,770	\$2,991,580,788
Hawaii Additions ²	11,776	\$48,089,340
Hawaii Subtractions ³	15,355	\$226,217,511
Hawaii Total Income	61,522	\$2,813,452,617
Less Adjustments to Income	13,215	\$40,776,751
Adjusted Gross Income ⁴	62,368	\$2,772,675,866

¹ Includes alimony received, other income, and unknown sources (detail unavailable on both state and federal returns).

² Items taxed by Hawaii but not by the federal government, such as federal cost of living allowances and certain state retirement contributions.

³ Items taxed by the federal government but not by Hawaii, such as social security contributions and certain pensions.

⁴ Includes losses.

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Hawai'i Income Tax Patterns*. Table 5

4.5.3

DEDUCTIONS CLAIMED BY NUMBER OF RETURNS AND DOLLAR AMOUNT REPORTED AND ALLOWED IN 2005, MAUI COUNTY

Type of Deduction	Number of Returns	Amount
Itemized Contributions	30,355	\$69,797,478
Interest	18,538	247,719,316
Medical and Dental	8,927	34,320,490
Casualty Loss	97	1,221,586
Taxes	38,601	178,058,355
Other Itemized Deductions	18,456	68,216,412
 Total Itemized Deductions	 38,933	 \$599,333,637
 Less: Unallowed Itemized Deductions	 4,597	 17,897,718
 Net Allowed Itemized Deductions	 38,933	 \$581,435,919
 Standard Deduction	 23,435	 36,235,223
 Total Allowed Deductions	 62,368	 \$617,671,142

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Hawai'i Income Tax Patterns*. Table 7.

4.5.4

TAX RETURNS FILED IN MAUI COUNTY

Type of Return	1997	1998	1999	2000	2001	2002	2003	2004	2005
Form N-11	42,688	44,788	46,630	48,799	50,829	51,591	54,409	56,964	58,036
Form N-12	2,278	1,987	1,769	1,458	1,267	994	974	899	1,042
Form N-13	7,070	6,418	5,546	4,916	4,437	4,078	3,747	3,446	3,290
Form N-15	2,561	2,642	2,905	3,410	3,450	3,374	1,835	1,894	1,970
TOTAL	54,597	55,835	56,850	58,583	59,983	60,037	60,965	63,203	64,338

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Hawai'i Income Tax Patterns*. Table 15.

4.5.5

TAX CREDITS CLAIMED BY GEOGRAPHICAL AREAS, MAUI COUNTY 2005

Tax Credit	Wailuku Kahului	Kihei	Lahaina	Rural Maui	Moloka'i	Lāna'i	State of Hawai'i
Number of Returns	23,686	8,912	10,033	17,541	2,591	1,404	622,968
Low Income Credit	6,080	1,797	2,237	5,611	978	234	174,638
Renter's Credit	1,897	834	671	1,496	207	130	55,776
Dependent Care Credit	1,172	394	264	781	50	44	27,358
Child Car Seat Credit	282	63	57	150	11	6	4,078
Capital Goods Excise Credit	205	113	88	275	12	5	4,113
Energy Conservation Credit	37	21	26	33	6	ND	462
Renewable Energy Tech. Credit	158	65	56	157	37	ND	2,261
Residential Remodeling Credit	60	59	33	83	6	ND	849
Payments to Other States	142	206	140	242	27	5	6,259
High Technology Credit	21	15	7	27	ND	0	1,101
Research Credit	1	ND	ND	ND	0	0	143

ND: Not disclosed to protect taxpayer confidentiality.

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Tax Credits Claimed by Hawai'i Taxpayers*.

4.5.6

TAX CREDITS CLAIMED BY INDIVIDUALS AND TYPE OF CREDIT, MAUI COUNTY 2005

Type of Credit	Number	Amount
Low Income Credit	16,606	746,795
Renter's Credit	4,881	489,150
Dependent Care Credit	2,669	816,065
Child Car Seat Credit	556	13,900
Capital Goods Excise Credit	815	1,106,393
Fuel Credit for Fishing	18	6,847
Motion Picture Credit	*	5,541
Hotel Remodeling Credit	9	1,280
Energy Conservation Credit	125	90,620
Renewable Energy Technologies	470	491,574
Vocational Rehabilitation Job Credit	*	541
Enterprise Zone Credit	*	
High Technology Credit	78	1,895,728
Technology Infrastructure Credit	*	
Payments to other States	735	5,339,274
Low-Income Housing Credit	*	9,321
Residential Remodeling Credit	243	437,917
Research Activities Credit	14	37,481
Other Refundable Credits		1,200
Total for Individuals		11,489,627

* Data suppressed to protect taxpayer confidentiality

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Tax Credits Claimed by Hawai'i Taxpayers*.

4.5.7

COUNTY PROPERTY TAX EXEMPTIONS BY TYPE, MAUI COUNTY FY 2009-2010

Amounts in Thousands

Type of Exemption	Number	Amount
Federal Government	79	45,431
State Government	1,326	2,166,352
County Government	478	518,386
Government Leases - Total	85	84,168
Government Leases - Portion	55	26,456
Hawaiian Homes Commission	409	21,759
Hawn Homes Land - Basic	349	46,291
Hawn Homes Land - Multiple	199	24,216
Hawn Homes Land - Total Land	218	34
Hawn Homes Land - Vacant Land	158	23
Hawaiian Homes - 7 Year	156	26,573
Homes - Fee - (Basic)	15,705	4,555,961
Homes - Fee - (Multiple)	9,471	2,737,342
Homes - Leasehold - (Basic)	226	62,854
Homes - Leasehold - (Multiple)	613	176,930
Blind	29	684
Deaf	9	125
Leprosy	1	0
Totally Disabled	458	9,944
Totally Disabled Veterans	185	111,421
Cemeteries	7	1,480
Charitable Organizations	216	318,415
Childcare	24	1,188
Churches	227	368,492
Credit Unions	12	14,134
Forest Reserve	4	77
Historic Residential Properties	6	12,711
Hospitals	12	49,078
Landscaping, Open-Space	1	10
Low-Moderate Income Housing	39	178,454
Public Utilities	70	99,286
Roadways and Waterways	1,457	4,552
Schools	10	98,618
Taro	30	7
Miscellaneous	4	552
TOTAL	32,328	11,762,004

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

SOURCE: City and County of Honolulu, Real Property Assessment Division, *Number and Amount of Exemptions by type and County*

4.5.8

LIQUID FUEL TAX BASE AND TAX COLLECTIONS FY ENDING JUNE 30, 2009, MAUI COUNTY

Source of Revenue	Gallons	State Tax	City Fuel Tax	Total Tax
Gasoline	60,264,616.79*	\$10,225,273.11	\$9,622,626.96	\$19,847,900.07
DO (non-hwy)	15,399,319.00	307,986.38	0	307,986.38
DO (hwy use)	6,135,691.74	1,043,067.60	981,710.67	2,024,778.27
LPG (off hwy)	0	0	0	0
LPG (hwy use)	4,890.52	254.31	210.29	464.6
SB (gas)	0	0	0	0
SB (diesel oil)	107,984.00	2,159.68	0	2,159.68
Aviation fuel	48,618,060.00	972,361.20	0	972,361.20
Other fuel	305,580.25	12,223.21	0	12,223.21
SUB-TOTAL	130,836,142.30	12,563,325.49	10,604,547.92	23,167,873.41
Environmental Tax**	3,871,966.60	193,598.33	0	193,598.33
TOTAL		\$12,756,923.82	\$10,604,547.92***	\$23,361,471.74

* Subject to Agricultural use refunds.

DO: Diesel Oil LPG: Liquid Petroleum Gas

SB Small Boat

**Effective 7-1-93 (per barrel). "Barrel" means 42 U.S. Gallons of Petroleum Products.

***Lāna'i \$0.00 ; Moloka'i \$0.00 Maui \$11,956,540.84 =Total \$11,956,540.84

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Liquid Fuel Tax Base & Tax Collections*.

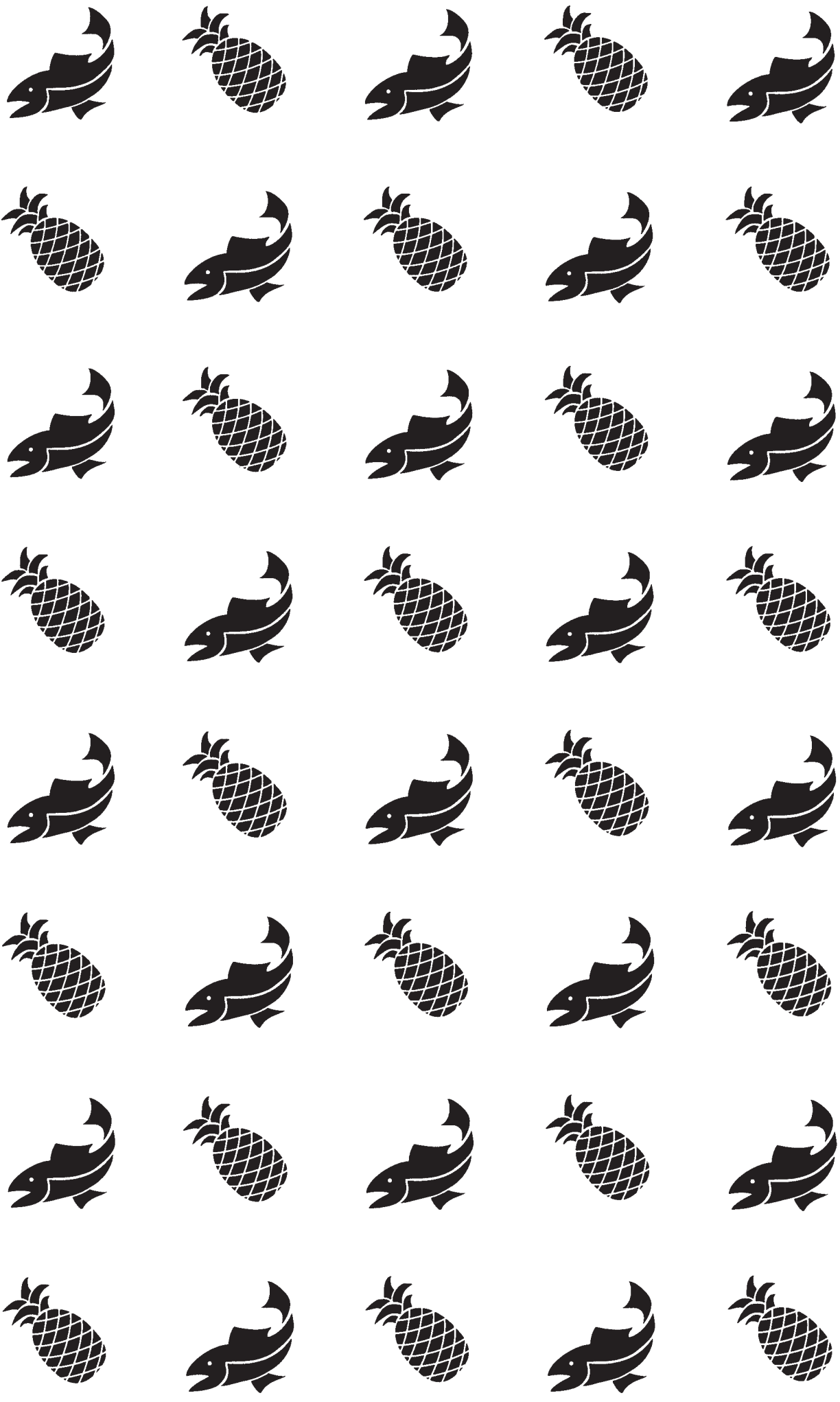
4.5.9

LIQUID FUEL TAX ALLOCATION BY FUND FY ENDING JUNE 30, 2009, MAUI COUNTY

Source of Revenue	Amount	Total Tax
State Highway Special Fund	\$11,475,054.65	
State Airports Special Fund	972,361.20	
State Boating Special Fund	221,955.12	\$12,669,370.97
County Fuel Tax:		
Lāna'i	0	
Moloka'i	0	
Maui	10,498,502.44	10,498,502.44
SUB-TOTAL		23,167,873.41
Environmental Tax Fund		193,598.33
TOTAL		\$23,361,471.74

SOURCE: State of Hawai'i, Department of Taxation, Tax Research and Planning Office, *Liquid Fuel Tax Allocation by Fund*.

Agriculture & Aquaculture



Section 5

AGRICULTURE & AQUACULTURE

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

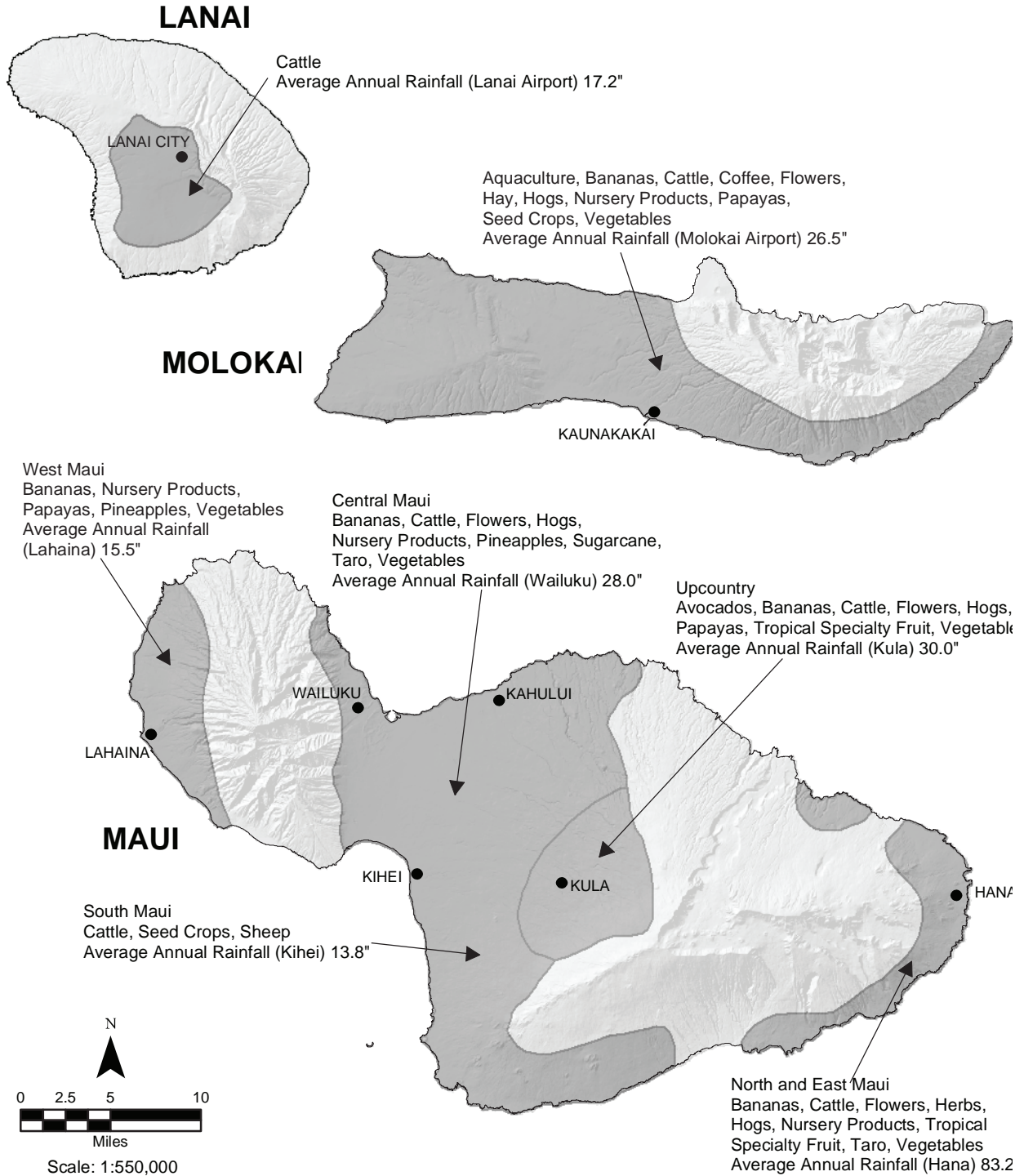
Agriculture remains an important element in Maui County's economy and land use patterns. Sugar and pineapple remain the largest crops, though the trend toward diversification of agriculture continues.

The pounds of fish landed State wide has generally been declining since 2000, although the pounds landed in Maui County were up in 2003 through 2005. There was again a downward trend in 2007 and 2008. Commercial aquaculture continues to grow in importance.

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

5.1.1

**AGRICULTURAL AREAS,
MAUI COUNTY**



SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture, 2003*.

5.1.2

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

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

5.1.2

CONTINUED

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

D: Withheld to avoid disclosing data for individual farms.

na: not available.

¹ Number of days of Work Off Farm revised 2002.

SOURCE: United States Department of Agriculture, National Agricultural Statistics Service, *Census of Agriculture, various tables*.

5.1.3

FARMS AND LAND IN FARMS, MAUI COUNTY

	1992	1997	2002	2007
Farms	850	80	823	1,156
Land in Farms	355,786	292,090	256,690	225,568
Average size of farm (acres)	419	362	312	195
Median size of farm (acres)	NA	6	NA	5
Estimated Market Value of Land & Buildings¹				
Average per farm	1,118,184	818,342	1,251,598	1,601,950
Average per acre	2,671	2,258	4,112	8,210
Est. Market Value of Machinery & Equipment¹				
Average per farm	117,143	88,989	58,849	52,480
Farms by Size				
1 to 9 acres	505	468	505	766
10 to 49 acres	232	233	212	289
50 to 179 acres	60	48	56	48
180 to 499 acres	24	29	20	21
500 to 999 acres	3	5	7	11
1,000 acres or more	26	23	23	21
Total Cropland				
Farms	733	684	649	975
Acres	D	D	28,404	54,557
Harvested Cropland				
Farms	666	605	649	928
Acres	39,031	32,243	28,404	54,528
Irrigated Land				
Farms	541	480	462	650
Acres	61,549	35,031	26,855	28,027
Value of Agricultural Products Sold (\$1,000)	164,767	128,385	124,511	139,326
Crops, including nursery & greenhouse crops	153,285	116,084	116,645	132,058
Livestock, poultry, and their products	11,483	12,301	7,866	7,268
Value of Agricultural Products Sold per Farm (\$)	193,844	159,287	151,289	120,524

¹ Data are based on a sample of farms.

D: Withheld to avoid disclosing data for individual farms.

NA: Not available.

SOURCE: United States Department of Agriculture, National Agricultural Statistics Service, *Census of Agriculture, various tables*.

5.1.4

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

	2002	2003	2004	2005	2006	2007 ⁵
Number of Farms ¹	850	850	850	850	850	1,156
Farm Acreage (1,000) ²	260	260	260	260	260	195
Farm Employment ³						
Self-employed farm operators	500	*	*	*	*	*
Unpaid workers ⁴	150	*	*	*	*	*
Hired workers	2,250	1,650	1,850	1,700	1,750	1,700

* Beginning July 2002, estimates for self-employed and unpaid workers have been discontinued due to a change in the National Lab or Statistics Program.

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

² Includes land not in crops and pasture, such as farm house lots, roads, woodlots, etc. ³ Average of quarterly data.

⁴ Includes family members and others working 15 or more hours per week.

⁵ The 2007 annual average number of hired workers by county is based on modeled data for January and survey data for April, July, and October.

SOURCE: Hawai'i Agricultural Statistics Service, Statistics of Hawaii Agriculture 2007 (annual).

5.1.5

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

	2003	2004	2005	2006	2007
Number of Livestock Operations, December 31					
Cattle ¹	140	160	160	160	180
Hog	50	50	60	60	60
Milk	6	6	6	6	12 ⁵
Eggs	20	20	20	20	65 ⁵
Honey	D	D	D	D	D
Value of Livestock Sales (\$1,000)					
Cattle ²	2,266	2,932	2,729	3,403	4,260
Hogs ³	897	859	880	920	885
Milk	D	D	D	D	D
Eggs	D	D	D	D	D
Aquaculture	D	D	D	D	D
Total livestock & Aquaculture sales⁴	6,106	6,510	8,408	6,247 r	6,083

D: Withheld to avoid disclosure of individual operations.

r: Revised from previous Data Book

¹ Includes beef, dairy, and dairy replacement operations. ² Excludes interfarm sales; includes out-of-state sales of slaughter cattle and feeder calves. ³ Excludes interfarm sales; includes out-of-state sales of slaughter animals.

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

⁵ Kauai and Maui combined with Hawaii to avoid disclosure of individual operations.

SOURCE: Hawai'i Agricultural Statistics Service, Statistics of Hawaii Agriculture 2007 (annual).

5.1.6

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

	2003	2004	2005	2006	2007
Acres in Crop (1,000 acres)					
Sugarcane	36.7	34.8	33.0	34.9	32.4
Pineapples (land used for pineapple)	5.9	5.5	D	D	D
Vegetables and melons (harvested acreage) ¹	1.1	0.9	1.0	0.8	0.7
Fruits (excluding pineapples)	0.5	0.5	0.5	0.6	0.6
Coffee	D	D	D	D	D
Macadamia nuts	D	D	D	D	D
All other crops ²	1.9 r	1.7	2.2	1.7 r	6.8
Number of Crop Farms					
Sugar	1	1	1	1	1
Pineapples ³	5	5	5 r	5 r	9
Vegetables and melons	95	107	107	106	120
Fruits (excluding pineapples)	285	260	258	250	260
Coffee	21 r	27 r	34 r	32 r	30
Macadamia nuts	10 r	10 r	20 r	20	10
Taro	25	25	20	20	20
Flowers and nursery products	160	180	185	190 r	180
Value of Sales (\$1,000)					
Sugar (unprocessed cane)	50,900	46,200	44,200 r	40,700	37,800
Pineapples (fresh equivalent)	30,441	28,400 r	D	D	D
Vegetables, ginger root, herbs, and melons	10,229	9,632	9,150	11,053	6,234
Fruits (excluding pineapples)	1,451	1,316	2,038	1,953 r	1,734
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 ⁴	11,236	9,535	11,910	11,823 r	12,416
Total crops ⁵	128,043	129,200	145,983	141,017 r	153,940

r: Revised from previous Data Book.

D: Withheld to avoid disclosure of individual operations.

¹ Includes ginger root.

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

³ Includes specialty pineapple.

⁴ Flowers, foliage and nursery products.

⁵ Total crop values are actual. Sum of individual commodities may not add to total. Forage crops and Forest products combined and included in total crop value.

SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2007 (annual)*.

5.1.7

SUGARCANE, MAUI ISLAND

	2003	2004	2005	2006	2007
Number of farms¹	1	1	1	1	1
Acreage (1,000 acres)					
In crop ¹	36.7	34.8	33.0	34.9	32.4
Harvested for sugar	15.7	16.9	16.6	16.9	16.9
Yield per acre (tons)²					
Sugarcane	104.5	91.7	80.2	78.3	70.4
Raw Sugar 96°	13.14	11.8	11.6	10.2	9.7
Production of cane for sugar (1,000 tons)	1,641	1,549	1,331	1,323	1,190
Farm price (dollars per ton)	31.00	29.80	33.20	30.80	31.80
Value of cane for sugar (\$1,000,000)³	50.9	46.2	44.2	40.7	37.8
Mill Production (1,000 tons)					
Raw Sugar 96°	206	199	193	173	165
Molasses ⁴	75	65	57	56	50
Average returns received (dollars per ton)⁵					
Raw Sugar 96°	368	346	342	350	342
Molasses ⁴	35.30	27.10	60.00	75.50	87.30
Value of production (\$1,000,000)					
Raw Sugar 96°	75.8	68.9	66.0	60.6	56.4
Molasses ⁴	2.6	1.8	3.4	4.2	4.4
Total	78.4	70.7	69.4	64.8	60.8

¹ At end of year.

² Yield and farm price may not compute due to rounding.

³ 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.

⁴ Commercial.

⁵ Derived from production and value. State and island prices may not compute exactly due to rounding.

SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2007 (annual)*.

5.1.8

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

Commodity	2002	2003	2004	2005	2006	2007
HARVESTED ACREAGE¹						
Beans, snap	55	65	45	45	50	50
Cabbage, head	170	165	175	200	140	120
Celery	25	20	10	D	D	D
Corn, sweet	D	D	D	D	D	D
Cucumbers	180	180	185	195	190	190
Lettuce	D	D	D	D	D	D
Onions, dry	130	145	125	125	110	100
Onions, green	D	D	D	D	D	D
Peppers, green	D	D	D	D	D	D
Romaine	30	35	30	35	20	20
Squash, Italian	75	85	75	90	65	70
Sweet potatoes	95	60	50	70	D	D
Tomatoes	D	D	D	D	D	D
Watermelon	D	D	D	D	D	D
Other Vegetables & Melons ²	355	350	250	230	245	150
Total Vegetables & Melons	1,115	1,105	945	990	820	700
Taro (acreage in crop) ³	100	100	75	75	80	55
PRODUCTION (1,000 pounds)						
Beans, snap	460	550	230	170	225	260
Cabbage, head	4,300	4,600	4,800	4,500	3,100	3,200
Celery	500	500	300	D	D	D
Corn, sweet	D	D	D	D	D	D
Cucumbers	2,560	2,850	3,300	2,780	3,600	3,060
Lettuce	D	D	D	D	D	D
Onions, dry	1,340	2,125	1,150	1,550	1,270	1,200
Onions, green	D	D	D	D	D	D
Peppers, green	D	D	D	D	D	D
Romaine	350	450	400	600	270	260
Squash, Italian	630	1,080	760	650	465	420
Sweet potatoes	650	660	600	580	D	D
Tomatoes	D	D	D	D	D	D
Watermelon	D	D	D	D	D	D
Other Vegetables & Melons ²	5,005	3,335	2,580	2,825	5,257	n/a
Total Vegetables & Melons	15,795	16,150	14,120	13,655	14,187	n/a
Taro (marketings) ³	1,250	1,150	800	860	880	880

5.1.8

CONTINUED

Commodity	2002	2003	2004	2005	2006	2007
VALUE (\$1,000)						
Beans, snap	414	495	216	166	187	169
Cabbage, head	886	1,044	1,478	1,233	809	928
Celery	153	140	89	D	D	D
Corn, sweet	D	D	D	D	D	D
Cucumbers	1,080	1,206	1,690	1,290	1,775	1,502
Lettuce	D	D	D	D	D	D
Onions, dry	1,461	2,080	1,995	2,429	1,918	1,524
Onions, green	D	D	D	D	D	D
Peppers, green	D	D	D	D	D	D
Romaine	147	176	204	324	167	148
Squash, Italian	282	585	418	364	279	252
Sweet potatoes	332	336	330	377	D	D
Tomatoes	D	D	D	D	D	D
Watermelon	D	D	D	D	D	D
Other Vegetables & Melons ²	4,098	4,167 r	3,212 r	2,967 r	5,918 r	n/a
Total Vegetables & Melons	8,853	10,229 r	9,632 r	9,150 r	11,053 r	6,234⁴
Taro ³	690	605	441	511 r	570	563

D Not reported to avoid disclosure of individual operations.

r Revised from previous Data Book.

na: not available.

¹ For most vegetables and melons, cumulative acreage harvested (e.g., one acre planted and harvested three times during the year would equal three harvested acres). For lotus root, watercress and taro, average acreage in crop during the year.

² The total minus the items shown separately.

³ Oahu combined with Maui and Moloka'i to avoid disclosure of individual operations.

⁴ Beginning 2007, non-published commodities not included to avoid disclosure of individual operations.

SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2007* (annual).

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 (Acres)	Field Total (Acres)
State Total						
2004	920	2,620	26,560	0	3,160	3,830
2005	955	2,095	27,015	0	3,320	3,988
2006	930	2,190	25,410	0	3,430	4,064
2007	1,060r	2,020r	25,015r	0	3,755r	4,376r
2008	1,025	2,135	24,020	0	2,640	3,240
Maui/Moloka'i						
2004	180	285	750	0	530	554
2005	185	265	795	0	525	549
2006	190	280r	735	0	520	544
2007	210r	355r	490r	0	640r	659r
2008	200	375	645	0	630	653

r: Revised from previous Data Book

SOURCE: Hawai'i Agricultural Statistics Service, *Hawaii Flowers and Nursery Products (annual, 2008)*, *Statistics of Hawaiian Agriculture (annual)*.

5.1.10

FLORICULTURE AND NURSERY PRODUCTS, BY COMMODITY, MAUI COUNTY

Value of grower sales (\$1,000)

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

r: Revised from previous Data Book.

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

¹ Cut orchids included in "Orchids" category.

² Excludes orchids used for lei flowers.

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

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

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

SOURCE: Hawai'i Agricultural Statistics Service, *Hawaii Flowers and Nursery Products (annual, 2008)*, *Statistics of Hawaiian Agriculture (annual)*.

5.1.11

FRUITS: VALUE OF SALES, MAUI COUNTY

1,000 dollars (Fresh weight basis)

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

D Not reported to avoid disclosure of individual operations.

r: Revised from previous Data Book.

SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2006* (annual).

5.1.2

BANANAS, MAUI COUNTY

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

SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2004* (annual).

5.1.13

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

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

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

SOURCE: Hawai'i Agricultural Statistics Service, *Statistics of Hawaii Agriculture 2007 (annual)*.

5.1.14

**AGRICULTURAL THEFT AND VANDALISM,
BY COUNTY**

County	Crop	Livestock	Chemical/ Fertilizer	Machinery/ Equipment	Other Property	Total
Number of Theft Incidents, by Type of Theft						
Maui	17	16	17	71	113	234
Hawai'i	724	187	59	157	447	1,574
Honolulu	1,973	51	40	336	92	2,492
Kaua'i	186	30	11	44	168	439
Total	2,900	284	127	608	820	4,739
Amount of Loss Due to Theft, by Type of Theft (\$1,000)						
Maui	66	5	9	169	80	329
Hawai'i	196	213	12	153	60	634
Honolulu	218	7	31	506	36	798
Kaua'i	82	37	3	11	52	185
Total	562	262	55	839	228	1,946
Number of Vandalism Incidents, by Type of Vandalism						
Maui	117	0	3	40	287	447
Hawai'i	126	34	19	51	264	494
Honolulu	17	9	0	53	54	133
Kaua'i	3	18	1	25	32	79
Total	263	61	23	169	637	1,153
Amount of Loss Due to Vandalism, by Type of Vandalism (\$1,000)						
Maui	952	0	1	101	106	1,160
Hawai'i	40	48	1	45	58	192
Honolulu	5	241	1	273	48	568
Kaua'i	29	10	1	46	13	99
Total	1,026	299	4	465	225	2,019
Number of Trespassing Incidents						
Maui	1,850					
Hawai'i	32,021					
Honolulu	4,227					
Kaua'i	1,534					
Total	39,632					
Number and Level of Prosecution of Theft, Vandalism, and Trespassing Incidents						
	<u>Reported to Police</u>	<u>Arrested</u>	<u>Convicted</u>			
Maui	177	5	3			
Hawai'i	655	86	13			
Honolulu	206	10	6			
Kaua'i	199	18	12			
Total	1,237	119	34			

SOURCE: United States Department of Agriculture, National Agricultural Statistics Service, *Hawai'i Agricultural Theft & Vandalism, October 18, 2005.*

5.1.15

FARM INCOME AND EXPENSES, MAUI AND KALAWAO COUNTIES

(in \$1,000.00)

Income and Expenses	2003	2004	2005r	2006r	2007
Cash receipts from marketings (\$000)	125,651	129,846	143,593	147,562	145,477
Cash receipts: livestock and products	4,880	5,329	6,855	5,525	4,984
Cash receipts: crops	120,771	124,517	136,738	142,037	140,493
Other income	1,898	2,290	2,131	1,964	1,536
Government payments	344	424	721	494	171
Imputed and miscellaneous income received ¹	1,554	1,866	1,410	1,470	1,365
Total production expenses	121,028	126,948	131,673	133,063	135,353
Feed purchased	2,224	2,503	2,297	1,990	1,989
Livestock purchased	607	617	966	767	641
Seed purchased	3,202	3,178	3,399	3,386	3,387
Fertilizer and lime (incl. ag. chemicals 1978-fwd.)	12,099	12,779	14,236	14,460	14,609
Petroleum products purchased	5,959	6,960	9,493	10,270	11,262
Hired farm labor expenses ²	52,208	58,189	56,150	55,155	56,479
All other production expenses ³	44,729	42,722	45,132	47,035	46,986
Value of inventory change	163	(215)	566	(532)	(865)
Value of inventory change: livestock	300	(112)	388	(373)	(666)
Value of inventory change: crops	0	0	0	0	0
Value of inventory change: materials and supplies	(137)	(103)	178	(159)	(199)
Total cash receipts and other income	127,549	132,136	145,724	149,526	147,013
less: Total production expenses	121,028	126,948	131,673	133,063	135,353
Realized net income	6,521	5,188	14,051	16,463	11,660
plus: Value of inventory change	163	(215)	566	(532)	(865)
Total net income including corporate farms	6,684	4,973	14,617	15,931	10,795
less: Net income of corporate farms	2,773	3,340	13,357	14,605	8,497
plus: Statistical adjustment	0	0	0	0	0
Total net farm proprietors' income	3,911	1,633	1,260	1,326	2,298
plus: Farm wages and perquisites	49,834	61,145	58,776	59,946	70,872
plus: Farm supplements to wages and salaries	9,361	10,527	8,835	9,619	11,176
Total farm labor and proprietors' income	63,106	73,305	68,871	70,891	84,346

r: Revised from previous Data Book.

