

**Table 7.17-- FAMILY INCOME, EDUCATION, TRIP CHARACTERISTICS, AND SATISFACTION OF MAINLANDERS VISITING HAWAII: 1993 AND 1996**

Subject	1993	1996 1/
Sample size	1,153	1,319
Family income before taxes (percent)	100.0	100.0
Under \$25,000	5.6	7.6
\$25,000 to \$49,999	23.7	23.9
\$50,000 to \$74,999	24.0	22.0
\$75,000 to \$99,999	16.2	14.9
\$100,000 to \$149,999	13.3	12.2
\$150,000 and over	7.2	8.6
Not reported	9.8	10.7
Median income (dollars)	67,115	64,886
Mean income (dollars)	79,712	(NA)
Education (percent):		
Associate degree	9	(NA)
Bachelor's or higher	56	(NA)
Using travel agent (percent)	79.8	(NA)
Islands visited (percent):		
Oahu	67.3	81.1
Kauai	18.5	21.6
Maui	59.5	32.7
Hawaii	32.8	25.1
Overall satisfaction (percent):		
Excellent	55	58
Above average	36	29
Average or below average	8	12

NA Not available.

1/ Study not conducted in 1994 and 1995.

Source: Hawaii Visitors & Convention Bureau, "The 1996 Hawaii Visitors & Convention Bureau Visitor Opinion Survey," and unpublished data.