



# Kauai County, HI

## Contents

Economy Overview .....	1
Historic & Projected Trends .....	4
Population Characteristics .....	8
Industry Characteristics .....	10
Workforce Characteristics .....	12
Educational Pipeline .....	15

## Economy Overview

**72,897**

**Population (2017)**

Population **grew by 4,343** over the last 5 years and is projected to **grow by 3,030** over the next 5 years.

**35,735**

**Jobs (2017)**

Jobs **grew by 2,445** over the last 5 years and are projected to **grow by 1,265** over the next 5 years.

**\$65.1K**

**Median Household Income (2015)**

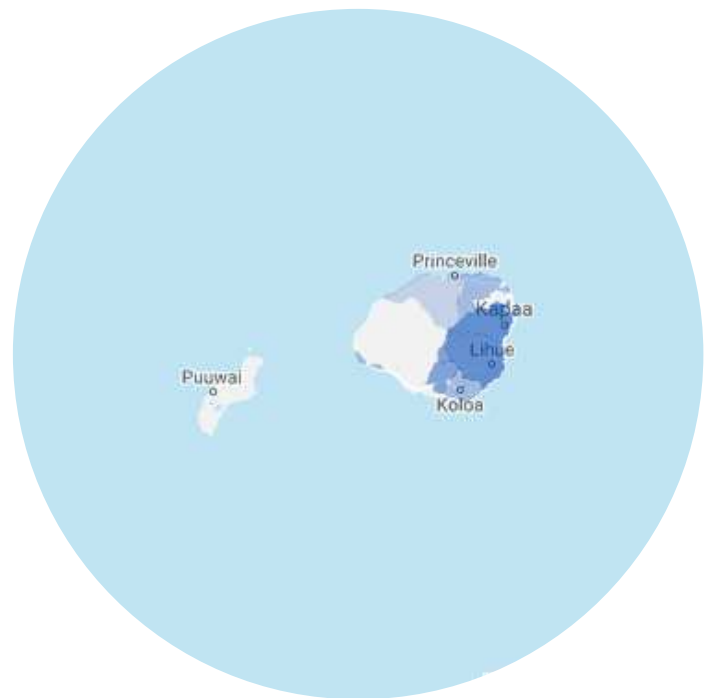
Median household income is **\$11.2K above** the national median household income of \$53.9K.

As of 2017 the region's population **increased by 6.3%** since 2012, growing by 4,343. Population is expected to **increase by 4.2%** between 2017 and 2022, adding 3,030.

From 2012 to 2017, jobs **increased by 7.3%** in Kauai County, HI from 33,290 to **35,735**. This change **outpaced the national growth rate of 7.2% by 0.1%**. As the number of jobs increased, the **labor force participation rate decreased from 61.7% to 61.4% between 2012 and 2017**.

Concerning educational attainment, **18.1% of Kauai County, HI residents possess a Bachelor's Degree** (0.2% below the national average), and **12.7% hold an Associate's Degree** (4.8% above the national average).

The top three industries in 2017 are Traveler Accommodation, Restaurants and Other Eating Places, and Education and Hospitals (State Government).

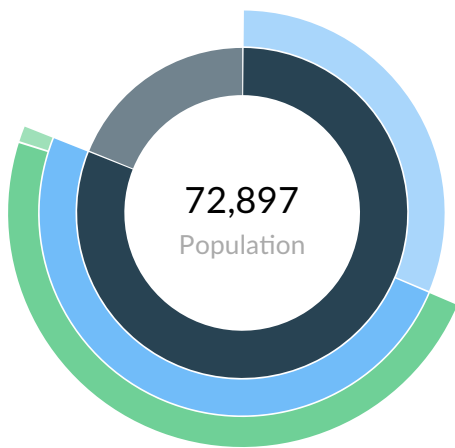


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	72,897	36,244	35,735	143.1	\$3.22B	\$4.29B	\$4.12B
United States	325,401,909	161,911,193	159,180,936	113.8	\$17.83T	\$0	\$7.90T

## Economy Overview - Cont.

### 2017 Labor Force Breakdown



	Population
Total Working Age Population	59,058
Not in Labor Force (15+)	22,814
Labor Force	36,244
Employed	35,375
Unemployed	869
Under 15	13,839

### Educational Attainment

Concerning educational attainment, **18.1% of Kauai County, HI residents possess a Bachelor's Degree** (0.2% below the national average), and **12.7% hold an Associate's Degree** (4.8% above the national average).