¹ Consists of the value of home consumption and other farm related income components, such as machine hire and custom work income and income from forest products (1978 to present).

² Consists of hired workers' cash pay and perquisites, employers' contributions for social security and medicare, and payments for contract labor, machine hire, and custom work.

³ Consists of repair and operation of machinery; depreciation, interest, rent and taxes; and other miscellaneous expenses including agricultural chemicals (1969-77).

SOURCE: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

5.2.1

SEA LANDINGS BY PORT OF LANDING

Pounds landed in year ending June 30

Port of Landing	2002	2003	2004	2005	2006	2007
Maui County	478,392	570,104	682,546	662,075	551,268	556,265
Maui	437,866	531,966	631,456	601,291	504,031	520,093
Moloka'i	27,490	16,931	27,417	38,007	28,815	17,390
Lāna'i	13,036	21,207	23,673	22,777	18,422	18,782
O'ahu	16,906,835	19,642,889	18,171,533	20,609,869	19,950,443	22,039,304
Hawai'i	3,232,526	3,301,645	2,656,106	3,023,055	3,584,207	3,314,644
Kaua'i & Ni'ihau	536,714	655,153	598,823	581,068	575,628	660,564
Total	21,154,467	24,169,791	22,109,008	24,876,067	24,661,546	26,570,777

NA: Not available

SOURCE: State of Hawai'i, Department of Land and Natural Resources, Division of Aquatic Resources, *Commercial Marine Landings Summary Trend Report*, fiscal year reports.

5.2.2

SEA LANDINGS BY AREA FISHED, MAUI COUNTY

Pounds landed in year ending June 30

Area Fished	2004	2005	2006	2007
Kawai (Moloka'i) Channel	64,471	53,551	51,462	28,220
Penguin Bank	96,100	114,401	82,877	93,851
Kealaikahiki Channel	52,567	54,645	39,698	34,532
'Alenuihāhā Channel	35,194	28,664	25,906	60,196
'Au'au, Kalohi & Pailolo Channels	27,281	29,753	18,390	15,444
'Alalākeiki Channel	58,483	68,394	52,208	51,366
Moloka'i	41,860	71,074	37,386	30,992
Lāna'i	76,396	123,190	83,636	133,911
Kaho'olawe	49,195	38,431	34,315	25,375
Mākena - Hāna	95,443	31,053	33,032	36,091
Hāna - Kahului	207,475	170,076	147,511	136,294
Honolua - Lahaina	6,498	3,911	2,300	5,450
Lahaina - Mākena	35,229	88,457	92,945	79,292

SOURCE: State of Hawai'i, Department of Land and Natural Resources, Division of Aquatic Resources, *Commercial Marine Landings Summary Trend Report*, fiscal year reports.

5.2.3

SEA LANDINGS BY FISHING METHOD AND SPECIES GROUPS, STATE OF HAWAI'I

Pounds landed in year ending June 30

	2003	2004	2005	2006	2007
Fishing Method					
Aku Pole & Line	934,867	756,803	737,156	579,056	968,191
Longline	16,645,599	14,868,196	17,793,249	17,927,759	19,239,785
Deep Bottom Handline	589,494	493,413	585,510	487,444	472,838
Tuna Handline	1,972,716	1,606,830	1,712,098	1,701,082	1,677,037
Trolling	2,573,442	3,076,786	2,570,333	2,606,496	2,756,105
All Other	1,453,673	1,306,980	1,477,721	1,359,709	1,456,821
Total	24,169,791	22,109,008	24,876,067	24,661,546	26,570,777
Species Group					
Tunas	15,477,156	12,674,644	14,127,639	14,376,722	14,618,915
Bill & Swordfish	2,513,032	2,832,430	4,423,863	3,763,507	5,649,621
Misc. Pelagic	3,992,052	4,627,789	4,143,233	4,504,516	4,089,264
Deep Bottom	577,772	516,570	608,260	510,407	506,933
Akule/'Ōpelu	961,577	877,423r	923,669	843,622	1,034,797
Inshore	281,193	244,053	272,449	248,896	272,985
All Other	367,009	336,099	376,954	413,876	398,262
Total	24,169,791	21,231,585	24,876,067	24,661,546	26,570,777

r: Revised from previous Data Book.

SOURCE: State of Hawai'i, Department of Land and Natural Resources, Division of Aquatic Resources, *Commercial Marine Landings Summary Trend Report*, fiscal year reports.

Section 6

COMMUNICATION & TRANSPORTATION

This section covers statistics on communications and transportation.

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

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

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

6.1.1

AVERAGE PAID CIRCULATION OF THE MAUI NEWS

For 24 month period ending March 31

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

Note: 1994 to 1997 average year circulation calculated from quarterly averages. The Maui News started publishing a Saturday edition in 2001. ¹ Monday through Saturday. ² 2006 and previous years circulation numbers were for a 12 month period.

SOURCE: Audit Bureau of Circulations, Maui News Audit Report, 1990-1998 and Maui News records 2007.

6.1.2

AVERAGE DISTRIBUTION OF OTHER NEWSPAPERS, MAUI COUNTY

Free Circulation		
Lahaina News	12,352	weekly
Maui Time Weekly	18,000	weekly
Maui Weekly	16,500	weekly
The Lānaʻi Times	5,000	monthly
The Molokaʻi Advertiser News	On-line only	weekly
The Molokaʻi Dispatch	NA	weekly
Paid Circulation		
Honolulu Advertiser	6,410	daily
Sunday	3,509	Sunday
Honolulu Star Bulletin	NA	daily

NA: Not Available.

SOURCE: Hawaiʻi Business Research Library, Phone Survey

6.1.3

CABLE TELEVISION COMPANIES, SUBSCRIBERS AND REVENUES, BY COUNTY

	Maui	Hawai'i	Honolulu	Kaua'i	StateTotal
Number of Companies¹					
Dec. 31, 2003	2	2	1	1	1
Dec. 31, 2004	2	2	1	1	1
Dec. 31, 2005	2	2	1	1	1
Dec. 31, 2006	2	2	1	1	1
Dec. 31, 2007	2	2	1	1	1
Dec. 31, 2008	2	2	1	1	1
Subscribers²					
Dec. 31, 2003	49,918	37,291	274,416	21,087	383,342
Dec. 31, 2004	50,814	38,991	278,336	21,357	389,498
Dec. 31, 2005	51,626	38,955	282,225	21,378	394,184
Dec. 31, 2006	52,937	46,274	284,038	24,050	407,299
Dec. 31, 2007	54,637	47,959	285,811	23,550	411,957
Dec. 31, 2008	54,569	48,413	287,429	23,608	414,019
Basic Service Revenue (\$1,000)					
2003	18,012	15,821	95,401	8,091	137,325
2004	18,903	16,722	101,318	8,582	145,527
2005	19,861	17,883	106,248	9,102	153,095
2006	20,997	19,181	111,308	9,842	161,329
2007	22,066	20,478	115,633	10,373	168,551
2008	23,381	21,764	125,251	10,963	181,359

¹ State totals are unduplicated figures; one company provided service to three counties.

² Hawaiian Cablevision has redefined multiunit as expressed by Federal rules.

SOURCE: Hawai'i 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
Commercial Stations		
AM	32	4
FM	56	13
TV ¹	13	
Non-commercial Stations		
AM	—	—
FM	11	1
TV	1	—

¹ Includes licensed stations that are digital 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

	2002	2003	2004	2005	2006	2007	2008
Total	145,548	128,416	145,322	136,979	151,542	152,301	139,746
Gasoline	59,380	73,689	62,593	61,998	66,563	62,629	62,215
Diesel Oil, Non-Highway	36,566	5,044	16,255	8,470	14,229	12,560	15,730
Diesel Oil, Highway use	4,839	4,307	5,976	5,392	7,581	9,019	8,084
Liquid Petroleum Gas, Off Highway	167	137	394	2	0	0	0
Liquid Petroleum Gas, Highway use	19	17	15	21	13	7	7
Other Fuel		115	328	693	864	443	510
Aviation Fuel	44,561	45,109	59,762	60,403	62,292	67,643	53,199

SOURCE: Hawai'i State Department of Taxation, *Liquid Fuel Tax Base and Tax Collections*, Calendar Year (annual release), and records.

6.2.2

ESTIMATED DAYTIME POPULATION AND EMPLOYMENT-RESIDENCE RATIOS, MAUI CDP

Place Name	Population	Resident Working In	Workers Living In	Daytime Population	Percent Change	Percent of Workers Living In
Ha'ikū-Pa'uwela	6,578	1,139	3,071	4,646	-29.4	21.2
Kāanapali	1,375	2,844	615	3,604	162.1	25.0
Kahului	20,146	12,992	8,203	24,935	23.8	42.6
Kihei	16,749	6,117	8,819	14,047	-16.1	32.6
Lahaina	9,118	6,568	4,562	11,124	22.0	49.5
Makawao	6,327	1,356	3,252	4,431	-30.0	15.1
Nāpili-Honokōwai	6,788	890	3,941	3,737	-44.9	11.8
Pukalani	7,380	1,119	3,812	4,687	-36.5	12.7
Waihe'e-Waiehū	7,310	238	3,392	4,156	-43.1	3.3
Wailea-Mākena	5,671	4,441	3,176	6,936	22.3	31.2
Wailuku	12,296	8,271	5,602	14,965	21.7	33.9

CDP: Census Designated Place.

SOURCE: U.S. Bureau of the Census, Census 2000.

6.2.3

MOTOR VEHICLE CRASHES BY TYPE AND TOWN, MAUI COUNTY CALENDAR YEAR 2008

Town	Major ¹	Minor ²	Civil ³	Non Traffic
Ha'ikū	30	53	9	1
Hāli'imaile	20	20	3	0
Hāna	32	70	14	0
Kā'anapali	25	21	27	2
Kahana/Nāpili	23	18	12	0
Kahului	200	354	212	4
Kapalua	9	5	15	1
Kīhei	199	179	94	2
Kula	52	60	9	2
Lahaina	103	87	39	0
Lāna'i	4	12	4	0
Makawao	22	46	17	1
Moloka'i	30	41	16	2
Pā'ia	32	51	19	2
Pukalani	8	21	14	0
Wailuku	78	170	77	4
Unknown	47	60	20	1
TOTAL	914	1,268	601	22

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

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

³ Crash occurred on private property.

SOURCE: County of Maui, Maui Police Department, records.

**6.2.4
GASOLINE AND DIESEL AVERAGE PRICES PER GALLON, MAUI COUNTY¹**

Location	12/07	1/08	2/08	3/08	4/08	5/08	6/08	7/08	8/08	9/08	10/08	11/08
Regular unleaded gasoline												
Ha'ikū	3.749	NA	NA	3.869	3.919	4.217	4.519	4.659	4.635	4.599	3.999	3.252
Hāna	NA	NA	NA	NA	NA	4.832	5.053	5.292	5.299	5.239	4.999	4.679
Kahului	3.838	3.843	3.851	3.916	4.061	4.247	4.544	4.638	4.624	4.553	4.158	3.409
Kaunakakai	4.126	4.139	4.139	4.199	4.405	4.547	4.810	5.057	5.155	5.103	4.947	4.438
Kīhei	3.832	3.849	3.863	3.953	4.078	4.282	4.510	4.633	4.611	4.537	4.183	3.435
Kula	3.818	3.839	3.842	3.965	4.018	4.278	4.502	4.652	4.614	4.516	3.772	3.376
Lahaina	3.854	3.867	3.868	3.933	4.063	4.273	4.533	4.658	4.631	4.550	4.188	3.457
Makawao	3.775	3.761	3.802	3.892	4.051	4.280	4.543	4.657	4.612	4.517	4.087	3.381
Pāia	3.860	3.875	3.887	3.944	4.078	4.316	4.548	4.658	4.628	4.552	4.180	3.457
Wailuku	3.866	3.874	3.880	3.944	4.078	4.301	4.552	4.639	4.627	4.556	4.185	3.434
Diesel												
Ha'ikū	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hāna	NA	5.449	NA	NA	NA	NA	NA	5.999	5.999	5.999	5.649	5.432
Kahului	3.961	3.992	3.999	4.193	4.422	4.741	5.191	5.476	5.262	5.135	5.001	4.655
Kaunakakai	4.129	4.129	4.129	4.269	4.574	4.933	5.352	5.418	5.403	5.339	4.895	4.280
Kīhei	4.149	4.146	4.167	4.304	4.527	4.950	5.399	5.500	5.445	5.246	5.105	4.800
Kula	NA	4.279	NA	4.329	4.629	4.840	5.139	5.252	5.107	4.870	4.562	4.002
Lahaina	3.818	3.827	3.833	4.057	4.438	4.840	5.259	5.434	5.437	5.302	5.108	4.830
Makawao	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Pāia	NA	NA	NA	NA	4.839	4.839	4.894	5.309	5.169	4.999	4.949	4.067
Wailuku	4.033	3.981	3.953	4.171	4.455	4.820	5.343	5.446	5.414	5.264	5.097	4.902

¹. Regular unleaded gasoline as of the first day of the month.

NA: Not Available

SOURCE: Oil Price Information Service, Rockville, MD.

6.2.5

HIGHWAY DISTANCES, MAUI COUNTY

Route	Statute Miles	Route	Statute Mile
Maui		Moloka'i	
Wailuku-Kahului	2.3	Kaunakakai-Sheraton Hotel	19.5
Wailuku-Kahului Airport	4.2	Kaunakakai-Maunaloa	16.5
Wailuku-Hāna, via Ke'anae	53.2	Kaunakakai-Airport	8.0
Wailuku-Hāna, via Kaupō	59.8	Kaunakakai-Hālawa	27.6
Wailuku-Haleakalā summit	38.2	Airport-Sheraton Hotel	11.5
Wailuku-Mākena	17.9		
Wailuku-Lahaina, via Kahakuloa	38.0	Lāna'i	
Wailuku-Lahaina, via Olowalu	20.9	Lāna'i City-Lanai Airport	3.1
Kahului-Kihei	8.2	Lāna'i City-Hulopo'e	7.5
Lahaina-Wailea	32.4		
Lahaina-Nāpili	8.9		
Lahaina-Kā'anapali	3.7		

SOURCE: Hawai'i State Department of Transportation, Highways Division, records.

6.2.6

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

	2002	2003	2004	2005	2006	2007	2008
Drivers Licenses in Force (as of December 31)	97,045	99,716	100,916	102,050	103,402	105,635	108,259
All Vehicles	141,511	148,716	156,880	164,386	163,696	164,537	162,943
Motor Vehicles	138,058	144,985	152,904	160,277	159,341	160,076	158,417
Passenger vehicles ¹	106,384	112,205	118,915	125,169	122,990	122,823	121,249
Ambulances	12	14	12	11	12	14	15
Buses	291	288	268	272	246	206	199
Trucks ¹	28,696	29,516	30,569	31,495	32,493	33,217	33,010
Truck tractors	99	88	88	86	94	95	89
Truck cranes	62	61	60	56	76	84	84
Motorcycles ²	2,514	2,810	2,992	3,188	3,430	3,637	3,771
Trailers and Semi-trailers	3,453	3,731	3,976	4,109	4,355	4,461	4,526

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

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

SOURCE: Hawai'i State Department of Transportation, Motor Vehicle Safety Office, records.

6.2.7

**HIGHWAY BRIDGES, BY ISLAND,
DECEMBER 31, 2008**

Island	Number of Bridges ¹	Longest Bridge		Highest Bridge	
		Location	Length (feet)	Location	Height (feet)
State	752	Airport Viaduct	14,890	Nanue	208
Hawai'i	135	Hakalau	775	Nanue	208
Maui	98	Honokahua	600	Uaoa	79
Lāna'i	-	None	-	None	-
Moloka'i	19	Manawainui	360	Manawainui	50
O'ahu	445	Airport Viaduct	14,890	Kīpapa	156
Kaua'i	55	Hanamā'ulu	1,150	Wahiawā, Koloa	90

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

SOURCE: Hawai'i State Department of Transportation, Highways Division, records.

6.2.8

**LENGTH OF STREETS AND HIGHWAYS, PAVED AND UNPAVED
BY ISLAND, DECEMBER 31, 2008**

Island	Total mileage	Paved		Unpaved
		Freeways	Other	
State total	4,362.68	88.53	4,101.74	172.41
Hawai'i	1,478.44	-	1,419.14	59.30
Maui	635.26	-	578.56	56.70
Lāna'i	47.48	-	33.48	14.00
Moloka'i	135.77	-	123.77	12.00
O'ahu	1,649.21	88.53	1,552.76	7.92
Kaua'i	416.52	-	394.03	22.49
Ni'ihau	-	-	-	-

SOURCE: Hawai'i State Department of Transportation, Highways Division, records.

6.2.9

MOTOR VEHICLE FUEL CONSUMPTION AND VEHICLE MILES

Year	HIGHWAY FUEL CONSUMPTION ¹		VEHICLE MILES OF TRAVEL	
	Total (1,000 gallons)	Gallons per Vehicle ²	Total (millions)	Per Vehicle ²
State of Hawai'i				
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
2001	455,558	461	8,754.3	9,052
2002	477,518	484	8,937.3	9,050
2003	483,232	469	9,325.0	9,046
2004	498,816	463	9,734.6	9,042
2005	505,418	459	10,129.1	9,191
2006	531,505	478	10,226.3	9,206
2007	541,956	478	10,394.4	9,162
2008	540,910	480	10,215.1	9,059
Maui County				
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
2001	61,922	456	1,216.9	8,956
2002	65,142	474	1,231.9	8,958
2003	77,140	534	1,292.5	8,952
2004	68,646	452	1,357.7	8,941
2005	69,270	531	1,426.0	10,932
2006	72,311	537	1,439.5	10,694
2007	75,216	470	1,444.6	9,024
2008	67,902	429	1,424.0	8,989

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

² 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: Hawai'i State Department of Transportation, Highways Division, Planning Branch, records.

6.2.10

**VEHICLE REGISTRATION, BY TAXATION STATUS,
FOR COUNTIES 2008**

Taxation Status	State Total	City and County of Honolulu	County of Hawai'i	County of Kaua'i	County of Maui
Total registered	1,099,120	700,676	171,219	72,579	154,646
Taxable vehicles	1,023,356	629,116	169,389	71,745	153,106
Exempt vehicles	75,764	71,560	1,830	834	1,540
Federal government	407	396	8	-	3
State government	6,099	6,093	3	1	2
County government	7,179	4,420	959	559	1,241
Fire department	278	72	124	48	34
Police department	1,730	1,330	395	-	5
Consulates	57	56	1	-	-
Disabled veterans	221	54	140	23	4
Military non-resident	58,144	57,874	53	146	71
Farm	198	38	40	3	117
Horseless carriage	66	54	7	4	1
Electric vehicles	179	114	26	8	31
National Guard	1,206	1,059	74	42	31

Note: Includes vehicles registered by subsequently scrapped or shipped out of State. Excludes trailers, semi-trailers and motorcycles.

SOURCE: Hawai'i State Department of Transportation, Motor Vehicle Safety Office, records.

6.2.11

**DRIVERS INVOLVED IN FATAL CRASHES AND BLOOD
ALCOHOL CONCENTRATION (BAC) OF THE DRIVER: 2007**

County	All drivers	No alcohol BAC = 0.00		Any alcohol BAC = 0.01 +		BAC = 0.01 - 0.07		BAC = 0.08 +	
		Number	%	Number	%	Number	%	Number	%
Hawai'i	44	19	44	25	56	8	19	16	37
Honolulu	79	57	73	22	27	4	5	18	23
Kaua'i	14	8	54	6	46	5	36	1	9
Maui	34	25	72	10	28	3	8	7	20
State total	171	109	64	62	36	20	12	42	25

SOURCE: U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA), National Center for Statistics & Analysis (NCSA), Fatality Analysis Reporting System.

6.2.12

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

County	2004	2005	2006	2007	2008 ²
Major Traffic Accidents¹					
Honolulu	6,935	6,824	6,371	5,831	3,005
Hawai'i	2,517	2,168	1,586	1,352	263
Kaua'i	730	649	553	604	494
Maui	825	950	924	953	26
Fatal Accidents					
Honolulu	65	73	81	61	41
Hawai'i	33	32	34	34	29
Kaua'i	9	9	10	9	9
Maui	21	15	19	19	23
Persons Injured					
Honolulu	5,347	5,294	4,909	4,371	2,312
Hawai'i	1,950	1,790	1,357	1,195	232
Kaua'i	509	397	442	496	434
Maui	1,021	1,067	1,040	1,029	24
Persons Killed					
Honolulu	70	76	90	67	43
Hawai'i	41	39	34	38	29
Kaua'i	10	10	14	9	11
Maui	21	15	19	20	24

NA Not available.

r: Revised from previous Data Book.

¹ Through 1990, includes traffic accidents with damage of \$300 or more or causing injury or death.

² Preliminary.

Effective 1991, includes only accidents with damage of \$1,000 or more or causing injury or death.

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

SOURCE: Hawai'i State Department of Transportation, Highways Division, Traffic Safety Section, records.

6.2.13

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

(Non-stop flights only, does not include charter flights)

Airport	2005	2006	2007	2008
State of Hawai'i	10,023,606	10,360,886	10,190,698 r	9,162,013
Honolulu International	7,229,731	7,285,179	7,329,370	6,584,150
Kahului	1,852,814	1,954,782	1,875,590	1,591,863
Kona International	604,930	661,932	576,334	538,074
Hilo International	(NA)	42,175	49,875	10,850
Lihu'e	336,131	416,818	359,529 r	437,076
Domestic	7,172,245	7,566,024	7,400,072 r	6,670,404
International	2,851,361	2,794,862	2,790,626	2,491,609

NA: Not Available.

r: revised from previous Data Book.

SOURCE: Official Airline Guide, *FlightDisk Worldwide Edition*. Calculations by the Hawaii State Department of Business, Economic Development & Tourism, Tourism Research Branch

6.2.14

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

2008	Kahului	Honolulu International	Kona International (Keāhole)	Līhu'e	Hilo International	Moloka'i
All Movements	128,022	286,593	127,796	113,371	75,598	31,200
Air Carrier	39,240	154,125	27,331	21,364	14,577	-
Air Taxi	68,981	70,279	19,518	57,303	43,502	23,405
General Aviation	17,005	45,562	70,064	29,681	13,466	6,601
Military	2,796	16,627	10,883	5,023	4,053	1,194

SOURCE: Hawai'i State Department of Transportation, Airports Division, Airport Activity Statistics, Calendar Year 2008.

6.2.15

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

	2001	2002	2003	2004	2005	2006	2007	2008
Kahului Airport								
All Movements	160,324	157,868	151,558	160,552	168,449	164,992	148,034	128,002
Air Carrier	55,937	51,275	47,295	50,729	59,210	67,676	52,172	39,240
Air Taxi	69,635	77,357	76,261	80,563	77,844	70,272	72,938	68,981
General Aviation	31,816	25,218	24,169	25,543	27,326	24,468	20,237	17,005
Military	2,936	4,018	3,833	3,717	4,069	2,576	2,690	2,796
Moloka'i Airport								
All Movements	43,806	43,065	40,944	36,757	39,364	39,685	37,615	31,200
Air Carrier	1,138	964	656	424	0	181	0	0
Air Taxi	26,890	27,213	27,116	24,321	26,349	27,488	26,821	23,405
General Aviation	12,532	11,931	11,450	10,702	10,977	10,137	9,407	6,601
Military	3,246	2,957	1,722	1,310	2,038	1,879	1,387	1,194

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: Hawai'i State Department of Transportation, Airports Division, Airport Activity Statistics, Calendar Year 2008.

6.2.16

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

Airport	2005		2006		2007		2008	
	En-planed	De-planed	En-planed	De-planed	En-planed	De-planed	En-planed	De-planed
Passengers								
OGG								
interisland	1,388,108	1,372,828	1,490,963	1,468,422	1,644,999	1,636,703	1,381,700	1,373,026
OGG								
overseas	1,561,924	1,570,159	1,350,369	1,381,122	1,597,194	1,635,918	1,345,248	1,363,813
MKK	97,199	99,643	108,257	110,938	114,999	119,400	106,988	110,268
LNy	49,328	49,794	53,945	54,393	63,803	63,843	56,889	56,722
JHM	53,842	56,836	61,032	64,004	51,177	53,883	59,939	59,624
HNM	4,117	3,485	4,307	4,341	2,619	2,652	1,462	1,575
LUP	6,697	9,139	6,249	5,760	3,695	4,088	3,135	4,283
Cargo (U.S. Tons)								
OGG								
interisland	4,653	14,702	4,543	13,412	4,267	13,412	4,019	10,285
OGG								
overseas	8,003	6,672	4,924	7,682	5,157	9,531	3,674	9,113
MKK	798	333	785	329	329	804	204	730
LNy	117	826	74	735	84	771	101	620
JHM	269	612	259	654	253	617	266	679
HNM	8	31	7	15	6	4	-	4
LUP	11	202	14	169	12	146	13	180
Mail (U.S. Tons)								
OGG								
interisland	1,513	8,748	860	7,733	875	7,172	875	7,651
OGG								
overseas	706	6	1,111	4,036	678	4,544	988	4,737
MKK	85	0	60	216	85	270	132	276
LNy	294	108	81	128	19	134	33	131
JHM	0	0	-	2	30	82	2	-
HNM	169	0	-	-	-	-	-	-
LUP	6	20	7	20	5	15	5	15

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	Moloka'i	HNM	Hāna
LNy	Lāna'i	LUP	Kalaupapa

SOURCE: Hawai'i State Department of Transportation, Airports Division, Airport Activity Statistics, Calendar Year 2008.

6.2.17

**PRIVATE PASSENGER AIRCRAFT AND CORPORATE JET LANDINGS,
KAHULUI AIRPORT FY 08-09**

MLW (pounds)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<10,000	0	0	0	0	0	0	0	0	0	0	0	0	0
10,000 - 20,000	2	3	2	1	0	3	0	0	3	2	1	4	21
20,000 - 30,000	3	1	1	6	3	4	6	3	7	6	1	3	44
30,000 - 40,000	16	27	12	21	25	46	42	21	28	24	15	15	292
40,000 - 50,000	10	11	10	4	3	18	13	4	2	9	3	6	93
50,000 - 75,000	23	25	5	12	13	31	28	9	23	14	6	14	203
75,000 - 100,000	12	17	6	2	5	13	12	5	8	3	4	11	98
>100,000	3	1	2	0	4	0	3	0	0	1	0	1	15
Total	69	85	38	46	53	115	104	42	71	59	30	54	766

MLW: Maximum Landing Weight

Aircraft Types by MLW

< 10,000: Britten-Norman.

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

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

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

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

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

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

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

SOURCE: State of Hawai'i, Department of Transportation, Airports Division, records.

6.2.18

VESSEL ARRIVALS FOR KAHULUI HARBOR

Excludes domestic fishing craft

	2000	2001	2002	2003	2004	2005	2006	2007
Total Inbound Vessels	1,453	1,595	1,548	1,499	1,417	1,390	1,426	1,506
By Type of Vessel								
Self propelled vessels								
Passenger and dry cargo	54	69	59	75	120	137	203	202
Tanker	0	2	2	6	2	0	3	3
Towboat or tugboat	665	375	718	695	816	682	655	670
Non-self propelled vessels								
Dry cargo	624	744	663	593	400	458	461	523
Tanker	110	105	106	130	79	113	104	108
By Draft								
18 feet and less	1,198	1,305	1,279	1,289	1,292	1,255	1,143	1,146
19 feet and more	255	220	203	131	125	135	283	360

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 1999-2007.

6.2.19

FREIGHT TRAFFIC FOR KAHULUI HARBOR

	Freight Traffic (In thousand short tons)
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
2001	3,695
2002	3,458
2003	3,778
2004	3,901
2005	4,132
2006	4,794
2007	5,630

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 1991-2007.

