

# **RESEARCH REPORT**

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*An Update of Demographic Data for the Hawaii Baptist Convention*

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*An Update of Demographic Data for the Hawaii Baptist Convention*

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## **Introduction**

This report updates data contained in the report, *Demographic and Church Data for Long-Range Planning for the Hawaii Baptist Convention* (Research Division, Home Mission Board, May 1995). Population estimates for 1996 and projections to 2001 are provided for each county and county subdivision in Hawaii. Current year (1996) estimates and future year (2001) projections are given for median age, median household income, and dominant ACORN types. ACORN is a marketing segmentation system which classifies households into one of 43 consumer types. In addition, updated demographic profiles are included for the state of Hawaii and each of its counties. The 1995 report contained data for American Samoa, Guam, Northern Mariana Islands, Palua, and Western Samoa. No updated information is available for these areas.

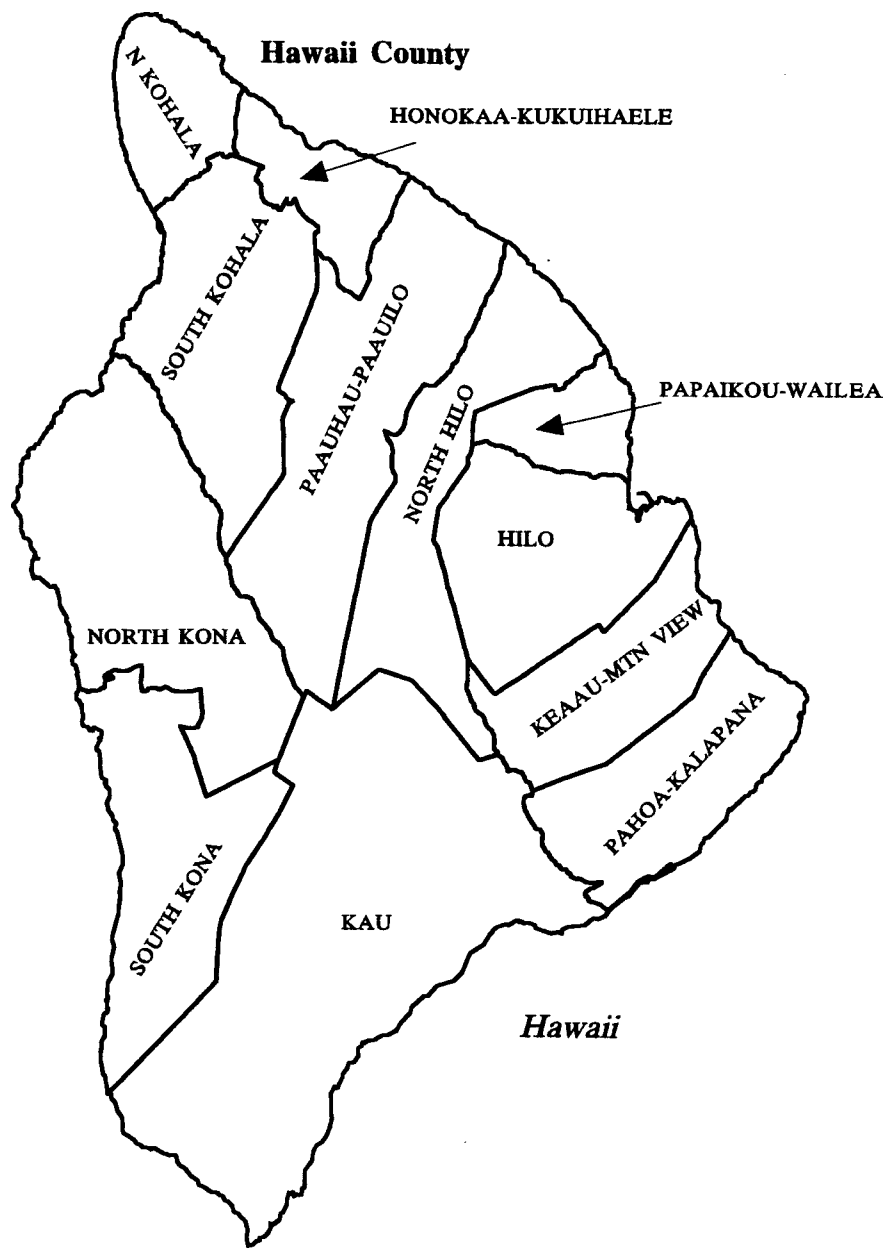
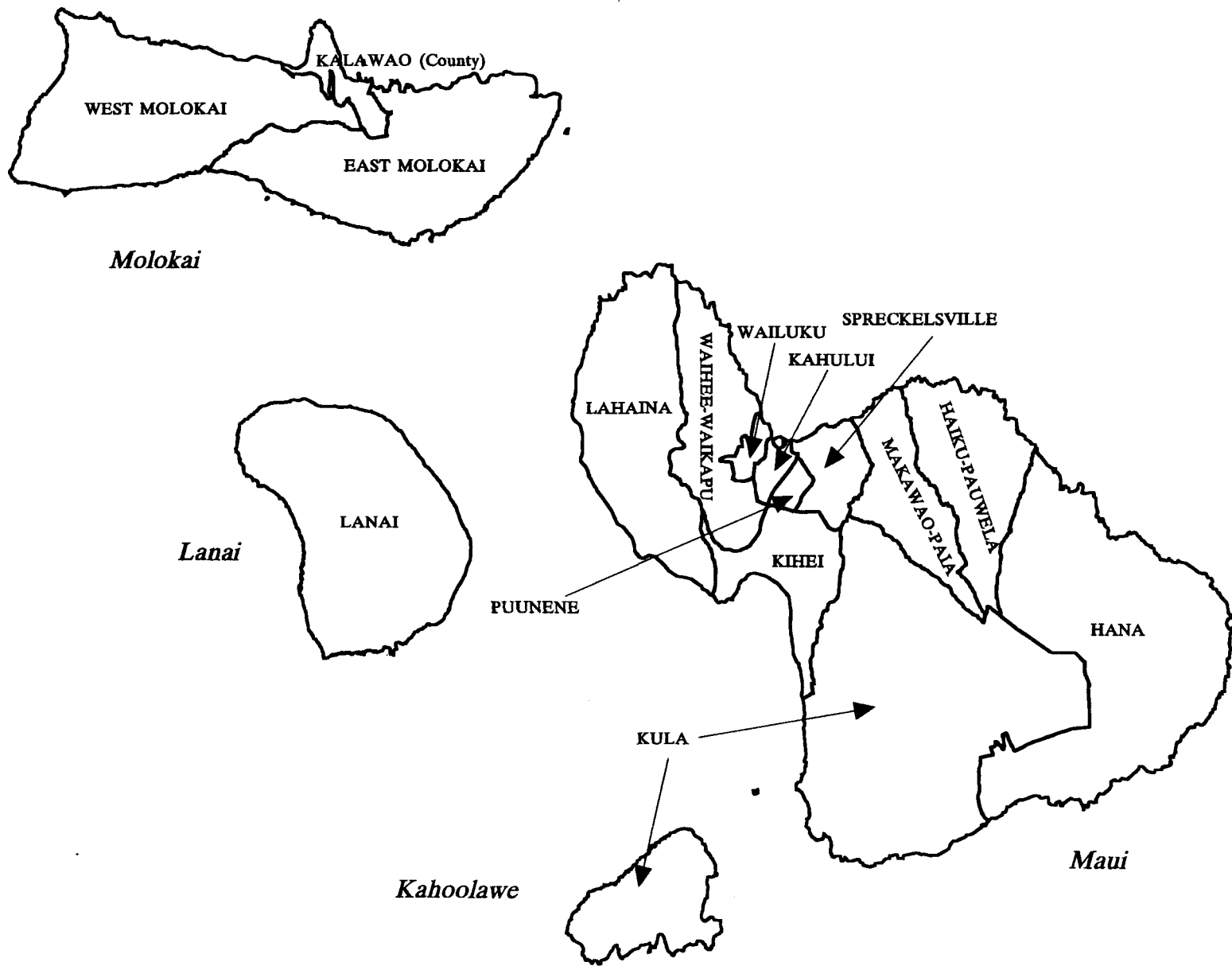


