
O‘ahu’s North Shore: A Profile of Its Residents and Businesses



RESEARCH & ECONOMIC ANALYSIS DIVISION

DBEDT • STATE OF HAWAII

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Table of Contents

Executive Summary	3
I. Introduction	5
II. Characteristics of North Shore Residents.....	6
III. North Shore Employment, Business Establishments, and Daytime Population	10
IV. North Shore Housing	19
V. Conclusion	25
Appendix A. Map of North Shore Zip Codes	27

List of Tables

Table 1. Number of North Shore Establishments by Industry and Zip Code, 2022	14
Table 2. Commuter-adjusted population for North Shore Census Designated Places, 2018-2022	17
Table 3. Commuter-adjusted population for the North Shore (House District 47), 2018-2022 ...	18
Table 4. Visitors Present in the North Shore on a Typical Day, 2023	19
Table 5. North Shore De Facto Population, 2023	19
Table 6. North Shore Daytime Population, 2023	19

List of Figures

Figure 1. Map of the North Shore area corresponding to House District 47	5
Figure 2. Percentage Distribution of Age for North Shore, Honolulu County, and State Residents, 2018-2022.....	6
Figure 3. Percentage Distribution of Gender for North Shore, Honolulu County, and State Residents, 2018-2022.....	7
Figure 4. Percentage Distribution of Race for North Shore, Honolulu County, and State Residents, 2018-2022.....	8
Figure 5. Percentage Distribution of Educational Attainment for North Shore, Honolulu County, and State Residents, 2018-2022	9
Figure 6. Percentage Distribution of School Enrollment for North Shore, Honolulu County, and State Residents who are Three Years or Older and Enrolled in School, 2018-2022	9
Figure 7. Percentage Distribution of Household Income: North Shore, Honolulu County, and State, 2018-2022	10

Figure 8. Percentage Distribution of Class of Work for North Shore, Honolulu County, State Residents, 2018-2022.....	11
Figure 9. Percentage Distribution of Employment by Occupation for North Shore, Honolulu County, and State Residents, 2018-2022	12
Figure 10. North Shore Business Establishments by Size of Establishment and Zip Code, 2022	13
Figure 11. Percentage Distribution of Hale'iwa Business Establishments by Industry, 2022	15
Figure 12. Number of Employees by North Shore Zip Code, as of March 12, 2022.....	15
Figure 13. Commute to Work by Mode of Transportation for North Shore, Honolulu County, and State Residents, 2018-2022	16
Figure 14. Percentage of Households who Rent vs. Own in the North Shore, Honolulu County, and State, 2018-2022	20
Figure 15. Percentage Distribution of Gross Monthly Rent for Households Paying Rent: North Shore, Honolulu County, and State, 2018-2022	21
Figure 16. Percentage Distribution of Gross Rent as a Percentage of Household Income (GRAPI) for North Shore, Honolulu County, and State Households Paying Rent, 2018-2022 ...	21
Figure 17. Percentage Distribution of Selected Monthly Owner Costs for North Shore, Honolulu County, and State Households with a Mortgage, 2018-2022	22
Figure 18. Percentage Distribution of Selected Monthly Owner Costs as a Percentage of Household Income (SMOCAPI) for North Shore, Honolulu County, and State Households with a Mortgage, 2018-2022.....	23
Figure 19. Percentage Distribution of Home Values for North Shore, Honolulu County, and State Households with a Mortgage, 2018-2022	23
Figure 20. Percentage of Home Sales to Local, Mainland, and Foreign Buyers in the North Shore, Honolulu County, and State, 2023	24
Figure 21. Percentage of Home Sales to Local Buyers, 2018 - 2023.....	24
Figure 22. Percentage of Occupied and Vacant Housing Units in the North Shore, Honolulu County, and State, 2018-2022	25

Executive Summary

Based on data from the U.S. Census Bureau 2018-2022 American Community Survey, the resident population within the North Shore, as defined by the House District 47 (HD 47) area, is 29,027 persons. This represents 2.9 percent of Honolulu County and 2.0 percent of the population statewide. North Shore residents tend to be younger: the median age of North Shore residents was 32.4 years compared to 38.8 years for Honolulu County and 39.9 years for the state. North Shore residents were also more likely to be White, Native Hawaiian or Pacific Islander, or of two or more races. The highest level of educational attainment for over half of North Shore residents 25 years or older was high school graduate (29.6%) or some college but no degree (26.2%). The median household income in the North Shore was \$90,928, compared to \$99,816 in Honolulu County, and \$94,814 for the state.