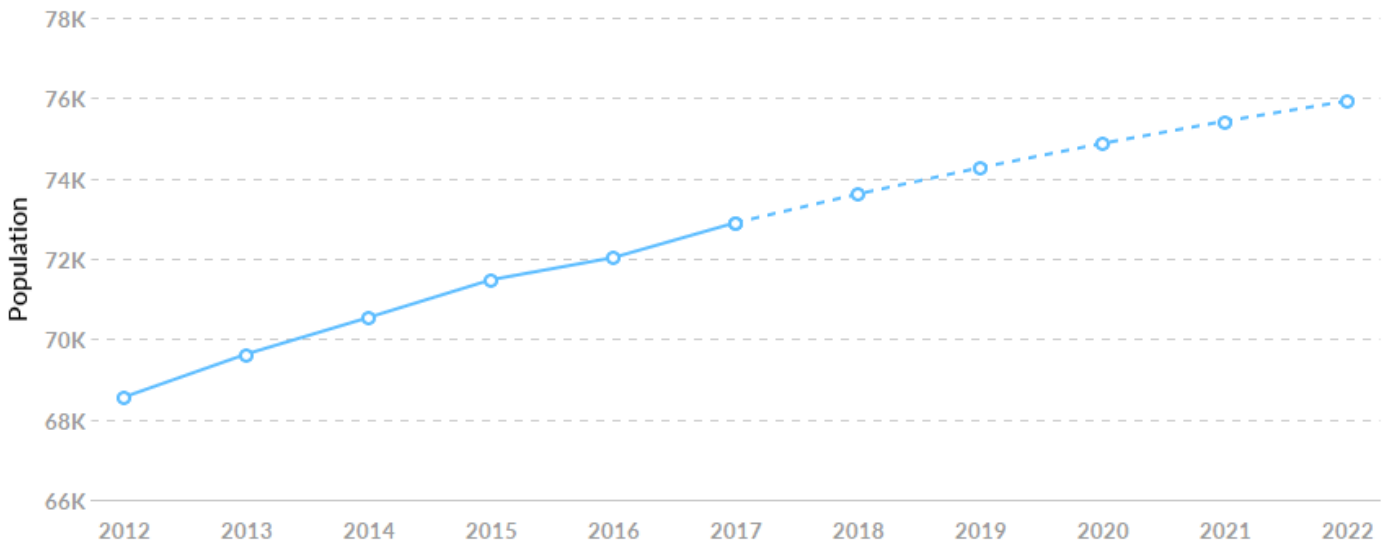


	% of Population	Population
Less Than 9th Grade	4.7%	2,420
9th Grade to 12th Grade	4.2%	2,185
High School Diploma	30.6%	15,771
Some College	20.5%	10,551
Associate's Degree	12.7%	6,534
Bachelor's Degree	18.1%	9,348
Graduate Degree and Higher	9.1%	4,693

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population increased by 6.3% since 2012, growing by 4,343. Population is expected to increase by 4.2% between 2017 and 2022, adding 3,030.