Fig. 1-Hawaii County.

**Maui and Kalawao Counties**



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Fig. 2-Maui and Kalawao Counties.



Fig. 3-Honolulu County.

**Kawai County**

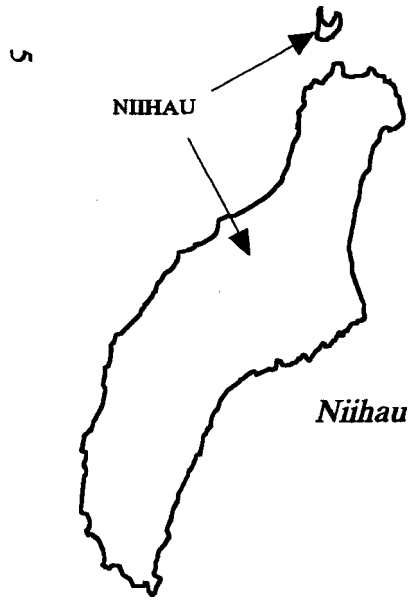
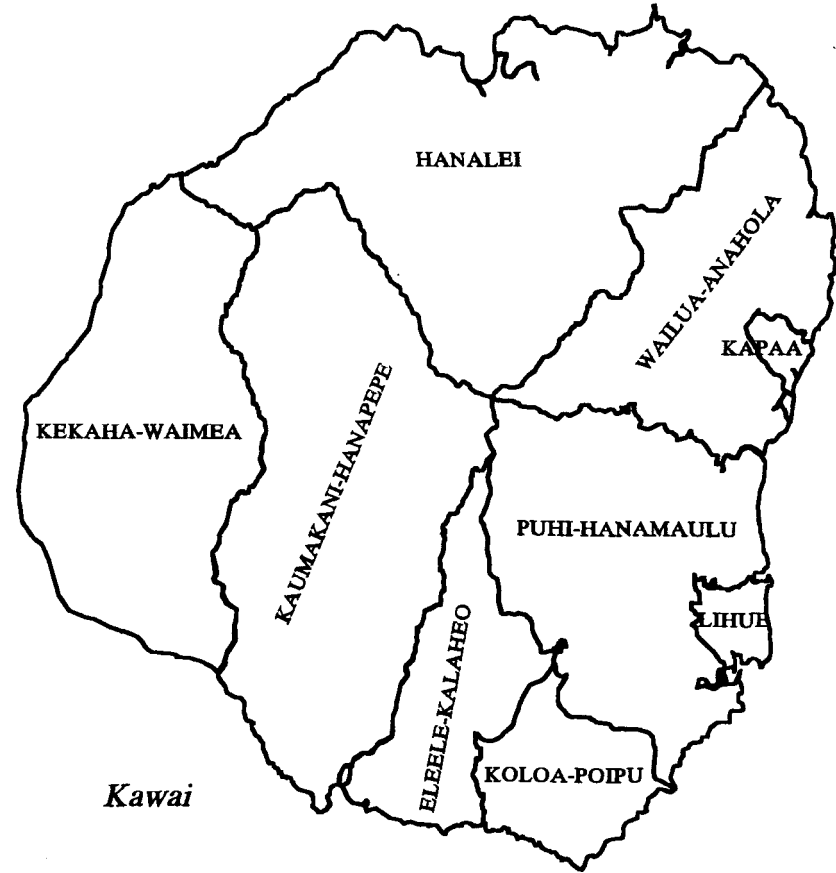


Fig. 4-Kawai County.

