

# Measuring What Matters for Kauaʻi

## Community Indicators Report 2012

### PROFILE OF KAUAʻI COUNTY

(Excerpted from Report)

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KAUAʻI PLANNING & ACTION ALLIANCE

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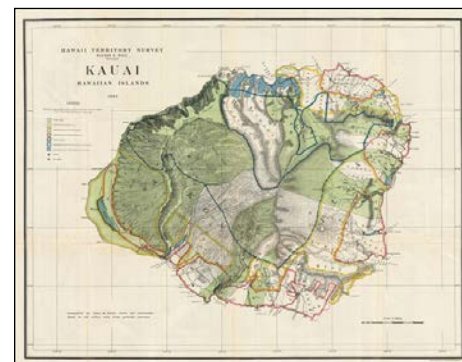
## Profile of Kauaʻi County (December 2013)

The community indicators data focus on aspects of life in Kauaʻi. The following profile of the county provides a context for the data and trends in this report. It is informative, but may not be actionable nor made available on an annual basis.

### Land Area and Geography

- ♦ Kauaʻi County is composed of two populated islands. The island of Kauaʻi has a land area of 552.3 square miles, with 113 miles of coastline, including 52 miles of sandy beaches. It is the fourth largest island in the state. Less than 20 miles away is the privately-owned island of Niʻihau with 69.5 square miles (44,480 acres) and approximately 50 miles of coastline.
- ♦ 35% of Kauaʻi is at or below an elevation of 500 feet, and 66% is land with a slope greater than 10%.
- ♦ The following chart represents land use distribution as of December 2012.<sup>1</sup>

Classification by State Land Use Commission	Acres of Land	Percent of Land
Urban	14,573	4.1%
Conservation	198,769	56.2%
Agricultural	139,305	39.4%
Rural	1,253	0.4%
<b>TOTAL</b>	<b>353,900</b>	<b>100.0%</b>



- ♦ In 2011, the State of Hawaiʻi (excluding Department of Hawaiian Homelands) owned 136,159 acres of land on Kauaʻi while 19,515 acres were owned by the Department of Hawaiian Home Lands. The federal government owned 3,437 acres and the County of Kauaʻi owned 706.8 acres. Other major landowners included the Robinson Family (50,670.6 acres), Grove Farm Company (36,138.5 acres), Alexander & Baldwin, Inc. (20,239.7 acres), and Kamehameha Schools (10,876 acres).<sup>2</sup>

<sup>1</sup> Hawaiʻi Databook 2012, Table 6.04 Estimated Acreage of Land Use Districts, by Island: December 31, 2012, <http://dbedt.hawaii.gov/economic/databook/db2012/>

<sup>2</sup> *Ibid.*, Table 6.07 Major Landowners by Island, by Type: 2011

## Form of Local Government

- The County of Kauaʻi was incorporated January 1904.
- The first county charter was adopted January 1969.
- Kauaʻi County has a mayor/council form of municipal government.
- Executive authority is vested in the Mayor of the County of Kauaʻi, currently Bernard P. Carvalho, Jr., who was elected in November 2010 on a non-partisan basis to a four-year term and sworn in December 1, 2010.
- Legislative authority is vested in a seven-member County Council. All members of the County Council are elected on a non-partisan, at-large basis to two-year terms. Members of the County Council sworn in on December 3, 2012 include Tim Bynum, Jay Furfaro, Gary L. Hooser, Ross Kagawa, Nadine K. Nakamura, Mel Rapozo and JoAnn A. Yukimura. Mason K. Chock Sr. replaced Nadine Nakamura on November 15, 2013 when Ms. Nakamura left the Council to become the County's Managing Director.



## Local Government Finances<sup>3</sup>

- Tax revenues, which include property taxes, public service company taxes, franchise taxes and fuel taxes, funded 59% of the County budget in FY 2012, down from 64% in FY 2010.
- Inter-governmental revenues from State and Federal governments provided approximately 27% and 28% respectively, of the County's total FY 2011 and FY 2012 budget.

The following chart provides an overview of funding levels and sources for Kauaʻi County government for Fiscal Years 2006 through 2012. The impact of the recession can be seen in the drop in total revenues each year from 2010 through 2012.

**COUNTY GOVERNMENT REVENUES BY SOURCE (in millions)**

	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
Tax Revenues	\$ 78.7	\$ 91.0	\$ 98.6	\$ 105.1	\$ 102.4	\$ 98.0	\$ 93.5
Inter-Governmental Revenues	\$ 41.4	\$ 49.5	\$ 41.3	\$ 44.8	\$ 37.2	\$ 43.8	\$ 44.8
Other Revenues	\$ 16.9	\$ 19.7	\$ 21.8	\$ 17.4	\$ 20.7	\$ 17.6	\$ 19.2
<b>Total Revenues</b>	<b>\$ 137.0</b>	<b>\$ 160.2</b>	<b>\$ 161.7</b>	<b>\$ 167.3</b>	<b>\$ 160.3</b>	<b>\$ 159.4</b>	<b>\$ 157.5</b>

<sup>3</sup> County of Kauaʻi, "Comprehensive Annual Financial Report" for 2006, 2007, 2008, 2009, 2010, 2011, 2012, <http://www.kauai.gov/Government/Departments/Finance/Reports/tabid/162/Default.aspx>

- ♦ The Other Revenues category includes licenses and permits, rents and concessions, interest, charges for current services, bond subsidy and other miscellaneous revenues and provided approximately 11% and 8% respectively of the County's total FY 2011 and FY 2012 budget.