The North Shore had a relatively high unemployment rate between 2018 and 2022 (6.9%) compared to Honolulu County (4.8%) and the state (5.1%). Over 70 percent of employed North Shore residents were private sector wage and salary workers, with 9.2 percent of employed residents being self-employed. This compares to 5.5 percent of workers being self-employed in Honolulu County and 6.9 percent across the state. The industry sectors that employed the largest shares of North Shore residents were educational services and health care and social assistance (27.2%), followed by arts, entertainment, and recreation and accommodation and food services (14.5%).

Most North Shore business establishments are small. In 2022, over half (57.5%) of North Shore business establishments within the zip codes 96712 (Hale'iwa), 96717 (Hau'ula), 96731 (Kahuku) and 96762 (Lā'ie), had less than five employees, with over three-quarters of establishments (76.6%) having fewer than 10 employees. Close to 60 percent of all business establishments are located in Hale'iwa. Almost half of all workers employed in the North Shore, however, work in Lā'ie, reflecting the presence of large employers such as Brigham Young University – Hawai'i and the Polynesian Cultural Center. The Department of Business, Economic Development & Tourism (DBEDT) estimates that the commuter-adjusted population in the HD 47 area is 25,282 persons, as many North Shore residents leave the area to work. When the North Shore population is further adjusted for residents temporarily absent and visitors present in the North Shore area, DBEDT estimates that the daytime population of the North Shore is 35,809. Based on these estimates, one of three persons in the North Shore on a typical day is a visitor.

Less than half of North Shore households (47.0%) own their home, compared to 58.9 percent of Honolulu County households and 61.8 percent of households in the state. North Shore households who paid rent faced significantly higher monthly rent compared to those in Honolulu County and the state: the median gross monthly rent for North Shore households was \$2,476 compared to \$1,976 for Honolulu County households and \$1,868 for the state. The median selected monthly ownership cost paid by North Shore households with a mortgage was \$3,030 compared to \$2,969 in Honolulu County and \$2,778 for the state. Between 2018 and 2022, the North Shore had a higher proportion of homes valued at over \$1 million (42.8%) compared to

Honolulu County (31.8%) and the state (27.1%). The median home value in the North Shore is \$936,900, while homes in Honolulu County and the state have median values of \$832,200 and \$764,800 respectively.

The percentage of North Shore homes sold to local buyers fell somewhat after 2020 (post-COVID period). Just over three-quarters of North Shore home sales in 2023 were to local buyers compared to home sales for O'ahu (80.0%) and the state (74.1%). The percentage of vacant housing units in the North Shore between 2018 and 2022, which include but are not limited to second or vacation homes and short-term rental units, is relatively high at 20.4 percent compared to a vacancy rate of 9.8 percent for Honolulu County and 13.7 percent for the state. This is consistent with the North Shore's popularity as a visitor destination and its share of home sales to out-of-state buyers, especially compared to O'ahu.

I. Introduction

The North Shore area spans the northern shoreline of the island of O‘ahu. It is known for its legendary beaches and surfing, cultural attractions such as the Polynesian Cultural Center, working farms, food trucks, historic Hale‘iwa town, the Brigham Young University - Hawai‘i campus (BYU-Hawai‘i), and the Turtle Bay Resort. The North Shore is a popular destination for Hawai‘i residents and visitors alike. Based on 2018-2021 visitor survey data, the Department of Business, Economic Development & Tourism (DBEDT) estimates that 52.5 percent of all visitors who travelled by air service visited the North Shore in 2023, with approximately three-fourths of North Shore visitors coming from the U.S.

There are various ways to define the North Shore area and, as discussed herein, this report draws from several different data sets and surveys. Although each source has its own definition, there is considerable overlap in the areas covered. For much of this report, the North Shore area will be defined as the area corresponding to Hawai‘i State House District 47 (HD 47), as shown in Figure 1. This area includes the Census Designated Places (CDP) Punalu‘u, Hau‘ula, Lā‘ie, Kahuku, Kawela Bay, Pupukea, and Hale‘iwa. It also generally corresponds to the area covered by zip codes 96712, 96717, 96731, and 96762.