**Table 1**  
**Population Change, 1996 to 2001**

STATE/COUNTY/ Subdivision	1996	2001	Change, 1996 to 2001	
			Net	Percent
<b>HAWAII STATE</b>	<b>1,199,398</b>	<b>1,207,615</b>	<b>8,217</b>	<b>0.7%</b>
<b>HAWAII</b>	<b>139,976</b>	<b>155,706</b>	<b>15,730</b>	<b>11.2</b>
Hilo	45,445	50,211	4,766	10.5
Honokaa-Kukuihaele	3,860	4,075	215	5.6
Kau	4,693	4,974	281	6.0
Keaau-Mountain View	16,183	17,873	1,690	10.4
North Hilo	1,658	1,773	115	6.9
North Kohala	5,261	5,989	728	13.8
North Kona	25,003	27,305	2,302	9.2
Paauihau-Paauilo	1,924	2,015	91	4.7
Pahoa-Kalapana	8,436	9,721	1,285	15.2
Papaikou-Wailea	5,616	6,073	457	8.1
South Kohala	12,819	15,508	2,689	21.0
South Kona	9,078	10,189	1,111	12.2
<b>HONOLULU</b>	<b>882,041</b>	<b>918,689</b>	<b>36,648</b>	<b>4.2</b>
Ewa	247,456	260,064	12,608	5.1
Honolulu	393,775	408,294	14,519	3.7
Koolauloa	19,902	20,950	1,048	5.3
Koolaupoko	123,486	128,254	4,768	3.9
Wahiawa	45,207	46,472	1,265	2.8
Waiialua	12,553	13,257	704	5.6
Waianae	39,662	41,398	1,736	4.4
<b>KALAWAO</b>	<b>85</b>	<b>77</b>	<b>-8</b>	<b>-9.4</b>
<b>KAUAI</b>	<b>58,718</b>	<b>63,157</b>	<b>4,439</b>	<b>7.6</b>
Eleele-Kalaheo	7,443	8,165	722	9.7
Hanalei	5,789	6,596	807	13.9
Kapaa	7,204	7,580	376	5.2
Kaumakani-Hanapepe	2,964	3,064	100	3.4
Kekaha-Waimea	6,167	6,542	375	6.1
Koloa-Poipu	5,534	6,016	482	8.7
Lihue	6,032	6,593	561	9.3
Niihau	242	254	12	5.0