The following chart provides an overview of County government expenditures for Fiscal Year 2006 through 2012.

#### COUNTY OF KAUAʻI PRIMARY GOVERNMENT EXPENDITURES BY FUNCTION (in millions)

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012
General Government	\$35.2	\$ 40.0	\$ 38.3	\$ 24.4	\$ 28.6	\$ 32.8
Public Safety, Police & Fire	\$ 29.3	\$ 35.3	\$ 38.2	\$ 46.2	\$ 50.6	\$ 50.6
Public Works, Roads & Sanitation	\$ 37.9	\$ 39.0	\$ 43.0	\$ 42.9	\$ 42.6	\$ 52.4
Culture, Recreation & Public Welfare	\$ 21.8	\$ 31.8	\$ 31.8	\$ 29.4	\$ 27.8	\$ 30.8
Business-Type Activities & Debt Service	\$ 17.1	\$ 19.8	\$ 19.8	\$ 16.9	\$ 18.6	\$ 17.7
<b>Total Expenses</b>	<b>\$ 141.3</b>	<b>\$ 158.3</b>	<b>\$171.1</b>	<b>\$ 160.0</b>	<b>\$ 168.2</b>	<b>\$ 184.4</b>

- ♦ Total FY 2012 County primary government expenditures (not including the Department of Water, which is a semi-autonomous agency) increased by 15% from the FY 2010 level.

#### Representation to State and National Government

- ♦ Kauaʻi currently has one state senator, Ronald D. Kouchi - Senate District 8, and three State Representatives: District 14 - Derek S. Kawakami; District 15 - James Kunane Tokioka; and District 16 - Daynette ("Dee") Morikawa.
- ♦ Elected in November 2012 were Congresswoman Tulsi Gabbard representing Kauaʻi (2<sup>nd</sup> District) in the U.S. Congress and U.S. Senator Mazie Hirono (former Congresswoman) to succeed retired Senator Daniel Akaka. Senator Brian Schatz (former Hawaiʻi Lt. Governor) was appointed by Governor Neil Abercrombie to succeed the late U.S. Senator Daniel K. Inouye, who died December 16, 2012. Senator Schatz will serve until an election is held in 2014.
- ♦ State and federal representatives serve two-year terms. State senators serve four-year terms, while federal senators serve six-year terms.



## Population & Density

- Kauaʻi has a resident population of 68,434 as of 2012 and has a 4.9% share of the state's 1,392,313 total population.<sup>4</sup>
- Between April 2000 and April 2010 Kauaʻi's resident population increased 14.8% (compared to a 12.3% increase for the state of Hawaiʻi).<sup>5</sup>

### STATE AND COUNTY POPULATION 1960-2010

	1960	1970	1980	1990	2000	2010
<b>STATE</b>	632,772	769,913	964,691	1,108,229	1,211,537	1,360,301
% Change from Prior Decade	26.6%	21.7%	25.3%	14.9%	9.3%	12.3%
<b>KAUAʻI COUNTY</b>	28,176	29,761	39,082	51,177	58,463	67,091
% Change from Prior Decade	-5.8%	5.6%	31.3%	30.0%	14.2%	14.8%

- The daily visitor population increases the resident population by 32.6%. In 2012, the average daily visitor count was 22,318, an increase of 13.4 % from the 2010 count of 19,682.<sup>6</sup> The de facto population (total of residents and average daily visitor count) was 87,044 in 2012.<sup>7</sup>
- The resident population increased 9,971 from 2000 to 2012, and increased an estimated 1,343 between 2010 and 2012. There were 817 more births than deaths between 2010 and 2012.<sup>8</sup> Immigration from other islands, states and countries accounts for the balance.
- An estimated 170 people live on Niʻihau<sup>9</sup>, though this number can reach 250 or more, as family members living for extended periods of time on Kauaʻi for work, school or medical treatment return to the island.
- Resident population in Kauaʻi towns ranges from 10,699 residents in Kapaʻa (the largest) to 450 residents in Hanalei and 431 in Haʻena (2010).<sup>10</sup>



<sup>4</sup> Hawaiʻi Data Book 2012, Tables 1.06 and 1.08 County Population as Share of the State Total: 2000 to 2012, <http://dbedt.hawaii.gov/economic/databook/databookupdate/>

<sup>5</sup> Hawaiʻi State Data Center Reports and Tables (by Islands), [http://dbedt.hawaii.gov/census/Census\\_2010/PL94-171/index.html](http://dbedt.hawaii.gov/census/Census_2010/PL94-171/index.html), By County, Table 1a and 1b

<sup>6</sup> Hawaiʻi Data Book 2012, Table 7.06 Average Daily Visitor Census by County, <http://dbedt.hawaii.gov/economic/databook/db2012/>

<sup>7</sup> *Ibid.*, Table 1.09 De Facto Population, by County: 1990 to 2012

<sup>8</sup> Hawaiʻi Data Book 2012, <http://dbedt.hawaii.gov/economic/databook/db2012/>, Table 1.06 Resident Population, by County 2000 to 2012 and Table 1.59 Components of Change in the Resident Population by County: 2010 to 2012

<sup>9</sup> Hawaii Databook 2012, Table 1.05 Resident Population of Islands: 1960 to 2010

<sup>10</sup> *Ibid.*, Table 1.13 – Resident Population of Islands and Census Designated Places: 2010

- Population density is calculated by dividing the 2012 de facto population of 87, 044 (total of residents and daily average visitor count) by the total land area<sup>11</sup> (552.3 square miles) to equal 157.6 people per square mile. In reality, there is little density on the 309.4 sq. miles of Conservation District Land, most of which comprises existing forest and water reserve zones.

