

**Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND PLACE: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

<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	4,644	21,658,911	2,184,700	72,908
Hawaii County	629	3,086,017	307,819	10,232
Captain Cook	13	38,518	5,169	138
Hilo	213	1,293,544	126,347	4,395
Holualoa	9	87,342	4,476	134
Honaunau-Napoopoo	4	2,543	601	15
Kahaluu-Keauhou	6	66,054	4,890	182
Kailua	123	518,714	59,647	1,924
Kalaoa	27	385,877	27,807	681
Mountain View	4	6,542	568	25
Waikoloa Village	42	95,326	11,384	442
Waimea	20	109,259	10,919	344
Balance of Hawaii County	162	458,706	54,925	1,923
Honolulu County	2,856	14,266,055	1,437,459	48,609
Ahuimanu	(D)	(D)	(D)	(2/)
Aiea	59	283,780	31,439	1,092
East Honolulu	48	358,247	29,757	894
Ewa Beach	12	40,874	4,274	166
Ewa Gentry	8	29,112	2,359	122
Halawa	16	22,009	2,423	86
Haleiwa	46	106,555	12,769	483
Hauula	8	35,730	3,475	123
Kahaluu	4	7,180	846	36
Kahuku	5	3,783	501	24
Kailua	96	406,957	45,970	1,571
Kaneohe	104	562,866	55,068	1,743
Kaneohe Station	9	9,463	1,035	40
Kapolei	74	699,161	65,622	2,402
Ko Olina	6	18,927	2,229	86
Laie	8	23,998	3,077	97
Maili	5	7,307	600	30

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**Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND PLACE: 2017 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - Con.				
Makaha	3	5,550	518	25
Makakilo	(D)	(D)	(D)	(2/)
Mililani Mauka	5	28,626	1,659	86
Mililani Town	32	254,844	27,242	1,062
Nanakuli	(D)	(D)	(D)	(2/)
Ocean Pointe	12	136,292	10,027	352
Pearl City	67	720,488	58,340	2,136
Pupukea	6	4,591	774	35
Royal Kunia	10	118,649	12,397	424
Schofield Barracks	5	7,149	788	28
Urban Honolulu	1,763	8,039,555	826,429	26,810
Wahiawa	44	128,822	13,057	522
Waialua	11	11,120	1,597	54
Waianae	28	155,291	15,115	512
Waikele	55	321,709	31,916	1,814
Waimalu	94	226,616	25,500	1,469
Waimanalo	10	18,776	2,176	84
Waipahu	98	504,600	52,164	1,585
Waipio	20	555,804	50,726	979
Balance of Honolulu County	66	345,688	40,677	1,435
Kauai County	356	1,253,149	127,368	4,170
Eleele	6	24,507	2,157	72
Hanamaulu	5	7,461	565	33
Hanapepe	8	18,377	1,983	72
Kalaheo	4	9,170	791	23
Kapaa	57	163,539	16,752	583
Kilauea	16	26,352	3,275	136
Koloa	33	61,620	6,090	282
Lihue	97	755,409	71,218	2,019
Puhi	11	17,201	2,006	55
Wailua	12	9,257	1,651	86
Wailua Homesteads	(D)	(D)	(D)	(3/)
Balance of Kauai County	102	158,608	20,590	789

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<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	(D)	(D)	(D)	(4/)
Haiku-Pauwela	20	20,583	2,218	109
Kaanapali	67	202,110	21,180	731
Kahului	191	1,527,120	148,227	4,485
Kaunakakai	16	52,060	5,431	178
Kihei	73	234,833	22,995	755
Kula	13	20,743	2,163	54
Lahaina	176	312,937	38,258	1,372
Lanai City	8	13,127	1,573	55
Makawao	24	17,748	2,419	86
Napili-Honokowai	9	39,274	3,603	117
Paia	34	49,784	6,978	265
Pukalani	7	78,500	7,565	229
Wailea	57	116,991	13,997	437
Wailuku	59	215,980	23,155	697
Balance of Maui County	45	143,948	11,145	288

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees

3/ 0 to 19 employees

4/ 5,000 to 9,999 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1744BASIC <<https://data.census.gov>> accessed July 2, 2020, and calculations by the Hawaii State Department of Business, Economic Development & Tourism.