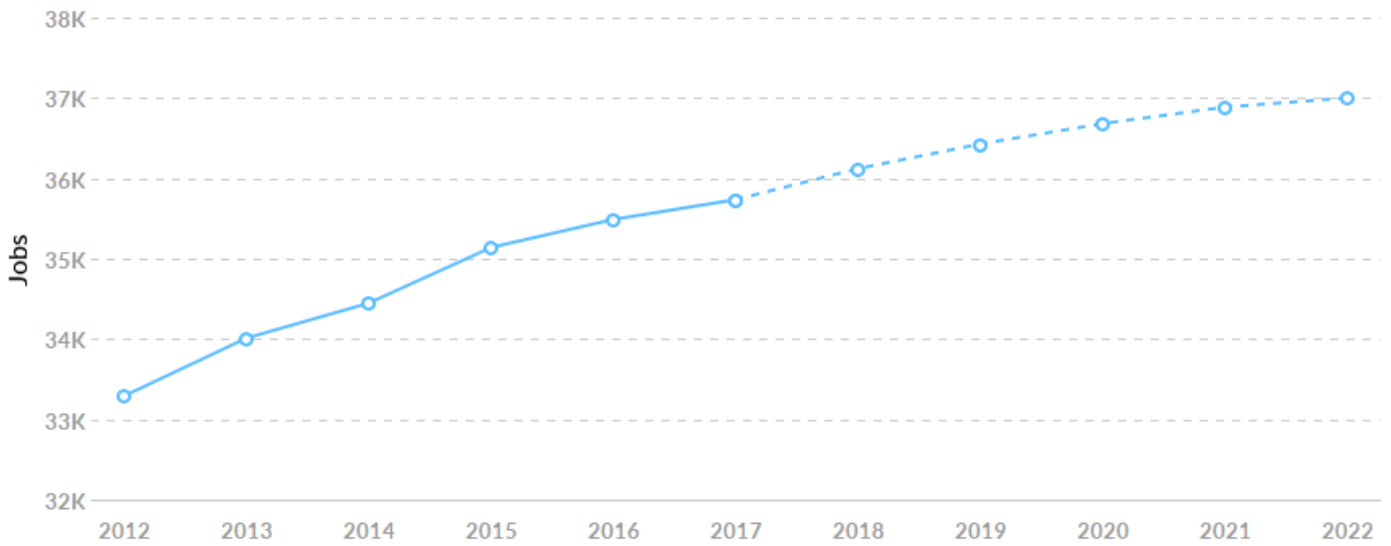


Timeframe	Population
2012	68,554
2013	69,625
2014	70,537
2015	71,475
2016	72,027
2017	72,897
2018	73,610
2019	74,267
2020	74,871
2021	75,425
2022	75,927

# Historic & Projected Trends - Cont.

## Job Trends

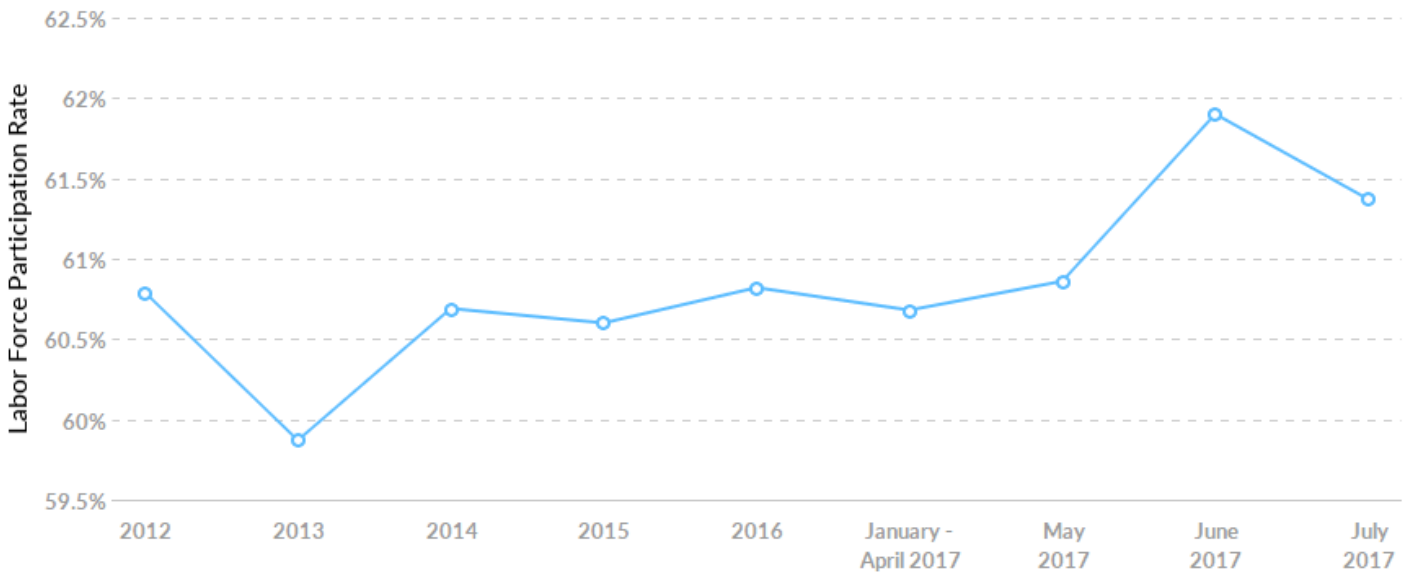
From 2012 to 2017, jobs increased by 7.3% in Kauai County, HI from 33,290 to 35,735. This change outpaced the national growth rate of 7.2% by 0.1%.



Timeframe	Jobs
2012	33,290
2013	34,010
2014	34,446
2015	35,139
2016	35,488
2017	35,735
2018	36,121
2019	36,428
2020	36,681
2021	36,887
2022	37,000