### Population Mobility (Migration and Immigration)

- 57% of Kauaʻi's population were born in Hawaiʻi, while 26% were born in a different state of the U.S., 1% were born outside the U.S. in Puerto Rico or U.S. Island areas, 1% were born of American parents abroad, and 15% were foreign born, according to the 2010 Census.<sup>12</sup>
- To provide a measure of the mobility and migration and immigration of people to and from Kauaʻi, the following chart shows where residents lived in the year 2009 and one year earlier, compared to the year 2011 and one year earlier.<sup>13</sup>

#### POPULATION MOBILITY

	2009 AND ONE YEAR EARLIER		2011 AND ONE YEAR EARLIER	
	Kauaʻi	State	Kauaʻi	State
Same house	86%	84%	88.9%	85.5%
Same county	9%	10%	4.8%	8.5%
Different island	1%	1%	0.2%	0.6%
Different state	3%	5%	3.1%	4.2%
Different country	1%	1%	3.0%	1.2%

### Gender, Age and Ethnicity

#### Gender (2012 estimate)<sup>14</sup>

	Kauaʻi	State
Male	50.3%	50.4%
Female	49.7%	49.6%

<sup>11</sup> *Ibid.*, Table 6.04 – Estimated Acreage of Land Use Districts by Island, 2012

<sup>12</sup> U.S. Census, American Fact Finder, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_1YR\\_B05002&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_1YR_B05002&prodType=table)

<sup>13</sup> Hawaiʻi Data Book 2012, *op. cit.*, Table 1.64 – Immigration Summary, By County: 2011

<sup>14</sup> U.S. Census Bureau, American FactFinder, Community Facts, Kauaʻi County, Hawaiʻi, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_10\\_DP\\_DPDP1](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1)

- There are 344 more males than females,<sup>15</sup> according to 2012 census population estimates.

#### Age (2012 estimate)<sup>16</sup>

- In 2012, Kauaʻi County had the state's highest percentage of population aged 65 and older at 16.1%. The mean age on Kauaʻi is 41.8 years.<sup>17</sup>

	Kauaʻi	State
Under 5 years	6.5%	6.4%
6 to 17 years	16.3%	15.5%
18 to 64 years	61.8%	63.1%
65 and older	16.1%	15.1%



#### Ethnicity – All Ages and Language

- In 2010, the U.S. Census Bureau changed the ethnicity categories. As a result, exact comparisons with previous data cannot be made.

#### ETHNICITY 2012<sup>18</sup>

Ethnicity	Kauaʻi	State
White alone, percent, 2012 (a)	33.3%	26.1%
Black or African American alone, percent, 2012 (a)	0.5%	2.1%
American Indian and Alaska Native alone, percent, 2012 (a)	0.5%	0.4%
Asian alone, percent, 2012 (a)	31.7%	38.3%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	9.3%	10.1%
Two or More Races, percent, 2012	24.7%	23.0%
Hispanic or Latino, percent, 2012 (b)	9.9%	9.5%
White alone, not Hispanic or Latino, percent, 2012	30.1%	22.8%

(a) Includes persons reporting only one race.

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

<sup>15</sup> Kauaʻi County QuickFacts from the U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/15/15007.html>

<sup>16</sup> *Ibid.*

<sup>17</sup> Hawaiʻi Data Book 2012, *op.cit.*, Table 1-35 Resident Population by Age, by County: 2012

<sup>18</sup> U.S. Census Bureau, American FactFinder, *op.cit.*

- ♦ Language other than English spoken at home: 21.4% (2008-2012).<sup>19</sup>

### Average Household Size, Housing Units and Occupancy Status

#### Household Size<sup>20</sup>

	Households		Population in households		Population per household	
	2000	2010	2000	2010	2000	2010
Kauaʻi	20,147	23,213	57,671	65,760	2.86	2.83
Niʻihau	36	27	160	170	4.44	6.30
State	403,240	455,338	1,175,755	1,317,421	2.92	2.89



- ♦ The household size on Niʻihau is more than double the next highest rate in the State, 2.95 on Oʻahu.
- ♦ 69.5% of households are family households and 22.0% of householders live alone. Of those who live alone, 38.5% are kupuna, ages 65 and older.<sup>21</sup>
- ♦ There are 30,273 housing units (2011 estimate).<sup>22</sup> Of these, 75.6% (22,874) are occupied, while 24.4% are vacant.
- ♦ In 2007-2011, of the total housing units, 74% were single-unit structures, 26% were multi-unit structures, and less than 0.3% were mobile homes. Twenty-nine percent (29%) of the housing units were built after 2000.<sup>23</sup>
- ♦ Between 2008-2012, the homeownership rate on Kauaʻi was 62.9% while the State average was 58.2%.<sup>24</sup>

#### Foreclosures

- ♦ Starting in 2008, the impact of the recession was evidenced by a substantial increase in the number of foreclosures on Kauaʻi and in the State. There were judicial and non-judicial foreclosures; non-judicial filings were much more common.