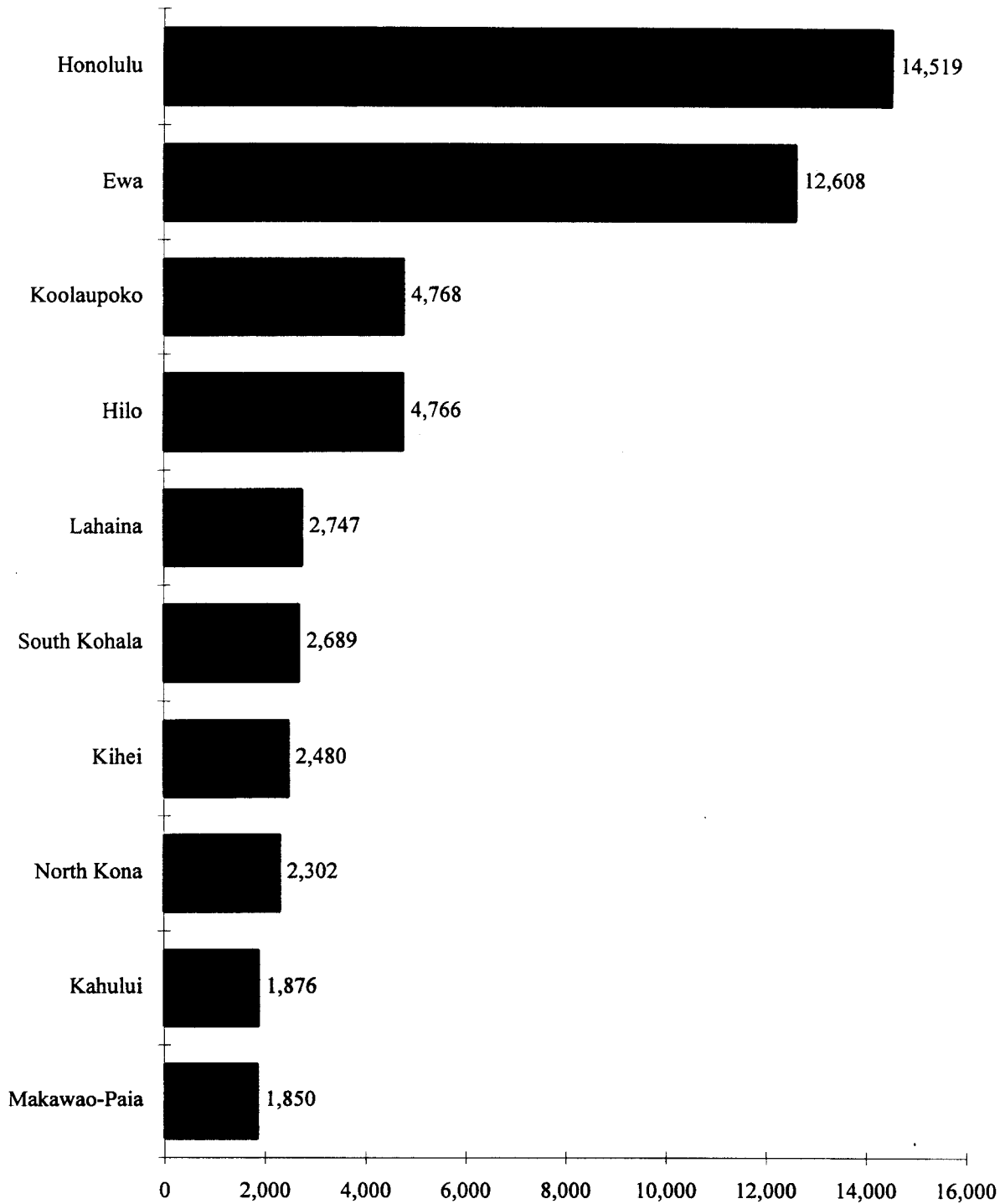
**Table 1 (continued)**

STATE/COUNTY/ Subdivision	1996	2001	Change, 1996 to 2001	
			Net	Percent
Puhi-Hanamaulu	5,908	6,334	426	7.2%
Wailua-Anahola	9,439	10,012	573	6.1
<b>MAUI</b>	<b>118,578</b>	<b>133,143</b>	<b>14,565</b>	<b>12.3</b>
East Molokai	5,505	6,331	826	15.0
Haiku-Pauwela	6,594	7,326	732	11.1
Hana	2,377	2,741	364	15.3
Kahului	18,897	20,773	1,876	9.9
Kihei	16,147	18,627	2,480	15.4
Kula	10,005	11,566	1,561	15.6
Lahaina	18,172	20,919	2,747	15.1
Lanai	3,012	3,459	447	14.8
Makawao-Paia	17,726	19,576	1,850	10.4
Puunene	210	211	1	0.5
Spreckelsville	220	231	11	5.0
Waihee-Waikapu	2,512	2,728	216	8.6
Wailuku	14,830	16,093	1,263	8.5
West Molokai	2,371	2,562	191	8.1

Source: CACI Marketing Systems, Arlington, VA; compiled by the Research Division, Home Mission Board, Alpharetta, GA

**Figure 5**

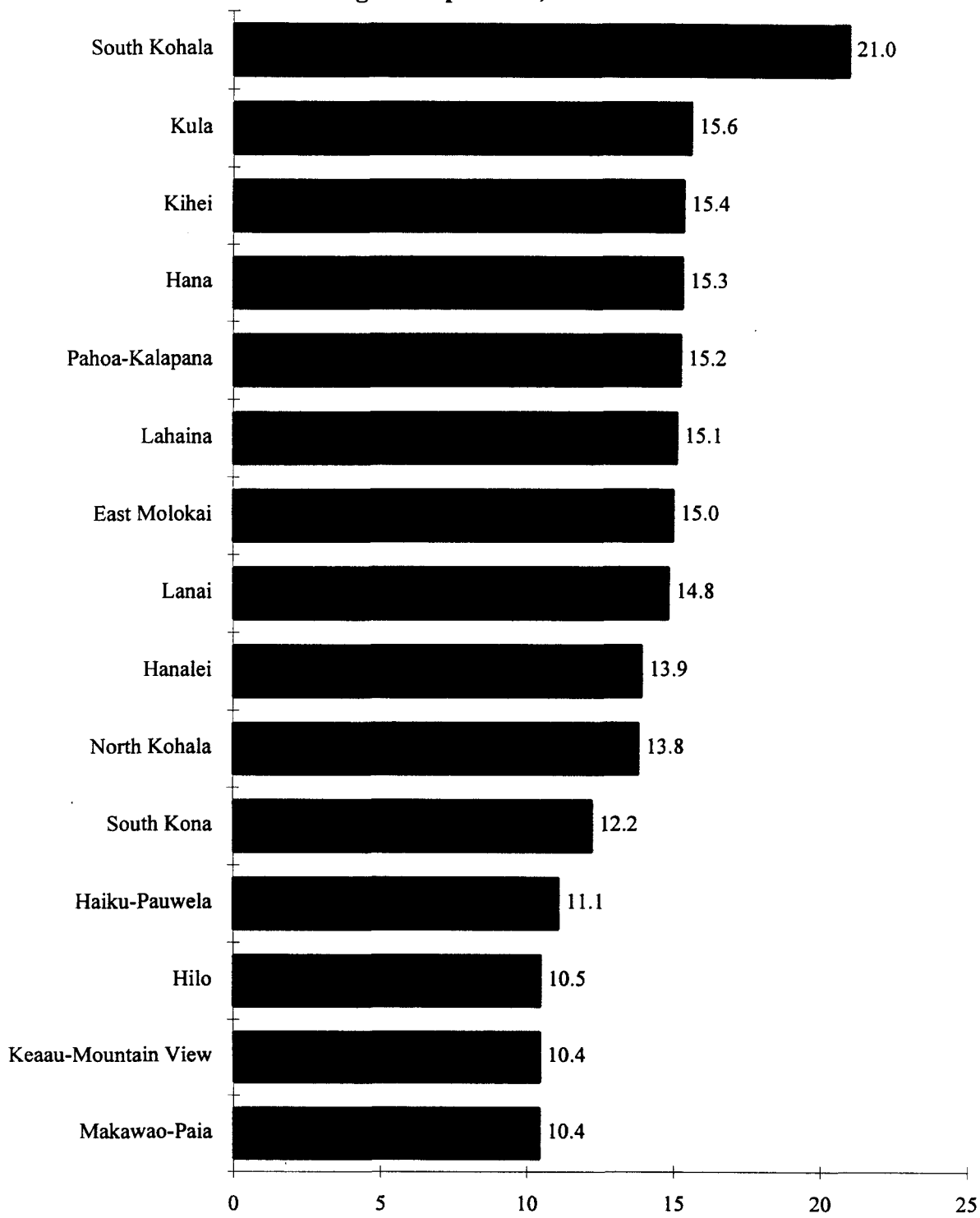
**Ten County Subdivisions with the Largest Projected Net Increase in Population, 1996 to 2001**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA