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



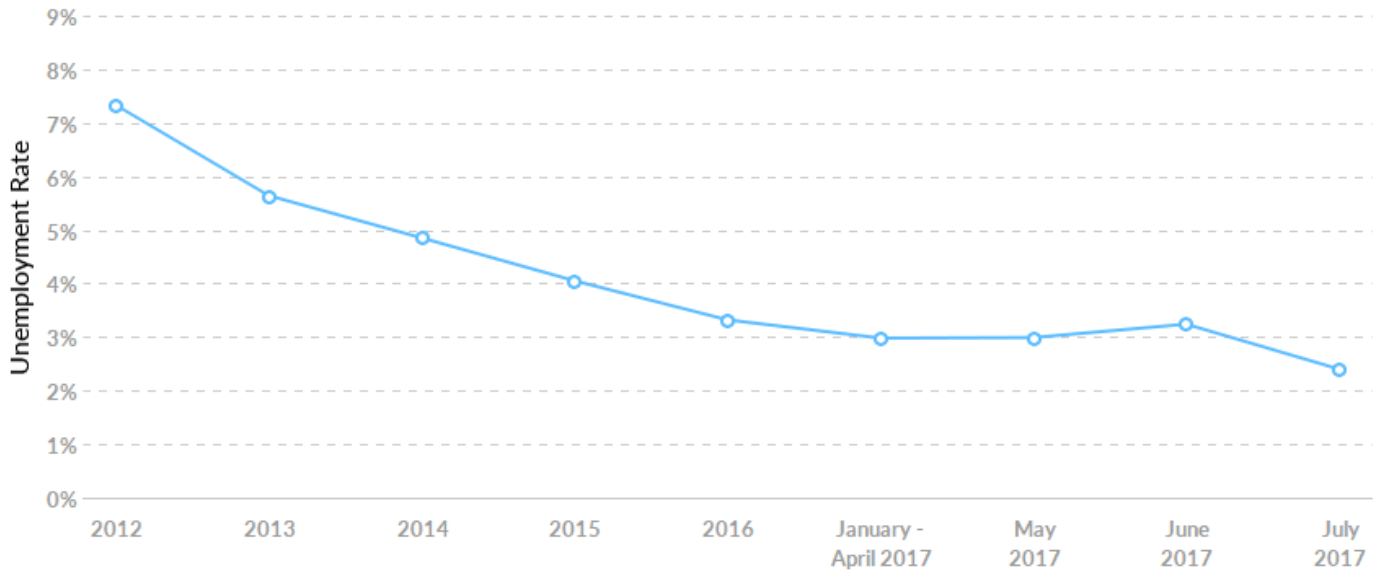
Timeframe	Labor Force Participation Rate
2012	60.79%
2013	59.87%
2014	60.69%
2015	60.60%
2016	60.82%
January - April 2017	60.68%
May 2017	60.86%
June 2017	61.90%
July 2017	61.37%



## Historic & Projected Trends - Cont.

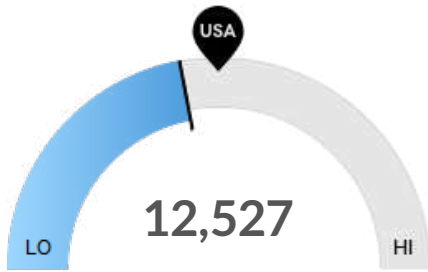
### Unemployment Rate Trends

Kauai County, HI had a July 2017 unemployment rate of 2.40%, **decreasing from 7.33%** 5 years before.



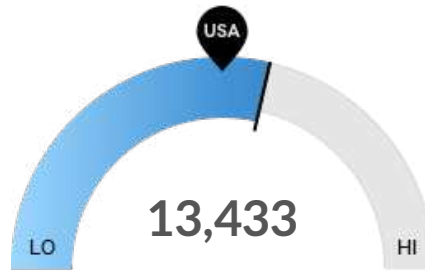
Timeframe	Unemployment Rate
2012	7.33%
2013	5.64%
2014	4.85%
2015	4.05%
2016	3.32%
January - April 2017	2.98%
May 2017	2.99%
June 2017	3.24%
July 2017	2.40%

## Population Characteristics



**Millennials**

Kauai County, HI has 12,527 millennials (ages 20-34). The national average for an area this size is 14,948.



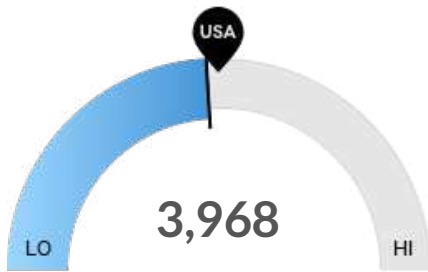
**Retiring Soon**

Retirement risk is high in Kauai County, HI. The national average for an area this size is 10,977 people 65 or older, while there are 13,433 here.



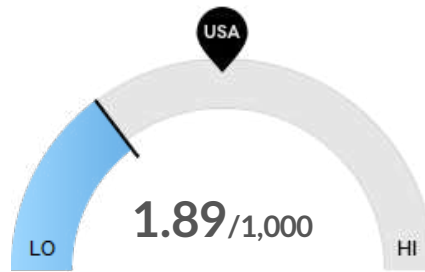
**Racial Diversity**

Racial diversity is high in Kauai County, HI. The national average for an area this size is 27,898 racially diverse people, while there are 50,689 here.