6.2.20

KAHULUI HARBOR FREIGHT TRAFFIC BY COMMODITY

In thousands of tons

2007 Commodity	Grand Total	Foreign Inbound	Coastwise Receipts	Coastwise Shipments
Total, All Commodities	5,630	69	3,272	2,289
Total Coal	66	66	--	--
1100 Coal & lignite	66	66	—	—
Total Petroleum and Petroleum Products	602	4	595	4
2211 Gasoline	272	—	272	—
2330 Distillate fuel oil	224	—	224	—
2340 Residual fuel oil	88	—	88	—
2350 Lube oil & greases	1	—	1	—
2640 Hydrocarbon & petrol gases, liquefied and gaseous	18	—	10	4
2990 Petro. products nec	0	—	0	—
Total Chemicals and Related Products	32	--	31	1
3190 Fert. & mixes nec	29	—	29	1
3220 Alcohols	1	—	1	—
3282 Pigments & paints	0	—	0	0
3285 Perfumes & cleansers	0	—	0	—
3291 Pesticides	0	—	0	—
3299 Chem. products nec	0	—	0	—
Total Crude Materials, Inedible Except Fuels	75	—	56	19
4189 Lumber	60	—	56	4
4190 Forest products nec	0	—	0	—
4338 Soil & fill dirt	0	—	0	—
4420 Iron & steel scrap	15	—	0	15
Total Primary Manufactured Goods	3,848	—	1,953	1,895
5190 Paper products nec	5	—	5	1
5220 Cement & concrete	92	—	92	0
5240 Glass & glass prod.	0	—	0	—
5290 Misc. mineral prod.	8	—	8	0
5360 I&S bars & shapes	2	—	2	—
5370 I&S pipe & tube	3	—	2	0
5480 Fab. metal products	3,737	—	1,844	1,894

6.2.20

CONTINUED

2007 Commodity	Grand Total	Foreign Inbound	Coastwise Receipts	Coastwise Shipments
Total Food and Farm Products	365	—	216	150
6442 Rice	2	—	2	—
6654 Vegetables & prod.	34	—	10	24
6747 Grain mill products	0	—	0	—
6781 Hay & fodder	1	—	1	—
6782 Animal feed, prep.	3	—	3	—
6811 Meat, fresh, frozen	5	—	5	0
6839 Animals & prod. nec	6	—	4	3
6857 Fruit & nuts nec	3	—	—	3
6858 Fruit juices	14	—	—	14
6861 Sugar	56	—	—	56
6865 Molasses	37	—	—	37
6885 Alcoholic beverages	15	—	15	0
6889 Food products nec	186	—	173	13
6899 Farm products nec	4	—	4	—
Total All Manufactured Equipment, Machinery and Products	638	—	422	216
7110 Machinery (not elec)	6	—	2	4
7120 Electrical machinery	1	—	0	1
7210 Vehicles & parts	308	—	199	109
7230 Ships & boats	0	—	0	0
7400 Manufac. wood prod.	32	—	26	6
7600 Rubber & plastic pr.	1	—	0	1
7900 Manufac. prod. nec	289	—	194	95
Total Waste and Scrap nec	4	—	—	4
8900 Waste and scrap nec	4	—	—	4
Total Unknown or Not Elsewhere Classified	0	—	0	—
9900 Unknown or nec	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. Coastwise: Domestic traffic receiving a carriage over the ocean, or the Gulf of Mexico, (e.g. New Orleans to Baltimore, New York to Puerto Rico, San Francisco to Hawai'i, Alaska to Hawai'i). Traffic between Great Lakes ports and seacoast ports, when having a carriage over the ocean, is also termed Coastwise. 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 Hawai'i*, calendar year 2007.

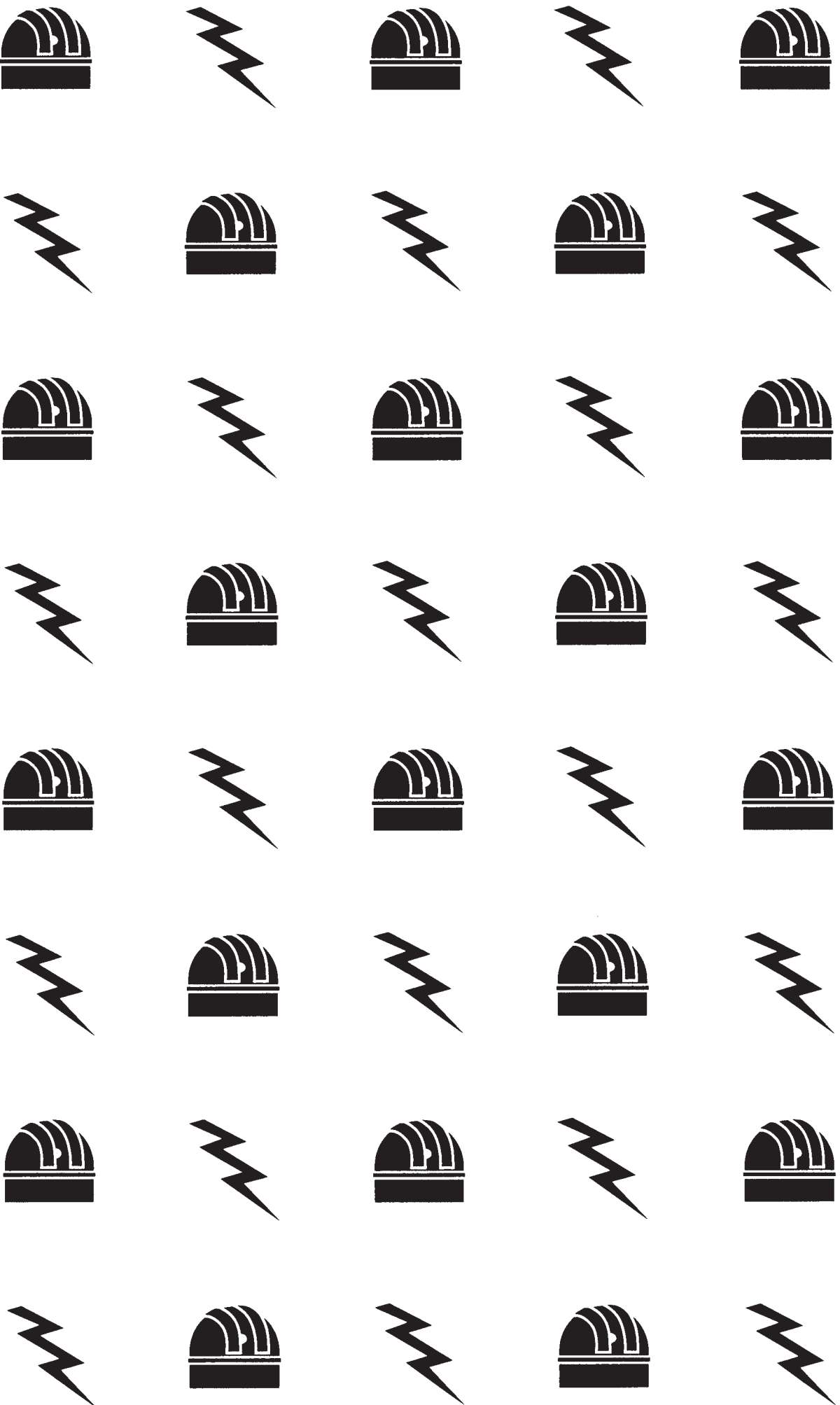
6.2.21

KAHULUI HARBOR FREIGHT TRAFFIC, BY COMMODITY

Commodity	2004	2005	2006	2007
All Commodities	3,900,523	4,132,492	4,793,519	5,629,882
Receipts	2,515,211	2,829,832	2,934,190	3,340,983
Shipments	1,385,312	1,302,660	1,859,329	2,288,899
Total Coal	56,073	72,094	45,490	65,629
Receipts	56,073	72,094	45,490	65,629
Shipments	0	0	0	0
Total Petroleum and Petroleum Products	481,596	628,619	537,608	602,444
Receipts	472,031	622,146	537,608	598,221
Shipments	9,565	6,473	0	4,223
Total Chemicals and Related Products	22,771	26,666	28,614	31,542
Receipts	21,976	25,788	28,255	30,719
Shipments	795	878	359	823
Total Crude Materials, Inedible Except Fuels	131,902	164,081	94,160	74,748
Receipts	122,390	144,589	65,588	55,990
Shipments	9,512	19,492	28,572	18,758
Total Primary Manufactured Goods	2,096,611	2,063,890	2,968,697	3,847,734
Receipts	1,228,770	1,309,490	1,566,202	1,952,700
Shipments	867,841	754,400	1,402,495	1,895,034
Total Food and Farm Products	484,835	525,214	444,466	365,483
Receipts	211,135	210,932	226,388	215,684
Shipments	273,700	314,282	218,078	149,799
Total all Manufactured Equipment, Machinery	625,959	650,854	670,830	637,814
Receipts	402,625	444,318	461,575	421,796
Shipments	223,334	206,536	209,255	216,018
Total Waste and Scrap NEC	565	599	567	4,244
Receipts	0	0	0	0
Shipments	565	599	567	4,244
Unknown or NEC	211	475	3,087	244
Receipts	211	475	3,084	244
Shipments	0	0	3	0

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 2004 - 2007.

Energy & Science



Section 7

ENERGY & SCIENCE

The increase in Maui County's population has been reflected in the utilities. Consumption and use of electricity, gas, utilities, and water have all increased dramatically over the last decade. Statistics on electricity, gas, water production and consumption are covered. Hawaiian Commercial and Sugar generated about 10.0% of the electric power used on the island of Maui in 2009. Ongoing scientific endeavors include observation of astronomical and man-made space objects from the summit of Mt. Haleakalā.

7.1.1

TELESCOPES AT THE SUMMITS OF MAUNA KE‘A AND HALEAKALĀ: 2008

Facility (mirror diameter in meters)	Capital cost ¹ (\$mil)	Annual operating cost (\$mil)	County based staff	Operational
Mauna Kea observatories:				
UH 2.2-m (Optical/Infrared)	5	1.2	7	1970
Canada-France-Hawaii 3.6-m (Optical/Infrared)	30	7.5	49	1979
NASA IRTF 3.0-m (Infrared)	10	4.0	16	1979
United Kingdom 3.8-m (Infrared)	5	3.3	27	1979
James Clerk Maxwell 15-m Submillimeter	32	3.8	27	1986
Caltech 10.4-m Submillimeter	10	2.6	11	1986
VLBA Antenna 25-m (Radio)	7	0.3	2	1992
W.M. Keck Observatory (Keck I & II)				
10-m x 2 (Optical/Infrared)	170	13.0	130	1992/1996
Subaru (Japan National Large Telescope)				
8-m (Optical/Infrared)	170	18.4	96	1999
Fredrick C. Gillett Gemini 8m (Optical/Infrared)	92	13.3	105	1999
Submillimeter Array 8x6-m	80	5.0	27	2003
Mauna Kea Observatories Support Services	(X)	3.9 ²	30	1980
Total	611	72.4	527	
Haleakala observatories:				
Mees Solar Observatory	0.5	0.10	2	1968
Haleakala Observatories Projects	(NA)	0.42	5	1979
Maui Space Surveillance Site (MSSS) ³	200.0	16.00	120	1979
Advanced Electro-Optical System				
3.7-m Telescope (AEOS)	50.0	15.00	55	1997
Faulkes 2-m Telescope	5.0	0.40	2	2003
Transportable Laser Ranging System (TLRS4)	0.6	0.40	4	2005
Panoramic Survey Telescope And Rapid Response				
System (Pan-STARRS) PS1 @ LURE Observatory	15.0	3.00	9	2009
Haleakala Support Facilities	(NA)	0.38	9	(NA)
Total	261.1	35.70	208	

NA Not available.

X Not applicable.

¹ Historical cost, not adjusted for inflation, and not including subsequent capital improvements for Mauna² Not included in the total since derived from facility operating costs.³ Formerly Air Force Maui Optical Station (AMOS).

SOURCE: University of Hawai'i at Mānoa, Institute for Astronomy, records.

7.1.2

**ELECTRIC UTILITIES,
MAUI COUNTY**

	2004	2005	2006	2007	2008
CUSTOMERS, DEC. 31					
<i>Total</i>					
Maui Island	57,430	59,248	60,218	61,485	62,266
Moloka'i	3,018	3,085	3,099	3,141	3,151
Lāna'i	1,548	1,568	1,620	1,697	1,648
Maui County	61,996	63,901	64,937	66,323	67,065
<i>Residential¹</i>					
Maui Island	48,753	50,281	50,922	52,066	52,922
Moloka'i	2,472	2,504	2,531	na	2,590
Lāna'i	1,334	1,350	1,381	1,431	1,413
Maui County	52,559	54,135	54,834	na	56,925
<i>Other</i>					
Maui Island	8,677	8,967	9,296	9,419	9,344
Moloka'i	546	581	568	562	561
Lāna'i	214	218	239	266	235
Maui County	9,437	9,766	10,103	10,247	10,140
GENERATING AND FIRM PURCHASED CAPABILITY, DEC. 31 (MW)					
Maui Island	245.2	232.8	248.0	260.3	262.3
Moloka'i	11.8	11.8	11.8	11.8	11.8
Lāna'i	10.3	10.3	10.3	9.3	9.3
Maui County	267.3	254.9	270.1	281.4	283.4
PEAK DEMAND (MW)²					
Maui Island	206.5	202.1	206.4	204.4	194.4
Moloka'i	6.7	6.3	6.2	6.3	5.9
Lāna'i	4.8	5.1	5.5	5.4	5.2
POWER SOLD (1,000 kWh)					
<i>Total</i>					
Maui Island	1,184,554	1,188,253	1,202,503	1,213,611	1,176,505
Moloka'i	35,344	35,918	35,273	35,756	33,586
Lāna'i	27,802	27,942	28,691	30,736	29,138
Maui County	1,247,700	1,252,113	1,266,467	1,280,103	1,239,229
<i>Residential</i>					
Maui Island	419,276	421,130	424,628	428,414	414,006
Moloka'i	13,413	13,012	12,717	12,697	12,437
Lāna'i	7,688	7,865	8,088	8,465	8,120
Maui County	440,377	442,007	445,433	449,576	434,563
<i>Other</i>					
Maui Island	765,268	767,123	777,875	785,197	762,499
Moloka'i	21,931	22,906	22,556	23,059	21,149
Lāna'i	20,114	20,077	20,603	22,271	21,018
Maui County	807,313	810,106	821,034	830,527	804,666

7.1.2

CONTINUED

	2004	2005	2006	2007	2008
AVERAGE ANNUAL USE (kWh)³					
<i>Residential</i>					
Maui Island	8,600	8,376	8,339	8,228	7,823
Moloka'i	5,426	5,196	5,024	4,923	4,802
Lāna'i	5,763	5,826	5,857	5,915	5,747
Maui County	n/a	n/a		na	na
<i>Other</i>					
Maui Island	88,195	85,550	83,678	83,363	81,603
Moloka'i	40,166	39,425	39,711	41,030	37,699
Lāna'i	93,990	92,096	86,205	83,726	89,438
Maui County	na	na	na	na	na
AVERAGE RATE (dollars per kWh)					
<i>Residential</i>					
Maui Island	0.20817	0.24687	0.27784	0.28056	0.37117
Moloka'i	0.25741	0.30111	0.33955	0.34197	0.43692
Lāna'i	0.25149	0.30019	0.32505	0.32782	0.44089
Maui County	na	na	na	na	na
<i>Other</i>					
Maui Island	0.19296	0.23321	0.26349	0.26337	0.35394
Moloka'i	0.25543	0.29621	0.33543	0.33497	0.43307
Lāna'i	0.23959	0.29003	0.31364	0.32809	0.44362
Maui County	na	na	na	na	na
REVENUES (\$1,000)					
<i>Total</i>					
Maui Island	234,943	282,868	322,941	326,991	423,546
Moloka'i	9,054	10,703	11,884	12,066	14,593
Lāna'i	6,752	8,184	9,091	10,081	12,904
Maui County	250,749	301,755	343,916	349,138	451,043
<i>Residential</i>					
Maui Island	87,281	103,964	117,980	120,197	153,668
Moloka'i	3,453	3,918	4,318	4,342	5,434
Lāna'i	1,933	2,361	2,629	2,775	3,580
Maui County	92,667	110,243	124,927	127,314	162,682
<i>Other</i>					
Maui Island	147,662	178,904	204,961	206,794	269,878
Moloka'i	5,602	6,785	7,566	7,724	9,159
Lāna'i	4,819	5,823	6,462	7,307	9,324
Maui County	158,083	191,512	218,989	221,825	288,361

¹ 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.

² 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.

³ Based on number of customers at end of year. n/a Not Available.

MW: Megawatts kWh: Kilo-watt-hour.

SOURCE: Hawai'i 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, 2004-2008.

7.1.3

GAS UTILITIES, MAUI COUNTY*Excludes bottled gas*

	2003	2004	2005	2006	2007	2008
Island of Maui						
Customers (December 31)						
Residential ¹	321	317	321	319	341	431
Other	76	74	76	77	77	82
Total	397	391	397	396	418	513
Gas Sold (1,000 therms)						
Residential	69	69	74	76	83	93
Other	766	782	755	726	724	681
Total	836	850	829	802	807	774
Average Annual Use (therms)						
Residential	216	217	231	238	243	216
Other	10,081	10,561	9,934	9,429	9,403	8,305
Average Rate (\$ per therm)²						
Residential	2.82044	2.91367	3.14865	3.34211	3.49398	4.08602
Other	1.51092	1.59858	1.87550	2.05510	2.25138	2.88399
Revenues (\$1,000)						
Residential	196	201	233	254	290	380
Other	1,158	1,249	1,416	1,492	1,630	1,964
Total	1,353	1,450	1,649	1,746	1,920	2,344
Island of Moloka'i³						
Customers (December 31)						
Total/Residential	72	73	78	81	80	82
Gas Sold (1,000 therms)						
Total/Residential	15	14	14	14	13	14
Average Annual Use (therms)						
Total/Residential	202	185	179	173	163	171
Average Rate (\$ per therm)						
Total/Residential	3.00433	3.15372	3.35714	3.71429	4.00000	4.08602
Revenues (\$1,000)						
Total/Residential	44	43	47	52	52	61

¹ 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.

² Based on number of customers at end of year.

³ All Molokai customers are residential.

SOURCE: Hawai'i State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records.

7.1.4

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

In billion BTU

	2002	2003	2004	2005	2006
Asphalt and road oil	709.9	731.5	799.5	1,319.2r	20.6
Aviation gasoline	88.6	77.4	197.1r	224.4	208.1
Distillate fuel	47,099.5	46,782.6	50,293.6r	42,564.6	38,977.1
Kerosene-type jet fuel	59,450.4	73,620.8	75,465.8	92,831.2	86,944.7
Naphtha-type jet fuel	0.0	0.0	0.0	0.0	0.0
Kerosene	0.7	0.9	0.8	0.8	0.8
Liquified petroleum gasses	2,782.4	1,786.3	1,672.9	1,563.1	1,787.4
Lubricants	539.3	498.6	505.1	502.5	489.6
Motor gasoline	54,261.1	55,176.6	56,013.6r	57,283.4	60,177.1
Residual fuel	80,086.4	75,938.7	82,423.1	83,048.4	92,335.6
Other petroleum products ¹	14,167.6	15,438.6	15,183.8	15,847.8	16,270.7
Subtotal petroleum products	259,185.8	270,052.1	282,555.3	295,185.3r	297,211.6
Geothermal energy	1,537.2	3,755.0r	4,490.7r	4,665.8r	4,469.4
Solar thermal and photovoltaic energy	1,369.8	1,417.5	1,467.9	1,584.0r	1,769.5
Wind energy	16.4	16.1	75.1	66.3	790.3
Subtotal geothermal, solar thermal, photovoltaic and wind energy	2,923.4	5,189.8	6,033.7r	6,316.1r	7,029.2
Coal	16,618.0	19,255.5	19,253.7	17,956.0	18,049.2
Hydroelectric power	967.1	926.9	941.1	961.8	1,191.1
Natural gas	139.8r	136.9r	155.2r	195.0r	179.3
Wood and waste	7,480.2r	9,304.5r	9,334.5r	8,178.5r	8,498.0
Total energy consumption	287,314.3r	304,864.5r	318,273.3r	328,793.1r	332,158.6

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

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

r Revised from previous Data Book.

SOURCE: U.S. Department of Energy, Energy Information Administration, Combined State Energy Data System 2006.

7.1.5

WATER SERVICES AND CONSUMPTION, MAUI COUNTY*Years ending June 30*

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	NUMBER OF SERVICES										
State Total	233,043	235,799	238,665	242,092	245,397	247,862	254,036	258,790	261,096	265,243	267,771
Maui County	28,720	29,333	29,750	30,414	31,021	31,680	32,344	33,123	33,675	34,682	35,444
Maui	27,205	27,809	28,217	28,872	29,451	30,102	30,751	31,510	32,045	33,032	33,789
Moloka'i	1,515	1,524	1,533	1,542	1,570	1,578	1,593	1,613	1,630	1,650	1,655
	CONSUMPTION (million gallons)										
State Total	73,301	76,631	76,401	78,748	77,868	80,735	78,245	77,171	80,106	80,959	80,287
Maui County	11,729	12,547	12,719	12,883	12,312	12,695	12,436	12,961	13,186	13,258	12,797
Maui	11,399	12,199	12,388	12,546	11,997	12,357	12,105	12,644	12,883	12,961	12,510
Moloka'i	369	348	331	337	315	338	331	317	303	297	287

SOURCE: County of Maui, Department of Water Supply, *Annual Report FY 2008*.

7.1.6

DAILY AVERAGES FOR WATER PRODUCTION BY AREA, MAUI COUNTY

in thousands of gallons

Area	07/08	08/08	09/08	10/08	11/08	12/08	01/09	02/09	03/09	04/09	05/09	06/09	Prev. 12 months
Central Maui													
Groundwater-lao	16,987	17,063	15,359	16,177	14,457	11,220	10,322	11,945	12,622	13,306	14,215	16,161	14,053
'lao Tunnel	1,235	1,278	1,184	958	1,118	1,449	1,317	1,343	1,429	1,493	1,408	1,419	1,312
Groundwater-Waihe'e	5,048	5,709	5,980	5,877	5,378	5,389	5,568	5,917	4,958	4,988	5,395	5,538	5,536
Kepaniwai	739	765	741	336	528	725	727	727	726	722	726	727	679
Surface Water	1,269	1,485	1,450	1,251	1,525	1,563	1,526	846	858	1,160	1,503	1,216	1,308
Upcountry Maui													
Surface Water	7,075	7,216	6,103	6,781	5,308	4,623	4,068	4,854	4,788	5,804	6,417	6,492	5,758
Groundwater	1,975	1,265	1,748	1,721	2,038	1,159	1,083	1,150	1,052	1,158	1,368	2,299	1,441
West Maui													
Surface Water	2,987	3,027	3,219	2,864	2,681	2,717	2,460	2,405	2,705	2,817	3,025	3,139	2,856
Groundwater	3,171	2,787	2,467	2,250	2,050	1,567	1,827	2,190	1,850	2,298	2,584	2,695	2,247
East Maui													
Groundwater	373	354	345	333	327	352	348	357	363	368	409	411	361
Moloka'i													
Groundwater	1,180	1,199	1,239	1,158	1,036	869	911	984	964	1,080	1,154	1,145	1,027
TOTAL WATER PRODUCTION	42,039	42,146	39,834	39,706	36,446	31,634	30,156	32,717	32,314	35,193	38,205	41,242	36,578

SOURCE: County of Maui, Department of Water Supply, Water Quality Report.

7.1.7

WATER SYSTEM DEVELOPMENT FEE SCHEDULE

Effective July 29, 2002

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

Note: Fees do not include installation charges.

7.1.8

WATER SERVICES BY METER SIZE, MAUI COUNTY

District	5/8"	3/4"	1"	1-1/2"	2"	3"	4"	6"	8"	Total
Regular Rates										
Wailuku	17,247	1,316	528	407	393	60	24	5	1	19,981
Makawao	8,582	308	169	67	28	18	3	1	0	9,176
Lahaina	2,711	217	129	122	123	24	7	2	0	3,335
Hāna	492	9	8	4	4	0	0	0	0	517
Moloka'i	1,536	45	31	15	18	2	0	1	0	1,646
Subtotal	30,568	1,895	865	615	566	104	34	9	1	34,657
Agricultural Service Meters										
Wailuku	24	7	9	2	2	2	1	0	0	47
Makawao	406	73	99	100	35	1	3	0	0	717
Lahaina	4	4	1	0	0	0	1	0	0	10
Hāna	6	0	2	0	0	0	0	0	0	8
Moloka'i	3	0	2	0	0	0	0	0	0	5
Subtotal	443	84	113	102	37	3	5	0	0	787
Total	31,011	1,979	978	717	603	107	39	9	1	35,444

SOURCE: County of Maui, Department of WaterSupply, *Annual Report FY 2008*.

7.1.9

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

Purchased From	1,000 Gallons	Amount	Cost Per 1,000 Gallons
East Maui Irrigation	2,411,954	\$145,441	\$0.060
Wailuku Agribusiness	612,156	305,631	0.499
Maui Land & Pine	673,725	69,838	0.104
Hawaiian Home Lands	16,847	64,830	3.848
R.W. Meyers	0	0	0.000
HC&S	0	0	0
Total	3,714,682	\$585,739	\$0.158
District			
Wailuku	612,156	\$305,631	\$0.499
Kula	1,402,729	84,585	0.060
Makawao	994,047	59,941	0.060
Lahaina	673,725	69,838	0.104
Hāna	15,178	915	0.060
Moloka'i	16,847	64,830	3.848
Total	3,714,682	\$585,739	\$0.158
Other Water			
Wailuku - Wlku. Agribusiness	390,900		
Wailuku - HI. Land & Farming	1,828,007		
Total	2,218,907		

SOURCE: County of Maui, Department of WaterSupply, *Annual Report FY 2008*.

7.1.10

**WATER SALES TO GENERAL AND AGRICULTURAL
CONSUMERS BY DISTRICT & SYSTEMS,
MAUI COUNTY, FISCAL YEAR**

System	Services	Change from FY 2006	Consumption (1,000 gallons)	Change from FY 2006 (1,000 gallons)
Wailuku District				
Wailuku	6,176	249	1,316,720	(27,227)
Waihe'e	189	(1)	27,765	(6,060)
Waikapū	814	304	92,545	28,753
Wailuku Heights	490	0	82,190	(7,811)
Kahului	5,065	34	1,723,055	(129,256)
Pu'unēnē	12	1	40,427	5,435
Kihei	5,940	117	4,084,151	(65,425)
Mā'alaea	45	0	76,813	(1,087)
Mākena	204	(1)	216,696	(27,314)
Pā'ia-Kū'au	902	(1)	156,617	(5,351)
Spreckelsville	185	11	78,882	(3,013)
Subtotal	20,022	713	7,895,861	(238,356)
Makawao District				
Kokomo-Kaupakalua	1,271	17	171,681	(7,428)
Kuiaha	296	0	69,054	6,350
Ha'ikū-Pa'uwela	838	2	151,788	2,396
Makawao	2,032	6	349,315	(20,377)
Pukalani	2,076	2	367,251	(23,331)
Hāili'imaile	202	1	34,426	2,642
Upper Kula	1,963	3	492,097	(60,894)
Lower Kula	1,100	2	681,804	(132,141)
'Ulupalakua	80	(1)	52,732	(4,601)
Kula Agr. Park	39	0	172,643	(40,811)
Subtotal	9,897	32	2,542,791	(278,195)
Lahaina District				
Lahaina	2,026	10	848,378	2,292
Honokōwai	471	0	591,221	28,344
'Alaeloa	840	0	571,151	43,141
Honokōhau	9	0	913	47
Subtotal	3,346	10	2,011,663	73,824
Moloka'i District				
Kawela-Kaunakakai	1,169	7	214,746	(2,250)
'Ualapu'e	374	(1)	62,530	(7,441)
Kala'e	112	(1)	9,767	(22)
Hālawa	0	0	0	0
Subtotal	1,655	5	287,043	(9,713)
Hāna District				
Hāna	384	2	49,162	(5,596)
Nāhiku	39	0	2,680	(1,060)
Ke'anae	84	0	6,837	(1,067)
Kaupō	17	0	1,074	(290)
Subtotal	524	2	59,753	(8,013)

SOURCE: County of Maui, Department of Water Supply, *Annual Report FY 2008*.

7.1.11

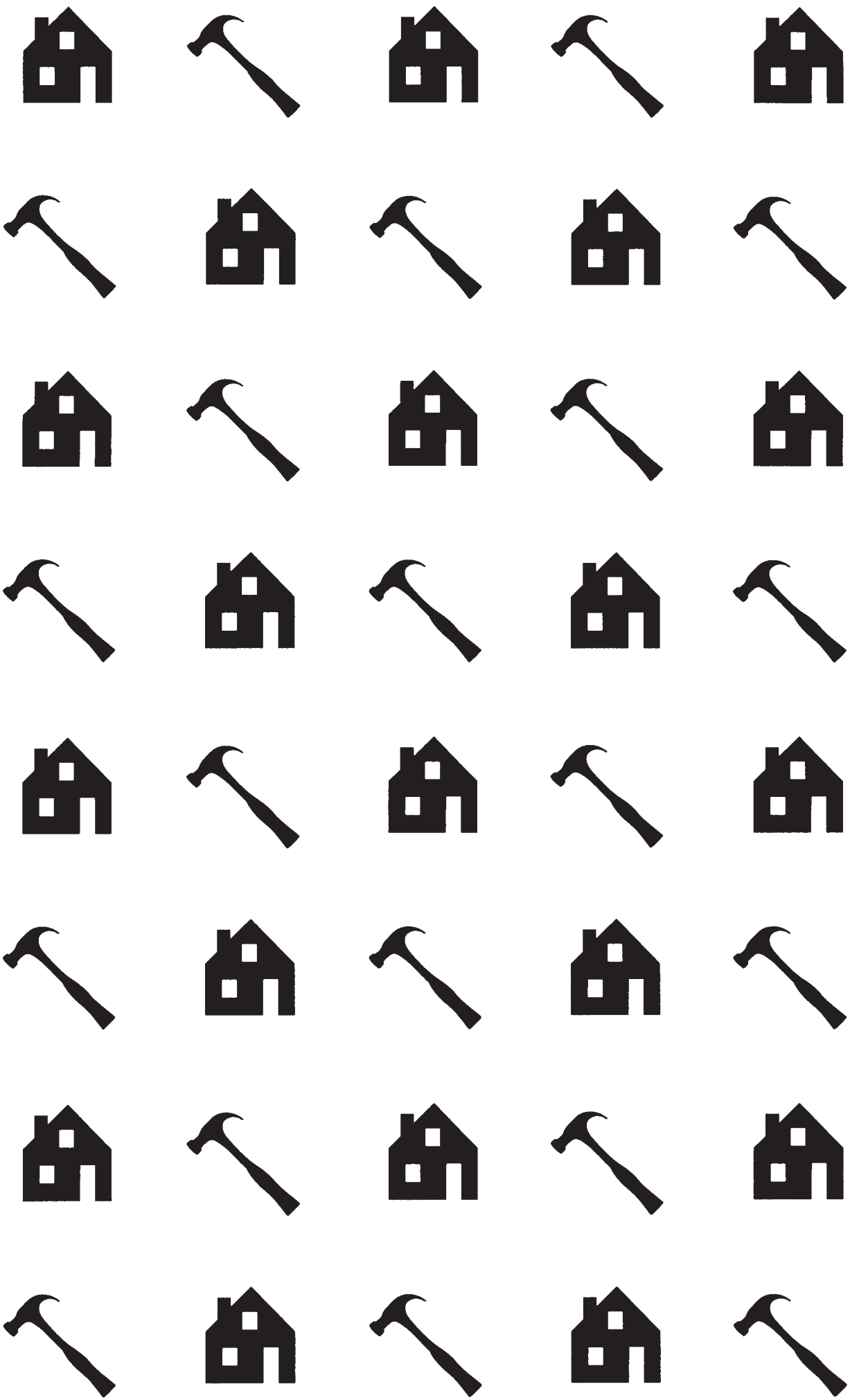
**WATER CONSUMPTION BY DISTRICT,
MAUI COUNTY, FISCAL YEAR**

1,000 gallons

Months	Total	Wailuku	Makawao	Kula	Lahaina	Moloka'i	Hāna
General							
July-August	2,256,316	1,468,351	191,398	115,545	412,774	56,110	12,138
September-October	2,116,681	1,422,180	200,985	99,036	334,710	48,222	11,548
November-December	1,853,675	1,288,959	153,697	87,614	276,396	45,318	1,691
January-February	1,605,734	1,087,122	123,903	75,515	264,778	37,375	17,041
March-April	1,808,676	1,163,285	155,661	85,054	350,662	43,314	10,700
May-June	1,981,695	1,280,515	196,269	103,938	350,179	48,158	2,636
Total	11,622,777	7,710,412	1,021,913	566,702	1,989,499	278,497	55,754
Agricultural							
July-August	233,818	25,641	24,935	175,563	5,587	1,560	532
September-October	234,329	50,581	26,904	151,335	3,160	1,995	354
November-December	189,939	37,932	20,232	125,912	3,700	1,427	736
January-February	151,357	16,621	13,407	118,056	1,669	776	828
March-April	160,999	22,326	13,977	119,037	3,875	1,276	508
May-June	203,892	32,348	22,147	142,671	4,173	1,512	1,041
Total	1,174,334	185,449	121,602	832,574	22,164	8,546	3,999
Grand Total	12,797,111	7,895,861	1,143,515	1,399,276	2,011,663	287,043	59,753

SOURCE: County of Maui, Department of Water Supply, *Annual Report FY 2008*.