Section II describes demographic, social, and economic characteristics of North Shore residents, and how these compare to the characteristics of Honolulu County residents and residents statewide. Section III describes North Shore workers and businesses. Section III also calculates the North Shore commuter-adjusted, de facto, and daytime populations using estimates of North Shore commuters and visitors. Section IV describes North Shore housing and vacancy rates. Section V concludes.

Figure 1. Map of the North Shore area corresponding to House District 47



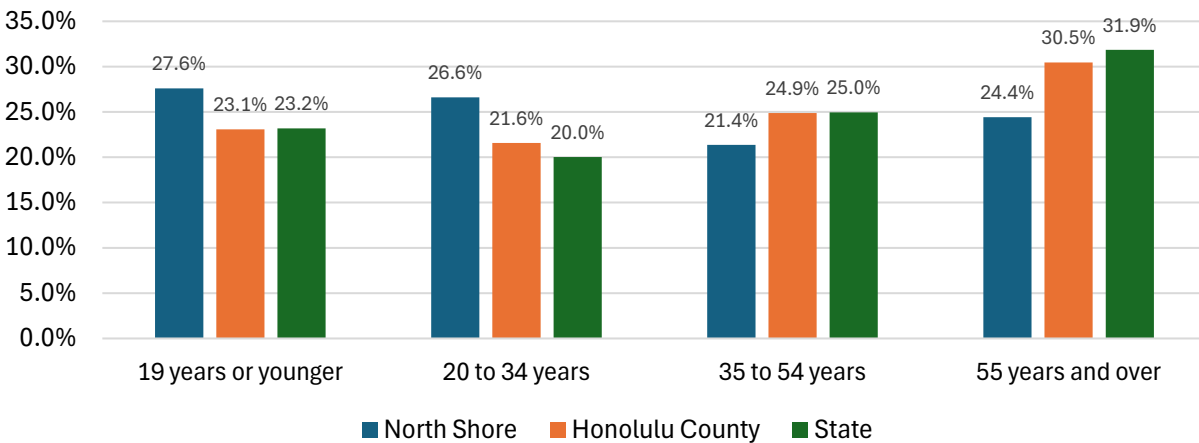
Source: 2022 Census Reference Maps: 2022 State House Districts, Hawaii Statewide GIS Program

II. Characteristics of North Shore Residents

Based on the U.S. Census Bureau’s 2018-2022 American Community Survey (ACS) 5-year data, the resident population within the North Shore, as defined by House District 47, is 29,027 persons. This represents approximately 2.9 percent of the population of O’ahu¹ and 2.0 percent of the population statewide.

The North Shore has a higher proportion of younger residents, specifically those aged 19 years or younger (27.6%) and 20 to 34 years (26.6%), compared to Honolulu County and the state. Most of the population in Honolulu County and the state is older and more concentrated in the 35 to 54 years and 55 years and over age ranges. This difference is reflected in the median ages: the median age in Honolulu County and in the state is 38.8 and 39.9 years, respectively, while the median age in the North Shore is only 32.4 years.

Figure 2. Percentage Distribution of Age for North Shore, Honolulu County, and State Residents, 2018-2022