<sup>19</sup> *Ibid.*, Table 1.46 Language Spoken at Home, by County: 2007-2011

<sup>20</sup> *Ibid.*, Table 1.53 Households, Population in Households, and Population Per Household by County and Island: 2000 and 2010

<sup>21</sup> U.S. Census Bureau, American FactFinder, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_10\\_DP\\_DPDP1](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1)

<sup>22</sup> *Ibid.*

<sup>23</sup> *Ibid.*

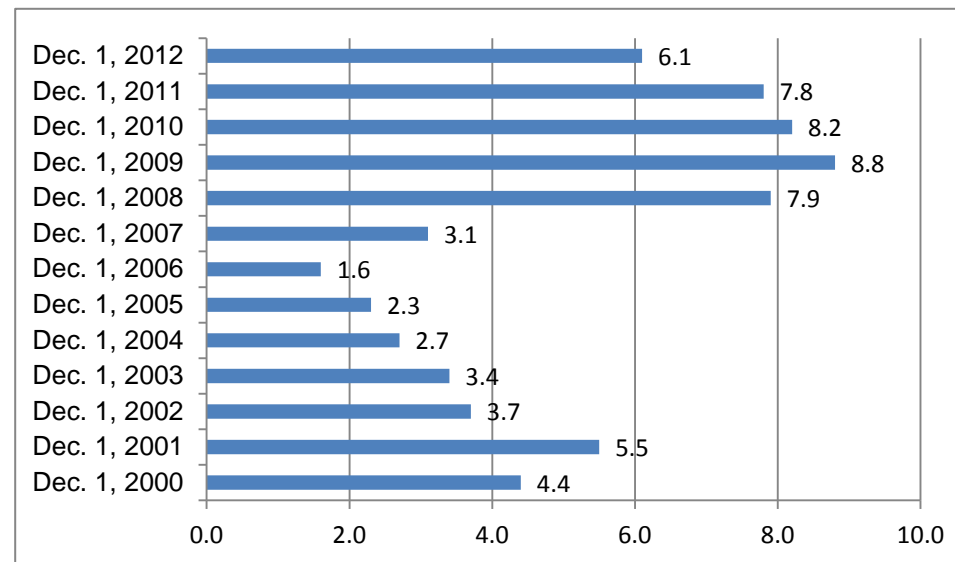
<sup>24</sup> U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/15/15007.html>

- ♦ In November 2013, the foreclosure rate for Kauaʻi County was 1 in every 1,736 housing units. This compares with 1 in every 2,346 for the State. Kauaʻi County had the second highest foreclosure rate, behind Maui County.<sup>25</sup> In the same month, the rate in the U.S. was 1 in 1,155.<sup>26</sup>
- ♦ In November 2013, the number of properties in Kauaʻi County that received a foreclosure filing was 70% higher than the previous month and 21% higher than November 2012.

## Economy

In the first six years of this century, Kauaʻi, like much of the country, experienced a period of economic prosperity and growth. The economic recession that began at the national level in late 2006 did not seriously impact Kauaʻi until 2008, as shown by unemployment rates in the following chart.<sup>27</sup>

**KAUAʻI UNEMPLOYMENT RATE IN PERCENT**



Job counts increased between 2000 and 2012 when they hit 34,900 (28,100 non-farm and 6,800 agriculture).<sup>28</sup>

<sup>25</sup> RealtyTrac, Foreclosure Rates for Hawaiʻi, <http://www.realtytrac.com/statsandtrends/foreclosureretrends/hi>

<sup>26</sup> RealtyTrac, National Real Estate Trends & Market Info, <http://www.realtytrac.com/statsandtrends/foreclosureretrends>

<sup>27</sup> Economic Research, Federal Reserve Bank of St. Louis, [http://research.stlouisfed.org/fred2/graph/?s\[1\]\[id\]=HIKAUA7URN](http://research.stlouisfed.org/fred2/graph/?s[1][id]=HIKAUA7URN)

<sup>28</sup> Hawaiʻi State Data Book 2012, *op.cit.*, Table 12.13, Jobcount by NAICS Industry, by County: Annual Average, 2012

As of November 2013, Kauaʻi's unemployment rate held steady at 5.5%.<sup>29</sup>

The median sales price of a single-family home in November 2013 was \$589,000, compared to \$522,500 in November 2012. The median sales price of a condo in November 2013 was \$301,000, compared to \$294,000 the same month the previous year.<sup>30</sup>

### **Revenue by Sector**<sup>31</sup>

The Economic Census is the U.S. Government's official five-year measure of American business and the economy. Conducted by the U.S. Census Bureau, the 2012 Economic Census was recently completed and the first statistics will not be released until March 2014, therefore the most recently completed census provides information for calendar year 2007. The following table provides an overview and five-year comparisons of the contribution of various industries to Kauaʻi's economy in millions of dollars. Retail trade (\$1 billion) plus accommodation and food services (\$591 million) made up more than half of the \$2.7 billion in revenues flowing through the Kauaʻi economy in 2007.

