

Table 7.14-- FAMILY INCOME, EDUCATION, TRIP CHARACTERISTICS, AND SATISFACTION OF MAINLANDERS VISITING HAWAII: 1990 TO 1993

Subject	1990	1991	1992	1993		
Sample size	6,001	5,651	1,443	1,153		
Family income before taxes (percent)	100.0	100.0	100.0	100.0		
Under \$25,000	5.0	2.7	(NA)	5.6		
\$25,000 to \$49,999	32.9	22.6	(NA)	23.7		
\$50,000 to \$74,999	27.9	27.6	(NA)	24.0		
\$75,000 to \$99,999	}	47.1	(NA)	{		
\$100,000 to \$149,999					34.2	13.3
\$150,000 and over					7.2	
Not reported 1/	9.8		
Median income (dollars)	56,100	72,300	64,500	67,115		
Mean income (dollars)	72,800	84,700	77,800	79,712		
Education (percent):						
Associate degree	7	9		
Bachelor's or higher 2/	60	61	59	56		
Using travel agent (percent)	79.8	74.0	(NA)	79.8		
Islands visited (percent):						
Oahu	64.0	63.6	(NA)	67.3		
Kauai	39.9	38.7	(NA)	18.5		
Maui	48.3	47.0	(NA)	59.5		
Hawaii	30.1	32.3	(NA)	32.8		
Overall satisfaction (percent):						
Excellent	54	60	56	55		
Above average	35	32	34	36		
Average or below average	11	8	10	8		

NA Not available.

1/ Not reported separately before 1993.

2/ Before 1992 refers to percent reported as "college graduates."

Source: Hawaii Visitors Bureau, *1990 Visitor Satisfaction Report* (1991), *1992 Westbound Visitor Satisfaction Report* (1993), and unpublished data.