Construction & Housing



Section 8

CONSTRUCTION & HOUSING

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

There are approximately 66,000 housing units on Maui of which around 28,000 (57.5%) are owner-occupied. 1,607 building permits were issued in 2008.

8.1.1

NUMBER AND VALUE OF BUILDING PERMITS, MAUI COUNTY

Ending December 31

Year	Number Issued	Estimated Value (\$1,000)
1996	2,369	195,916
1997	2,254	193,129
1998	2,338	207,498
1999	2,365	250,486
2000	2,294	355,360
2001	2,012	312,737
2002	1,915	273,716
2003	2,199	469,277
2004	2,472	448,831
2005	2,348	831,416
2006	2,404	979,412
2007	2,196	727,772
2008	1,607	443,840

SOURCE: Compiled monthly from county building departments by the Hawai'i State Department of Business, Economic Development & Tourism.

8.1.2

VALUE OF BUILDING PERMITS, MAUI COUNTY

In thousands of dollars

Category	2003	2004	2005	2006	2007	2008
Residential	271,286	285,212	486,407	362,279	302,401	276,188
Hotel	0	43,000	131,924	400,142	181,153	0
Non-residential	150,423	58,757	101,858	117,570	127,728	66,171
Additions and alterations	47,568	61,862	111,227	99,421	116,489	101,481
Total	469,277	448,831	831,416	981,418	727,772	443,840

SOURCE: Compiled monthly from county building departments by the Hawai'i State Department of Business, Economic Development & Tourism 2003 - 2008, Maui County, Development Services Administration, Department of Public Works and Environmental Management, 2008 records.

8.1.3

PRIVATE RESIDENTIAL CONSTRUCTION AUTHORIZATIONS, MAUI COUNTY

	2004	2005	2006	2007	2008
Authorized Housing Units (number)					
New single-family units	1,104	967	1,008	1,050	527
New multi-family units	379	173	390	251	81
Total	1,483	1,140	1,398	1,301	608
Permit Value (\$)					
New single-family units	188,003,293	170,950,893	199,721,428	210,034,680	110,418,556
New multi-family units	31,176,018	53,158,528	38,868,559	28,482,221	38,917,886
Total	219,179,311	224,109,421	238,589,987	238,516,901	149,336,442

SOURCE: U.S. Census Bureau, Monthly New Privately-Owned Residential Building Permits, Maui County, 2004-2008.

8.1.4

PRIVATE RESIDENTIAL CONSTRUCTION AND DEMOLITION AUTHORIZED BY PERMITS, MAUI COUNTY

Year	New One Family Dwellings	New Duplex Units	New Apartments	Units Demolished ¹
1997	574	2	147	40
1998	563	438	40	42
1999	650	42	218	86
2000	842	24	245	37
2001	767	28	253	43
2002	807	36	371	34
2003	889	6	206	47
2004	1,160	28	371	44
2005	971	206	388	52
2006	1,083	44	304	47
2007	1,062	34	217	48
2008	535	142	113	39

¹ All county figures, except for Maui County, exclude units destroyed by fire, volcanic activity, high winds, and other disasters.

SOURCE: Compiled from county building departments by the Hawai'i State Department of Business, Economic Development & Tourism.

8.1.5

LOW INCOME RENTAL HOUSING AFFORDABILITY, BY COUNTY

	County					State
	Maui	Kalawao	Honolulu	Hawai'i	Kaua'i	
Housing Wage						
Hourly wage necessary to afford 2 BR FMR ¹	\$28.17	\$24.10	\$31.37	\$19.96	\$25.35	\$29.53
Housing Cost						
Two Bedroom FMR (2008)	\$1,465	\$1,253	\$1,631	\$1,038	\$1,318	\$1,536
Income needed to afford 2 BR FMR	\$58,600	\$50,120	\$65,240	\$41,520	\$52,720	\$61,428
Full-time jobs at minimum wage ⁶ need to afford 2 BR FMR	3.9	3.3	4.3	2.8	3.5	4.1
Area Median Income (AMI)²						
Annual AMI	\$75,400	\$35,000	\$79,300	\$65,100	\$70,600	\$76,565
Rent affordable at AMI ³	\$1,885	\$875	\$1,983	\$1,628	\$1,765	\$1,914
30% of AMI ⁴	\$22,620	\$10,500	\$23,790	\$19,530	\$19,530	\$22,970
Rent affordable at 30% of AMI	\$566	\$263	\$595	\$488	\$530	\$574
Renter Households						
Number (2000)	18,489	115	130,217	18,819	7,817	175,457
% of total households (2000)	42%	100%	45%	36%	39%	44%
Estimated mean renter hourly wage (2006) ⁵	\$13.31	n/a	\$13.37	\$11.21	\$11.75	\$13.03
Rent affordable at mean wage	\$692	n/a	\$695	\$583	\$611	\$678
Full time jobs at mean renter wage needed to afford 2 BR FMR	2.1	n/a	2.3	1.8	2.2	2.3

n/a: not applicable.

¹ FMR = Fair Market Rent (HUD, 2008; final as of October 1).

² AMI = Area Median Income (HUD, 2009)

³ "Affordable" rents represent the generally accepted standard of spending not more than 30% of income on housing cost.

⁴ Annual income of 30% of AMI or less is the federal standard for extremely low income households. Does not include HUD-specific adjustments.

⁵ Estimated mean renter wage is based on BLS data and adjusted using the ratio of renter to overall household income reported in Census 2000

⁶ Minimum wage = \$7.25 at time of report.

SOURCE: National Low Income Housing Coalition, *Out of Reach 2007 - 2008*.

8.1.6

PLANNED ADDITIONS TO AND SUBTRACTIONS FROM MAUI VISITOR INDUSTRY PLANT SUPPLY

Name of Facility	Planned Type	Planned Units	Estimated Completion
Kahului Airport Hotel	Hotel	140	NA
Maui Palms Redevelopment	Hotel	136	NA
Maui Lu Timeshare	Timeshare	400	NA
Baccarat Resort - Wailea	Hotel/Condo	193	NA
Kamaole Heights	Hotel/Condo	24	NA
Kula Lodge Project	Hotel	15	NA
Silversword Inn Project Dist. 2	Inn	12	NA
Westin (N.B. Lot 1)	NA	177	NA
Hyatt Regency Maui	Timeshare	131	NA
Westin Kā'anapali Ocean Resort	Timeshare	516	NA
Westin Kā'anapali Ocean Resort	Timeshare	390	NA
Kapalua Bay Visitor Accommodations	Hotel	155	NA
Kapalua Project District 1	NA	1,050	NA
Marriott Maui Ocean Club Sequel Towers	Timeshare	148	NA
Plantation Inn	Hotel	14	NA
Villas at Royal Lahaina	NA	455	NA

NA: Not Available

SOURCE: Hawai'i State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, 2008 Visitor Plan Inventory, Table 9.

8.1.7

AVERAGE WEEKLY WAGES FOR CONSTRUCTION INDUSTRIES, MAUI COUNTY - 2007

Industry	Number of Establishments	Average Employment	Total Wages	Average Weekly Wages
Construction	629	4,923	\$281,530,301	\$1,100
Construction of Buildings	230	1,631	\$90,867,763	\$1,071
Residential Building Construction	182	994	\$51,581,659	\$998
Nonresidential Building Construction	48	636	\$39,286,104	\$1,188
Heavy and Civil Engineering Construction	42	738	\$58,262,391	\$1,518
Land Subdivision	23	235	\$17,291,117	\$1,415
Highway, Street, and Bridge Construction	9	386	\$31,878,521	\$1,588
Specialty Trade Contractors	357	2,555	\$132,400,147	\$997
Building Foundation/Exterior Contractors	69	460	\$21,530,668	\$900
Building Equipment Contractors	115	907	\$50,705,918	\$1,075
Building Finishing Contractors	114	771	\$38,575,565	\$962
Other Specialty Trade Contractors	59	417	\$21,587,996	\$996

SOURCE: State of Hawai'i, Department of Labor and Industrial Relations, Research and Statistics Office.

8.1.8

**BUILDING PERMITS ISSUED,
MAUI COUNTY CALENDAR YEAR 2008**

Types of Permits	No. of Permits	No. of Units	Valuation
Single Family, Detached	535	535	\$152,701,147.00
Single Family, Attached	4	8	\$950,440.00
Two Family Buildings	67	134	\$28,528,270.00
Three and Four Family Bldgs.	8	26	\$7,697,425.00
Five or More Family Bldgs.	13	87	\$82,855,608.00
Amusement, Social, and Recreational	3		\$13,527,000.00
Churches and other Religious	1		\$2,000,000.00
Industrial	1		\$156,800.00
Offices, Banks, and Professional	7		\$8,578,065.00
Schools and Other Educational	2		\$1,850,000.00
Stores and Customer Services	14		\$21,248,555.00
Other Non-Residential Bldgs.	78		\$4,738,894.00
Structures other than Bldgs.	200		\$14,628,078.48
Residential - (Add, Alter, Convert)	425	20	\$40,154,809.17
Commercial - (Add, Alter, Convert)	157		\$59,276,581.00
Additions of Res Garages/Carport	74		\$6,176,865.00
Demo - Single Family Homes	33	33	\$180,100.00
Demo - Two Family bldgs.	3	6	\$4,000.02
Demo - All Other Bldgs. And Structure	39		\$148,450.04
Repairs to Dwellings	24		\$592,096.00
Repairs to Other Bldgs.	94		\$9,633,104.00
Relocate Residential Bldgs.	3		\$62,000.00
Relocate Garages & Other Bldgs.	2		\$17,700.00
Fences, Retaining Wall, Seawalls, etc.	129		\$12,282,019.22
Mechanical Work	1		\$1,000.00
Temporary Structures (Tents, Booths, etc.)	77		\$378,155.69
Total	1,994	849	\$468,367,162.62

SOURCE: County of Maui, Department of Public Works, records.

8.1.9

CONSTRUCTION ESTABLISHMENTS BY TYPE AND LOCATION, MAUI COUNTY

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

Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Residential Building Construction (NAICS 2361---)									
	Ha'ikū	16	Lahaina	30	Kauanakakai	4			
	Hāna	4	Makawao	30	Kualapu'u	1			
	Kahului	6	Pā'ia	3	Maunaloa	1	Maui subtotal		161
	Kihei	39	Wailuku	20	Lāna'i City	4	Total		171
	Kula	13							
Nonresidential Building Construction (NAICS 2362---)									
	Ha'ikū	3	Kihei	3	Makawao	2			
	Hāna	1	Kula	1	Wailuku	6	Maui subtotal		25
	Kahului	8	Lahaina	1	Kaunakakai	1	Total		26
Utility System Construction (NAICS 2371---)									
	Ha'ikū	1	Kahului	3	Wailuku	3	Total		7
Land Subdivision (NAICS 2372---)									
	Ha'ikū	1	Kihei	3	Wailuku	3			
	Kahului	2	Kula	1			Total		10
Highway, Street, and Bridge Construction (NAICS 2373---)									
	Kahului	2					Total		2
Other Heavy and Civil Engineering Construction (NAICS 2379---)									
	Kahului	2	Kihei	2	Lahaina	1	Total		5
Foundation, Structure, and Building Exterior Contractors (NAICS 2381---)									
	Ha'ikū	3	Kula	4	Pā'ia	1			
	Kahului	11	Lahaina	8	Wailuku	12	Maui subtotal		60
	Kihei	15	Makawao	6	Ho'olehua	1	Total		61
Building Equipment Contractors (NAICS 2382---)									
	Ha'ikū	10	Kula	6	Wailuku	21			
	Hāna	1	Lahaina	8	Ho'olehua	1			
	Kahului	26	Makawao	7	Kaunakakai	2	Maui subtotal		102
	Kihei	22	Pā'ia	1			Total		105
Building Finishing Contractors (NAICS 2383---)									
	Ha'ikū	8	Lahaina	11	Lāna'i City	1			
	Kahului	19	Makawao	10			Maui subtotal		92
	Kihei	17	Pā'ia	2			Total		93
	Kula	8	Wailuku	17					
Other Specialty Trade Contractors (NAICS 2389---)									
	Ha'ikū	2	Lahaina	3	Ho'olehua	1			
	Kahului	6	Makawao	7	Kaunakakai	1	Maui subtotal		39
	Kihei	8	Wailuku	9	Lāna'i City	1	Total		42
	Kula	4							
							Grand Total		522

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

SOURCE: U.S. Department of Commerce, U.S. Census Bureau, *Zip Code Business Patterns 2007*.

8.1.10

**ESTIMATED VALUE OF LAND TRANSACTIONS,
BY COUNTY**

In thousands of dollars

Year	Maui County	Hawai'i County	Kaua'i County	City and County of Honolulu	State Total
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
2002	2,164,631	2,053,321	810,053	5,783,195	10,811,198
2003	3,687,957	2,269,635	1,081,279	8,605,070	15,643,941

SOURCE: Hawai'i State Department of Land and Natural Resources, Bureau of Conveyances, records.

8.2.1

SUMMARY HOUSING CHARACTERISTICS, BY COUNTY

Data includes some condominium units used or intended for use by transients

2000 Characteristic	State Total	Hawai'i	Honolulu	Kaua'i	Maui¹
All housing units	460,542	62,674	315,988	25,331	56,549
Percent					
Structure built 1990-2000	18.1	26	14.6	29.4	23.8
Structure built before 1940	4.7	6.7	4.4	5.3	4.1
Lacking complete plumbing	1	2.7	0.6	0.9	1
Lacking complete kitchen facilities	1.4	3	1.2	1.6	1.1
Percent with no telephone service ²	2	3.3	1.7	2.2	2.4
Median number of rooms	4.3	4.6	4.3	4.6	4.0 ³
All occupied units	403,240	52,985	286,450	20,183	43,622
Percent householder moved into unit					
1999 to March 2000	20.2	19.7	20.1	17.7	22.2
Before 1980	22.6	20.1	23.8	21.7	17.8
Percent of units with occupants per room of 1.51 or more	7.8	5.7	8.2	5.4	8.2
Specified owner-occupied units	173,861	29,914	113,155	10,839	19,953
Median value (dollars)	272,700	153,700	309,000	216,100	249,900
With a mortgage	122,128	19,167	81,606	7,224	14,131
Median monthly costs (dollars)	1,571	1,133	1,653	1,375	1,572
Monthly costs were 35 percent or more of household income	38,510	5,970	24,904	2,435	5,201
Not mortgaged	51,733	10,747	31,549	3,615	5,822
Median monthly costs (dollars)	271	212	289	269	260
Specified renter-occupied units	174,458	18,382	129,907	7,735	18,434
Median gross rent (dollars)	779	645	802	739	788 ³
Rent was 35 percent or more of household income	50,848	5,637	37,543	2,320	5,348

¹ Includes Kalawao County (172 housing units), not shown separately.

² Telephone service not available in the unit from which calls could be made and received. This includes cellular telephones.

³ Maui County, not including Kalawao County. Median number of rooms for Kalawao County was 2.0. Median gross rent for Kalawao County was \$788. No median available for combined area of Maui and Kalawao County.

SOURCE: U.S. Census Bureau, Census 2000 *Summary File 3 Table DP-4. Profile of Selected Housing Characteristics: 2000* (May 2002).

8.2.2

SELECTED HOUSING CHARACTERISTICS, MAUI COUNTY

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

Maui County	2000	2006	2007	2008
All Housing Units	556,377	63,610	64,993	66,224
Units in Structure				
1 unit, detached	31,593	36,031	38,054	36,836
1 unit, attached	3,497	4,455	2,821	2,345
2 to 4 units	2,887	3,764	4,220	7,219
5 to 9 units	7,191	3,796	4,408	4,286
10 or more units	11,058	15,551	8,372	15,475
Mobile home, boat, other	151	13	154	63
Median Number of Rooms	4.0	4.0	4.1	3.9
Occupied Housing Units				
Total	43,507	47,540	50,568	48,950
With 1.01 or more persons per room	7,166	n/a	n/a	n/a
Vacant Housing Units				
Total	12,870	16,070	14,425	17,274
For seasonal, recreational, or occasional use	9,746	9,122	3,821	5,541
Percent of All Vacant Units	75.7	56.8	26.5	32.1
Homeowner Vacancy Rate	1.2	1.6	1.0	2.3
Rental Vacancy Rate	7.2	14.0	29.9	28.8
Owner-Occupied Housing Units				
Total	25,039	28,300	30,749	28,157
Percent of All Occupied Units	57.6	59.5	60.8	57.5
Average Household Size	3.13	3.24	2.97	3.12
Value of Specified Owner-Occupied Housing Units¹				
Total	19,953	28,300	30,749	28,157
Less than \$100,000	794	584	393	309
\$100,000 to \$199,999	5,292	1,198	1,077	982
\$200,000 to \$299,999	7,455	1,776	2,327	1,690
\$300,000 to \$499,999	4,348	4,905	5,370	5,246
\$500,000 to \$999,999	1,511	16,019	16,262	16,029
\$1,000,000 or more	553	3,818	5,320	3,901
Median (dollars)	249,900	625,600	637,200	621,500
Renter-Occupied Housing Units				
Total	18,468	19,240	19,819	20,793
Average Household Size	2.62	2.5	2.51	2.52
Gross Rent of Specified Renter-Occupied Units²				
Total	18,319	19,240	19,819	18,936
Less than \$300	1,055	632	501	192
\$300 to \$499	1,754	422	565	1,020
\$500 to \$749	4,829	1,848	1,466	782
\$750 to \$999	5,267	3,218	2,109	3,696
\$1,000 to \$1,499	3,109	6,983	8,203	6,747
\$1,500 or more	971	4,272	5,316	6,499
No cash rent	1,334	1,865	1,659	n/a
Median (dollars)	788	1,216	1,281	1,292

¹ 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.

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

N: Indicates that data for this geographic area cannot be displayed because the number of sample cases is too small. n/a: Not Available

SOURCE: U.S. Census Bureau, Census 2000 *Profile of General Demographic Characteristics, Hawaii (DP-1)* and *Profile of Selected Housing Characteristics, Hawaii (DP-4)*, 2006, 2007 and 2008 American Community Survey.

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
Maui County	56,377	4.0	43,507	7,166
Kalawao County (Kalaupapa)	172	2.0	115	0
Maui Island				
Ha'ikū-Pa'uwela CDP	2,455	4.6	2,311	313
Hāli'imaile CDP	260	4.9	254	45
Hāna CDP	239	3.5	184	63
Kā'anapali 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
Mā'alaea CDP	599	3.5	261	7
Makawao CDP	2,218	4.5	2,154	288
Nāpili-Honokōwai CDP	4,673	3.1	2,624	411
Pā'ia CDP	891	4.7	784	107
Pukalani CDP	2,543	5.0	2,463	365
Waihe'e-Waiehū CDP	1,889	5.0	1,864	448
Waikapū CDP	360	5.3	351	46
Wailea-Mākena CDP	4,871	4.0	2,510	147
Wailuku CDP	4,820	4.4	4,556	691
Moloka'i				
Kalawao County (Kalaupapa)	172	2.0	115	0
Kaunakakai CDP	962	4.2	872	209
Kualapū'u CDP	591	4.8	568	145
Maunaloa CDP	88	4.7	62	17
Lāna'i				
Lāna'i City CDP	1,354	3.9	1,161	269

SOURCE: U.S. Census Bureau, 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
Maui County	56,377	12,870	9,746	1.2	7.2
Kalawao County (Kalaupapa)	172	57	31	100.0	0.0
Maui Island					
Ha'ikū-Pa'uwela CDP	2,454	144	63	0.8	2.2
Hāli'imaile CDP	260	6	0	0.6	1.3
Hāna CDP	253	62	18	2.3	30.3
Kā'anapali 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
Mā'alaea CDP	600	337	272	0.0	33.3
Makawao CDP	2,222	71	20	0.9	1.2
Nāpili-Honōkawai CDP	4,681	2,052	1,704	0.4	13.6
Pā'ia CDP	890	107	63	1.3	6.5
Pukalani CDP	2,522	83	18	1.0	1.6
Waihe'e-Waiehū CDP	1,909	45	4	0.7	2.3
Waikapū CDP	360	13	0	1.5	2.4
Wailea-Mākena CDP	5,099	2,579	2,401	4.5	2.5
Wailuku CDP	4,780	245	52	1.2	3.7
Moloka'i					
Kalawao County (Kalaupapa)	172	57	31	100.0	0.0
Kaunakakai CDP	962	95	28	2.4	7.7
Kualapu'u CDP	592	28	7	1.1	6.8
Maunaloa CDP	91	26	1	33.3	24.0
Lāna'i					
Lāna'i City CDP	1,343	195	66	0.9	7.1

SOURCE: U.S. Census Bureau, 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
Maui County	56,377	43,507	25,039	18,468	3.13	2.62
Kalawao County (Kalaupapa)	172	115	0	115	0.00	1.28
Maui Island						
Ha'ikū-Pa'uwela CDP	2,454	2,310	1,416	894	3.01	2.54
Hāli'imaile CDP	260	254	176	78	3.45	3.68
Hāna CDP	253	191	129	62	3.84	3.44
Kā'anapali 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
Mā'alaea CDP	600	263	151	112	1.74	1.71
Makawao CDP	2,222	2,151	1,207	944	3.18	2.63
Nāpili-Honokōwai CDP	4,681	2,629	1,128	1,501	2.92	2.32
Pā'ia CDP	890	783	523	260	3.26	2.78
Pukalani CDP	2,522	2,439	1,600	839	3.13	2.84
Waihe'e-Waiehū CDP	1,909	1,864	1,526	338	4.07	3.21
Waikapū CDP	360	347	264	83	3.26	3.07
Wailea-Mākena 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
Moloka'i						
Kalawao County (Kalaupapa)	172	115	0	115	0.00	1.28
Kaunakakai CDP	962	867	531	336	3.34	2.79
Kualapu'u CDP	592	564	441	123	3.49	3.22
Maunaloa CDP	91	65	8	57	4.63	3.39
Lāna'i						
Lāna'i City CDP	1,343	1,148	571	577	2.91	2.59

SOURCE: U.S. Census Bureau, 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
Maui County	19,953	794	5,292	7,455	4,348	1,511	553
Kalawao County (Kalaupapa)	0	0	0	0	0	0	0
Maui Island							
Ha'ikū-Pa'uwela CDP	1,171	20	234	329	368	210	10
Hāli'imaile CDP	169	12	74	73	10	0	0
Hāna CDP	126	12	41	41	21	7	4
Kā'anapali 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
Mā'alaea CDP	13	0	3	3	0	3	4
Makawao CDP	1,117	36	327	513	197	40	4
Nāpili-Honokōwai CDP	631	0	38	311	199	50	33
Pā'ia CDP	477	14	204	167	41	32	19
Pukalani CDP	1,483	38	222	789	423	11	0
Waihe'e-Waiehū CDP	1,433	31	615	567	190	22	8
Waikapū CDP	258	9	71	131	45	2	0
Wailea-Mākena CDP	855	0	27	131	251	351	95
Wailuku CDP	2,070	109	568	711	530	124	28
Moloka'i							
Kalawao County (Kalaupapa)	0	0	0	0	0	0	0
Kaunakakai CDP	493	59	353	67	9	5	0
Kualapu'u CDP	340	126	158	29	14	9	4
Maunaloa CDP	7	2	5	0	0	0	0
Lanai							
Lāna'i City CDP	547	114	339	63	14	9	8

SOURCE: U.S. Census Bureau, 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

2000 Division and Place	ALL RENTER-OCCUPIED HOUSING UNITS			
	Total	One Unit, Detached or Attached	Persons Per Unit	Mean Number of Rooms
Maui County Total	14,062	9,423	2.66	3.6
Ha'ikū-Pa'uwela division	764	713	2.70	3.7
Ha'ikū-Pa'uwela CDP	614	570	2.68	3.8
Hāna division	257	234	2.75	3.3
Hāna CDP	69	59	3.06	3.5
Kahului division	1,996	1,397	2.91	3.4
Kahului CDP (part)	1,996	1,397	2.91	3.4
Kīhei division	2,412	1,301	2.46	3.5
Kīhei CDP	2,074	1,163	2.48	3.5
Mā'alaea CDP	117	11	1.86	3.0
Wailea-Mākena CDP (part)	219	125	2.59	4.2
Kula division	1,217	1,088	2.40	3.8
Wailea-Mākena CDP (part)	479	394	2.20	3.6
Lahaina division	2,564	1,041	2.56	3.3
Kā'anapali CDP	88	20	2.27	3.7
Kapalua CDP	51	12	2.16	3.4
Lahaina CDP	1,313	802	2.91	3.6
Nāpili-Honokōwai CDP	1,087	187	2.16	2.8
Makawao-Paia division	1,684	1,547	2.80	4.1
Hāli'imaile CDP	58	54	3.40	3.8
Makawao CDP	637	583	2.83	4.1
Pā'ia CDP	200	175	2.53	4.1
Pukalani CDP	626	590	2.95	4.2
Pu'unēnē division	47	43	3.21	4.6
Kahului CDP (part)	47	43	3.21	4.6
Spreckelsville division	37	36	2.11	4.1
Kahului CDP (part)	—	—	—	—
Waihe'e-Waikapū division	191	170	3.24	4.2
Waihe'e-Waiehū CDP (part)	84	74	3.19	4.1
Waikapū CDP	72	64	3.01	4.2
Wailuku CDP (part)	10	9	3.30	5.8
Wailuku division	1,758	955	2.64	3.4
Waihe'e-Waiehū CDP (part)	115	102	3.43	4.0
Wailuku CDP (part)	1,643	853	2.58	3.4
East Moloka'i division	511	361	2.65	3.3
Kaunakakai CDP	304	203	2.40	3.5
West Moloka'i division	239	212	3.35	4.0
Kualapu'u CDP	98	98	3.50	3.5
Maunaloa CDP	118	106	3.43	4.6
Lāna'i division	385	325	2.73	4.3
Lāna'i City CDP	376	318	2.74	4.3

SOURCE: U.S. CENSUS BUREAU, 2000 Census of Population and Housing, *Summary Population and Housing Characteristics, Hawai'i*.

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 ¹	\$300 to \$499	\$500 to \$749	\$750 to \$999	\$1,000 to \$1,499	\$1,500 or more
Maui County	18,319	2,389	1,754	4,829	5,267	3,109	971
Kalawao County (Kalaupapa)	115	90	0	25	0	0	0
Maui Island							
Ha'ikū-Pa'uwela CDP	917	139	46	219	334	144	35
Hāli'imaile CDP	74	16	15	7	17	17	2
Hāna CDP	49	8	8	23	5	3	2
Kā'anapali 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
Mā'alaea CDP	144	20	0	23	59	39	3
Makawao CDP	959	134	84	174	341	163	63
Nāpili-Honokōwai CDP	1,490	109	62	321	656	260	82
Pā'ia CDP	265	27	28	79	46	68	17
Pukalani CDP	850	64	21	202	230	251	82
Waihe'e-Waiehū CDP	331	129	20	63	52	37	30
Waikapū CDP	73	5	9	28	21	10	0
Wailea-Mākena CDP	1,127	103	9	164	430	279	142
Wailuku CDP	1,877	231	227	811	374	197	37
Moloka'i							
Kalawao County (Kalaupapa)	115	90	0	25	0	0	0
Kaunakakai CDP	337	107	69	86	65	10	0
Kualapu'u CDP	115	41	10	37	21	6	0
Maunaloa CDP	55	3	9	33	7	3	0
Lāna'i							
Lāna'i City CDP	584	119	270	109	69	17	0

¹ Includes no cash rent.

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

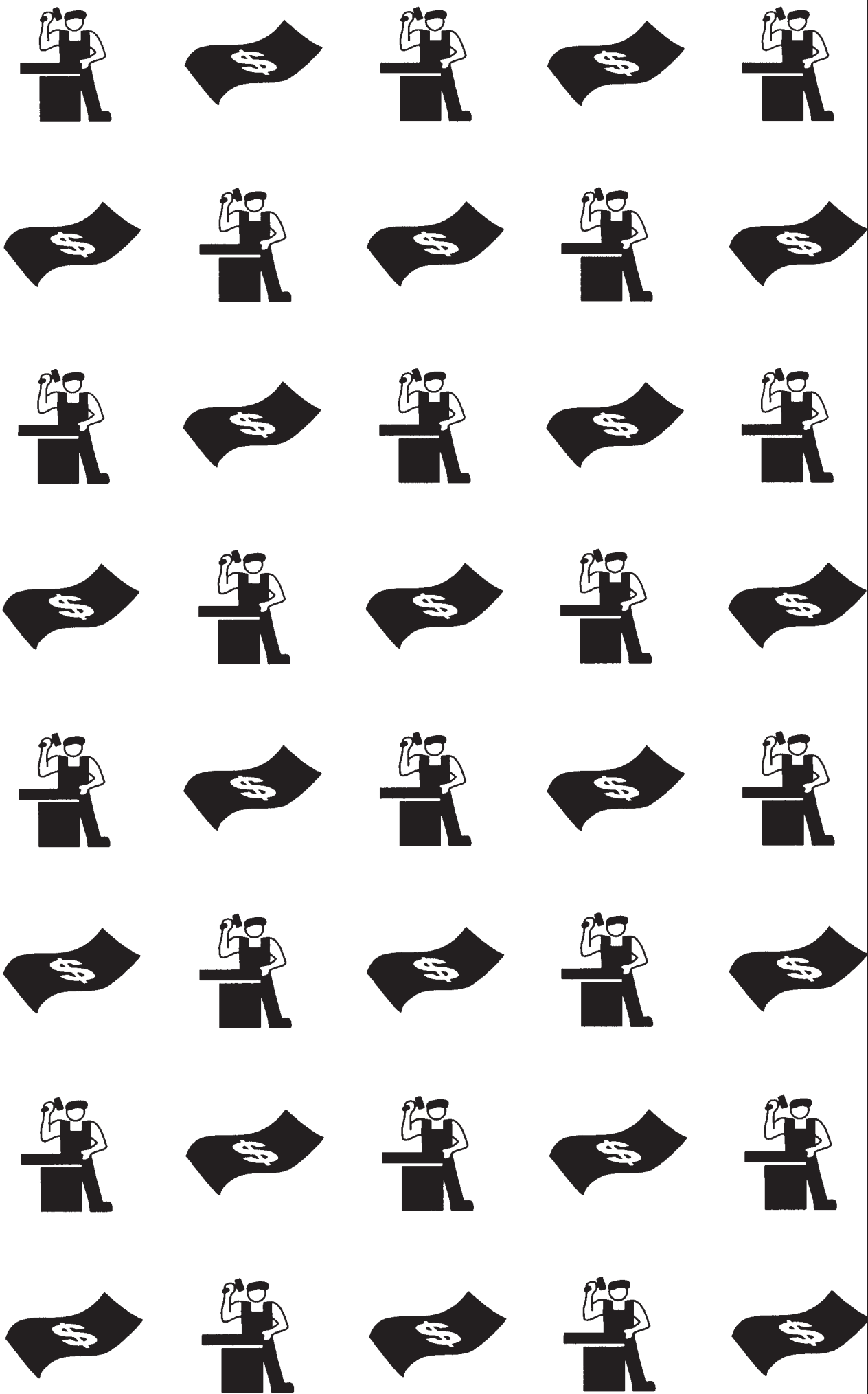
8.2.9

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

	1999	2006	2007	2008
Owner				
Housing unit with a mortgage	14,131	19,627	21,288	20,068
Less than 20.0 percent	8,636	3,895	5,073	4,202
20.0 to 24.9 percent	2,387	2,612	2,154	2,952
25.0 to 29.9 percent	2,060	2,483	3,049	1,353
30.0 to 34.9 percent	1,581	2,487	1,689	2,021
35.0 percent or more	5,201	7,837	9,190	9,540
Not computed	88	313	133	129
Median (dollars)	1,638	2,089	2,335	2,564
Renter				
Renter-occupied units	18,319	19,240	19,819	18,831
Less than 15.0 percent	3,254	1,995	1,913	1,775
15.0 to 19.9 percent	2,613	2,251	1,889	2,526
20.0 to 24.9 percent	2,291	2,086	2,088	1,676
25.0 to 29.9 percent	1,892	2,605	3,301	2,312
30.0 to 34.9 percent	1,342	1,201	1,316	2,136
35.0 percent or more	5,335	7,083	7,546	8,406
Not computed	1,592	2,019	1,766	1,962
Median (dollars)	788	1,216	1,281	1,292

SOURCE: U.S. Census Bureau, *Selected Housing Characteristics, 2000, 2006, 2007 and 2008*.