**BUSINESS REVENUE BY SECTOR (M = MILLION)**

Business Sector	1997	2002	2007
Retail trade	\$511 M	\$715 M	\$1,053 M
Accommodation and food services	\$294 M	\$467 M	\$591 M
Health care and social assistance	\$51 M	\$170 M	\$266 M
Real estate	\$132 M	\$175 M	\$246 M
Wholesale trade	\$177 M	\$239 M	\$209 M
Administrative, support, waste management and remediation services	\$26 M	\$46 M	\$151 M
Professional, scientific, and technical services	\$25 M	\$42 M	\$76 M
Other services (except public administration)	\$18 M	\$45 M	\$66 M
Arts, entertainment, and recreation	\$24 M	\$43 M	\$46 M
Agriculture	\$45 M	\$42 M	\$57 M
Military	NA	\$57 M	\$106 M
<b>TOTAL</b>	<b>\$1,258 M</b>	<b>\$1,944 M</b>	<b>\$2,707 M</b>

While it does not show total business revenue, the following table offers useful information on Kauaʻi businesses by sector.

<sup>29</sup> The Garden Island, December 29, 2013

<sup>30</sup> Pacific Business News, December 5, 2013, <http://www.bizjournals.com/pacific/news/2013/12/05/single-family-home-prices-on-kauai.html>

<sup>31</sup> U.S. Economic Census, 1997-2007, <http://www.census.gov/econ/census07/>

2011 KAUAʻI COUNTY BUSINESS PATTERNS <sup>32</sup>

Meaning of 2007 NAICS code	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Total for all sectors	1,905	23,784	185,490	789,250
Agriculture, forestry, fishing and hunting	1	a	D	D
Mining, quarrying, and oil and gas extraction	2	b	D	D
Utilities	10	c	D	D
Construction	212	1,162	12,482	54,057
Manufacturing	43	232	1,417	6,046
Wholesale trade	72	724	6,496	25,751
Retail trade	346	4,016	24,756	101,498
Transportation and warehousing	71	1,201	8,165	36,962
Information	21	212	2,396	9,035
Finance and insurance	64	363	4,001	14,870
Real estate and rental and leasing	145	1,232	11,970	50,008
Professional, scientific, and technical services	139	635	6,228	25,538
Management of companies and enterprises	14	c	D	D
Administrative and support and waste management and remediation services	120	1,702	11,088	46,980
Educational services	25	270	1,645	6,453
Healthcare and social assistance	174	2,693	30,499	131,527
Arts, entertainment, and recreation	42	701	4,190	19,265
Accommodation and food services	230	7,162	46,930	206,815
Other services (except public administration)	172	1,089	6,605	28,802
Industries not classified	2	a	D	D

a = 0 to 19 employees

b = 20 to 99 employees

c = 100 to 249 employees

D = Withheld to avoid disclosing data for individual companies; data are included in higher level totals

<sup>32</sup> U.S. Census American Factfinder, <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>

The following chart provides trend data for these sectors.

### ANNUAL PAYROLL (\$1,000)<sup>33</sup>

NAICS code description	2007	2008	2009	2010	2011
<b>Total for all sectors</b>	<b>\$811,371</b>	<b>\$797,196</b>	<b>\$758,863</b>	<b>\$742,031</b>	<b>\$789,250</b>
Utilities	\$15,677	\$14,560	D	D	\$0
Construction	\$70,338	\$75,043	\$63,596	\$55,857	\$54,057
Manufacturing	\$7,997	\$6,968	\$6,192	\$6,213	\$6,046
Wholesale trade	\$24,531	\$24,113	\$20,967	\$31,548	\$25,751
Retail trade	\$110,404	\$112,179	\$102,512	\$100,918	\$101,498
Transportation and warehousing	\$38,118	\$36,442	\$33,155	\$36,935	\$36,962
Information	D	\$12,271	\$9,495	\$9,999	\$9,035
Finance and insurance	\$27,783	\$16,801	\$17,164	\$17,002	\$14,870
Real estate and rental and leasing	\$49,437	\$44,676	\$58,653	\$57,978	\$50,008
Professional, scientific, and technical services	\$49,319	\$36,657	\$30,098	\$26,258	\$25,538
Administrative and support and waste management and remediation services	\$40,019	\$61,401	\$66,259	\$47,308	\$46,980
Educational services	\$4,991	\$6,322	\$6,553	\$6,794	\$6,453
Healthcare and social assistance	\$116,171	\$119,272	\$128,108	\$125,651	\$131,527
Arts, entertainment, and recreation	\$15,035	\$13,106	\$13,861	\$15,559	\$19,265
Accommodation and food services	\$174,418	\$183,016	\$157,271	\$155,392	\$206,815
Other services (except public administration)	\$23,518	\$25,611	\$25,416	\$27,153	\$28,802

D = Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

<sup>33</sup> U.S. Census Bureau, 2011 County Business Patterns, <http://censtats.census.gov/cgi-bin/cbpnaic/cbpsect.pl>

### Visitor Industry

The visitor industry is the largest economic sector on the island. After experiencing a significant drop in visitors following the September 11, 2001 terrorist attacks, the industry experienced several years of recovery before the impact of the economic recession began in 2008. As indicated in the following table, visitor numbers began to rise in 2010 and continued to climb in 2011 and 2012.

