

**Table 23.04-- RETAIL ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND  
SELECTED PLACE: 2012**

[Includes establishments with payroll. Statistics based on the  
2012 North American Industry Classification System (NAICS)]

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Number of employees 1/</b>
State total	4,643	18,901,745	1,835,021	68,360
Hawaii County	648	2,390,830	241,327	9,084
Captain Cook	9	30,185	3,599	128
Hilo	228	969,620	101,573	3,849
Holualoa	12	15,027	795	32
Honaunau-Napoopoo	4	3,571	371	18
Kahaluu-Keauhou	7	41,578	4,287	166
Kailua	145	526,481	60,443	2,239
Kalaoa	30	304,739	21,134	570
Mountain View	4	6,210	384	22
Waikoloa Village	14	23,524	2,110	68
Waimea	28	97,106	9,167	350
Balance of Hawaii County 2/	167	372,789	37,464	1,642
Honolulu County	2,889	13,036,448	1,233,102	46,165
Aiea	45	100,683	9,842	477
East Honolulu	55	343,330	27,898	962
Ewa Beach	12	50,966	5,181	373
Ewa Gentry	7	30,166	2,802	128
Halawa	16	18,589	1,569	64
Haleiwa	34	92,528	9,964	398
Hauula	3	3,613	332	24
Kahaluu	3	4,187	400	26
Kailua	96	322,096	32,694	1,388
Kaneohe	119	481,466	46,461	1,597
Kaneohe Station	6	6,899	840	26
Kapolei	21	373,649	27,470	1,067
Laie	8	34,426	3,475	178
Maili	6	8,156	534	30
Makakilo	5	(D)	(D)	(3/)
Mililani Mauka	5	(D)	(D)	(4/)
Mililani Town	34	253,019	25,466	974
Nanakuli	14	39,270	3,101	171
Ocean Pointe	6	31,571	809	43
Pearl City	65	672,495	49,906	2,081
Pupukea	9	21,976	2,537	110
Royal Kunia	8	101,689	11,686	458

Continued on next page.

**Table 23.04-- RETAIL ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND  
SELECTED PLACE: 2012 -- Con.**

<b>Geographic Area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Number of employees 1/</b>
Honolulu County - Con.				
Schofield Barracks	5	6,578	842	39
Urban Honolulu	1,851	7,684,234	748,593	26,485
Wahiawa	43	114,150	10,338	461
Waialua	9	13,121	983	46
Waianae	20	120,609	9,669	430
Waikele	53	274,822	25,986	1,614
Waimalu	115	429,286	44,100	2,144
Waimanalo	10	22,974	2,281	87
Waimanalo Beach	4	6,170	537	31
Waipahu	106	866,132	76,833	2,248
Waipio	15	54,655	4,562	164
Balance of Honolulu County 2/	81	(D)	(D)	(D)
Kalawao County	1	(D)	(D)	(3/)
Kalawao County	1	(D)	(D)	(3/)
Kauai County	347	1,013,489	102,373	3,937
Hanamaulu	6	8,086	625	44
Hanapepe	10	14,603	2,061	61
Kalaheo	9	11,670	838	31
Kapaa	50	137,980	14,713	572
Kilauea	14	22,489	2,046	95
Lihue	93	576,031	55,222	1,847
Puhi	11	17,173	1,876	67
Balance of Kauai County 2/	154	225,457	24,992	1,220
Maui County	758	(D)	(D)	(5/)
Haiku-Pauwela	7	11,384	1,477	47
Kaanapali	73	187,001	21,427	732
Kahului	194	1,252,291	124,760	4,127
Kaunakakai	18	50,691	5,361	182
Kihei	68	234,893	20,687	867
Kula	13	13,786	1,263	60
Lahaina	166	249,107	29,938	1,247
Lanai City	10	14,147	1,946	75
Makawao	19	17,722	1,797	72
Napili-Honokowai	9	32,525	2,517	95
Paia	27	52,578	6,304	231
Pukalani	8	88,540	9,450	344
Waihee/Waiehu	1	(D)	(D)	(3/)

Continued on next page.

**Table 23.04-- RETAIL ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND  
SELECTED PLACE: 2012 -- Con.**

<b>Geographic Area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Number of employees 1/</b>
Maui County - Con.				
Wailea	57	99,284	14,146	458
Wailuku	58	132,004	16,169	502
Balance of Maui County	30	24,846	2,965	131

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

3/ 0 to 19 employees.

4/ 20 to 99 employees.

5/ 5,000 to 9,999 employees.

Source: U.S. Census Bureau, 2012 Economic Census, Sector 44-45: EC1244A1: Retail Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012

<[http://factfinder.census.gov/bkmk/table/1.0/en/ECN/2012\\_US/44A1/0400000US15|0400000US15.05000|0400000US15.E6000/naics~44-45](http://factfinder.census.gov/bkmk/table/1.0/en/ECN/2012_US/44A1/0400000US15|0400000US15.05000|0400000US15.E6000/naics~44-45)> accessed May 18, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.