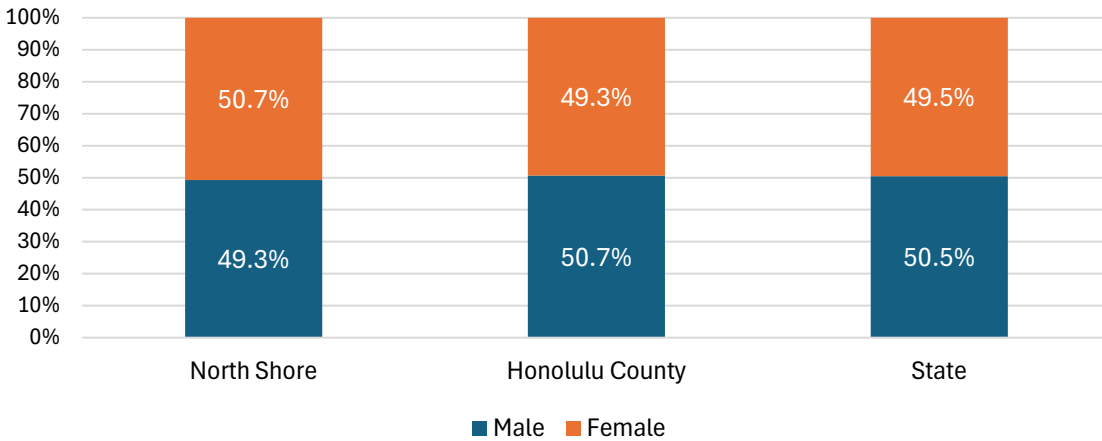


Source: U.S. Census Bureau, 2018-2022, 5-year ACS

The North Shore has a slightly higher percentage of female residents (50.7%) compared to male (49.3%). This is very similar to the percentages in Honolulu County and the state, though Honolulu County and the state report slightly higher percentages of males (50.7% and 50.5%, respectively). See Figure 3.

¹ “O’ahu” and “Honolulu County” are used interchangeably in this report in discussing resident population. The U.S. Census defines Honolulu County to include the island of O’ahu and hundreds of islets, atolls and reefs extending from just beyond Niihau to Kure Atoll (Northwestern Hawaiian Islands), excluding Midway Island. The Northwestern Hawaiian Islands do not have a permanent resident population. <https://censusreporter.org/profiles/05000US15003-honolulu-county-hi/> <https://www.pewtrusts.org/en/research-and-analysis/fact-sheets/2006/05/22/fact-sheet-the-northwestern-hawaiian-islands-story>

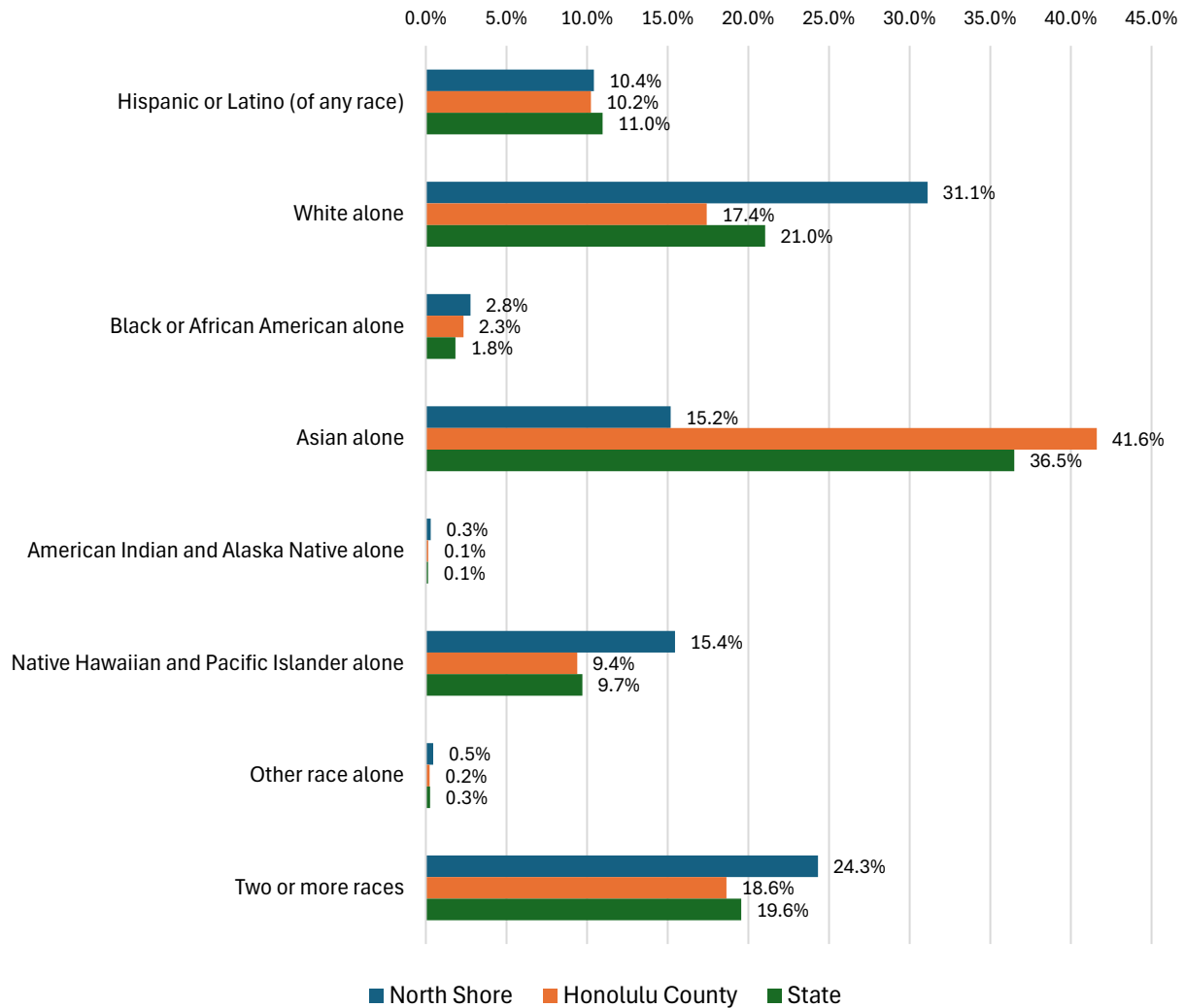
Figure 3. Percentage Distribution of Gender for North Shore, Honolulu County, and State Residents, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