**Figure 6**

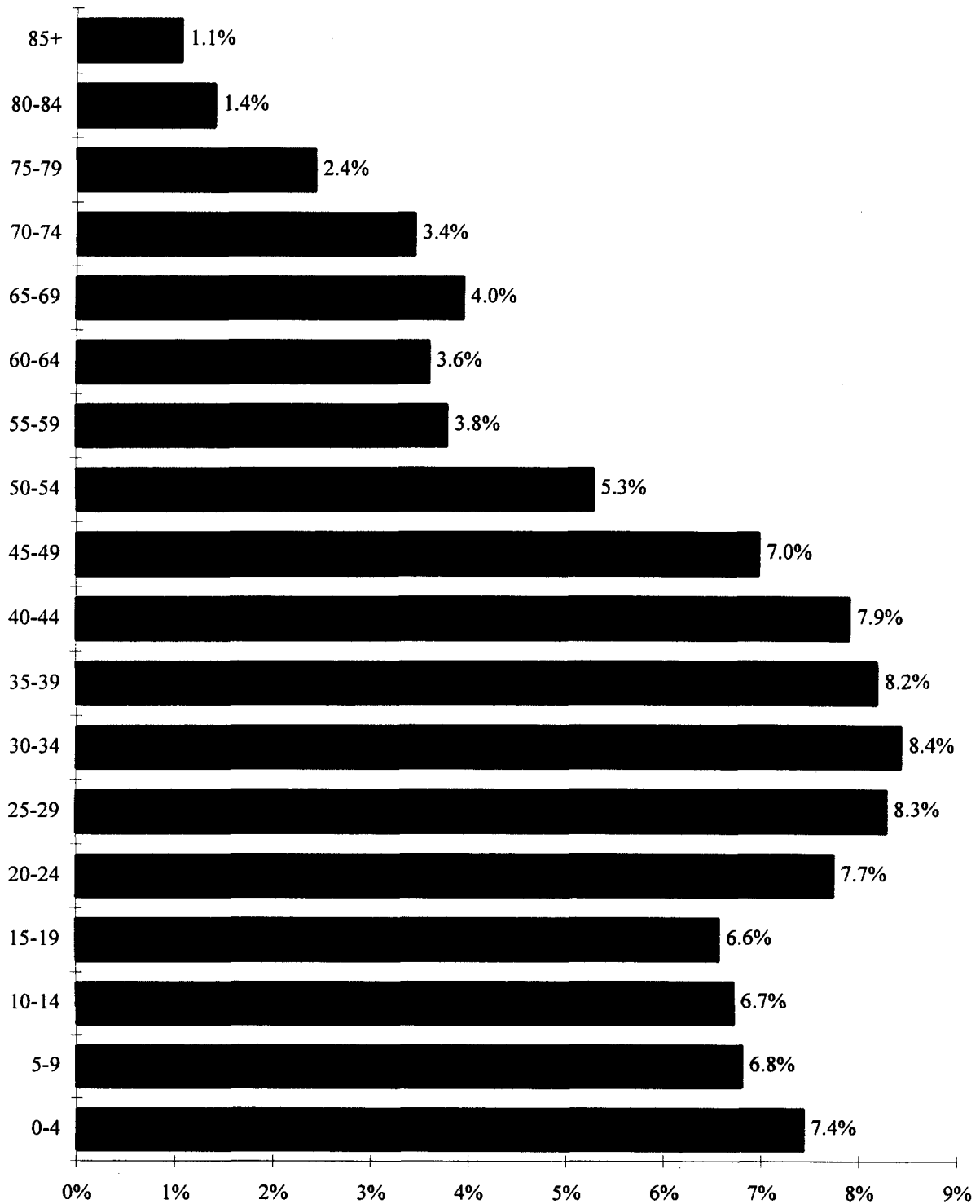
**Fifteen County Subdivisions with the Highest Projected Percent Change in Population, 1996 to 2001**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA

**Figure 7**

**Percent of Population by Age Categories, 1996**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA

**Table 2**

**Age, Income, and Market Segmentation Characteristics, 1996**

STATE/COUNTY/ Subdivision	Median Age	Median Household Income	Dominant ACORN Type
<b>HAWAII STATE</b>	<b>34</b>	<b>\$49,252</b>	<b>Upscale Urban Asians-2D</b>
<b>HAWAII</b>	<b>35</b>	<b>36,501</b>	<b>Upscale Urban Asians-2D</b>
Hilo	36	37,072	Upscale Urban Asians-2D
Honokaa-Kukuihaele	34	37,576	Upscale Urban Asians-2D
Kau	36	27,927	Upscale Urban Asians-2D
Keaau-Mountain View	34	28,356	Upscale Urban Asians-2D
North Hilo	36	33,743	Upscale Urban Asians-2D
North Kohala	35	37,777	Upscale Urban Asians-2D
North Kona	36	43,117	Upscale Urban Asians-2D
Paauihau-Paauilo	34	31,541	Upscale Urban Asians-2D
Pahoa-Kalapana	32	22,938	Upscale Urban Asians-2D
Papaikou-Wailea	36	29,223	Upscale Urban Asians-2D
South Kohala	33	47,776	Upscale Urban Asians-2D
South Kona	35	37,887	Upscale Urban Asians-2D
<b>HONOLULU</b>	<b>34</b>	<b>51,872</b>	<b>Upscale Urban Asians-2D</b>
Ewa	31	60,007	Upscale Urban Asians-2D
Honolulu	38	47,230	Upscale Urban Asians-2D
Koolauloa	28	45,376	Upscale Urban Asians-2D
Koolaupoko	32	62,978	Upscale Urban Asians-2D
Wahiawa	26	38,072	Upscale Urban Asians-2D
Waialua	31	46,537	Upscale Urban Asians-2D
Waianae	26	42,500	Upscale Urban Asians-2D
<b>KALAWAO</b>	<b>65</b>	<b>10,875</b>	<b>Upscale Urban Asians-2D</b>
<b>KAUAI</b>	<b>35</b>	<b>45,898</b>	<b>Upscale Urban Asians-2D</b>
Eleele-Kalaheo	36	50,543	Upscale Urban Asians-2D
Hanalei	37	46,373	Upscale Urban Asians-2D
Kapaa	32	37,061	Upscale Urban Asians-2D
Kaunakani-Hanapepe	35	37,530	Upscale Urban Asians-2D
Kekaha-Waimea	32	43,744	Upscale Urban Asians-2D
Koloa-Poipu	36	46,659	Upscale Urban Asians-2D
Lihue	40	50,077	Upscale Urban Asians-2D
Niihau	21	17,110	Upscale Urban Asians-2D

