

**Table 7.17-- FAMILY INCOME, EDUCATION, TRIP CHARACTERISTICS, AND SATISFACTION OF MAINLANDERS VISITING HAWAII: 1996 AND 1998**

Subject	1996 1/	1998 2/
Sample size	1,319	1,689
Family income before taxes (percent)	100	100
Under \$25,000	8	6
\$25,000 to \$49,999	23	20
\$50,000 to \$74,999	22	24
\$75,000 to \$99,999	15	18
\$100,000 to \$149,999	12	17
\$150,000 and over	9	15
Not reported	11	-
Median income (dollars)	(NA)	75,000
Mean income (dollars)	80,500	(NA)
Education (percent):		
Associate degree	8	8
Bachelor's or higher	46	63
Using travel agent (percent)	57	58
Islands visited (percent):		
Oahu	56	52
Kauai	22	22
Maui	46	45
Hawaii	23	23
Overall satisfaction (percent):		
Excellent	58	68
Above average	29	31
Average or below average	12	2

NA Not available.

1/ Study not conducted in 1995 and 1997.

2/ No responses are not included.

Source: Hawaii Visitors & Convention Bureau, records.