**KAUAʻI VISITOR STATISTICS** <sup>34 35</sup>

	2006	2007	2008	2009	2010	2011	2012 - P
Visitor Arrivals	1,203,264	1,299,045	1,030,647	928,112	955,112	1,011,500	1,084,868
Cruise Ship Passengers	371,376	445,069	225,582	189,641	200,362	223,559	260,408
Commercial Air Seats	412,619	358,855	425,910	422,644	450,900	520,325	592,091
Charter Air Seats	19,000	18,620	NA	NA	NA	NA	NA
Average Visitors Per Day	20,903	22,207	19,855	18,690	19,874	20,816	22,325
Visitor Expenditures Per Day	\$161	\$167	\$169	\$147	\$149	\$155	\$173
Average Length of Stay (Days) <sup>36</sup>	6.35	6.24	7.05	8.28	8.40	7.51	7.53

P = Preliminary Count

NA = Not Available

**ANNUAL NUMBER OF VISITORS TO KAUAʻI** <sup>37</sup>

	2006	2007	2008	2009	2010	2011	2012
U.S. West	596,304	638,394	515,378	482,732	485,698	517,849	553,222
U.S. East	431,233	461,331	351,478	306,976	313,675	320,096	338,756
Canada	50,032	62,447	51,356	44,638	54,627	64,128	66,205
Europe	20,222	22,459	22,233	20,938	21,908	24,273	28,773
Japan	33,637	34,401	26,166	20,892	21,356	23,571	27,907
Oceania	16,008	20,655	14,605	12,142	14,789	19,304	22,807
Other Asia	4,738	7,776	6,046	4,781	4,873	7,552	7,134
Latin America	2,789	3,602	2,396	2,362	2,560	2,831	3,359

<sup>34</sup> HTA: Annual Visitor Research Report (2005-2011) Annual Visitor Research, <http://www.hawaiitourismauthority.org/research-reports/reports/annual-visitor-research/>

<sup>35</sup> HTA: Visitor Highlights (December 2012), <http://www.hawaiitourismauthority.org/research-reports/research/visitor-highlights/>

<sup>36</sup> Hawaiʻi Tourism Authority

<sup>37</sup> *Ibid.*

**Gross Valuation of Property**<sup>38</sup>

More than half of the County of Kauaʻi's tax base is in land, with a \$9.9 billion valuation in 2012, while buildings account for another \$7.8 billion. After peaking in 2009, net taxable property values dropped in 2011 and 2012, down nearly 18% from 2009 levels. The value of exemptions reached a high in 2012, nearly double the value of exemptions in 2001.

**COUNTY OF KAUAʻI ASSESSED AND ESTIMATED ACTUAL VALUE OF TAXABLE PROPERTY  
LAST TWELVE FISCAL YEARS (value in thousands – unaudited)**

<b>FY</b>	<b>Land</b>	<b>Buildings</b>	<b>Total</b>	<b>Exemptions</b>	<b>Net Taxable</b>	<b>Ratio (%) of Net Taxable to Estimated Actual Value</b>
2001	\$3,125,280	\$2,993,369	\$6,118,649	\$959,554	\$5,159,095	84.3
2002	\$3,253,250	\$3,090,767	\$6,344,017	\$904,293	\$5,439,724	85.7
2003	\$3,318,945	\$3,447,559	\$6,766,504	\$896,115	\$5,870,389	86.8
2004	\$3,921,582	\$3,538,013	\$7,459,595	\$939,555	\$6,520,040	87.4
2005	\$4,477,591	\$4,013,219	\$8,490,810	\$1,109,793	\$7,381,017	86.9
2006	\$5,592,330	\$4,826,028	\$10,418,358	\$1,217,165	\$9,201,193	88.3
2007	\$9,131,641	\$6,247,984	\$15,379,625	\$1,625,247	\$13,754,378	89.4
2008	\$10,982,938	\$7,426,225	\$18,409,163	\$1,571,487	\$16,837,676	91.5
2009	\$12,604,914	\$8,412,021	\$21,016,935	\$1,725,331	\$19,291,604	91.8
2010	\$12,277,191	\$8,330,593	\$20,607,784	\$1,672,707	\$18,935,077	91.9
2011	\$10,559,729	\$7,880,358	\$18,440,087	\$1,681,649	\$16,758,438	90.9
2012	\$9,864,222	\$7,783,351	\$17,647,573	\$1,800,878	\$15,846,695	89.8

**Living Wage on Kauaʻi**

In many communities, families working in low-wage jobs make insufficient income to meet their basic needs given the local cost of living. The Living Wage Calculator is an online tool developed by Massachusetts Institute of Technology (MIT) to estimate the wages required for various family sizes to afford essential monthly expenses (food, housing, medical care, transportation, etc.) in each county in the U.S, taking into account geographic differences in costs and conditions. For Kauaʻi County, the following table shows the wages needed to meet the "living wage" standard. The poverty wage (most often seen as a gross annual income but shown here as an hourly figure) and the state's minimum wage are shown for comparison.