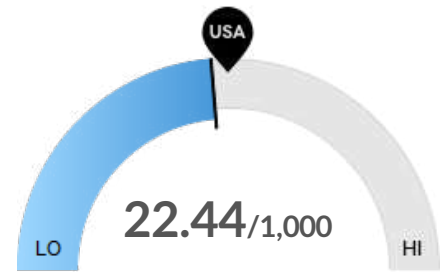
**Veterans**

Kauai County, HI has 3,968 veterans. The national average for an area this size is 4,194.



**Violent Crime**

Kauai County, HI has 1.89 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



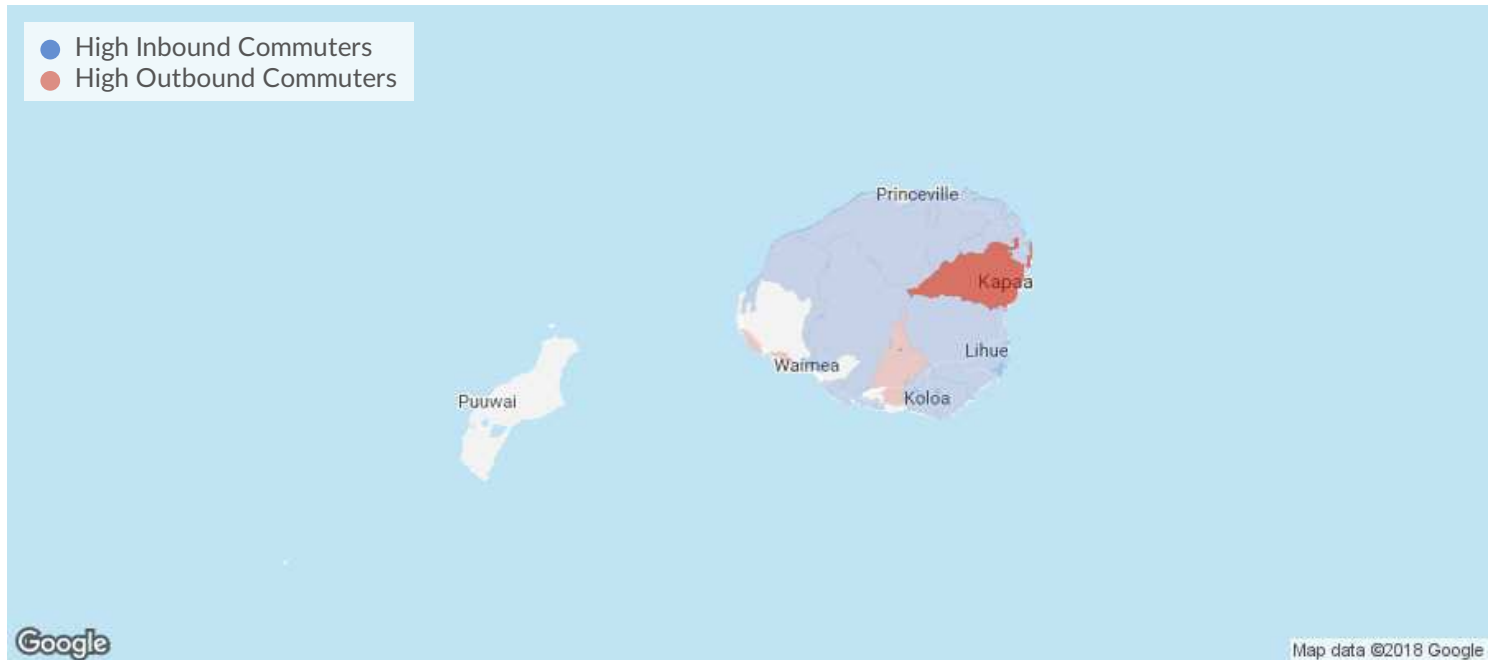
**Property Crime**

Kauai County, HI has 22.44 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

## Population Characteristics - Cont.

### Place of Work vs Place of Residence

Understanding where talent in Kauai County, HI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 96746.