Finance & Labor



Section 9

FINANCE & LABOR

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

The civilian labor force for 2008 was 80,150 and the number of employed was 76,550. The unemployment rate increased 1.7% between 2007 and 2008.

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

9.1.1

FINANCIAL INSTITUTIONS WITH LOCATIONS IN MAUI COUNTY

As of December 31, 2008

	Maui	Moloka'i	Lāna'i
Banks			
Firms	4	1	2
Locations	26	1	2
Savings and Loans Associations			
Associations	3	1	—
Locations	11	1	—
Financial Services Loan Companies (depository and non-depository)			
Firms	4	1	—
Locations	6	1	—
Escrow Depository Companies			
Firms	7	—	—
Locations	20	—	—

SOURCE: Hawai'i State Department of Commerce and Consumer Affairs, Division of Financial Institutions, *2008 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					
	2004	2005	2006	2007	2008	2009
Hāna	4,658	4,914	5,137	5,026	4,927	5,385
Kahului	734,996	832,651	816,989	821,585	778,024	763,513
Kihei	344,705	365,722	374,961	370,017	347,066	343,697
Lahaina	348,892	375,810	421,793	413,579	378,933	336,723
Makawao/Pukalani	162,069	162,389	168,890	166,847	156,123	165,745
Pā'ia	41,200	46,438	43,262	44,698	42,354	43,885
Wailuku	257,771	288,056	305,453	300,497	295,865	334,164
Kaunakakai	60,911	61,417	66,279	65,544	65,559	61,895
Lāna'i City	27,153	27,753	32,385	41,090	31,761	34,606
Total	1,982,355	2,165,150	2,235,149	2,228,883	2,100,612	2,089,613

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.

SOURCE: Federal Deposit Insurance Corporation, *FDIC/OTS Summary of Deposits (annual)*.

9.1.3

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

December 2007	Location	County Rank	State Rank	Assets (dollars)	Loans (dollars)	Members
Maui County Employees	Wailuku	1	12	219,922,121	181,996,237	13,280
Valley Isle Community	Kahului	2	16	89,233,735	43,551,455	11,423
Maui ¹	Kahului	3	22	58,616,374	16,346,527	5,534
Kahului	Kahului	4	28	47,610,124	24,284,174	4,809
Kula Community	Kahului	5	38	31,385,373	16,595,385	3,783
Wailuku	Wailuku	6	39	31,015,588	15,257,906	3,671
West Maui Community	Lahaina	7	46	24,038,047	4,244,623	2,533
Lānaʻi	Lānaʻi City	8	47	22,645,133	1,006,857	2,020
Maui Teachers	Wailuku	9	48	20,401,367	1,961,938	1,526
Molokaʻi Community	Kaunakakai	10	54	16,755,291	10,554,405	3,942
Kūlia ʻOhana	Wailuku	11	77	4,306,725	2,284,767	1,022
First Hawaiian Homes	Hoʻolehua	12	81	3,207,180	1,716,920	1,144
Maui county Total				510,463,199	267,412,185	53,488
State Total				7,107,175,278	3,751,577,727	806,760

¹ Name changed from Maui Land & Pine FCU to Maui FCU in 2003.

SOURCE: National Credit Union Administration, *Call Report Data Files under FOIA for December 2008 final*.

9.1.4

FEDERAL CREDIT UNION CHARACTERISTICS, MAUI COUNTY

	2005	2006	2007	2008
Number of Credit Unions	13	13	13	12
Total Members	52,025	53,243	53,488	54,687
Total Assets	\$480,164,613	\$477,690,769	\$510,463,199	569,137,058
Total Shares and Deposits	\$405,083,267	\$395,634,327	\$426,931,345	478,460,959
Number of Share and Deposit Accounts	68,256	71,787	75,706	79,539
Total Loans	\$185,757,186	\$219,784,055	\$267,412,185	319,801,194
Number of Loans	12,927	14,981	15,732	15,487

SOURCE: National Credit Union Administration, *Call Report Data Files under FOIA (final), December 31, 2005, 2006, 2007, and 2008*.

9.2.1

CIVILIAN LABOR FORCE SUMMARY, STATE OF HAWAII AND COUNTIES

Annual averages

	Maui County	Hawai'i County	Kaua'i County	City & County of Honolulu	State of Hawai'i
Civilian Labor Force					
2001	73,200	76,300	30,450	435,300	615,250
2002	72,300	76,450	30,350	429,800	608,950
2003	72,850	78,400	31,300	433,750	616,300
2004r	74,250	79,250	31,550	433,050	618,100
2005r	75,450	81,250	32,100	441,850	630,650
2006r	77,750	84,400	32,700	448,050	642,900
2007r	79,350	85,750	33,050	447,800	645,950
2008	80,150	86,650	33,450	454,050	654,300
Employed					
2001	70,300	72,500	28,950	417,500	589,200
2002	69,500	72,950	29,050	412,900	584,350
2003	70,100	74,750	30,050	417,500	592,450
2004r	72,000	76,200	30,500	419,500	598,200
2005r	73,500	78,550	31,200	430,100	613,350
2006r	75,900	81,950	31,900	437,300	627,050
2007r	77,150	82,850	32,200	436,650	628,850
2008	76,550	81,850	31,950	438,050	628,400
Unemployment					
2001	2,950	3,800	1,550	17,800	26,050
2002	2,800	3,500	1,350	16,950	24,600
2003	2,700	3,650	1,250	16,250	23,850
2004r	2,300	3,050	1,050	13,550	19,950
2005r	1,950	2,700	850	11,750	17,250
2006r	1,850	2,500	800	10,750	15,900
2007r	2,200	2,900	850	11,150	17,100
2008	3,600	4,800	1,500	15,950	25,850
Percent Unemployed					
2001	4.0	5.0	5.0	4.1	4.2
2002	3.9	4.6	4.4	3.9	4.0
2003	3.7	4.6	4.0	3.7	3.9
2004r	3.1	3.9	3.4	3.1	3.2
2005r	2.6	3.3	2.7	2.7	2.7
2006r	2.4	2.9	2.4	2.4	2.5
2007r	2.8	3.4	2.5	2.5	2.6
2008	4.5	5.5	4.4	3.5	3.9

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

n/a: Not available.

r: Revised from previous Data Book.

SOURCE: Hawai'i State Department of Labor and Industrial Relations, and records.

9.2.2

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

Annual averages

	Maui County	Maui	Moloka'i	Lāna'i
Civilian Labor Force				
1992	64,800	60,250	2,950	1,600
1993	65,500	61,150	2,850	1,550
1994	66,350	61,950	2,900	1,500
1995	67,250	62,550	3,000	1,650
1996	68,350	63,550	3,100	1,650
1997	69,950	65,400	2,850	1,700
1998	71,100	66,400	2,950	1,700
1999	73,050	68,250	3,000	1,800
2000	71,300	66,650	2,850	1,800
2001	73,200	68,750	2,550	1,800
2002	72,300	68,100	2,450	1,750
2003	72,850	68,700	2,450	1,700
2004r	74,250	70,050	2,550	1,650
2005r	75,450	71,250	2,550	1,650
2006r	77,750	73,550	2,450	1,750
2007r	79,350	75,150	2,450	1,750
2008	80,150	75,900	2,500	1,700
Civilian Employment				
1992	59,600	55,600	2,500	1,500
1993	62,000	58,000	2,600	1,400
1994	62,500	58,450	2,650	1,400
1995	62,600	58,350	2,700	1,600
1996	63,750	59,500	2,650	1,600
1997	65,200	61,100	2,500	1,600
1998	66,700	62,500	2,550	1,650
1999	69,350	65,000	2,600	1,700
2000	68,700	64,450	2,500	1,750
2001	70,300	66,250	2,250	1,750
2002	69,500	65,550	2,300	1,650
2003	70,100	66,250	2,200	1,650
2004r	72,000	68,100	2,300	1,600
2005r	73,500	69,500	2,350	1,650
2006r	75,900	71,850	2,350	1,700
2007r	77,150	73,150	2,300	1,700
2008	76,550	72,650	2,250	1,650

9.2.2

CONTINUED

	Maui County	Maui	Moloka'i	Lāna'i
Civilian Unemployment				
1992	5,200	4,650	450	100
1993	3,500	3,150	250	150
1994	3,850	3,500	250	100
1995	4,600	4,200	350	100
1996	4,600	4,050	450	100
1997	4,750	4,250	400	100
1998	4,350	3,900	400	50
1999	3,700	3,250	400	50
2000	2,600	2,200	350	50
2001	2,950	2,550	300	50
2002	2,800	2,550	200	50
2003	2,700	2,400	250	*
2004r	2,300	1,950	300	*
2005r	1,950	1,700	200	*
2006r	1,850	1,650	150	*
2007r	2,200	2,000	150	*
2008	3,600	3,200	250	100
Unemployment Rate				
1992	8.0	7.7	14.9	7.3
1993	5.4	5.1	8.7	9.1
1994	5.8	5.6	9.1	6.0
1995	6.9	6.7	10.9	5.0
1996	6.7	6.4	14.8	5.3
1997	6.8	6.5	13.6	5.3
1998	6.2	5.9	13.6	3.1
1999	5.1	4.8	13.1	3.9
2000	3.7	3.3	13.0	3.0
2001	4.0	3.7	11.8	3.8
2002	3.9	3.8	7.4	4.2
2003	3.7	3.5	10.1	2.8
2004r	3.1	2.8	10.7	2.6
2005r	2.6	2.4	8.2	1.4
2006r	2.4	2.3	5.2	1.8
2007r	2.8	2.7	6.2	2.2
2008	4.5	4.2	9.6	4.8

NOTES: Except for percent employed, rounded to nearest 50.

Totals may not add due to rounding.

Data begins from 1990. Data not available prior to 1990 with the new redesign model.

1990 - 1999 data reflect 2000 Census-based geography & new model-based controls at the state level.

2000 - 2009 data reflect 2000-based geography, new model controls, 2000 Census inputs & methodological changes.

2000 - 2008 have been benchmarked.

r: Revised from previous Data Book

SOURCE: Hawai'i State Department of Labor and Industrial Relations, and records.

9.2.3

LABOR FORCE BY RACE AND SEX, MAUI COUNTY

Race and Sex, 2008	Civilian Labor Force	Employ- ed	Un- employed	PERCENT DISTRIBUTION			Unem- ployment Rate
				Civilian Labor Force	Employ- ed	Un- employed	
Both Sexes (incl. Hispanic)	80,150	76,550	3,600	100.0%	100.0%	100.0%	4.5%
White	31,850	30,550	1,350	39.8	39.9	37.0	4.2
Black/African American	300	300	*	0.4	0.4	0.3	3.3
American Indian/ Alaskan Native	350	300	50	0.4	0.4	0.7	7.5
Asian	23,050	22,400	600	28.7	29.3	17.4	2.7
Native Hawaiian/ Pacific Islander	7,700	6,950	750	9.6	9.1	20.7	9.6
Some other race	1,200	1,150	*	1.5	1.5	0.1	0.3
Two or more races	15,700	14,850	850	19.6	19.4	23.8	5.4
Minority Group	48,300	46,000	2,250	60.2	60.1	63.0	4.7
Hispanic or Latino	5,450	5,150	300	6.8	6.7	9.0	5.9
Females (incl. Hispanic)	37,500	36,000	1,500	100.0%	100.0%	100.0%	4.0%
White	14,200	13,600	600	37.9	37.8	39.9	4.2
Black/African American	100	100	*	0.3	0.3	0.7	8.3
American Indian/ Alaskan Native	150	150	*	0.4	0.4	0.9	8.8
Asian	11,300	11,100	200	30.2	30.9	12.8	1.7
Native Hawaiian/ Pacific Islander	3,650	3,300	350	9.7	9.2	23.1	9.5
Some other race	450	450	0	1.2	1.3	0.0	0.0
Two or more races	7,600	7,250	350	20.2	20.1	22.5	4.5
Minority Group	23,300	22,400	900	62.1	62.2	2.5	3.9
Hispanic or Latino	2,450	2,300	150	6.6	6.4	9.6	5.9
Females as a percent of both sexes							
both sexes	46.8%	47.0%	41.9%	----	----	----	----

* Less than 25

NOTE: Totals may not add due to rounding

Includes Kalawao County

SOURCE: Labor Force Estimates from 2008 Annual Local Area Unemployment Statistics (LAUS), based on 2000 Census.

9.2.4

ANNUAL AVERAGE JOBCOUNT BY INDUSTRY AND ISLAND, MAUI COUNTY

Industry, 2008	Maui County	Maui	Moloka'i	Lāna'i
TOTAL NONAGRICULTURAL				
WAGE & SALARY JOBS	71,150	67,800	1,800	1,550
Total Private	61,700	59,100	1,250	1,350
Total Goods Producing	5,700	5,600	100	50
Natural Resources & Mining & Constr.	4,500	4,400	50	50
Special Trade Contractors	2,500	2,500		
Manufacturing	1,200	1,200	*	0
Durable Goods	300	300		
Non-Durable Goods	950	900		
Total Service-Providing	65,450	62,200	1,750	1,500
Private Service-Providing	55,950	53,500	1,150	1,300
Trade, Transportation & Utilities	14,500	14,050	300	100
Wholesale Trade	1,450	1,450	*	*
Retail Trade	9,800	9,500	250	50
Food & Beverage Stores	1,850	1,700	150	*
Grocery Stores	1,650	1,500		
Clothing & Clothing Accessories	1,750	1,750		
General Merchandise	1,500	1,450		
Department Stores	1,000	1,000		
Transp., Warehousing & Utilities	3,250	3,150	50	*
Air Transportation	650	600	*	*
Information	800	800	*	*
Telecommunications	350	350		
Financial Activities	2,800	2,650	100	100
Finance & Insurance	850	850	*	*
Professional & Business Svcs	6,900	6,650	*	200
Prof., Scientific & Tech. Svcs.	1,500	1,500	*	*
Admin. & Support & Waste Mgmt.	4,900	4,850		
Education & Health Services	5,900	5,450	400	*
Education Services	1,050	1,050		
Health Care & Social Assistance	4,800	4,350	400	*
Leisure and Hospitality	22,200	21,100	250	850
Arts, Entertainment & Recreation	2,300	2,200	*	100
Accommodation & Food Svcs.	19,950	18,950	250	750
Accommodation	11,700	10,900	100	700
Food Services and Drinking Places	8,250	8,000	150	50
Full-Service Restaurants	5,400	5,350	50	*
Other Services	2,900	2,750	100	*
Total Government	9,500	8,700	600	200
Federal Government	900	800	*	*
Department of Defense	*	*		
State Government	6,100	5,550	400	150
State Education (DOE & UH)	3,200	2,850	250	100
Local Government	2,550	2,350	150	*
AGRICULTURE	1,700	1,600	100	-

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

* Fewer than 50.

SOURCE: Hawai'i State Department of Labor and Industrial Relations.

9.2.5

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

Maui Rank	Occupation	Maui County		Annual Wage (Statewide)
		Estimated Employees	Annual Mean Wage	
1	Retail Salespersons	3,680	\$28,320	\$25,430
2	Waiters and Waitresses	2,720	\$28,990	\$25,510
3	Maids and Housekeeping Cleaners	2,590	\$29,740	\$28,280
4	Cashiers	2,190	\$22,510	\$21,410
5	Landscaping and Groundskeeping Workers	1,960	\$29,480	\$28,920
6	Office Clerks, General	1,450	\$27,930	\$27,650
7	Combined Food Prep & Serving Wrkrs, Inc Fast Food	1,370	\$19,970	\$19,160
8	Janitors & Cleaners, Exc Maids & Housekeeping Clnrs	1,230	\$26,460	\$24,440
9	Maintenance and Repair Workers, General	1,170	\$38,200	\$38,550
10	First-Line Supervisors/Mgrs of Retail Sales Wrkrs	1,010	\$44,420	\$42,000

SOURCE: State of Hawai'i, Department of Labor and Industrial Relations, Research and Statistics Office, *Wages by Occupation*, May 2008.

9.2.6

INCOME FOR HOUSEHOLDS AND FAMILIES, MAUI COUNTY

Income (in Inflation-Adjusted Dollars) ¹	2007		2008	
	Households	Families	Households	Families
Total households	50,568	33,134	48,950	32,929
Less than \$10,000	1,844	854	2,536	872
\$10,000 to \$14,999	2,213	356	1,403	463
\$15,000 to \$24,999	2,719	973	3,572	1,672
\$25,000 to \$34,999	5,051	2,287	3,089	2,448
\$35,000 to \$49,999	6,886	4,364	6,537	3,848
\$50,000 to \$74,999	10,660	7,664	9,878	6,398
\$75,000 to \$99,999	7,662	5,957	7,673	5,896
\$100,000 to \$149,999	7,855	6,160	9,385	7,085
\$150,000 to \$199,999	2,676	2,074	2,673	2,365
\$200,000 or more	3,002	2,445	2,204	1,882
Median household/Family income (dollars)	\$63,550	\$75,246	\$67,619	\$77,598
Mean household/Family income (dollars)	\$82,538	\$94,286	\$81,973	\$93,132

¹ **Adjusting Income for Inflation** -In order to inflate income amounts from previous years, the dollar values on individual records are inflated to the latest year's dollar values by multiplying by a factor equal to the average annual CPI-U-RS factor for the current year, divided by the average annual CPI-U-RS factor for the earlier/earliest year.

SOURCE: U.S. Census Bureau, *2007 and 2008 American Community Survey*.

9.2.7

LONG TERM INDUSTRY PROJECTIONS MAUI COUNTY

Occupational Title	Employment		Number Change	Percent Change	Annual Growth
	2004	2014			
Total Employment, All Jobs	74,040	85,860	11,820	16.0%	1.6%
Goods-Producing	6,620	6,980	360	5.4%	0.5%
Natural Resources and Mining	1,940	1,710	-240	-12.4%	-1.2%
Agriculture, Forestry, Fishing and Hunting	1,920	1,690	-230	-12.0%	-1.2%
Construction	3,100	3,840	730	23.5%	2.4%
Manufacturing	1,580	1,440	-140	-8.9%	-0.9%
Services-Providing	61,230	72,260	11,020	18.0%	1.8%
Trade, Transportation, and Utilities	13,770	16,110	2,340	17.0%	1.7%
Wholesale Trade	1,220	1,580	360	29.5%	3.0%
Retail Trade	9,300	10,720	1,420	15.3%	1.5%
Transportation and Warehousing	2,840	3,350	510	18.0%	1.8%
Utilities	410	470	50	12.2%	1.2%
Information	900	950	50	5.6%	0.6%
Financial Activities	2,970	3,250	280	9.4%	0.9%
Finance and Insurance	890	950	60	6.7%	0.7%
Real Estate and Rental and Leasing	2,090	2,300	220	10.5%	10.5%
Professional and Business Services	5,700	6,750	1,050	18.4%	18.4%
Professional, Scientific, and Technical Services	1,440	1,570	130	9.0%	9.0%
Management of Companies and Enterprises	370	480	110	29.7%	29.7%
Administrative & Support & Waste Management	3,890	4,700	820	21.1%	21.1%
Education and Health Services	9,440	11,440	1,990	21.1%	21.1%
Educational Services	4,040	4,610	580	14.4%	14.4%
Health Care and Social Assistance	5,410	6,820	1,420	26.2%	26.2%
Leisure and Hospitality	21,340	25,920	4,570	21.4%	21.4%
Arts, Entertainment, and Recreation	2,060	2,730	680	33.0%	33.0%
Accommodation and Food Services	19,290	23,190	3,900	20.2%	20.2%
Other Services (Except Government)	2,750	3,110	360	13.1%	13.1%
Government	4,350	4,730	380	8.7%	8.7%
Total Self-Employed and Unpaid Family Workers	6,180	6,630	440	7.1%	7.1%

* State wage

SOURCE: State of Hawai'i, Department of Labor and Industrial Relations, Research and Statistics Office.

9.3.1

CHARACTERISTICS OF THE INSURED UNEMPLOYED IN MAUI COUNTY 2008

All Claimants

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
TOTAL	1,739	100	120	100
SEX				
Male	1,127	64.8	66	55
Female	611	35.1	53	44.2
INDUSTRY				
State	19	1.1	4	3.3
County	0	0	1	0.8
Agriculture	37	2.1	20	16.7
Mining	0	0	0	0
Utilities	1	0.1	1	0.8
Construction	529	30.4	39	32.5
Manufacturing	25	1.4	1	0.8
Wholesale	19	1.1	1	0.8
Retail Trades	97	5.6	4	3.3
Transportation/Warehousing	116	6.7	9	7.5
Information	10	0.6	2	1.7
Finance/Insurance	24	1.4	0	0
Real Estate/Rental	40	2.3	2	1.7
Professional/Science/Technology	26	1.5	0	0
Management	5	0.3	1	0.8
Admn-Waste-Mgmt	210	12.1	6	5
Education	10	0.6	0	0
Health/Social	40	2.3	8	6.7
Arts/Entertainment	33	1.9	2	1.7
Accommodation/Food	326	18.7	7	5.8
Other-Services	40	2.3	2	1.7
Public-Admin	0	0	0	0
Info. not available	132	7.6	10	8.3
AGE				
Under 22	43	2.5	7	5.8
22 to 24	86	4.9	8	6.7
25 to 34	416	23.9	24	20
35 to 44	437	25.1	25	20.8
45 to 54	453	26	31	25.8
55 to 64	258	14.8	17	14.2
65 and over	47	2.7	7	5.8

9.3.1

CONTINUED

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
DURATION				
1-4 weeks	711	40.9	40	33.3
5-14 weeks	667	38.4	47	39.2
15 and over	360	20.7	32	26.7
OCCUPATION				
Management	106	6.1	6	5
Business/Finance	25	1.4	0	0
Computer/Math	6	0.3	0	0
Architect/Engineer	7	0.4	0	0
Life/Physics/Social Sciences	3	0.2	1	0.8
Community/Social Services	13	0.7	2	1.7
Legal	3	0.2	0	0
Education/Training/Library	13	0.7	3	2.5
Arts/Entertain/Sports	13	0.7	1	0.8
Healthcare Practice	8	0.5	1	0.8
Healthcare Support	15	0.9	2	1.7
Protective Services	25	1.4	3	2.5
Food Prep/Services	175	10.1	11	9.2
Building/Ground Maintenance	69	4	11	9.2
Personal Care Services	52	3	2	1.7
Sales-Related	106	6.1	4	3.3
Office/Admin-Support	230	13.2	12	10
Farm/Fish/Forestry	23	1.3	19	15.8
Construction/Extrct	336	19.3	18	15
Install/Repair	48	2.8	4	3.3
Production	32	1.8	2	1.7
Transportation/Moving	103	5.9	5	4.2
Info. not available	329	18.9	13	10.8
ETHNICITY				
American Indian	22	1.3	1	0.8
Chinese	28	1.6	1	0.8
Filipino	282	16.2	17	14.2
Japanese	94	5.4	2	1.7
Other Asians	16	0.9	1	0.8
Black	27	1.6	0	0
Hawaiian	349	20.1	68	56.7
Other Pacific Islander	70	4	3	2.5
White & Latino	641	36.9	10	8.3
Others	210	12.1	17	14.2
Info. not available	0	0	0	0

SOURCE: Research and Statistics Office, Hawai'i Department of Labor and Industrial Relations, Labor and Occupational Information Hawai'i (LO'IHI), *The Characteristics of the Insured Unemployed in Hawai'i 2008*.

9.3.2

LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS, MAUI COUNTY

LABOR FORCE STATUS	2000	2006	2007	2008
Persons 16 years and over	99,326	111,756	113,548	114,966
In labor force	66,307	76,726	80,444	80,464
Civilian labor force	66,219	76,670	76,825	76,959
Employed	62,935	74,528	76,641	76,095
Unemployed	3,284	2,142	3,698	3,803
Percent of Labor Force	5.0	2.8	4.6	4.9
Armed Forces	88	56	105	566
Not in labor force	33,019	35,030	33,104	34,502
Males 16 years and over	49,448	55,976	56,925	58,532
In labor force	35,349	40,902	43,364	44,448
Civilian labor force	35,261	39,818	41,664	42,306
Employed	33,352	39,330	40,857	41,018
Unemployed	1,909	1,363	2,402	2,864
Percent of Labor Force	5.4	3.4	5.5	6.4
Armed Forces	88	209	105	566
Not in labor force	14,099	15,074	13,561	14,084
Females 16 years and over	49,878	55,780	56,623	56,434
In labor force	30,958	35,824	37,080	36,016
Civilian labor force	30,958	34,357	35,161	34,653
Employed	29,583	35,045	35,784	35,077
Unemployed	1,375	779	1,296	939
Percent of Labor Force	4.4	2.3	3.5	2.6
Armed Forces	0	0	0	0
Not in labor force	18,920	19,956	19,543	20,418
Persons 16 to 19 years	6,843	6,632	6,874	6,510
Not enrolled in school and not high school graduate	539	n/a	na	na
Employed or in Armed Forces	2,476	2,468	0	2,124
Unemployed	463	314	1,213	797
Not in labor force	3,904	4,130	3,889	3,589

n/a Not Available.

SOURCE: U.S. Census Bureau, Summary File 3, 1990: Profile of Selected Economic Characteristics. 2000: DP-3 Profile of Selected Economic Characteristics, QT-P19 School Enrollment, QT-P24 *Employment Status by Sex*, 2006, 2007 and 2008 *American Community Survey*.

9.3.3

LABOR FORCE STATUS, BY CENSUS DESIGNATED PLACE, MAUI COUNTY, 2000

Census Designated Place	Total:	Armed forces	CIVILIAN LABOR FORCE				
			Not in labor force	Total	Em- ployed	Unem- ployed	%Unem- ployed
Ha'ikū-Pa'uwela	5,130	0	1,805	3,325	3,155	170	5.1
Hāli'imaile	743	0	276	467	445	22	4.7
Hāna	488	0	141	347	320	27	7.8
Kā'anapali	1,181	2	519	660	641	19	2.9
Kahului	15,488	37	6,547	8,904	8,365	539	6.1
Kapalua	335	0	158	177	165	12	6.8
Kaunakakai	1,955	2	804	1,149	1,035	114	9.9
Kihei	13,166	27	3,571	9,568	9,087	481	5.0
Kualapu'u	1,410	0	612	798	702	96	12.0
Lahaina	7,300	0	2,418	4,882	4,667	215	4.4
Lāna'i City	2,405	0	821	1,584	1,505	79	5.0
Mā'alaea	437	0	145	292	287	5	1.7
Makawao	4,732	15	1,194	3,523	3,361	162	4.6
Maunaloa	130	0	53	77	74	3	3.9
Nāpili-Honokōwai	5,344	0	1,175	4,169	4,024	145	3.5
Pā'ia	1,904	0	603	1,301	1,262	39	3.0
Pukalani	5,620	0	1,492	4,128	3,961	167	4.0
Waihe'e-Waiehū	5,207	0	1,573	3,634	3,474	160	4.4
Waikapū	860	0	285	575	552	23	4.0
Wailea-Mākena	4,706	0	1,349	3,357	3,242	115	3.4
Wailuku	9,712	0	3,708	6,004	5,715	289	4.8

SOURCE: U.S. Census Bureau, Census 2000 *Summary File 3, Matrices P43 and PC35.*

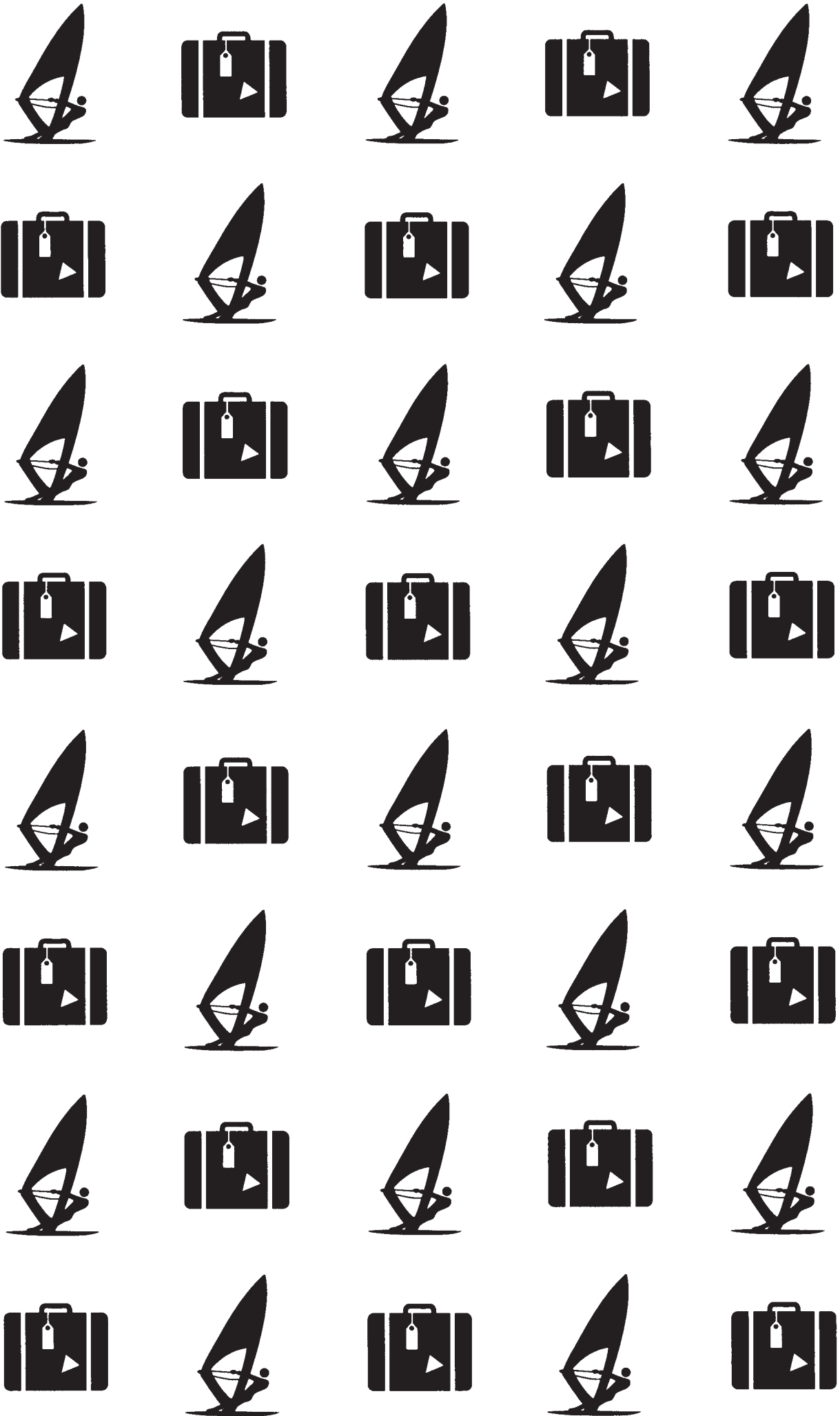
9.3.4

WORKERS' COMPENSATION STATISTICS, MAUI COUNTY

	2003	2004	2005	2006	2007
Maui					
Reported	4,268	4,199	3,902	3,932	3,886
Processed	8,271	8,056	7,820	6,852	6,550
With Cost	6,164	5,997	6,119	5,262	5,159
Cost	\$37,315,910	\$35,256,200	\$38,787,726	\$30,583,736	\$30,788,788
Days Lost	161,207	164,844	162,782	145,594	111,402
Moloka'i					
Reported	145	129	95	87	91
Processed	293	269	238	191	176
With Cost	229	198	171	139	133
Cost	\$1,185,562	\$926,828	\$818,397	\$695,569	\$609,015
Days Lost	6,955	3,976	3,515	1,979	2,488
Lāna'i					
Reported	131	131	91	155	150
Processed	250	231	207	245	233
With Cost	207	171	170	185	176
Cost	\$1,004,263	\$1,065,661	\$941,527	\$724,231	\$962,373
Days Lost	4,492	4,756	4,185	2,721	3,821

Notes: Cost and percent totals may not add due to rounding.