<sup>38</sup> County of Kauaʻi, Comprehensive Annual Financial Reports, for 2006, 2007, 2008, 2009, 2010, 2011, 2012, <http://www.kauai.gov/Government/Departments/Finance/Reports/tabid/162/Default.aspx>

**LIVING WAGE ON KAUAʻI 2012** <sup>39</sup>

Household Size	Kauaʻi Living Wage	Kauaʻi Poverty Wage	Hawaiʻi Minimum Wage
1 Adult	\$11.08	\$6.05	\$7.25
1 Adult, 1 Child	\$23.57	\$8.00	\$7.25
1 Adult, 2 Children	\$29.88	\$11.00	\$7.25
2 Adults	\$16.90	\$8.00	\$7.25
2 Adults, 1 Child	\$21.21	\$11.00	\$7.25
2 Adults, 2 Children	\$22.56	\$13.25	\$7.25
2 Adults, 3 Children	\$26.66	\$15.50	\$7.25

**Cost of Food**

Consumer prices of groceries are rising steadily. Based on the price of food in Honolulu, the annual change in the food price index in 2011 was 3.7% and in 2012 was 2.6% - a total increase of 6.3% in two years. Similar increases are forecast for 2013 and 2014. <sup>40</sup>

**Oil and Electricity Prices**

U.S. crude oil prices hit a record high of \$145 per barrel on July 4, 2008. As of July 8, 2011, crude oil was \$96.20 a barrel; it dropped to \$84.45 on July 6, 2012 and the price rose to \$103.22 by July 5, 2013. <sup>41</sup>

- ♦ Gasoline prices in Lihue (averaging the cost of regular and plus) dropped in 2010 then rose again. <sup>42</sup>

**PRICE OF GASOLINE ON KAUAʻI**

Year (June)	2000	2005	2008	2010	2011	2012	2013 (Dec.)
Cost per gallon	\$2.49	\$3.58	\$4.56	\$3.95	\$4.25	\$4.70 <sup>43</sup>	\$4.30

<sup>39</sup> Living Wage Calculator for Kauaʻi County, <http://livingwage.mit.edu/counties/15007>

<sup>40</sup> U.S. Department of Agriculture Economic Research Service, <http://www.ers.usda.gov/data-products/food-price-outlook.aspx#.UsINH7SQNRE>

<sup>41</sup> Crude Oil Price History, <http://www.fedprimerate.com/crude-oil-price-history.htm>

<sup>42</sup> Internet Auto Guide, [www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html](http://www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html)

<sup>43</sup> "Gasoline Prices: Monthly Data Trumps Year-to-Year," The Garden Island, July 9, 2012



- ♦ The member-owned Kauaʻi Island Utility Cooperative (KIUC) operates the electricity system on Kauaʻi. Residential electricity prices per kilowatt hour in 2008 averaged \$0.408, up from \$0.236 in 2000. August 2008 saw the highest rate in KIUC's history at \$0.492 per kilowatt hour.<sup>44</sup> The June 14, 2011 rate was \$0.44, up from \$0.363 in December 2010.<sup>45</sup> [Note: KIUC calculates the cost per kilowatt hour (kWh) as the residential cost billed per month less the monthly customer charge divided by the number of kilowatt hours used.]

**PRICE OF ELECTRICITY PER KWH ON KAUAI**

Year (June)	2000	2005	2008	2010	2011	2012	2013
Cost per kWh <sup>46</sup>	\$0.210	\$0.291	\$0.439	\$0.353	\$0.440	\$0.428	\$0.415



**Bankruptcy Filings**

In the U.S., by 2007 the recession pushed bankruptcy filings to more than 850,000, and they continued to rise until 2011. In Hawaiʻi, 2012 bankruptcy filings dropped off sharply and the state ranked 44<sup>th</sup> out of 50 in the number of filings.<sup>47</sup>

**HAWAII BANKRUPTCY FILINGS (ALL CHAPTERS)<sup>48</sup>**

	2007	2008	2009	2010	2011	2012
Total Filings	1,381	2,078	3,104	3,959	3,328	1,929
Filings per capita (1,000 people)	1.07	1.62	2.41	3.06	2.57	1.99
State rank based on per capita filings	50	48	45	40	39	44

**Education**

- ♦ In 2008-2012, 89% of people 25 years and over had at least graduated from high school and 24.5% had a bachelor's degree or higher.<sup>49</sup>

<sup>44</sup> "KIUC rates drop with oil prices," The Garden Island Newspaper, December 8, 2008

[www.kauaiworld.com/articles/2008/12/08/news/kauai\\_news/doc493cd20b9bdd5141793823.txt](http://www.kauaiworld.com/articles/2008/12/08/news/kauai_news/doc493cd20b9bdd5141793823.txt)

<sup>45</sup> Kauaʻi Island Utility Cooperative Rate Data Sheet, <http://website.kiuc.coop/content/rate-data-sheets-o>

<sup>46</sup> *Ibid.*

<sup>47</sup> CreditCards.com, <http://www.creditcards.com/credit-card-news/state-us-bankruptcy-filing-statistics-2012-1276.php>

<sup>48</sup> *Ibid.*

# EDUCATIONAL ATTAINMENT OF PEOPLE IN KAUAʻI COUNTY AND HAWAII IN 2007-2011 <sup>50</sup>

	Kauaʻi – Percent of People Age 25 and over	Hawaiʻi – Percent of People Age 25 and over	U.S. – Percent of People Age 25 and over
Graduate or professional degree	8.0%	10.0%	10.6%
Bachelor's degree	17.0%	19.6%	17.9%
Associate's degree	11.9%	9.8%	7.7%
Some college, no degree	23.9%	22.5%	21.3%
High school diploma or equivalency	28.3%	28.4%	28.2%
Less than high school diploma	11.0%	9.8%	14.2%

NOTE: Totals may not add up to 100% due to rounding.