#### Where Talent Works

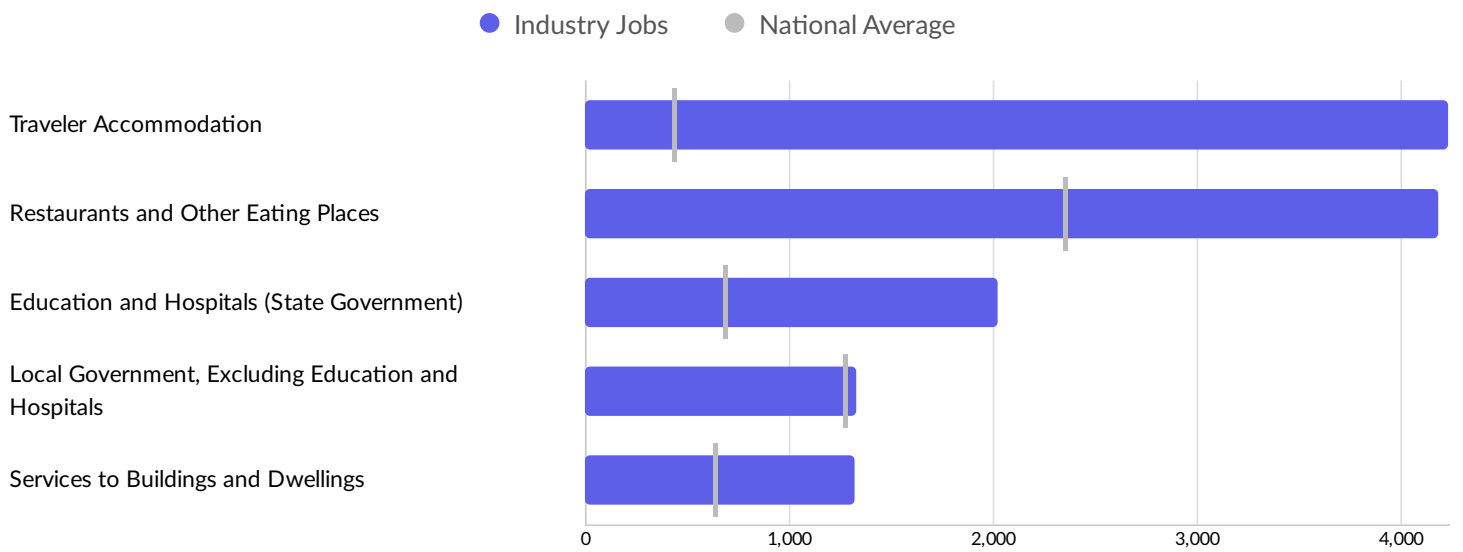
ZIP	Name	2017 Employment
96766	Lihue, HI (in Kauai cou...	13,073
96746	Kapaa, HI (in Kauai cou...	5,729
96756	Koloa, HI (in Kauai cou...	5,390
96722	Princeville, HI (in Kaua...	2,022
96752	Kekaha, HI (in Kauai co...	1,736

#### Where Talent Lives

ZIP	Name	2017 Workers
96746	Kapaa, HI (in Kauai cou...	14,432
96766	Lihue, HI (in Kauai cou...	12,681
96756	Koloa, HI (in Kauai cou...	3,474
96741	Kalaheo, HI (in Kauai c...	3,471
96752	Kekaha, HI (in Kauai co...	3,045

# Industry Characteristics

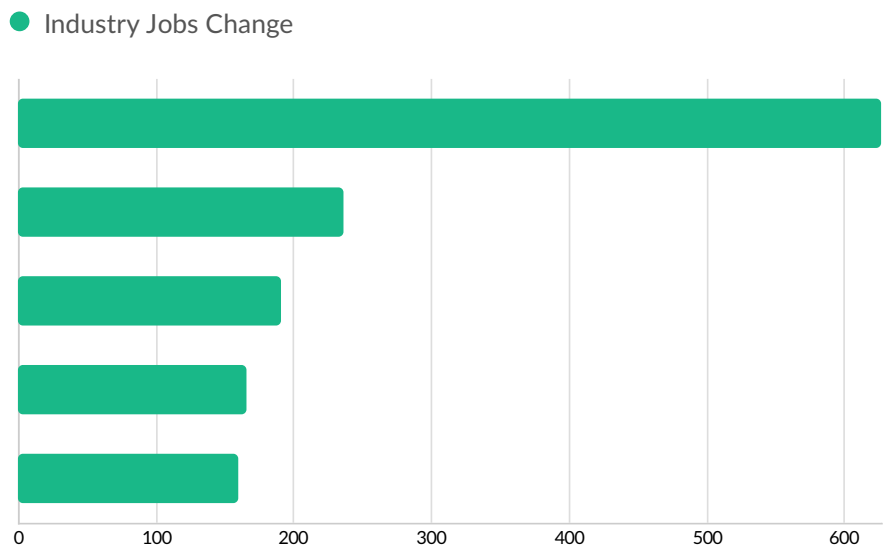
## Largest Industries



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Traveler Accommodation	4,095	4,234	139	+3%	\$53,585
Restaurants and Other Eating Places	3,560	4,187	627	+18%	\$25,156
Education and Hospitals (State Government)	1,936	2,023	87	+4%	\$74,351
Local Government, Excluding Education and Hospitals	1,292	1,328	36	+3%	\$92,691
Services to Buildings and Dwellings	1,087	1,324	237	+22%	\$28,679