SOURCE: State of Hawai'i, Department of Labor and Industrial Relations, Research and Statistics Office, *Workers' Compensation Data Book 2003, 2004, 2005, 2006 and 2007*.



Visitor Industry & Recreation

Section 10

VISITOR INDUSTRY & RECREATION

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

Information on tourism is supplied primarily by the Hawai'i 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

Arrivals by Air

2008	Maui	Moloka'i	Lāna'i	Total Maui County
Total Visitors				
January	189,575	7,425	8,262	194,482
February	190,756	7,503	8,513	195,941
March	211,003	6,914	8,379	216,019
April	169,929	5,427	6,280	174,059
May	167,831	6,006	6,976	172,325
June	184,407	6,042	7,217	188,555
July	188,514	5,128	6,011	192,590
August	181,179	6,542	6,319	186,656
September	132,593	4,569	5,537	136,260
October	148,861	5,141	6,313	153,451
November	143,736	3,776	5,170	146,964
December	167,417	4,409	5,891	171,740
Total	2,075,800	68,883	80,867	2,129,042
Domestic Visitors				
January	160,153	5,727	6,515	164,611
February	160,658	5,485	6,464	165,422
March	184,889	5,487	6,879	189,596
April	148,267	4,383	5,319	152,090
May	147,922	4,341	5,723	151,862
June	165,557	3,928	5,807	169,233
July	170,926	4,328	5,335	174,517
August	159,602	3,709	5,633	162,975
September	115,260	2,986	4,337	117,963
October	130,462	3,674	5,212	134,148
November	124,548	3,310	4,398	127,608
December	136,745	3,658	4,446	140,484
Total	1,804,988	51,017	66,066	1,850,510
International Visitors				
January	29,422	1,698	1,747	29,871
February	30,098	2,018	2,049	30,519
March	26,114	1,427	1,500	26,423
April	21,662	1,044	961	21,969
May	19,909	1,665	1,253	20,463
June	18,850	2,114	1,410	19,322
July	17,588	800	676	18,073
August	21,577	2,833	686	23,681
September	17,333	1,583	1,200	18,297
October	18,399	1,467	1,101	19,303
November	19,188	466	772	19,356
December	30,672	751	1,445	31,256
Total	270,812	17,866	14,801	278,532

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.1.2

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

Arrivals by Air

	2003	2004	2005	2006	2007	2008
Length of Stay (days)¹						
All Visitors						
Maui	7.33	7.47	7.46	7.37	7.31	7.83
Moloka'i	3.67	4.28	4.25	3.98	4.31	4.42
Lāna'i	3.41	3.29	3.14	2.99	3.22	3.50
Domestic						
Maui	7.53	7.70	7.65	7.64	7.45	8.01
Moloka'i	4.06	4.68	4.77	4.77	4.91	5.19
Lāna'i	3.65	3.46	3.25	3.51	3.64	3.92
International						
Maui	6.00	5.83	5.91	6.18	6.31	6.68
Moloka'i	2.51	2.66	2.91	2.06	2.11	2.20
Lāna'i	2.44	2.24	2.31	1.27	1.44	1.63
Average Daily Census (people)						
All Visitors						
Maui	42,710	44,014	46,923	48,961	49,355	44,433
Moloka'i	947	844	855	927	982	831
Lāna'i	853	660	631	763	885	774
Domestic						
Maui	38,215	39,873	42,785	44,189	44,328r	39,793
Moloka'i	786	741	765	785	878r	724
Lāna'i	728	597	578	687	810r	708
International						
Maui	4,495	4,140	4,138	4,773	5,028	4,940
Moloka'i	162	103	90	141	104	107
Lāna'i	126	63	53	76	76	66

Note: Totals may not add due to rounding.

r: revised from previous Data Book.

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2008 Annual Visitor Research Report*.

10.1.3

AVERAGE DAILY VISITOR CENSUS, BY COUNTY

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

Year	Maui County	Hawai'i County	Kaua'i County	O'ahu	State Total
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
2002	42,742	22,277	17,432	82,121	164,572
2003	44,510	21,934	17,828	76,776	161,048
2004	45,517	23,376	18,869	83,718	171,481
2005	48,409	27,579	19,682	89,775	185,445
2006	50,651	28,011	20,994	87,953	187,609
2007	51,222	27,891	22,207	88,092	189,412
2008	46,038	24,842	19,855	81,751	172,487

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.

All eastbound visitor days were attributed to Oahu through 1988.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2008 Annual Visitor Research Report*; "Historical Visitor Data."

10.1.4

DOMESTIC VISITOR ARRIVALS FROM TOP US MSAS, MAUI COUNTY

Arrivals by Air

2008	Maui	Moloka'i	Lāna'i	Total Maui County	Total State
Albuquerque	4,895	139	152	5,006	14,640
Anchorage	8,615	493	245	9,048	30,147
Atlanta	14,766	426	786	15,150	40,534
Austin	8,256	197	335	8,478	21,354
Bakersfield	4,526	99	166	4,643	12,943
Bellingham	4,122	95	83	4,220	10,617
Boise	5,662	164	194	5,795	15,206
Boston	22,559	615	989	23,093	54,754
Charlotte	4,336	114	205	4,399	11,008
Chicago	51,936	1,139	2,141	53,139	111,584
Cincinnati	8,029	296	297	8,190	18,383
Cleveland	8,318	265	391	8,521	18,897
Colorado Springs	4,689	137	203	4,828	15,163
Columbus	5,282	214	206	5,424	12,656
Dallas	31,372	660	1,478	32,130	76,229
Denver	33,830	925	1,372	34,748	86,718
Detroit	17,854	535	673	18,221	38,911
Eugene	5,464	193	128	5,604	14,216
Fort Collins	3,009	105	114	3,122	8,143
Fresno	7,142	169	191	7,261	18,400
Hartford	4,705	152	203	4,814	11,547
Houston	19,153	496	909	19,646	53,421
Indianapolis	6,206	180	271	6,360	14,350
Jacksonville, FL	2,775	114	170	2,855	8,410
Kansas City	8,914	194	371	9,082	22,120
Las Vegas	17,995	476	631	18,494	56,450
Los Angeles	229,673	4,575	7,418	235,417	650,899
Miami	6,926	211	413	7,070	16,779
Milwaukee	6,514	258	224	6,646	14,874
Minneapolis	22,528	620	810	23,052	55,093
Modesto	4,610	92	101	4,687	11,649

10.1.4

CONTINUED

2008	Maui	Moloka'i	Lāna'i	Total Maui County	Total State
Nashville	4,284	138	209	4,412	10,658
New York	62,662	1,646	3,257	64,356	145,899
Norfolk	3,992	156	195	4,124	17,619
Oklahoma City	4,153	155	152	4,268	10,658
Omaha	3,549	98	147	3,622	9,067
Orlando	4,949	107	238	5,024	13,680
Philadelphia	17,895	607	861	18,355	42,093
Phoenix	41,712	999	1,384	42,596	113,751
Pittsburgh	6,303	182	254	6,442	14,815
Portland	53,197	1,642	1,455	54,554	137,734
Provo	5,695	210	195	5,868	18,374
Raleigh	4,353	131	192	4,461	11,996
Reno	6,138	129	224	6,333	16,370
Sacramento	38,393	873	911	39,131	99,042
Saint Louis	11,132	303	494	11,367	26,224
Salinas	4,057	122	127	4,183	12,210
Salt Lake City	21,376	545	643	21,861	59,062
San Antonio	4,939	176	221	5,082	16,576
San Diego	50,205	1,308	1,606	51,587	148,635
San Francisco	170,208	3,730	5,559	175,018	497,216
San Luis/Obispo	4,126	171	153	4,320	11,998
Santa Barbara	5,799	194	250	6,022	17,681
Seattle	105,221	2,564	2,795	107,869	281,857
Spokane	7,253	167	162	7,363	18,398
Stockton	6,344	167	134	6,479	16,913
Tampa	6,121	227	311	6,267	15,848
Tucson	6,683	252	263	6,905	19,754
Tulsa	3,181	116	129	3,256	7,952
Washington D.C.	30,304	1,008	1,552	31,278	101,522
Top US MSAs as percent of total visitors	70.9	63.6	69.5	70.9	70.6

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.1.5

VISITOR ARRIVALS, MAUI COUNTY

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

<u>Westbound Visitors</u>			
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	
	<u>International Visitors¹</u>	<u>Domestic Visitors</u>	<u>Total Visitors</u>
1989 ²	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
			<u>Arrivals by Ship</u>
2000	470,035	1,834,631	32,288
2001	418,518	1,685,960	41,288
2002	369,323	1,770,103	58,853
2003	296,273	1,900,174	43,514
2004	270,029	1,937,797	69,427
2005	265,749	2,080,731	43,514
2006	294,708	2,182,608	89,820
2007	297,230	2,224,813	116,766
2008	278,532	1,850,510	105,148

¹ 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.

² 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: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2008 Annual Visitor Research Report; "Historical Visitor Data."*

10.1.6

NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

Arrivals by Air

2008 MMA ¹	MAUI			MOLOKA'I			LĀNA'I		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
Total	1,804,988	270,812	2,075,800	51,017	17,866	68,883	66,066	14,801	80,867
U.S.	1,616,213	18,475	1,634,688	44,352	2,406	46,398	58,813	1,409	60,222
Canada	179,139	107,288	179,139	1,878	4,857	6,735	1,890	4,238	6,128
Asia									
China	2,415	5,186	7,601	182	1,174	1,356	111	751	862
Hong Kong	235	707	942	8	329	337	13	108	121
Japan	697	64,915	65,612	14	1,588	1,602	17	1,533	1,550
Korea	1,065	9,605	10,670	36	133	169	33	223	256
Singapore	210	623	833	20	56	76	11	56	67
Taiwan	319	3,061	3,380	14	982	996	16	865	881
Total Asia	4,243	84,097	23,426	260	2,675	2,935	184	2,003	2,187
Oceania									
Australia	4,245	23,020	27,265	160	2,322	2,482	149	2,325	2,474
New Zealand	706	3,615	4,321	13	526	539	31	402	433
Total Oceania	4,951	26,635	31,586	174	2,848	3,022	180	2,727	2,907
Europe									
United Kingdom	13,677	848	14,525	481	0	481	741	0	741
Germany	14,105	1,130	15,235	780	24	804	599	34	633
France	2,881	525	3,406	119	0	119	141	0	141
Italy	4,804	77	4,881	155	0	155	242	0	242
Switzerland	3,676	405	4,081	233	24	257	184	0	184
Total Europe	39,143	2,985	42,128	1,768	48	1,816	1,907	34	1,941
Latin America									
Argentina	1,465	15	1,480	55	11	66	79	5	84
Brazil	2,586	31	2,617	90	0	90	133	0	133
Mexico	2,899	0	2,899	94	0	94	138	0	138
Total Latin America	6,950	46	6,996	239	11	250	250	5	355
Other Foreign	60,940	31,285	92,225	2,332	3,793	6,125	2,725	2,852	5,577
Total Foreign	295,366	252,336	375,500	6,651	14,232	20,883	7,136	11,859	18,878

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

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.1.7

TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2004	2005	2006	2007	2008
TOTAL SEATS	1,631,999	1,894,234	1,993,762	1,910,630	1,629,903
Scheduled Seats	1,590,819	1,852,814	1,954,782	1,875,590	1,591,863
Charter seats	41,180	41,420	38,980	35,040	38,040
DOMESTIC SEATS	1,594,958	1,821,553	1,890,534	1,821,273	1,535,687
Scheduled Seats	1,553,778	1,780,133	1,851,554	1,786,233	1,497,647
Charter seats	41,180	41,420	38,980	35,040	38,040
US West	1,324,702	1,458,103	1,581,804	1,624,646	1,345,005
Anchorage		15,680	12,544	15,456	4,239
Denver				21,518	36,712
Burbank	32,984	11,408			
Las Vegas	124		49,684	53,111	16,400
Los Angeles	545,667	527,885	553,026	489,980	441,160
Oakland	50,318	82,199	91,860	129,950	30,970
Orange County	45,384	62,744	45,260	45,260	11,284
Phoenix	21,599	61,635	144,719	152,164	144,534
Portland	48,530	38,620	53,328	96,360	96,624
Sacramento	14,136	45,012	45,260	47,836	16,212
Salt Lake City		70,131	94,050	53,379	49,044
San Diego	22,578	65,500	98,852	130,268	72,864
San Francisco	339,336	338,427	247,309	211,244	219,978
San Jose	47,956	6,574			
Seattle	156,090	132,288	145,912	45,260	204,984
US East	229,076	322,030	269,750	152,164	152,642
Atlanta	574	2,448	33,426	96,360	
Chicago	81,957	174,886	145,889	47,836	72,488
Cincinnati				53,379	
Dallas	77,573	77,018	78,659	130,268	80,154
Houston	68,972	67,678	11,776	211,244	
St. Louis					
INTERNATIONAL SEATS	37,041	72,681	103,228	89,357	94,216
Scheduled Seats	37,041	72,681	103,228	89,357	94,216
Charter seats					
Canada	37,041	72,681	103,228	89,357	94,216
Calgary		980	11,799	8,550	
Edmonton			513	1,539	
Vancouver	37,041	71,701	90,916	79,268	94,216

NA: Not available.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.1.8

**HOTEL OCCUPANCY RATES,
MAUI ISLAND**

Month	2002	2003	2004	2005	2006	2007	2008
January	66.2	72.4	78.2	78.7	79.5	76.5	77.2
February	78.3	79.9	83.1	85.9	86.1	82.2	84.8
March	77.8	78.4	83.6	86.2	83.8	79.6	80.7
April	72.7	74.1	80.6	77.4	80.4	71.5	70.7
May	68.3	71.8	76.5	78.6	80.0	71.0	65.5
June	75.2	75.3	79.3	83.8	81.8	75.7	64.6
July	78.8	83.8	82.4	84.9	85.1	81.8	67.8
August	81.4	84.2	82.9	81.8	84.4	81.6	69.0
September	64.6	67.1	73.0	75.4	76.7	73.7	56.8
October	68.1	70.2	74.6	77.0	77.5	77.9	61.6
November	62.2	67.6	70.7	73.2	72.2	74.4	60.5
December	62.5	70.6	69.1	71.5	72.1	71.7	56.8
TOTAL	71.0	74.8	77.8	79.6	80.0	76.5	67.9

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2008 Annual Visitor Research Report*.

10.2.1

CLASS OF UNITS BY ISLAND, MAUI COUNTY

Class (Price per Night)	2003	2004	2005	2006	2007	2008
Maui						
Budget: \$100 or less	13.8%	11.4%	11.8%	12.0%	6.6%	5.6%
Standard: \$101 to \$250	33.5%	34.4%	33.1%	31.3%	28.5%	33.8%
Deluxe: \$251 to \$500	39.8%	40.0%	38.2%	36.7%	26.5%	28.7%
Luxury: Over \$500	12.9%	14.2%	16.9%	20.0%	38.3%	31.8%
Moloka'i						
Budget: \$100 or less	28.1%	27.8%	50.0%	51.2%	12.0%	22.9%
Standard: \$101 to \$250	43.9%	43.8%	34.0%	32.4%	31.3%	71.8%
Deluxe: \$251 to \$500	28.0%	28.4%	15.8%	16.3%	36.7%	4.9%
Luxury: Over \$500			0.2%	0.0%	20.0%	0.4%
Lāna'i						
Budget: \$100 or less	2.0%	1.9%	1.7%	0.8%	0.8%	0.8%
Standard: \$101 to \$250	2.7%	2.9%	3.2%	3.7%	3.5%	3.7%
Deluxe: \$251 to \$500	47.2%	43.3%	43.3%	48.9%	43.6%	48.9%
Luxury: Over \$500	48.2%	51.8%	51.8%	46.6%	52.0%	46.6%

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Visitor Plant Inventory.

10.2.2

VISITOR PLANT INVENTORY BY ISLAND AND TYPE, MAUI COUNTY

	2004		2005		2006		2007		2008	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
Maui										
Apartment/Hotel	8	45	6	45	5	37	3	17	1	14
Bed & Breakfast	27	144	29	116	30	122	27	114	29	110
Hostel	2	30	3	37	3	37	3	40	3	40
Hotel	31	8,065	29	7,974	27	7,595	26	7,458	26	7,071
Condominium										
Hotel	114	7,085	112	7,509	114	7,830	81	6,170	114	7,033
Individual										
Vacation Unit	90	549	72	570	71	495	209	2,195	216	2,021
Timeshare	–	1,512	15	1,852	16	1,959	26	2,916	26	2,657
Other	16	387	15	366	15	366	12	306	5	109
Total	288	17,817	281	18,469	281	18,441	387	19,216	420	19,055
Moloka'i										
Bed & Breakfast	3	3	2	3	2	3	2	3	3	7
Hotel	2	114	3	141	3	141	2	112	1	50
Condominium										
Hotel	6	140	6	259	6	259	6	151	5	161
Individual										
Vacation Unit	22	31	23	30	22	29	15	31	16	19
TimeShare	–	7	0	15	0	15	1	7	1	7
Other	1	4	1	4	1	4	2	5	0	0
Total	33	299	35	452	34	451	28	309	26	244
Lāna'i										
Apartment/Hotel	1	1	1	1	1	1	1	1	1	1
Bed & Breakfast	1	3	1	3	1	3	1	3	1	3
Hotel	3	362	3	362	3	362	3	349	3	349
Individual										
Vacation Unit	2	3	2	3	1	1	1	1	1	1
TimeShare	–	–	–	–	–	–	–	–	–	–
Other	–	–	–	–	–	–	–	–	–	–
Total	7	369	7	369	6	367	6	354	6	354

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: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Visitor Plant Inventory.

10.2.3

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

2008 Island/Area/Type	Properties	Available Units
Maui Island	420	19,055
Hāna	22	152
Bed & Breakfast	3	4
Hotel	1	67
Individual Vacation Unit	17	64
TimeShare	1	17
Other	0	0
Kahului-Wailuku	18	497
Apartment/Hotel	0	0
Bed & Breakfast	3	14
Condominium Hotel	2	34
Hostel	3	40
Hotel	4	385
Individual Vacation Unit	5	8
Other	1	16
Kula-Makawao	26	82
Bed & Breakfast	9	38
Individual Vacation Unit	16	37
Other	1	7
Lahaina-Kā'anapali-Nāpili-Kapalua	182	10,453
Apartment/ Hotel	1	14
Bed & Breakfast	9	49
Condominium Hotel	49	3,906
Hotel	11	3,590
Individual Vacation Unit	94	765
TimeShare	16	2,097
Other	2	42
Mā'alaea	17	283
Condominium Hotel	7	150
Individual Vacation Unit	10	133
TimeShare	0	0
Wailea-Kihei	155	7,588
Bed & Breakfast	5	15
Condominium Hotel	56	2,981
Hotel	10	2,991
Individual Vacation Unit	74	1,014
TimeShare	9	543
Other	1	44
Moloka'i	26	244
Bed & Breakfast	3	7
Condominium Hotel	5	161
Hotel	1	50
Individual Vacation Unit	16	19
TimeShare	1	7
Other	0	0
Lāna'i	6	354
Apartment/Hotel	1	1
Bed & Breakfast	1	3
Hotel	3	349
Individual Vacation Unit	1	1

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Visitor Plant Inventory.

10.2.4

VISITOR PLANT INVENTORY, MAUI COUNTY

Year	Available Units
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
2002	17,992
2003	18,343
2004	18,485
2005	19,290
2006	19,259
2007	19,879
2008	19,653

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

NA: not available.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2008 Visitor Plant Inventory*.

10.3.1

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

*In dollars; excludes transpacific travel costs
(Arrivals by Air)*

Expenditure Type	US East		US West		Japan	
	2007	2008	2007	2008	2007	2008
GRAND TOTAL	192.8	183.4	155.9	146.2	268.8	288.3
Total Food and beverage	36.0	37.7	32.3	32.4	42.9	45.2
Restaurant food	25.1	26.3	21.0	21.1	29.7	31.6
Dinner shows and cruises	4.4	4.5	3.7	3.0	5.3	5.3
Groceries and snacks	6.5	7.0	7.7	8.3	7.9	8.3
Entertainment & Recreation	19.2	19.9	14.4	13.8	20.3	22.0
Total Transportation	22.0	18.8	17.6	15.3	11.7	11.4
Interisland airfare	7.9	3.9	5.0	1.7	3.6	3.0
Ground transportation	0.9	1.0	0.6	0.7	4.8	4.8
Rental vehicles	11.5	11.9	10.6	11.2	2.9	3.1
Gasoline, parking, etc.	1.6	2.0	1.4	1.7	0.4	0.4
Total Shopping	23.2	21.2	20.1	19.0	94.7	100.8
Fashion and clothing	7.8	7.3	7.4	7.2	25.1	27.0
Jewelry and watches	5.6	5.1	4.7	4.3	11.8	12.9
Cosmetics, perfume	0.4	0.3	0.4	0.3	5.5	5.7
Leather goods	0.8	0.5	0.7	0.6	32.0	34.0
Hawai'i food products	2.2	2.1	2.1	2.2	11.2	11.9
Souvenirs	6.5	6.0	4.7	4.4	9.1	9.3
Lodging	74.4	72.5	63.4	60.4	79.0	89.6
All other expenses¹	18.1	13.3	8.1	5.4	20.2	19.4

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

r: revised from previous Data Book.

¹ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.3.2

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

	All Visitors	US West	US East	Canada	Europe	Other
Total per person per day spending	44.97	32.90	60.63	42.18	68.92	44.71
Lodging	3.21	1.33	4.64	5.24	6.06	3.79
Food & beverages	5.30	4.87	5.68	4.78	14.62	4.98
Restaurant	3.24	2.90	3.50	3.04	10.38	2.88
Dinner shows	1.06	0.73	1.38	1.06	3.12	1.07
Groceries/snacks	0.99	1.24	0.80	0.68	1.12	1.03
Entertainment and Recreation	1.92	1.03	3.19	1.57	1.67	2.15
Shore Tour	11.92	7.18	19.46	8.70	14.65	10.31
Total Transportation	4.04	2.64	5.39	4.62	8.11	4.30
Inter-island airfare	1.64	1.00	2.06	2.26	4.86	1.66
Ground transportation	0.47	0.36	0.51	0.48	1.58	0.77
Rental car/moped	1.67	1.12	2.41	1.58	1.50	1.63
Other trans	0.27	0.16	0.41	0.30	0.16	0.24
Total Shopping	13.71	12.05	17.02	11.94	16.03	10.29
Fashion& clothing	3.99	3.65	4.26	4.27	6.35	3.85
Jewelry/watch	4.78	4.04	6.46	4.05	3.53	2.45
Cosmetics/perfumes	0.16	0.07	0.27	0.11	0.24	0.31
Leather goods	0.14	0.11	0.22	0.02	0.28	0.06
Hawaii food products	0.96	0.79	1.16	1.30	0.77	0.46
Souvenirs	3.67	3.38	4.65	2.18	4.86	3.15
All other spending outside ship	4.87	3.79	5.26	5.33	7.79	8.89

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.3.3

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

Arrivals by Air

2008	Total	Domestic	International
Islands Visited			
Maui County	2,129,042	1,850,510	278,532
Maui	2,075,800	1,804,988	270,812
Moloka'i	68,883	51,017	17,866
Lāna'i	80,867	66,066	14,801
O'ahu	704,982	532,670	172,312
Kaua'i	304,021	260,160	43,861
Big Island	349,876	284,387	65,489
Kona	217,286	170,181	47,105
Hilo	293,437	241,629	51,808
Maui County Only	1,258,876	1,163,741	95,135
Visit Status			
First trip	715,733	592,562	123,171
Repeat	1,413,309	1,257,948	155,361
Average number of trips	5.01	5.22	3.58
Party Size			
One person	288,949	259,588	29,361
Two persons	991,670	871,708	119,962
Three or more persons	848,423	719,214	129,209
Average party size	2.14	2.11	2.37
Accommodations¹			
Hotel	1,162,081	977,090	184,991
Hotel Only	879,433	735,733	143,700
Condo	616,685	540,402	76,283
Condo Only	467,625	414,397	53,228
Timeshare	281,074	266,414	14,660
Timeshare Only	205,390	196,704	8,686
Apartment/Rental House	76,405	67,102	9,303
Bed & Breakfast	28,126	24,422	3,704
Cruise Ship	133,708	117,787	15,921
Friends or Relatives	152,209	137,160	15,049

¹ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2008 Annual Visitor Research Report.

10.3.4

SUMMARY VISITOR CHARACTERISTICS, BY ISLAND

Arrivals by Air

2008	Maui	Moloka'i	Lāna'i
Islands Visited			
Maui County	2,075,800	68,883	80,867
Maui	2,075,800	43,023	52,412
Moloka'i	43,023	68,883	17,572
Lāna'i	52,412	17,572	80,867
O'ahu	680,435	43,168	39,058
Kaua'i	297,349	22,401	25,413
Big Island	339,618	26,962	29,251
Kona	284,870	23,825	26,220
Hilo	212,715	21,492	22,073
Maui Only	1,207,384		
Moloka'i Only		7,971	
Lāna'i Only			12,826
Visit Status			
First trip	701,376	26,812	29,678
Repeat	1,374,424	42,071	51,189
Average number of trips	4.97	4.94	4.99
Party Size			
One person	278,547	12,571	13,098
Two persons	965,994	32,762	42,716
Three or more persons	831,259	23,550	25,053
Average party size	2.15	2.05	2.02
Accommodations¹			
Hotel	1,128,776	37,830	54,434
Hotel Only	853,479	22,496	39,908
Condo	606,436	17,987	13,150
Condo Only	461,715	10,603	8,542
Timeshare	277,665	5,574	5,833
Timeshare Only	203,452	3,046	3,633
Apartment/Rental House	71,980	5,503	3,192
Bed & Breakfast	27,092	2,316	1,702
Cruise Ship	132,971	7,636	10,476
Friends or Relatives	143,935	9,450	7,320

NA: Not applicable

¹ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2008 Annual Visitor Research Report*.

10.3.5

TOTAL CRUISE PASSENGERS BY MMA¹

	Visitors	US West	US East	Canada	Europe	Other	Hawai'i Residents	Total Passengers
2008								
Total Passengers	266,534	72,964	139,401	29,678	7,633	16,858	2,016	268,550
Island Visitation								
(# of Passengers)								
Maui County	252,869	68,275	134,468	27,193	7,035	15,897	1,993	254,862
Maui	252,869	68,275	134,468	27,193	7,035	15,897	1,993	254,862
Moloka'i	6,885	2,181	3,103	942	221	439	0	6,885
Lāna'i	7,086	2,451	2,982	956	243	454	0	7,086
2007								
Total Passengers	503,019	148,610	242,522	44,431	10,702	56,754	10,820	513,839
Island Visitation								
(# of Passengers)								
Maui County	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Maui	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Moloka'i	7,888	3,432	3,286	368	74	728	146	8,035
Lāna'i	10,461	4,793	4,208	497	122	841	32	10,493
2006								
Total Passengers	415,967	131,156	217,229	34,530	9,873	23,179	10,227	426,194
Island Visitation								
(# of Passengers)								
Maui County	406,513	127,725	212,635	33,800	9,665	22,689	10,227	416,740
Maui	406,513	127,725	212,635	33,800	9,665	22,689	10,227	416,740
Moloka'i	7,839	3,037	3,558	713	174	359	262	8,101
Lāna'i	7,600	3,170	3,351	511	155	413	101	7,701
2005								
Total Passengers	316,546	89,914	170,879	27,943	8,769	19,040	4,977	321,522
Island Visitation								
(# of Passengers)								
Maui County	314,123	89,226	169,571	27,729	8,702	18,894	4,779	318,901
Maui	314,123	89,226	169,571	27,729	8,702	18,894	4,779	318,901
Moloka'i	11,849	4,516	5,512	770	347	703	54	11,903
Lāna'i	13,323	4,892	6,402	837	350	842	38	13,361
2004								
Total Passengers	240,800	67,271	127,532	16,240	7,700	22,057	3,577	244,377
Island Visitation								
(# of Passengers)								
Maui County	230,394	64,364	122,021	15,538	7,367	21,104	3,577	233,971
Maui	230,394	64,364	122,021	15,538	7,367	21,104	3,577	233,971
Moloka'i	7,573	2,733	3,850	520	134	335	72	7,645
Lāna'i	8,971	3,215	4,639	536	188	393	17	8,988

¹ MMA: Major Market Area.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 -2008 Annual Visitor Research Report.