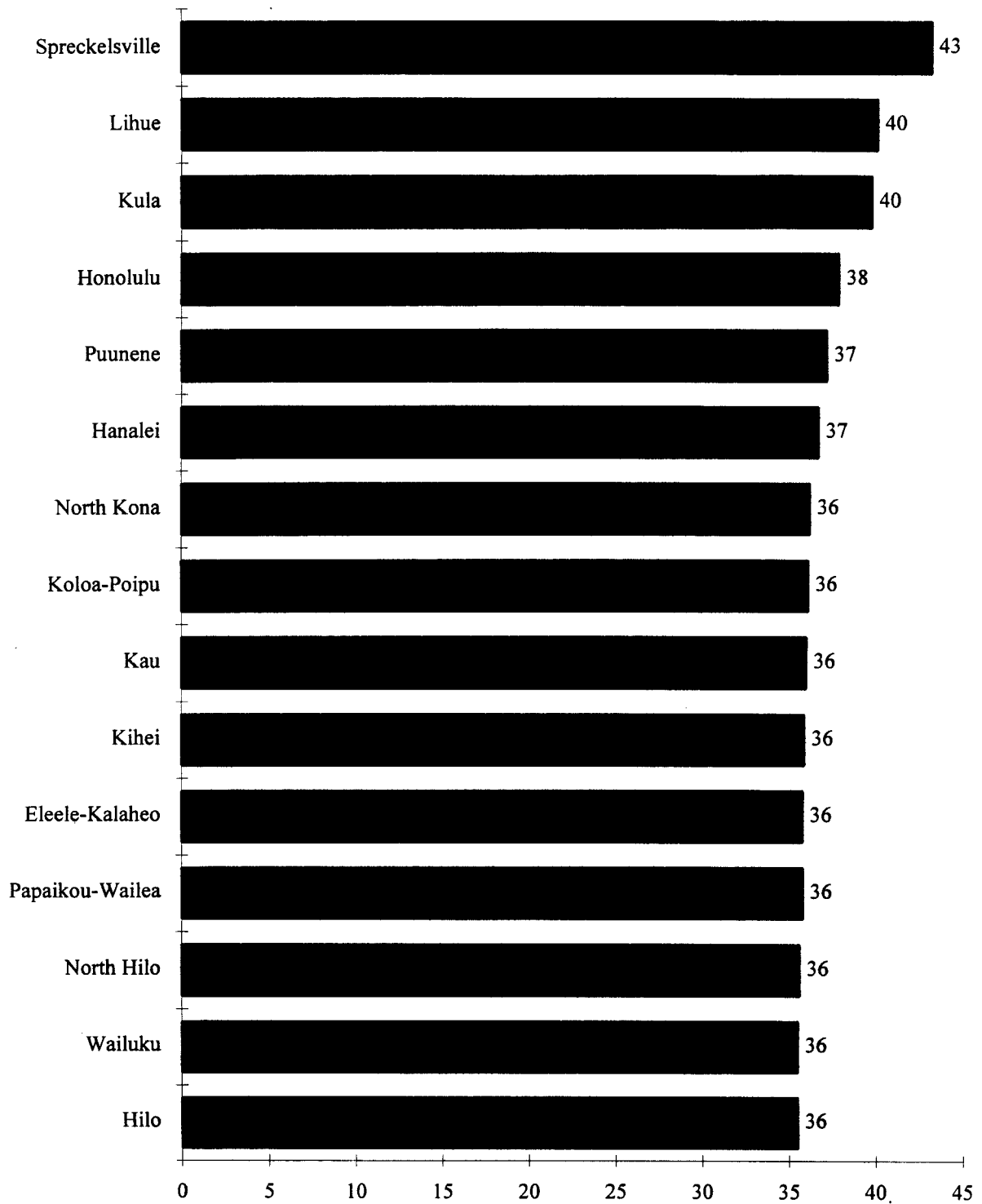
**Table 2 (continued)**

STATE/COUNTY/ Subdivision	Median Age	Median Household Income	Dominant ACORN Type
Puhi-Hanamaulu	32	\$48,578	Upscale Urban Asians-2D
Wailua-Anahola	35	47,972	Upscale Urban Asians-2D
<b>MAUI</b>	<b>35</b>	<b>48,491</b>	<b>Upscale Urban Asians-2D</b>
East Molokai	28	33,096	Upscale Urban Asians-2D
Haiku-Pauwela	34	44,603	Thriving Immigrants-2C
Hana	30	33,046	Upscale Urban Asians-2D
Kahului	35	48,029	Upscale Urban Asians-2D
Kihei	36	50,654	Upscale Urban Asians-2D
Kula	40	53,363	Urban Professional Couples-2A
Lahaina	35	51,737	Upscale Urban Asians-2D
Lanai	35	39,374	Upscale Urban Asians-2D
Makawao-Paia	33	51,640	Upscale Urban Asians-2D
Puunene	37	31,912	Upscale Urban Asians-2D
Spreckelsville	43	90,077	Top One Percent-1A
Waihee-Waikapu	35	55,017	Upscale Urban Asians-2D
Wailuku	36	50,185	Upscale Urban Asians-2D
West Molokai	28	35,527	Upscale Urban Asians-2D

Source: CACI Marketing Systems, Arlington, VA; compiled by the Research  
Division, Home Mission Board, Alpharetta, GA