## Industry Characteristics - Cont

### Top Growing Industries

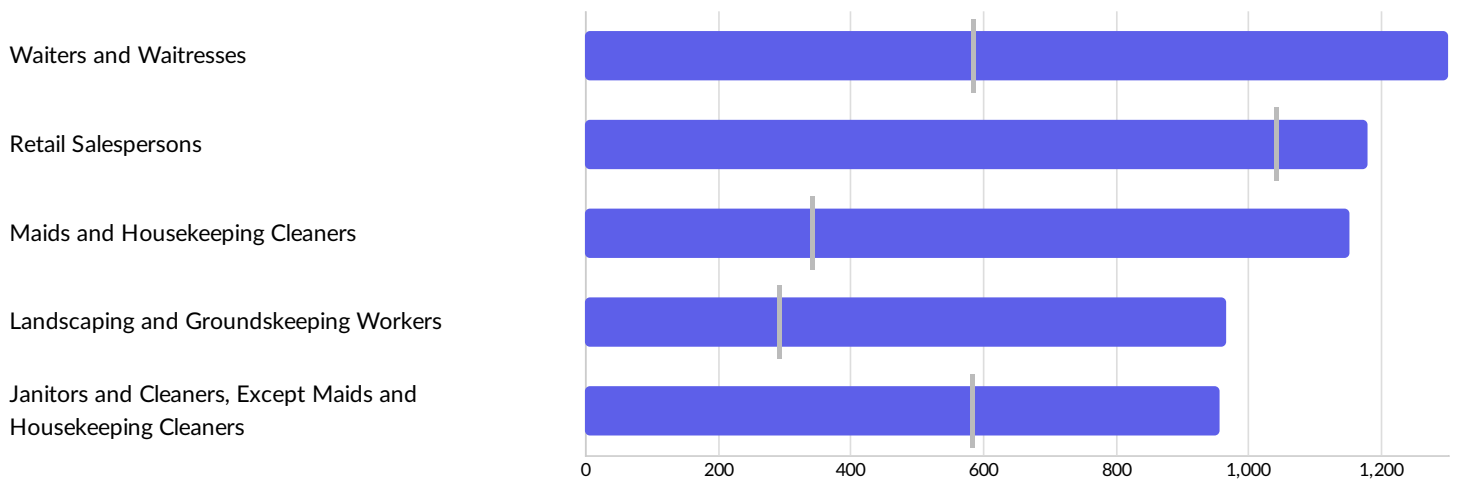


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Restaurants and Other Eating Places	3,560	4,187	627	+18%	\$25,156
Services to Buildings and Dwellings	1,087	1,324	237	+22%	\$28,679
Grocery Stores	833	1,024	191	+23%	\$33,463
Residential Building Construction	537	703	166	+31%	\$65,271
Other Amusement and Recreation Industries	785	945	160	+20%	\$31,687