10.3.6

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

Month	Maximum Passenger Capacity (Number of Ships)							
	2008		2009		2010		2011	
Kahului Harbor								
January	26,514	(12)	8,584	(4)	10,730	(5)		
February	18,718	(9)	8,584	(4)	9,304	(5)		
March	18,534	(9)	10,730	(5)	8,584	(4)		
April	13,362	(6)	10,678	(5)	12,824	(6)		
May	18,438	(8)	10,730	(5)	10,730	(5)		
June	20,330	(9)	8,584	(4)	8,584	(4)		
July	18,184	(8)	8,584	(4)	8,584	(4)		
August	22,730	(10)	10,678	(5)	10,730	(5)		
September	18,184	(8)	10,704	(5)	10,701	(5)		
October	22,708	(10)	8,584	(4)	12,854	(6)		
November	20,330	(9)	10,730	(5)	10,730	(5)		
December	20,584	(9)	8,584	(4)	8,584	(4)		
Total	238,616	(107)	107,170	(50)	112,209	(53)		
Lahaina Small Boat Harbor								
January	27,962	(14)	12,238	(6)	8,696	(5)	8,690	(4)
February	13,228	(8)	10,208	(5)	9,666	(5)	16,462	(9)
March	18,790	(9)	13,848	(8)	10,870	(6)	16,370	(9)
April	18,922	(9)	14,057	(7)	16,616	(8)	11,698	(5)
May	17,674	(10)	5,850	(3)	9,532	(5)	9,920	(6)
June	8,008	(4)	0	(0)	0	(0)		
July	3,450	(2)	1,950	(1)	0	(0)		
August	10,806	(5)	0	(0)	0	(0)		
September	6,280	(5)	10,272	(6)	8,716	(6)	1,900	(1)
October	23,388	(12)	10,760	(5)	9,376	(4)		
November	14,470	(6)	14,396	(6)	14,190	(9)		
December	4,270	(2)	9,200	(4)	11,440	(5)		
Total	167,248	(86)	102,779	(51)	99,102	(53)	65,040	(34)

Max Passengers: Ship capacity, not actual passenger counts.

Ship and passenger counts prior to last dated report from previous report. Not actual counts.

SOURCE: State of Hawai'i, Department of Transportation, Harbors Division, Maui Passenger and Cruise Vessel Schedule. Revised August 09, 2008 and Department of Land and Natural Resources, Division of Boating & Ocean Recreation, Schedule of Passenger/Cruise Vessels, Prepared October 06, 2008

10.4.1

ACTIVITY PARTICIPATION MAUI ISLAND, BY VISITOR CATEGORY

Activity	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
All Sightseeing	88.1%	92.6%	89.1%	94.2%	95.1%	77.1%
Helicopter/plane tour	6.1%	8.5%	6.4%	11.1%	6.3%	5.8%
Boat/submarine/whale watching	35.0%	36.7%	9.4%	42.3%	37.2%	23.4%
Tour bus excursion	4.7%	20.6%	46.2%	11.2%	13.0%	19.7%
Private limousine/van tour	4.8%	4.0%	6.8%	4.2%	12.1%	5.3%
Self-guided	77.7%	72.6%	36.9%	77.9%	73.6%	55.7%
All Recreation	93.4%	83.9%	47.2%	89.0%	83.7%	84.9%
Swimming/sunbathing/beach	88.3%	76.6%	35.6%	84.2%	77.7%	77.6%
Surfing/+	28.0%	15.5%	4.5%	30.4%	17.7%	31.5%
Snorkeling/scuba diving	60.6%	47.4%	11.0%	54.7%	43.8%	19.3%
Jet skiing/parasailing/windsurfing	5.1%	5.3%	2.4%	2.8%	3.6%	2.7%
Golf	11.8%	10.1%	11.4%	15.2%	5.7%	5.3%
Running/jogging/fitness walking	46.6%	31.0%	9.3%	42.7%	19.3%	19.0%
Spa	16.9%	13.0%	5.6%	9.2%	6.1%	5.4%
Backpacking/hiking/camping	21.9%	18.3%	2.2%	15.0%	18.0%	1.2%
Sports event/tournament	2.8%	2.6%	0.3%	2.9%	2.3%	1.6%
All Entertainment	95.6%	85.7%	73.5%	89.7%	84.7%	86.1%
Lunch/sunset/dinner/evening	27.3%	32.5%	27.1%	26.8%	28.0%	32.2%
Lounge act/stage show	21.8%	26.7%	12.7%	27.9%	16.4%	15.3%
Nightclub/dancing/bar/karaoke	8.8%	7.7%	1.8%	8.2%	6.1%	3.3%
Fine dining	51.4%	50.8%	54.5%	40.7%	33.2%	31.1%
Family restaurant/diner	71.5%	58.9%	25.2%	66.7%	48.4%	50.6%
Ethnic dining	41.2%	32.8%	9.6%	37.6%	25.5%	16.8%
Prepared own meal	61.4%	41.7%	17.1%	57.1%	31.0%	25.1%
All Shopping	94.1%	88.6%	68.1%	92.9%	91.6%	72.3%
Department stores	30.1%	27.9%	8.1%	49.8%	41.5%	29.9%
Designer boutiques	36.4%	35.6%	14.5%	41.5%	25.4%	25.8%
Hotel stores	37.5%	35.5%	16.8%	31.0%	21.6%	21.5%
Swap meet	26.9%	14.8%	6.1%	32.0%	9.6%	11.1%
Discount/outlet stores	36.0%	26.1%	9.7%	31.9%	15.4%	19.8%
Supermarkets	77.3%	53.4%	30.7%	74.0%	69.7%	35.2%
Convenience stores	59.5%	46.4%	28.8%	57.3%	28.9%	41.2%
Duty free	3.4%	2.2%	9.4%	7.0%	7.1%	5.7%
Local shops/artisans	74.5%	65.8%	35.0%	71.3%	61.1%	49.3%
All Culture	73.9%	78.2%	42.1%	80.0%	71.3%	65.0%
Historic site	28.7%	35.7%	16.4%	37.0%	32.2%	14.6%
Museum/art gallery	27.6%	21.1%	8.1%	26.4%	18.0%	24.9%
Polynesian show/luau/hula	32.6%	40.6%	12.8%	40.4%	24.7%	29.2%
Play/concert	5.3%	6.9%	0.9%	6.7%	3.3%	1.1%
Art/craft fair	19.9%	15.3%	3.0%	17.6%	8.3%	4.7%
Parks/gardens	47.2%	50.9%	26.1%	52.4%	48.5%	21.9%
Festival	4.2%	2.2%	2.5%	3.4%	2.2%	1.1%
All Transportation	88.7%	82.9%	49.8%	85.7%	86.6%	63.1%
Trolley	3.1%	4.2%	7.3%	2.9%	6.4%	15.6%
Public Bus	5.0%	5.7%	8.5%	5.3%	10.6%	12.4%
Taxi/limousine	6.2%	7.3%	18.9%	8.5%	14.8%	22.5%
Rental Car	84.8%	74.9%	26.5%	80.3%	73.5%	34.6%
Meeting	4.9%	4.2%	0.9%	1.7%	2.0%	0.7%
Convention	2.8%	3.7%	0.3%	4.2%	1.4%	1.2%
Incentive/Reward	3.3%	2.5%	2.1%	2.1%	2.7%	0.0%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities.

SOURCE: Department of Business, Economic Development and Tourism. *2008 Visitor Satisfaction & Activity Report.*

10.4.2

EXCELLENT SATISFACTION RATINGS BY ISLAND, US AND JAPAN VISITORS

Year	State	Maui	Moloka'i	Lāna'i	O'ahu	Big Island	Kaua'i
U.S. Visitors							
2004	68.2%	70.3%	57.8%	60.9%	55.8%	63.2%	73.3%
2005	67.4%	73.3%	65.9%	43.1%	55.1%	51.6%	70.6%
2006	66.6%	69.1%	60.4%	65.7%	55.3%	52.8%	66.9%
2007	68.3%	68.1%	53.6%	60.6%	58.0%	62.0%	72.4%
2008	68.4%	73.7%	58.2%	69.0%	55.3%	62.2%	74.9%
Japan Visitors							
2004	51.0%	53.0%	49.7%	19.1%	53.4%	57.7%	46.3%
2005	53.0%	57.8%	57.4%	34.0%	53.7%	46.6%	47.9%
2006	51.7%	50.9%	42.5%	56.3%	53.0%	49.1%	42.0%
2007	50.9%	54.0%	64.3%	86.3%	51.1%	56.6%	48.0%
2008	53.5%	54.3%	47.5%	71.0%	56.6%	57.3%	52.7%

SOURCE: Department of Business, Economic Development and Tourism, *2008 Visitor Satisfaction & Activity Report*.

10.4.3

MAUI COUNTY VISITATION DECISION TIMETABLE

% of Total Visitors by MMA

Island	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Maui							
Decide before arrival in Hawai'i	95.0%	97.1%	92.4%	89.2%	93.6%	93.1%	90.6%
Decide after arrival in Hawai'i	5.0%	2.9%	7.6%	10.8%	6.4%	6.9%	9.4%
Moloka'i							
Decide before arrival in Hawai'i	81.8%	80.8%	82.4%	77.3%	67.5%	82.0%	86.5%
Decide after arrival in Hawai'i	18.2%	19.2%	17.6%	22.7%	32.5%	18.0%	13.5%
Lāna'i							
Decide before arrival in Hawai'i	56.9%	53.0%	60.6%	69.5%	62.9%	70.1%	83.3%
Decide after arrival in Hawai'i	43.1%	47.0%	39.4%	30.5%	37.1%	29.9%	16.7%

SOURCE: Department of Business, Economic Development and Tourism, *2008 Visitor Satisfaction & Activity Report*.

10.4.4

OVERALL ISLAND EXPERIENCE, MAUI COUNTY, ALL VISITOR CATEGORIES

Experience	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Maui Island							
Excellent	73.7%	73.3%	74.2%	54.3%	66.7%	61.7%	61.6%
Above Average	23.0%	23.8%	22.0%	40.4%	29.7%	34.7%	30.4%
Below Average	3.1%	2.9%	3.4%	4.8%	3.1%	3.4%	7.0%
Poor	0.2%	0.0%	0.4%	0.5%	0.5%	0.2%	1.0%
Moloka'i							
Excellent	58.2%	47.9%	65.9%	47.5%	43.3%	62.6%	47.0%
Above Average	36.0%	43.8%	30.2%	52.5%	40.6%	31.3%	45.1%
Below Average	4.7%	6.7%	3.2%	0.0%	12.2%	5.4%	7.9%
Poor	1.1%	1.7%	0.7%	0.0%	3.9%	0.7%	0.0%
Lāna'i							
Excellent	69.0%	71.1%	66.9%	71.0%	40.3%	51.9%	38.2%
Above Average	28.2%	25.1%	31.4%	29.0%	38.7%	42.0%	54.6%
Below Average	2.5%	3.7%	1.4%	0.0%	18.5%	4.0%	7.3%
Poor	0.3%	0.1%	0.4%	0.0%	2.5%	2.1%	0.0%

SOURCE: Department of Business, Economic Development and Tourism, *2008 Visitor Satisfaction & Activity Report*.

10.4.5

VISITORS BY INCOME LEVEL, BY MMA, MAUI COUNTY

Income	Total U.S.	U.S. West	U.S. East	Canada	Europe ¹	Oceania ¹
Under \$15,000	1.1%	1.0%	1.1%	0.8%	2.8%	0.9%
\$15,000 - \$24,999	1.5%	1.8%	1.2%	0.8%	3.0%	2.7%
\$25,000 - \$29,999	1.0%	1.2%	0.9%	2.4%	2.5%	2.3%
\$30,000 - \$34,999	2.3%	2.1%	2.5%	1.6%	2.5%	1.3%
\$35,000 - \$39,999	1.9%	1.6%	2.3%	3.0%	3.7%	17.4%
\$40,000 - \$44,999	3.2%	1.6%	5.6%	1.8%	4.1%	1.2%
\$45,000 - \$49,999	2.0%	1.8%	2.3%	5.2%	6.6%	2.8%
\$50,000 - \$69,999	11.7%	13.0%	10.0%	13.0%	14.2%	12.5%
\$70,000 - \$99,999	16.8%	15.5%	18.5%	17.1%	13.5%	15.7%
\$100,000 - \$124,999	16.2%	15.6%	17.1%	20.9%	12.8%	12.8%
\$125,000 - \$149,999	10.4%	11.5%	8.9%	10.4%	9.1%	8.8%
\$150,000 - \$199,000	12.3%	13.3%	10.9%	8.5%	10.5%	4.8%
\$200,000 or more	19.5%	20.2%	18.7%	14.7%	14.7%	16.9%
Japan						
10,000 Japanese Yen						
150 or less	4.2%					
150 - 249.999	4.6%					
250 - 299.999	3.8%					
300 - 349.999	3.0%					
350 - 399.999	5.5%					
400 - 449.999	3.6%					
450 - 499.999	4.5%					
500 - 699.999	18.9%					
700 - 999.999	20.7%					
1,000 - 1,249.999	10.0%					
1,250 - 1,499.999	8.5%					
1,500 - 1,999.999	8.3%					
2,000 or more	4.5%					

¹ In U.S. Dollars

SOURCE: Department of Business, Economic Development and Tourism, *2008 Visitor Satisfaction & Activity Report*.

10.5.1

ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS, MAUI COUNTY

Calendar year unless otherwise specified

Island and Cultural Attraction	2005	2006	2007	2008
Maui				
Alexander & Baldwin Sugar Museum	38,591	41,295	38,453	29,332
Haleki'i-Pihana Heiaus State Monument ¹	2,800	2,920	12,000	10,176
Hāna Cultural Center (Hale Wai Wai 'O Hana)	10,436	(NA)	8,541	8,384
Hawai'i Nature Center	NA	NA	NA	NA
Haleakalā National Park	1,474,681	1,426,068	1,322,817	1,185,068
Īao Valley State Monument ¹	529,500	549,420	431,400	365,827
Kula Botanical Gardens	28,520	31,548	29,275	29,575
Lahaina Restoration Foundation	134,735	173,706	169,159	108,683
Baldwin Missionary Home Museum	38,308	43,671	43,335	40,133
Hale Pa'ahao (Old Lahaina Prison)	27,746	29,238	28,927	28,022
Hale Pa'i Printing House	3,866	4,871	1,364	1,416
Wo Hing Temple Museum	64,815	95,926	95,533	39,112
Maui Historical Society Bailey House Museum	12,874	12,797	12,962	12,092
Maui Ocean Center	436,814	462,843	471,570	366,754
Maui Tropical Plantation	NA	NA	NA	NA
Whaler's Village Museum	164,559	180,272	221,562	164,757
Moloka'i				
Kalaupapa National Historic Park	48,772	46,839	60,992	60,934
Kalaupapa Settlement	9,622	9,911	9,292	9,094

NA: Not available, Not open.

¹ Years ending June 30.

SOURCE: Hawai'i State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawai'i Data Book 2008*.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2008	Maui	Kaho'olawe	Lāna'i	Moloka'i	Total Maui County
Listed Hawai'i Register only	31	—	—	41	80
Listed National Register only	4	1	—	10	13
Listed both Hawai'i and National Register	31	—	2	40	66
Eligible for National Register ¹	1	—	—	2	3
Total sites	67	1	2	93	162

¹ Sites declared eligible for National Register listing by the National Board.

SOURCE: Hawai'i State Department of Land and Natural Resources, State Historic Preservation Division, records, 2008.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	2004	2005	2006	2007	2008
National Parks¹					
Number of areas	2	2	2	2	2
Acreage	40,747	40,747	39,890	39,111	44,001
Visits	1,517,274	1,523,453	1,472,907	1,383,809	1,246,002
State Parks & Historic Sites²					
Number of areas	9	9	10	10	10
Acreage	566	566	565	569	569
Visits (1,000)	1,553	NA	NA	NA	NA
County Parks					
Number of areas	NA	NA	NA	119	119
Acreage	NA	NA	NA	789	1,184

NA: Not available.

r: Revised from previous Data Book

¹ As of December 31.

² As of June 30.

SOURCES: U.S. Department of the Interior, National Park Service, Public Use Statistics Office, acreage and visitation reports, Hawai'i State Department of Land and Natural Resources, Division of State Parks, records. County data compiled by the Hawai'i State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

10.5.4

COMMUNITY CENTERS, MAUI COUNTY

Name	Location	Max Capacity	Tables	Chairs	Kitchen	Public Parking	Overflow Parking
Eddie Tam Memorial	Makawao	380	33	390	yes	39	Park
Ha'ikū	Ha'ikū	178	28	160	yes	48	
Hāli'imaile Annex	Hāli'imaile	60	9	58	yes	2	Roadside
Hāna	Hāna	100	15	74	yes	Unmarked	Back of Center
Helene Hall	Hāna	304	20	200	no	20	Off Street
Kahului	Kahului	200	8	64	yes	30	Kokua Pool
Kalama Park Ext. Pavilion	Kihei	250	12	12	yes	Unmarked	Kalama Park
Kenolio	Kihei	175	13	62	yes	64	
Kēōkea	Kula	108	11	80	yes	7	Grass area
Kihei	Kihei	600	35 ¹		yes	149	Aquatic Center
Kilohana	Kaunakaka'i	150	5	20	yes	20	
Kualapu'u	Moloka'i	97	9	72	yes	100	
Kula	Kula	180	59	134	yes	64	Tennis courts
Lahaina Civic Center	Lahaina	322	15	322	yes	150	Overflow lots
Lāna'i	Lāna'i	200	15 ¹ , 11	100	yes	64	Street Parking
Mayor Hannibal Tavares	Pukalani	755	50	500	yes	96	Lower Level
Mitchell Pau'ole	Kaunakakai	246	22	160	yes	21	
Old Kalama Park Pavilion	Kihei	50	12 ¹		no	79	
Pā'ia	Pa'ia	324	22	171	yes	37	Gravel area
Waikapū Neighborhood	Waikapū	100	8	80	yes	8	Park
Wailuku	Wailuku	500	39 ¹ , 8	96	yes	84	

¹ Table/Benches

SOURCE: County of Maui, Department of Parks and Recreation.

10.5.5

SEATING CAPACITIES OF SELECTED FACILITIES, MAUI COUNTY

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

SOURCE: Officials of the facilities.

10.7.1

DOG LICENSES ISSUED, BY ISLAND

Year	State Total	Maui ^{1,2}	Lānaʻi	Molokaʻi	Oʻahu	Hawaiʻi	Kauaʻi
1993	27,586	2,427	26	46	20,081	4,006	1,000
1994	29,010	3,171	26	57	19,485	4,099	2,172
1995	28,442	1,446	82	48	20,030	4,911	1,925
1996	30,376	699	32	58	21,245	5,381	2,961
1997	28,395	1,378	33	80	19,713	5,871	1,320
1998	28,645	649	35	83	19,861	5,777	2,240
1999	32,137	4,473	29	84	20,039	6,311	1,201
2000	31,147	4,587	57	25	20,066	5,627	785
2001	31,068	4,285	(NA)	(NA)	18,761	5,919	2,103
2002	30,909	4,420	50	30	17,752	6,809	1,848
2003	29,519	2,901	12	47	16,673	6,786	3,100
2004	50,180	3,977	25	30	36,121 ³	8,085	1,942
2005	53,415	4,621	24	30	35,638 ³	10,454	2,648
2006	50,440	4,282	17	27	35,163 ³	8,836	2,115
2007	50,403	4,997	9	27	34,966	6,504	3,900
2008	50,919	7,009	16	32	35,129	6,186	2,547

NA: Not available.

¹ Beginning in January 1995, the number of registrations issued by the animal shelter was not included in the count. Therefore, the figures for 1995-1999 were affected by this change.

² From year 2000 Maui County reported data in fiscal year, in 2001 Maui County reported 674 licenses issued which includes Lānaʻi and Molokaʻi figures and animal shelter data obtained for the same period were 3,611.

³ Fiscal year ending June 30, figures are estimates.

SOURCE: Compiled by the Hawaii State Department of Business, Economic Development & Tourism.

10.7.2

ANIMAL ACQUISITIONS AND DISPOSITIONS, MAUI HUMANE SOCIETY, MAUI ISLAND

Acquisitions & Dispositions	FY 2007-08			FY 2008-09		
	Dogs	Cats	Other	Dogs	Cats	Other
Area						
Lahaina	206	932	37	246	1,120	49
Kihei	361	921	173	370	1,011	189
Makawao	304	492	159	318	530	83
Kahului	323	1,004	176	343	934	152
Kula	162	223	94	151	397	65
Wailuku	492	992	223	464	1,148	181
Pā'ia	80	92	14	32	153	6
Ha'ikū	203	400	141	142	414	144
Hāna	91	76	11	69	89	1
LAS	142	462	152	324	501	123
Total	2,528	5,594	1,180	2,459	6,297	993
Acquisitions						
Strays	1,505	4,434	795	1,572	4,911	681
Owner turn ins	853	1,160	385	887	1,386	312
Total Incoming	2,358	5,594	1,180	2,459	6,297	993
Remaining at Shelter						
Reclaim by owner	583	233	4	607	302	16
Adopted	819	739	153	774	723	134
Transferred	8	0	93	1	87	111
Dispositions						
Cremation	149	56	8	148	69	13
DOA	105	731	4	124	700	5
Total Euthanized ¹	710	3,879	879	787	4,505	785
TOTAL	2,374	5,638	1,141	2,441	6,386	1,064
Euthanized						
Euthanized untreatable	421	3,041	753	453	3,486	639
Euthanized Treatable Space Reasons	188	800	52	151	984	81
Euthanized Space Reasons	101	38	74	183	35	65
TOTAL	710	3,879	879	787	4,505	785

n/a: not applicable, category no longer used.

¹ Includes owner requested euthanasia.

SOURCE: Maui Humane Society, records.

10.7.3

MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	Fiscal Year 2005-06	Fiscal Year 2006-07	Fiscal Year 2007-08	Fiscal Year 2008-09
Lease Law	2,432	2,953	3,471	1,069
No Tax	571	427	492	81
Barking	220	367	322	310
Cruelty/Neglect	1,073	1,166	1,356	567
Home Inspection	735	358	134	72
Injured Animals	220	187	183	277
Injured Wild Life	nc	nc	6	45
Large animal trespass	37	24	30	16
Spay/Neuter Reclaims	23	19	1	16
Abandonment	42	48	48	40
Vicious Dog recheck	64	144	178	128
Dog to Dog Bites	64	77	54	92
Dog to Human Bites	84	75	46	70
Dog to Other Bites	45	31	28	49
Ongoing Investigation	nc	nc	197	2,579
Pickup/Deliver/misc	812	920	585	603
Stray Dog pick up	631	600	548	509
DOA's	723	847	818	837
Stray Cat Pick up	1,516	1,815	1,727	1,887
Owned Animal Pick up	nc	nc	47	25
Pick up Police Reports, license	349	509	577	386
Other Animal Pick up	14	13	13	11
Wild Life pick up	nc	nc	3	9
Wild Life Transfer	nc	nc	14	179
Preventative Patrols	ac	ac	ac	427
Personal Assist	ac	ac	ac	333
Total	9,655	10,630	10,878	10,617

Citations Issued FY 2008-09	UpCountry	Hāna	Kahului	Wailuku	Lahaina	Kihei
Leash Law	138	9	27	32	20	33
No Tax	5	0	3	1	0	2
Inhumane Manner	3	1	4	5	1	4
Cruelty	0	0	0	0	0	0
Aggressive Dog	47	2	11	16	6	16
D.D. Non Compliance	4	0	0	2	0	10
Interference	0	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Live Stock at Large	0	0	0	4	0	0
Total	197	12	45	60	27	65

nc: New category as of FY 2007-2008.

ac: Additional category as of FY 2008-2009

SOURCE: Maui Humane Society, records.



Domestic Trade

Section 11

DOMESTIC TRADE

This final section covers data on manufacturers, service establishments, professional firms, retail trade, industrial parks and the general excise tax base. Also included is a list of Maui County's largest private corporations.

The largest private corporation based in Maui is Jim Falk Automotive Group with 302 employees, and sales of \$226.2 million in 2008. 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 MAUI COUNTY AND STATE OF HAWAII

Includes operating manufacturing establishments and auxiliaries

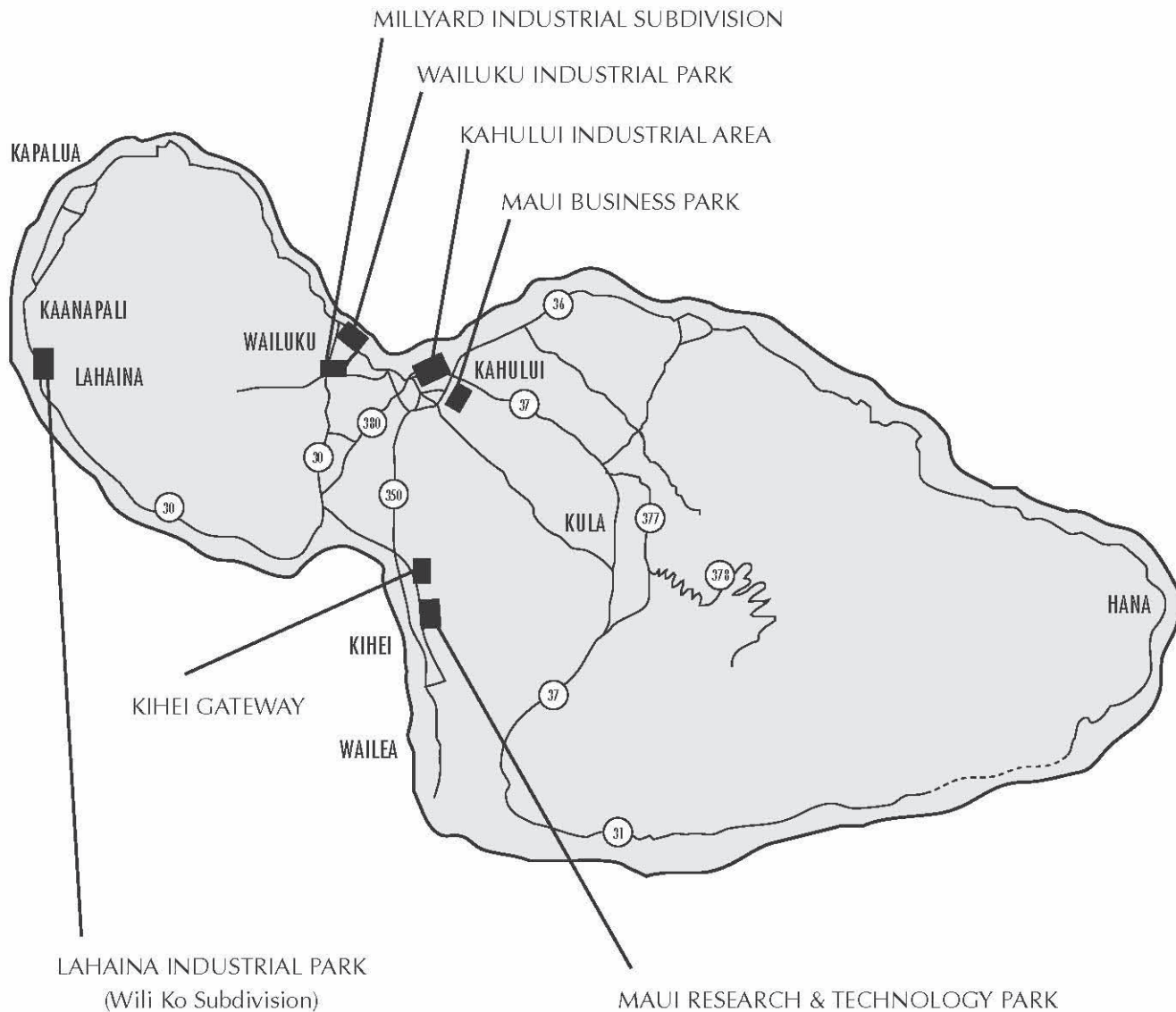
2002	Maui County		State of Hawaii	
	All	Food	All	Food
All Establishments				
Total (number)	93	34	929	259
With 20 employees or more (number)	8	4	157	54
All Employees				
Number	1,491	1,159	13,200	5,224
Payroll (\$1,000)	50,232	36,512	421,269	145,699
Production Workers				
Number	1,141	932	8,865	3,597
Hours (1,000)	2,204	1,791	16,837	6,693
Wages (\$1,000)	35,640	27,631	254,713	90,162
Value Added by Manufacture				
(\$1,000)	157,060	116,228	1,217,728	478,098
Cost of Materials				
(\$1,000)	113,889	87,711	2,246,539	427,972
Value of Shipments				
(\$1,000)	270,556	204,002	3,460,199	908,464
Total Capital Expenditures				
(\$1,000)	16,574	10,872	82,960	26,914

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

11.1.2

INDUSTRIAL PARKS, ISLAND OF MAUI

	Size	Location	Types of industries
Maui Research & Technology Park	330 acres	Kihei	High technology
Kahului Industrial Area	200 acres	Kahului	Light industrial and commercial
Maui Business Park	75 acres	Kahului	Light industrial and commercial
Wailuku Industrial Park	55 acres	Wailuku	Construction base yard, trucking, commercial
Millyard Subdivision	30 acres	Wailuku	Light industry and business commercial
Kihei Gateway	30 acres	Kihei	Light industrial and commercial
Lahaina Industrial Park	10 acres	Lahaina	Commercial



SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Directory of Industrial and Technology Parks, 1991.

11.2.1

GENERAL EXCISE TAX BASE, MAUI COUNTY

	2002	2003	2004	2005	2006	2007	2008
Retailing	1,288,265,075	1,416,929,475	1,606,066,500	1,648,035,875	1,759,756,700	1,997,919,800	1,811,073,250
Services	497,605,975	538,502,100	581,463,850	633,851,450	718,509,525	829,109,750	848,982,850
Contracting	364,438,350	425,070,200	452,890,850	560,067,200	706,706,975	828,132,400	750,457,450
Theater, Amusements, Radio, etc.	20,309,700	21,195,600	21,525,925	18,918,075	23,894,750	24,109,450	22,023,375
Interest	18,674,475	18,889,650	14,142,100	12,945,300	16,453,975	28,052,600	4,022,925
Commissions	105,181,525	135,367,700	149,889,375	170,629,750	171,916,575	179,544,875	142,897,350
Hotel Rentals	321,252,400	359,701,525	400,577,025	356,886,975	474,507,050	636,500,825	605,640,475
All Other Rentals	289,637,275	301,241,100	295,148,025	285,637,400	330,730,475	380,013,500	373,678,075
Use (4%)	25,138,275	45,193,250	41,583,950	26,819,875	25,403,600	25,530,400	16,060,625
All Others (4%)	117,366,800	128,484,500	134,171,575	143,625,350	171,598,025	234,620,250	220,807,300
SUB-TOTAL	3,047,869,850	3,390,575,100	3,697,459,175	3,857,417,250	4,399,477,650	5,163,533,850	4,795,643,675
Insurance Solicitors	59,276,000	63,635,334	108,120,666	12,608,666	14,953,334	22,106,001	18,752,667
Sugar Processing	82,000	40,400	11,400	26,200	13,800	0	15,200
Pineapple Canning	1,978,400	4,091,600	1,535,400	1,722,400	239,200	0	0
Producing	23,407,000	23,037,600	20,054,400	23,375,400	19,775,800	22,979,200	23,909,600
Manufacturing	29,829,600	37,399,400	29,042,400	32,316,200	34,799,200	38,640,400	34,673,400
Wholesaling	358,084,800	365,772,200	386,196,400	424,916,800	497,918,800	546,992,600	507,465,000
Services (Intermediary)	47,747,000	50,574,800	45,863,000	48,675,600	69,946,400	76,914,600	85,672,400
Use (1/2%)	216,882,000	172,571,600	273,048,400	393,934,200	564,730,200	661,816,800	517,758,200
SUB-TOTAL	737,286,800	717,122,934	863,872,066	937,575,466	1,202,376,734	1,369,449,601	1,188,246,467
GRAND TOTAL	3,785,156,650	4,107,698,034	4,561,331,241	4,794,992,716	5,601,854,384	6,532,983,451	5,983,890,142

Notes:

1. This report is on cash basis accounting and may be distorted on a monthly basis, primarily due to cutoffs and out-of-period adjustments.

