

**Table 13.36-- AVERAGE ANNUAL CONSUMER EXPENDITURES,  
BY COUNTY: 2014**

[As percent of total]

Category	Honolulu	Maui	Hawaii	Kauai
Average annual expenditures	100.0	100.0	100.0	100.0
Food	13.2	15.6	14.4	14.9
Alcoholic beverages	1.0	1.6	1.4	1.4
Housing	44.1	40.3	40.5	41.5
Apparel and services	1.9	1.9	1.7	2.0
Transportation	14.7	15.7	16.3	16.8
Health care	5.7	7.1	7.6	6.6
Entertainment	2.6	2.7	2.3	2.2
Personal care products and services	1.0	1.2	1.4	1.4
Reading	0.2	0.2	0.2	0.2
Education	4.0	2.6	3.1	1.5
Tobacco prod. & smoking supplies	0.2	0.2	0.2	0.3
Miscellaneous	1.7	1.9	1.7	1.9
Cash contributions	1.8	1.8	1.6	2.6
Personal insurance and retirement savings	8.0	7.4	7.8	6.8

Source: Hawaii Department of Business, Economic Development & Tourism, Research & Economic Analysis Division, *Maui County Consumer Spending: 2014* "Table 2. Share of expenditures for Honolulu and Maui County households: 2014" (June 2016) <[http://files.hawaii.gov/dbedt/economic/reports/CE\\_Maui\\_Survey\\_Final.pdf](http://files.hawaii.gov/dbedt/economic/reports/CE_Maui_Survey_Final.pdf)> accessed June 16, 2016. Ibid. *Hawaii County Consumer Spending: 2014* "Table 2. Share of expenditures for Honolulu and Hawaii County households: 2014" (June 2016) <[http://files.hawaii.gov/dbedt/economic/reports/CE\\_Big\\_Island\\_Survey\\_Final.pdf](http://files.hawaii.gov/dbedt/economic/reports/CE_Big_Island_Survey_Final.pdf)> accessed June 27, 2016; Ibid. *Kauai County Consumer Spending: 2014* "Table 2. Share of expenditures for Honolulu and Kauai County households: 2014" (June 2016) <[http://files.hawaii.gov/dbedt/economic/reports/CE\\_Kauai\\_Survey\\_Final.pdf](http://files.hawaii.gov/dbedt/economic/reports/CE_Kauai_Survey_Final.pdf)> accessed June 27, 2016.