# Workforce Characteristics

## Largest Occupations

● Occupation Jobs ● National Average

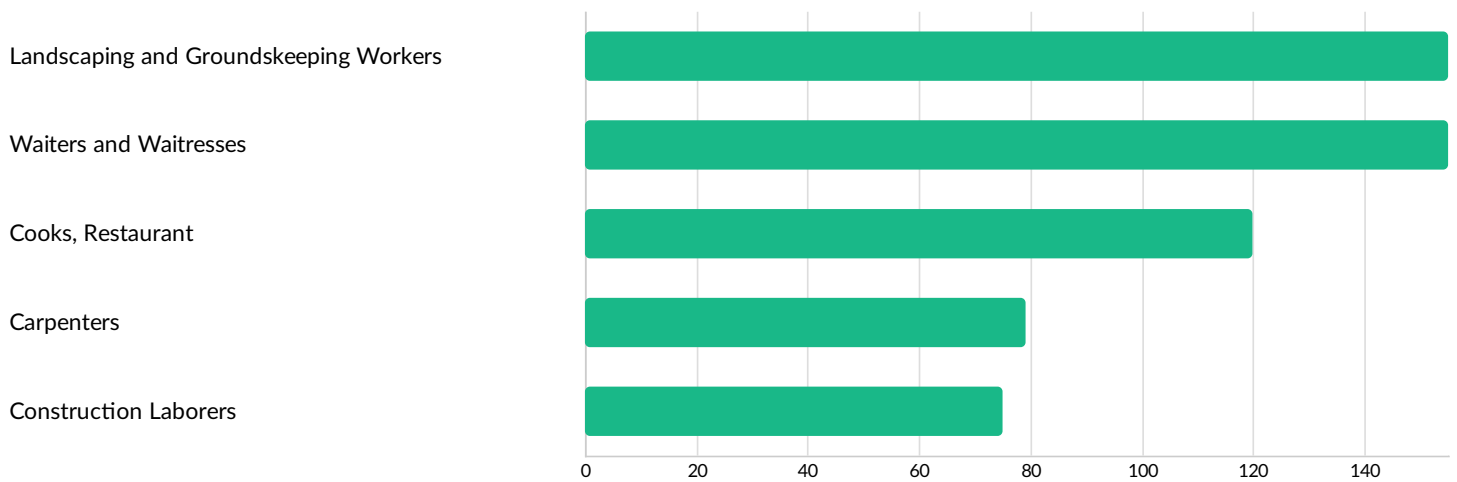


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Waiters and Waitresses	1,147	1,302	155	+14%	\$20.18
Retail Salespersons	1,141	1,180	39	+3%	\$14.77
Maids and Housekeeping Cleaners	1,122	1,154	32	+3%	\$16.87
Landscaping and Groundskeeping Workers	813	968	155	+19%	\$14.82
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	886	957	71	+8%	\$14.75

## Workforce Characteristics - Cont

### Top Growing Occupations

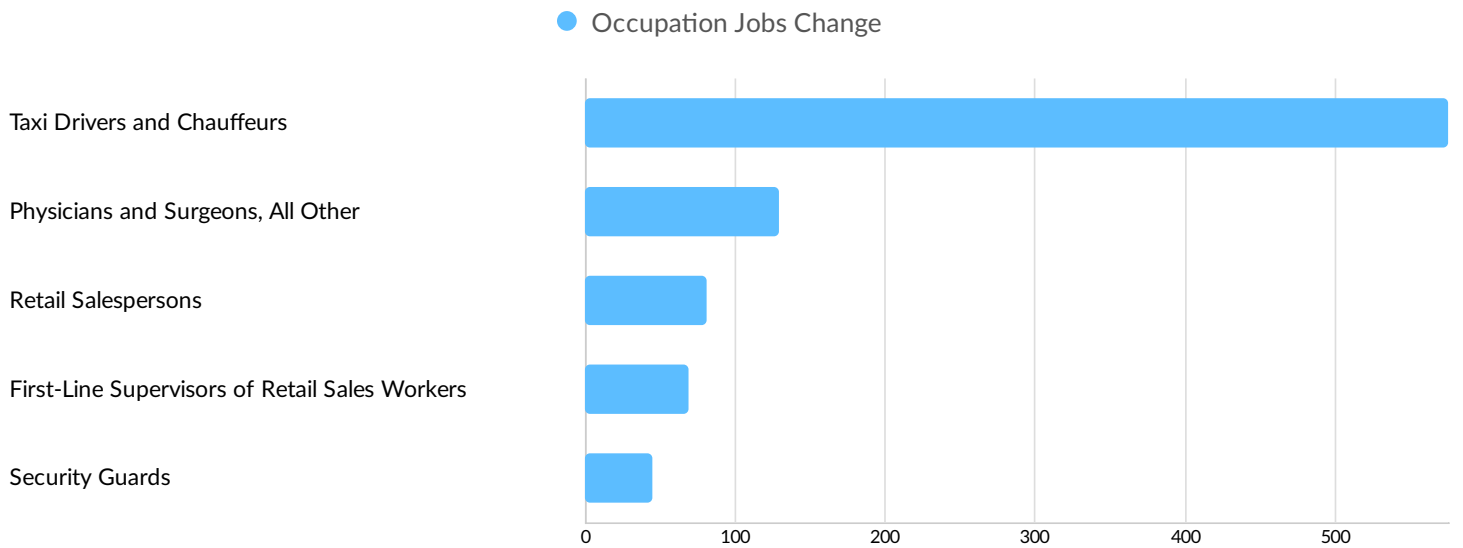
● Occupation Jobs Change



Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Waiters and Waitresses	1,147	1,302	155	+14%	\$20.18
Landscaping and Groundskeeping Workers	813	968	155	+19%	\$14.82
Cooks, Restaurant	604	724	120	+20%	\$17.63
Carpenters	352	431	79	+22%	\$26.07
Construction Laborers	354	429	75	+21%	\$21.22

## Workforce Characteristics

### Top Posted Occupations



Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Taxi Drivers and Chauffeurs	13	576	412	\$14.04
Physicians and Surgeons, All Other	44	129	68	\$97.36
Retail Salespersons	46	81	59	\$14.77
First-Line Supervisors of Retail Sales Workers	62	69	60	\$20.16
Security Guards	21	45	40	\$17.30



## Educational Pipeline

In 2016, there were 248 graduates in Kauai County, HI. This pipeline has grown by 27% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Licensed Practical/Vocational Nurse Training, and Registered Nursing/Registered Nurse.