- ♦ The total annual school enrollment in Kauaʻi County was 14,714 in 2007-2011. Preschool and kindergarten enrollment was 1,754 and elementary and secondary enrollment was 9,997 children. College or graduate school enrollment was 2,963.<sup>51</sup>
- ♦ The following chart shows the types of schools attended by kindergarten to high school students.<sup>52</sup>

School Choice	2011-2012
K-12 Public School Students <sup>53</sup>	9,311
K-12 Charter School Students <sup>54</sup>	288
K-12 Private School Students <sup>55</sup>	894
K-12 Homeschooled Students	NA

- ♦ Kauaʻi Community College (KCC), the island's only higher education institution, had an unduplicated enrollment count of 1,865 students in the 2012-2013 school year. The unduplicated count is the most accurate number to indicate enrollment, as a student may be full-time one semester and part-time another.



<sup>49</sup> U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/15/15007.html>

<sup>50</sup> U.S. Census, American FactFinder, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_5YR\\_DP02](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_5YR_DP02)

<sup>51</sup> U.S. Census, <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

<sup>52</sup> Hawaiʻi Department of Education-Kauaʻi Complex Area Staff

<sup>53</sup> *Ibid.*

<sup>54</sup> *Ibid.*

<sup>55</sup> Kauaʻi County Private Schools, [http://www.privateschoolreview.com/county\\_private\\_schools/stateid/HI/county/15007](http://www.privateschoolreview.com/county_private_schools/stateid/HI/county/15007)

**KAUAʻI COMMUNITY COLLEGE ENROLLMENT**<sup>56</sup>

	Full-time	Part-time	Unduplicated
2006-2007	789	1,435	1,399
2007-2008	738	1,410	1,355
2008-2009	864	1,459	1,445
2009-2010	1,051	1,721	1,770
2010-2011	981	1,870	1,804
2011-2012	986	1,864	1,756
2012-2013	996	1,994	1,865

**Health and Social Issues**

On Kauaʻi, births to resident teens ages 15-19 have been decreasing after reaching the highest rate in 2007. It should be noted that from 2004-2011, Kauaʻi's teen birth rate exceeded the State's rate. Since 2007, Kauaʻi's rate has declined each year through 2010 then increased in 2011.

The following chart shows the most recent available data compiled from three sources – Kids Count Data Center<sup>57</sup>, County Health Rankings<sup>58</sup> for the years 2010 and 2011, and the National Vital Statistics Report<sup>59</sup> for state and national data.

<sup>56</sup> Kauaʻi Community College Office of Institutional Research

<sup>57</sup> Kids Count Data Center, <http://datacenter.kidscount.org/data#HI/5/o>

<sup>58</sup> County Health Rankings, <http://www.countyhealthrankings.org/app/hawaii/2011/measure/factors/14/data/sort-o>

<sup>59</sup> National Vital Statistics Report, Volume 62, Number 1-Births: Final Data for 2011, Table A, page 7, [http://www.cdc.gov/nchs/data/nvsr/nvsr62/nvsr62\\_01.pdf#table02](http://www.cdc.gov/nchs/data/nvsr/nvsr62/nvsr62_01.pdf#table02)

**BIRTHS TO RESIDENT TEENS, AGES 15-19 (Rate per 1,000 women)**

	Kauaʻi	State	U.S.
<b>2003</b>	34.3	39.2	42
<b>2004</b>	38.0	37.8	41
<b>2005</b>	41.3	38.3	40
<b>2006</b>	43.1	41.4	42
<b>2007</b>	50.3	41.4	43
<b>2008</b>	49.7	42.0	41
<b>2009</b>	45.2	41.0	39
<b>2010</b>	40.0	32.5	34.2
<b>2011</b>	42.0	30.0	31.3
<b>2012</b>	39.0	NA	NA

**Cultural Festivals**

In recent years, County of Kauaʻi government has augmented State government funding of cultural festivals. The number of events has increased, while attendance waned in 2012.<sup>60</sup>

**ATTENDANCE AND FUNDING FOR CULTURAL FESTIVALS**

	Attendance	Events	Funding
<b>2002</b>	NA	5	NA
<b>2003</b>	NA	13	NA
<b>2004</b>	NA	15	NA
<b>2005</b>	74,011	15	\$126,500
<b>2006</b>	55,040	14	\$236,500
<b>2007</b>	58,027	13	\$249,000
<b>2008</b>	39,181	10	\$212,650
<b>2009</b>	75,128	30	\$452,500
<b>2010</b>	88,795	31	\$423,500
<b>2011</b>	86,638	32	\$476,700
<b>2012</b>	79,053	34	\$472,000



<sup>60</sup> County of Kauaʻi, Office of Economic Development





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