2. This report reflects the tax bases for only allocated collections. The base for the unallocated net collections cannot be determined due to differing tax rates which may be applicable.

SOURCE: Hawai'i State Department of Taxation, *General Excise and Use Tax Base, Calendar Years 2002 to 2008 (annual)*.

11.2.2

RETAIL ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION

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

2007 Establishment Type		Location / Number		Location / Number		Totals	
Motor vehicle & parts dealers (NAICS 441---)							
Kahului	23	Makawao	1	Kaunakakai	2		
Kihei	5	Wailuku	9			Maui subtotal	41
Lahaina	3					Total	43
Furniture & home furnishing stores (NAICS 442---)							
Ha'ikū	2	Kula	1	Wailuku	6		
Kahului	16	Lahaina	7	Kaunakakai	1	Maui subtotal	36
Kihei	4					Total	37
Electronics & appliance stores (NAICS 443---)							
Kahului	9	Lahaina	5	Wailuku	1		
Kihei	5	Makawao	1			Total	21
Bldg material & garden equip & supp dealers (NAICS 444---)							
Ha'ikū	1	Lahaina	6	Ho'olehua	1		
Kahului	25	Makawao	3	Kaunakakai	1		
Kihei	4	Wailuku	8	Lāna'i City	1	Maui subtotal	47
						Total	50
Food & beverage stores (NAICS 445---)							
Ha'ikū	2	Lahaina	25	Kaunakakai	7		
Kahului	19	Makawao	6	Kualapu'u	1		
Kihei	14	Pā'ia	3	Mounaloa	1	Maui subtotal	79
Kula	2	Wailuku	8	Lāna'i City	1	Total	90
		Kalaupapa	1				
Health & personal care stores (NAICS 446---)							
Ha'ikū	1	Kula	3	Pā'ia	1		
Kahului	12	Lahaina	16	Wailuku	6		
Kihei	10	Makawao	3	Kaunakakai	1	Maui subtotal	52
						Total	53
Gasoline stations (NAICS 447---)							
Ha'ikū	2	Lahaina	7	Wailuku	7		
Kahului	10	Makawao	1	Kaunakakai	2		
Kihei	5	Pā'ia	2	Lāna'i City	1	Maui subtotal	35
Kula	1					Total	38

11.2.2

CONTINUED

2007 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Clothing & clothing accessories stores (NAICS 448---)									
Hāna	1	Lahaina	128	Wailuku	8				
Kahului	42	Makawao	10	Kaunakakai	3	Maui subtotal		255	
Kihei	58	Pā'ia	8	Lāna'i City	1	Total		259	
Sporting goods, hobby, book & music stores (NAICS 451---)									
Kahului	20	Makawao	3	Kaunakakai	1				
Kihei	7	Pā'ia	3			Maui subtotal		56	
Lahaina	18	Wailuku	5			Total		57	
General merchandise stores (NAICS 452---)									
Hāna	1	Lahaina	2	Kaunakakai	2				
Kahului	10	Makawao	1	Lāna'i City	1	Maui subtotal		16	
Kihei	1	Wailuku	1			Total		19	
Miscellaneous store retailers (NAICS 453---)									
Ha'ikū	1	Kula	6	Wailuku	14				
Hāna	2	Lahaina	73	Kaunakakai	3				
Kahului	23	Makawao	11	Lāna'i City	3	Maui Subtotal		162	
Kihei	25	Pā'ia	7			Total		168	
Nonstore retailers (NAICS 454---)									
Ha'ikū	2	Kula	3	Wailuku	2				
Kahului	2	Lahaina	3	Ho'olehua	1	Maui subtotal		15	
Kihei	2	Makawao	1	Lāna'i City	1	Total		17	
								Grand Total	852

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

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2007*.

11.2.3

CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

	Location	Stores	Year Built/ Last Renovated	Gross Leasable Area
Queen Ka'ahumanu 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	Kihei	100	2000	160,000
Pi'ilani Shopping Center	Kihei	30	2000	150,000
Lahaina Center Factory Stores	Lahaina	NA	1990	150,000
Wailuku Shopping Center	Wailuku	NA	NA	134,557
Lahaina Cannery Mall	Lahaina	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
Keālia Beach Center	Kihei	NA	1983	20,350
Banyan Inn Marketplace	Lahaina	9	1975	20,028
Kai Nani Village	Kihei	14	1975	13,878
Pukalani Square	Pukalani	NA	1986	6,600
Nāpili Plaza	Lahaina	NA	NA	NA
West Maui Center	Lahaina	NA	NA	NA

SOURCE: National Research Bureau, 2002 database supplied to Claritas, Inc.

11.2.4

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

Sales in thousands of dollars

2007	Estab- lishments	Sales (\$1,000)	Annual Employees	Payroll (\$1,000)
Retail trade (NAICS 44-45)	853	2,474,819	9,861	262,007
Automobile dealers (NAICS 4411--)	14	303,543	551	29,255
Other motor vehicle dealers (NAICS 4412--)	3	19,660	69	2,946
Auto parts, accessories, & tire stores (NAICS 4413--)	27	39,355	229	7,031
Furniture stores (NAICS 4421--)	17	33,167	120	5,037
Home furnishings stores (NAICS 4422--)	26	25,851	156	4,433
Electronics and appliance stores (NAICS 4431--)	19	30,340	134	3,397
Building material and supplies dealers (NAICS 4441--)	37	183,260	624	19,187
Lawn & garden equip. & supplies stores (NAICS 4442--)	10	19,067	60	1,793
Grocery stores (NAICS 4451--)	66	459,553	1,930	47,390
Specialty food stores (NAICS 4452--)	12	13,878	81	1,440
Health and personal care stores (NAICS 4461--)	57	142,161	569	15,297
Gasoline stations (NAICS 4471--)	35	208,205	525	11,816
Clothing stores (NAICS 4481--)	165	173,958	1,350	22,631
Shoe stores (NAICS 4482--)	23	D	100-249	D
Jewelry, luggage, & leather goods stores (NAICS 4483--)	83	D	250-499	D
Sporting goods, & musical instr. stores (NAICS 4511--)	39	50,120	395	6,656
Book, periodical, and music stores (NAICS 4512--)	13	16,600	107	2,068
Department stores (NAICS 4521--)	4	D	500-999	D
Other general merchandise stores (NAICS 4529--)	14	D	250-499	D
Florists (NAICS 4531--)	14	D	20-99	D
Office supplies, stationery, & gift stores (NAICS 4532--)	82	D	500-999	D
Used merchandise stores (NAICS 4533--)	11	11,498	99	2,402
Other miscellaneous store retailers (NAICS 4539--)	54	D	250-499	D
Electronic shopping & mail-order houses (NAICS 4541--)	6	D	20-99	D
Direct selling establishments (NAICS 4543--)	13	17,657	63	2,449

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

SOURCE: U.S. Bureau of the Census, 2007 Economic Census.

11.2.5

RETAIL MERCHANDISE SALES, MAUI COUNTY AND BY CDP

NAICS	Kind of Business	Establish- ments	Sales (\$1,000)	Annual Payroll (\$1,000)	Paid Employees
44-45	Retail trade	853	2,474,819	262,007	9,861
441	Motor vehicle and parts dealers	44	362,558	39,232	849
442	Furniture and home furnishings stores	43	59,018	9,470	276
443	Electronics and appliance stores	19	30,340	3,397	134
444	Building material, garden equip. & supplies dealers	47	202,327	20,980	684
445	Food and beverage stores	85	481,142	49,167	2,032
446	Health and personal care stores	57	142,161	15,297	569
447	Gasoline stations	35	208,205	11,816	525
448	Clothing and clothing accessories stores	271	307,487	40,621	1,967
451	Sporting goods, hobby, book, and music stores	52	66,720	8,724	502
452	General merchandise stores	18	411,704	34,528	1,223
453	Miscellaneous store retailers	161	171,853	24,700	975
454	Nonstore retailers	21	31,304	4,075	125
44-45	Retail Trade by CDP				
	Ha'ikū-Pa'uwela	13	12,292	1,813	62
	Kahului	213	1,329,037	133,058	4,591
	Kihei	76	233,957	22,740	947
	Lahaina	208	340,015	39,052	1,583
	Makawao	24	10,223	1,770	93
	Nāpili-Honokōwai	13	32,077	2,668	123
	Pukalani	10	62,786	5,936	233
	Waihe'e-Waiehu	1	D	D	0-19
	Wailea-Mākena	63	109,446	13,372	423
	Wailuku	60	116,138	14,664	493
	Island of Moloka'i	24	40,537	4,461	252
	Island of Lāna'i	9	12,618	1,879	85
	Balance of Maui County	139	D	D	500-999

CDP: Census Designated Place

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

SOURCE: U.S. Bureau of the Census, 2007 Economic Census, Retail Trade.

11.2.6

**COMMERCIAL LEASE RENTS,
MAUI ISLAND**

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

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

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

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

Source: Lawson and Associates and Felcon Enterprises, records. Current property listings can be found at www.mauicommercial.com, sponsored by members of the Commercial Round Table of Maui.
Lahaina Revised by Mac Lawson, Lawson & Associates 12/09/09
Central & Kihei, Maui Revised by Felix Osorno, Felcon Enterprises, Ltd. : Pending 12/10/2009

11.3.1

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY

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

Industry	Number of Establishments ¹	Number of Employees ²	Annual Payroll (\$1,000)
Forestry, Fishing, Hunting, and Agriculture Support	4	0-19	D
Mining	1	20-99	D
Utilities	15	250-499	30,428
Construction	525	4,300	217,350
Construction of Buildings	197	1,581	78,487
Heavy and Civil Engineering Construction	25	286	17,015
Specialty Trade Contractors	303	2,433	121,848
Manufacturing	117	1,391	56,696
Food Manufacturing	31	907	34,672
Beverage and Tobacco Product Manufacturing	5	44	1,374
Textile Product Mills	3	5	178
Apparel Manufacturing	5	19	316
Wood Product Manufacturing	8	20-99	D
Printing and Related Support Activities	14	76	3,063
Chemical Manufacturing	8	20-99	971
Plastics and Rubber Products Manufacturing	2	0-19	D
Nonmetallic Mineral Product Manufacturing	10	100-249	D
Fabricated Metal Product Manufacturing	7	7	297
Transportation Equipment Manufacturing	1	0-19	D
Furniture and Related Product Manufacturing	6	0-19	518
Miscellaneous Manufacturing	17	30	715
Wholesale Trade	165	1,920	83,245
Merchant Wholesalers, Durable Goods	61	486	22,787
Merchant Wholesalers, Nondurable Goods	91	1,391	59,176
Wholesale Electronic Markets and Agents and Brokers	13	43	1,282
Retail Trade	857	9,756	260,153
Motor Vehicle and Parts Dealers	42	799	38,040
Furniture and Home Furnishings Stores	37	236	7,879
Electronics and Appliance Stores	21	152	3,555
Bldg Material & Garden Equipment & Supplies Dealers	50	719	21,854
Food and Beverage Stores	89	1,871	45,678
Health and Personal Care Stores	54	682	17,280
Gasoline Stations	38	517	14,585
Clothing and Clothing Accessories Stores	265	1,959	40,555
Sporting Goods, Hobby, Book, and Music Stores	58	570	10,744
General Merchandise Stores	19	1,293	35,548
Miscellaneous Store Retailers	167	874	21,964
Nonstore Retailers	17	84	2,471
Transportation and Warehousing	153	3,270	98,515
Air Transportation	11	994	20,739
Water Transportation	5	20-99	D
Truck Transportation	33	419	20,147
Transit and Ground Passenger Transportation	22	242	5,053
Pipeline Transportation	1	0-19	D
Scenic and Sightseeing Transportation	50	1,161	32,845
Support Activities for Transportation	13	153	7,603
Couriers and Messengers	15	144	5,361

11.3.1

CONTINUED

Industry	Number of Establishments ¹	Number of Employees ²	Annual Payroll (\$1,000)
Warehousing and Storage	3	20-99	D
Information	75	756	32,727
Publishing Industries (except Internet)	24	244	10,667
Motion Picture and Sound Recording Industries	16	20-99	1,494
Broadcasting (except Internet)	7	146	5,565
Internet Publishing and Broadcasting	1	0-19	D
Telecommunications	21	242	13,466
Internet Ser. Providers, Web & Data Services	5	20-99	D
Other Information Services	1	0-19	D
Finance and Insurance	192	1,117	46,254
Credit Intermediation and Related Activities	127	853	33,111
Securities, Commodity Contracts, & Related Activities	17	96	5,390
Insurance Carriers and Related Activities	48	168	7,753
Real Estate and Rental and Leasing	313	2,769	99,111
Real Estate	235	1,498	65,329
Rental and Leasing Services	78	1,271	33,782
Professional, Scientific, and Technical Services	375	1,571	69,317
Management of Companies and Enterprises	12	500-999	D
Administrative and Support and Services	291	4,394	129,269
Administrative and Support Services	275	4,053	119,936
Waste Management and Remediation Services	16	341	9,333
Educational Services	78	869	23,309
Health Care and Social Assistance	387	5,664	273,460
Ambulatory Health Care Services	280	2,302	129,430
Hospitals	2	1,000-2,499	D
Nursing and Residential Care Facilities	20	500-999	D
Social Assistance	85	1,519	36,144
Arts, Entertainment, and Recreation	110	1,794	46,421
Performing Arts, Spectator Sports, and Related Ind.	39	596	15,640
Museums, Historical Sites, and Similar Institutions	11	185	4,940
Amusement, Gambling, and Recreation Industries	60	1,013	25,841
Accommodation and Food Services	528	22,268	672,617
Accommodation	86	12,852	498,567
Food Services and Drinking Places	442	9,416	174,050
Other Services (except Public Administration)	458	2,868	68,428
Repair and Maintenance	84	343	10,654
Personal and Laundry Services	105	916	18,694
Religious, Grantmaking, Civic, and Like Organizations	269	1,609	39,080
Unclassified	7	4	245
Total	4,663	65,960	2,262,238

¹ Data refer to establishments in business at anytime during the year.

² 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 2007*.

11.3.2

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

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Total	4,663	15,381	716,284
Forestry, Fishing, Hunting, and Agriculture Support	4	258	6,605
Mining	1	4	1,110
Utilities	15	D	D
Construction	525	1,496	124,326
Construction of Buildings	197	397	46,295
Heavy and Civil Engineering Construction	25	21	2,890
Specialty Trade Contractors	303	1,078	75,141
Manufacturing	117	322	18,175
Food Manufacturing	31	33	2,451
Beverage and Tobacco Product Manufacturing	5	D	D
Textile Product Mills	3	3	426
Apparel Manufacturing	5	25	683
Leather and allied product manufacturing			
Wood Product Manufacturing	8	35	1,001
Paper manufacturing		3	13
Printing and Related Support Activities	14	13	879
Chemical Manufacturing	8	D	D
Plastics and Rubber Products Manufacturing	2	D	D
Nonmetallic Mineral Product Manufacturing	10	28	676
Primary metal manufacturing		D	D
Fabricated Metal Product Manufacturing	7	9	1,785
Machinery manufacturing		3	110
Transportation Equipment Manufacturing	1	D	D
Furniture and Related Product Manufacturing	6	26	2,295
Miscellaneous Manufacturing	17	122	5,942
Wholesale Trade	165	362	20,873
Merchant Wholesalers, Durable Goods	61	174	10,072
Merchant Wholesalers, Nondurable Goods	91	168	10,181
Wholesale Electronic Markets and Agents and Brokers	13	20	620
Retail Trade	857	1,119	71,257
Motor Vehicle and Parts Dealers	42	34	3,511
Furniture and Home Furnishings Stores	37	26	3,581
Electronics and Appliance Stores	21	12	619
Building Material and Garden Equipment and Supplies Dealers	50	19	973
Food and Beverage Stores	89	38	7,420
Health and Personal Care Stores	54	60	2,270
Gasoline Stations	38	3	94
Clothing and Clothing Accessories Stores	265	135	11,445
Sporting Goods, Hobby, Book, and Music Stores	58	56	3,077
General Merchandise Stores	19	29	4,594
Miscellaneous Store Retailers	167	228	21,571
Nonstore Retailers	17	479	12,102
Transportation and Warehousing	153	336	15,856
Air Transportation	11	8	187
Water Transportation	5	5	119
Truck Transportation	33	59	6,240
Transit and Ground Passenger Transportation	22	169	6,249
Pipeline Transportation	1		
Scenic and Sightseeing Transportation	50	19	283

11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Support Activities for Transportation	13	23	1,677
Couriers and Messengers	15	50	923
Warehousing and Storage	3	3	178
Information	75	170	7,060
Publishing Industries (except Internet)	24	40	2,248
Motion Picture and Sound Recording Industries	16	61	1,737
Broadcasting (except Internet)	7	5	69
Internet Publishing and Broadcasting	1		
Telecommunications	21	15	1,027
Data processing, hosting and related services		15	1,065
Internet Service Providers, Web Portals, & Data Services	5		
Other information services	1	34	914
Finance and Insurance	192	330	17,589
Credit Intermediation and Related Activities	127	94	3,212
Securities, Commodity Contracts, and Related Activities	17	104	8,428
Insurance Carriers and Related Activities	48	132	5,949
Real Estate and Rental and Leasing	313	1,819	125,355
Real Estate	235	1,734	116,888
Rental and Leasing Services	78	84	8,428
Lessors of nonfinancial intangible assets (except copyrighted works)			D D
Professional, Scientific, and Technical Services	375	1,906	73,949
Management of Companies and Enterprises	12		
Administrative & Support & Waste Mgt, Remediation Ser.	291	1,487	41,619
Administrative and Support Services	275	1,477	40,891
Waste Management and Remediation Services	16	10	728
Educational Services	78	266	6,386
Health Care and Social Assistance	387	948	31,273
Ambulatory Health Care Services	280	612	24,699
Hospitals	2		
Nursing and Residential Care Facilities	20	38	1,463
Social Assistance	85	298	5,111
Arts, Entertainment, and Recreation	110	1,785	48,147
Performing Arts, Spectator Sports, and Related Industries	39	1,556	29,246
Museums, Historical Sites, and Similar Institutions	11	D	D
Amusement, Gambling, and Recreation Industries	60	225	18,719
Accommodation and Food Services	528	259	20,257
Accommodation	86	75	5,602
Food Services and Drinking Places	442	184	14,655
Other Services (except Public Administration)	458	2,507	86,056
Repair and Maintenance	84	651	31,212
Personal and Laundry Services	105	1,764	53,230
Religious, Grantmaking, Civic, Prof., and Like Organizations	269	92	1,614
Unclassified	7	0	0

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

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 2007*.

11.3.3

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2009	2008	2008	2007	
Jim Falk Automotive Group	37	29	226.2	269.4	302
Grand Wailea Hotel & Spa	49	47	172.0	199.0	1,400
The Fairmont Hotels Hawai'i	57	99	152.2	180	1,220
Hyatt Regency Maui Resort & Spa LLC	76	69	125.0	140.0	800
Four Seasons Resort	80	77	116.0	130.0	650
TS Restaurants of Hawaii & Calif.	87	92	107.4	110.7	1,750
Dorvin D. Leis Co. Inc.	88	87	105.2	117.3	314
Hawai'i Petroleum Inc.	90	117	104.0	87.1	33
Maui Petroleum Inc.	115	133	80.1	70.5	15
Maui Land & Pineapple Co. Inc.	116	64	78.0	154.1	800
VIP Foodservice	130	137	70.0	68.0	133
MINIT STOP Stores	154	165	53.4	50.4	174
Wailea Beach Marriott Resort & Spa	166	na	46.4	38.5	403
Maui Toyota/Scion	175	146	43.9	60.6	51
Hale Makua	203	218	33.0	32.0	501
Maui Medical Group Inc.	207	225	32.3	29.0	268
Maui Clothing Co. Inc.	247	249	21.6	23.8	139

SOURCE: "Top 250," *Hawai'i Business*, August 2009.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristics	2006		2007	
	State Total	Maui	State Total	Maui
Number of establishments ¹	33,118	4,584	33,388	4,663
Number of employees ²	512,543	65,263	519,060	65,960
Payroll—First quarter (\$1,000)	4,225,680	504,163	4,501,332	555,238
Payroll—Annual (\$1,000)	17,287,011	2,067,779	18,306,259	2,262,238

¹ Data refer to establishments active anytime during the year.

² For week including March 12.

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

11.3.5

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

Year	State Total	Maui County
1980	21,125	1,864
1981	21,264	1,872
1982	21,655	1,988
1983 ¹	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 ²	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889
2001	30,853	3,955
2002	30,633	4,104
2003	31,061	4,203
2004	31,605	4,295
2005	32,244	4,422
2006	33,118	4,584
2007	33,388	4,663

Note: 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.

¹ New definition (see headnote).

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

SOURCES: Hawai'i 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 2007*.

11.3.6

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

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Professional, scientific, and technical services (NAICS 54)				
Maui County	310	126,090	1,334	44,348
Ha'ikū-Pa'uwela	10	1,992	12	279
Kahului	36	16,095	213	5,964
Kaunakakai	4	D	1 to 19	D
Kihei	41	16,541	126	5,163
Lahaina	16	D	20 to 99	D
Lāna'i	2	D	-	D
Makawao	14	4,827	107	1,892
Nāpili-Honokōwai	2	D	1 to 19	D
Pukalani	10	5,079	79	2,913
Wailea-Mākena	14	3,282	30	815
Wailuku	116	57,996	504	19,826
Balance of Maui County	45	D	100 to 249	D
Administrative and support and waste management and remediation services (NAICS 56)				
Maui County	267	230,343	3,775	76,347
Ha'ikū-Pa'uwela	9	4,055	75	1,139
Kahului	52	61,899	1,618	26,387
Kaunakakai	4	D	1 to 19	D
Kihei	49	13,175	163	3,792
Lahaina	30	26,275	420	8,169
Lāna'i	6	D	20 to 99	D
Makawao	8	D	20 to 99	D
Nāpili-Honokōwai	6	D	100 to 249	D
Pukalani	7	14,296	267	8,495
Waihe'e-Waiehū	5	D	1 to 19	D
Wailea-Mākena	15	D	20 to 99	D
Wailuku	42	31,474	768	11,466
Balance of Maui County	34	D	500 to 999	D
Educational services (NAICS 61)				
Maui County	50	14,236	243	5,058
Ha'ikū-Pa'uwela	3	D	1 to 19	D
Kahului	9	2,158	43	811
Kaunakakai	1	D	1 to 19	D
Kihei	8	3,054	38	1,091
Lahaina	3	D	20 to 99	D
Makawao	2	D	1 to 19	D
Nāpili-Honokōwai	2	D	1 to 19	D
Pukalani	2	D	1 to 19	D
Wailea-Mākena	6	1,387	14	524
Wailuku	4	D	20 to 99	D
Balance of Maui County	10	D	20 to 99	D
Health care and social assistance (NAICS 62)				
Maui County	336	427,508	5,119	178,295
Ha'ikū-Pa'uwela	7	D	1 to 19	D
Kahului	84	123,700	1,419	54,961
Kaunakakai	14	24,989	464	10,703
Kihei	34	20,278	274	8,551
Lahaina	22	13,138	126	4,733
Lāna'i	6	D	20 to 99	D
Makawao	8	D	20 to 99	D

11.3.6

CONTINUED

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Nāpili-Honokōwai	3	D	20 to 99	D
Pukalani	15	5,025	63	1,987
Wailea-Mākena	1	D	1 to 19	D
Wailuku	110	211,217	2,220	82,715
Balance of Maui County	32	D	250 to 499	D
Arts, entertainment, and recreation (NAICS 71)				
Maui County	98	123,751	1,626	34,686
Ha'ikū-Pa'uwela	4	1,071	12	421
Kahului	12	16,715	221	4,228
Kihei	11	10,702	179	3,625
Lahaina	16	33,366	487	11,056
Makawao	1	D	1 to 19	D
Nāpili-Honokōwai	2	D	20 to 99	D
Pukalani	5	4,107	39	1,223
Waihe'e-Waiehū	1	D	1 to 19	D
Wailea-Mākena	10	D	100 to 249	D
Wailuku	10	3,819	71	913
Balance of Maui County	26	D	500 to 999	D
Accommodation and foodservices (NAICS 72)				
Maui County	461	1,379,316	18,932	441,069
Ha'ikū-Pa'uwela	6	D	1 to 19	D
Kahului	77	85,862	1,620	21,545
Kaunakakai	10	D	100 to 249	D
Kihei	78	71,471	1,285	17,616
Lahaina	94	154,665	2,627	42,979
Lāna'i	6	D	500 to 999	D
Makawao	8	8,392	263	2,869
Nāpili-Honokōwai	18	29,908	449	6,698
Pukalani	9	5,840	135	1,455
Wailea-Mākena	34	371,472	4,687	140,687
Wailuku	52	22,777	471	5,642
Balance of Maui County	69	628,929	7,060	201,578
Other services (except public administration) (NAICS 81)				
Maui County	358	170,658	2,374	48,108
Ha'ikū-Pa'uwela	4	2,231	35	709
Kahului	59	25,679	477	9,077
Kaunakakai	7	2,435	48	945
Kihei	65	21,334	266	5,285
Lahaina	53	14,625	165	3,717
Lāna'i	4	D	1 to 19	D
Makawao	4	D	1 to 19	D
Nāpili-Honokōwai	14	6,066	57	1,492
Pukalani	8	D	20 to 99	D
Waihe'e-Waiehū	1	D	100 to 249	D
Wailea-Mākena	28	20,128	246	6,819
Wailuku	66	38,085	609	10,231
Balance of Maui County	45	D	250 to 499	D

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

11.3.7

SERVICE ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION

2007 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Professional, scientific & technical services (NAICS 541---)									
Ha'ikū	22	Kula	20	Wailuku	135				
Hāna	2	Lahaina	34	Ho'olehua	1				
Kahului	46	Makawao	33	Kaunakakai	2	Maui subtotal		371	
Kihei	72	Pā'ia	7	Lāna'i City	2	Total		376	
Management of companies & enterprises (NAICS 551---)									
Kahului	4	Kihei	4	Lahaina	4				
						Total		12	
Administrative & support services (NAICS 561---)									
Ha'ikū	20	Lahaina	46	Kaunakakai	2				
Kahului	49	Makawao	24	Lāna'i City	6				
Kihei	62	Pā'ia	4			Maui subtotal		265	
Kula	9	Wailuku	51			Total		273	
Waste management & remediation services (NAICS 562---)									
Ha'ikū	1	Kihei	1	Ho'olehua	1				
Kahului	6	Makawao	1	Maunaloa	2	Maui subtotal		12	
Kula	1	Wailuku	2	Lāna'i City	1	Total		16	
Educational services (NAICS 611---)									
Ha'ikū	9	Kula	2	Wailuku	10				
Hāna	1	Lahaina	15	Kaunakakai	2				
Kahului	14	Makawao	10	Lāna'i City	1	Maui subtotal		75	
Kihei	13	Pā'ia	1			Total		78	
Ambulatory health care services (NAICS 621---)									
Ha'ikū	7	Kula	10	Wailuku	99				
Hāna	1	Lahaina	25	Kaunakakai	9				
Kahului	69	Makawao	21	Kualapu'u	1	Maui subtotal		268	
Kihei	32	Pā'ia	4	Lāna'i City	3	Total		281	
Hospitals (NAICS 622---)									
Wailuku	1	Kaunakakai	1			Maui subtotal		1	
						Total		2	
Nursing & residential care facilities (NAICS 623---)									
Kahului	4	Makawao	4	Kaunakakai	1				
Kihei	2	Pā'ia	1	Lāna'i City	1	Maui subtotal		18	
Lahaina	1	Wailuku	6			Total		20	
Social assistance (NAICS 624---)									
Hāna	3	Lahaina	4	Ho'olehua	2				
Kahului	17	Makawao	4	Kaunakakai	9				
Kihei	8	Pā'ia	2	Kualapu'u	2	Maui subtotal		67	
Kula	2	Wailuku	27	Lāna'i City	4	Total		84	
Performing arts, spectator sports, & related industries (NAICS 711---)									
Ha'ikū	6	Kula	3	Pā'ia	3				
Kahului	3	Lahaina	7	Wailuku	4				
Kihei	7	Makawao	6			Total		39	

11.3.7

CONTINUED

2007 Establishment Type							
Location / Number		Location / Number		Location / Number		Totals	
Museums, historical sites & like institutions (NAICS 712---)							
Hāna	2	Kula	1	Wailuku	2		
Kahului	2	Lahaina	1	Kualapu'u	1	Maui subtotal	10
Kihei	1	Makawao	1			Total	11
Amusement, gambling & recreation industries (NAICS 713---)							
Ha'ikū	2	Kula	2	Wailuku	3		
Hāna	1	Lahaina	15	Kaunakakai	1		
Kahului	10	Makawao	5	Maunaloa	1	Maui subtotal	58
Kihei	17	Pā'ia	3			Total	60
Accommodation (NAICS 721---)							
Ha'ikū	3	Kula	1	Wailuku	2		
Hāna	4	Lahaina	39	Kaunakakai	3		
Kahului	2	Makawao	1	Maunaloa	1	Maui subtotal	75
Kihei	22	Pā'ia	1	Lāna'i City	6	Total	85
Food services & drinking places (NAICS 722---)							
Ha'ikū	8	Kula	4	Wailuku	67		
Hāna	1	Lahaina	123	Kaunakakai	9		
Kahului	88	Makawao	18	Kualapu'u	1	Maui subtotal	426
Kihei	104	Pā'ia	13	Lāna'i City	7	Total	443
Repair & maintenance (NAICS 811---)							
Ha'ikū	2	Kula	3	Wailuku	30		
Kahului	35	Lahaina	6				
Kihei	7	Makawao	1			Total	84
Personal & laundry services (NAICS 812---)							
Ha'ikū	3	Kula	3	Pā'ia	3		
Kahului	24	Lahaina	22	Wailuku	18	Maui subtotal	104
Kihei	27	Makawao	4	Kalaupapa	1	Total	105
Religious, grantmaking, civic, prof & like organizations (NAICS 813---)							
Ha'ikū	5	Lahaina	75	Ho'olehua	3		
Hāna	3	Makawao	6	Kaunakakai	9		
Kahului	23	Pā'ia	6	Maunaloa	1		
Kihei	81	Wailuku	48	Lāna'i City	3	Maui subtotal	253
Kula	6					Total	269
Unclassified establishments (NAICS 99---)							
Hāna	1	Kihei	2	Wailuku	1		
Kahului	1	Lahaina	2			Total	17
						Grand Total	2,245

Note: Pukalani is combined with Makawao, and Pu'unēnē with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2007*.

11.3.8

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

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

D: Withheld to avoid disclosing data of individual companies.

N: Not available or not comparable.

X: Not published for counties.

SOURCE: U.S. Census Bureau, 2007 Economic Census, 2007 Economic Census of Island Areas, and 2007 Nonemployer Statistics.

TABLES ADDED TO THE 2009 DATA BOOK

Table 6.2.21 Kahului Harbor Freight Traffic, by Commodity

Table 9.2.7 Long Term Industry Projections, Maui County

TABLES OMITTED FROM THE 2009 DATA BOOK

Table 6.2.21 Kahului Harbor, Pier Utilization

Table 9.2.7 Best Job Opportunities in 2010, Maui County

Table 10.2.5 Largest Hotels by Number of Sleeping Rooms, Maui County

Table 10.3.5 Cruise Visitor Per Person Per Day Spending by Category and MMA, Maui County

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