**Figure 8**

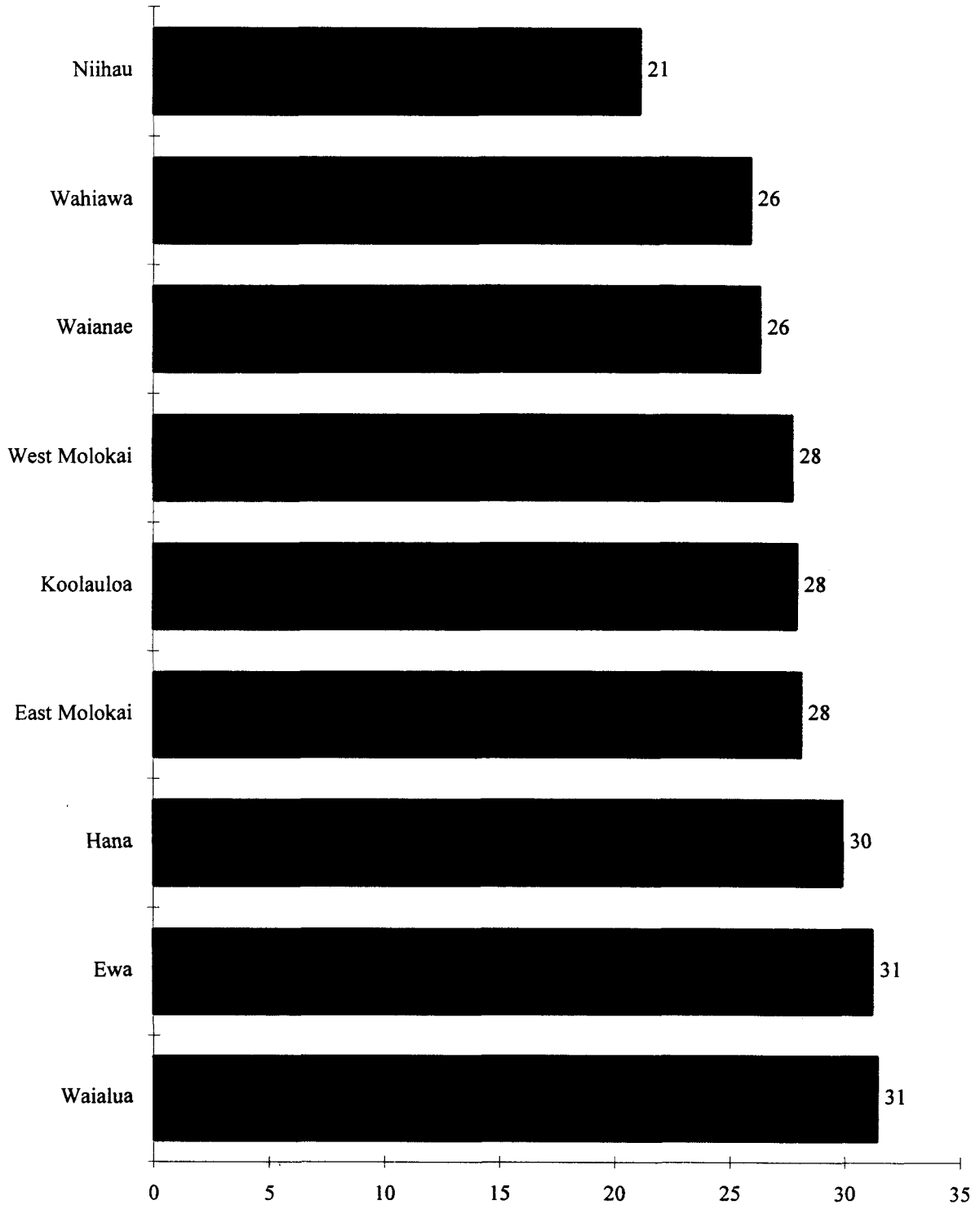
**County Subdivisions with Median Age Greater than 35, 1996**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA

**Figure 9**

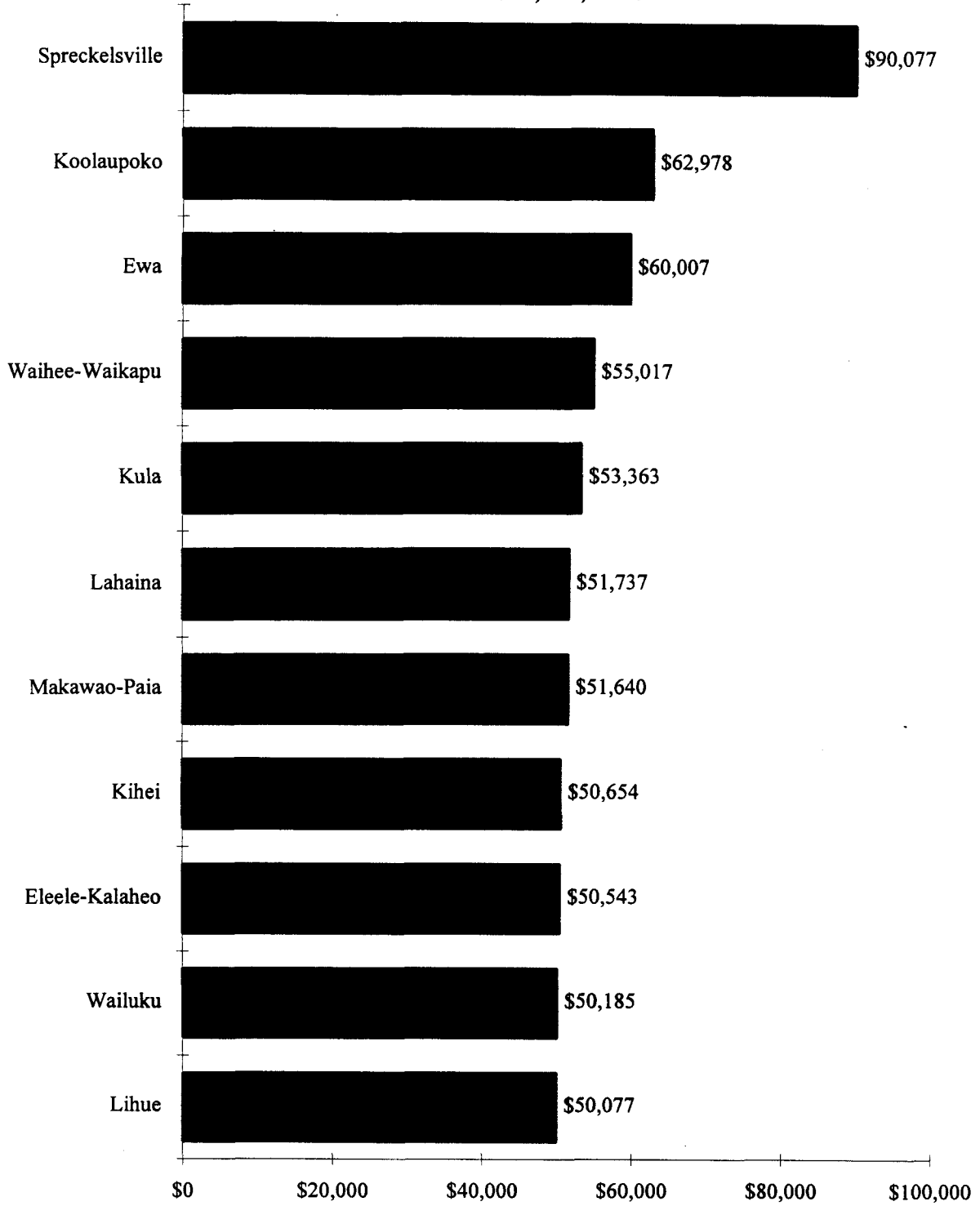
**County Subdivisions with Median Age Less than 32, 1996**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA

**Figure 10**

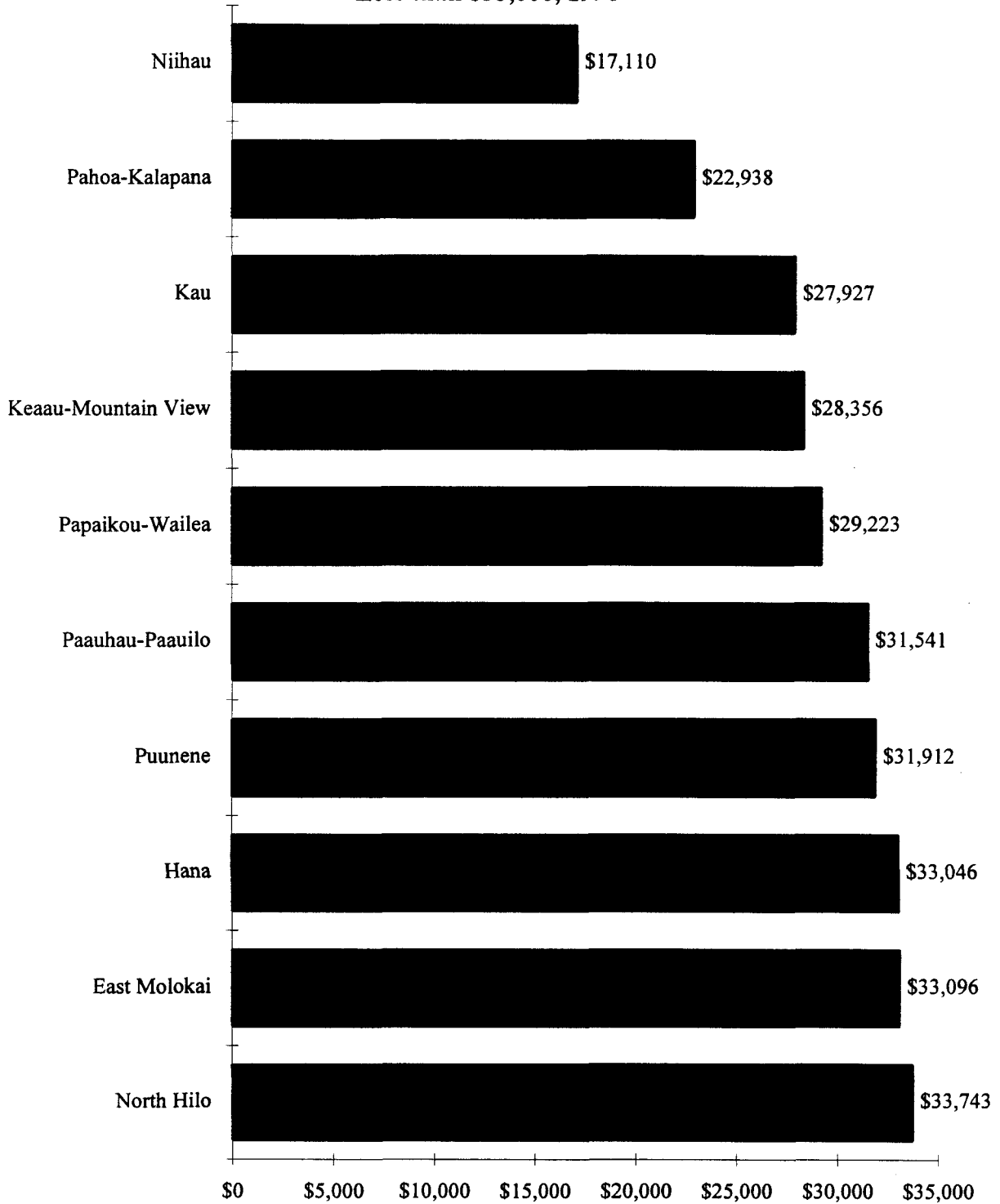
**County Subdivisions with Median Household Income  
Greater than \$50,000, 1996**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA

**Figure 11**

**County Subdivisions with Median Household Income  
Less than \$35,000, 1996**



Source: CACI Marketing Systems, Arlington, VA; graphic by the Research Division, Home Mission Board, Alpharetta, GA