The North Shore is home to a diverse population. There are some distinct differences, however, in the racial composition of North Shore residents when compared to residents of Honolulu County and the state. The North Shore has a much smaller share of residents who are Asian alone (15.2%) compared to Honolulu County (41.6%) and the state (36.5%). See Figure 4. The North Shore has a larger share of residents who are White alone (31.1%) compared to Honolulu County (17.4%) and the state (21.0%). The North Shore also has higher proportions of residents who are Native Hawaiian and Pacific Islander alone (15.4% in the North Shore vs. 9.4% in Honolulu County and 9.7% statewide) and residents who are of two or more races (24.3%) compared to Honolulu County (18.6%) and the state (19.6%).

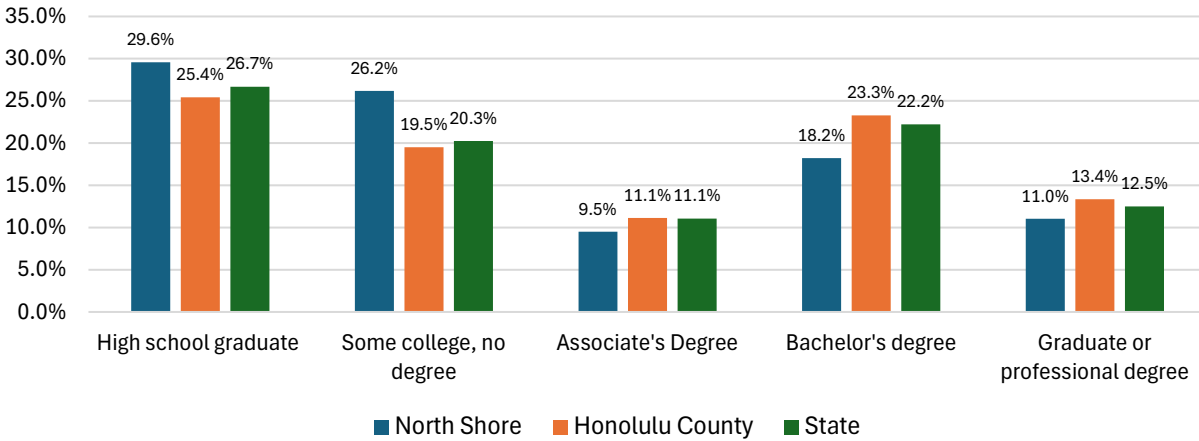
Figure 4. Percentage Distribution of Race for North Shore, Honolulu County, and State Residents, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

Figure 5 describes the distribution of educational attainment for North Shore residents, Honolulu County residents, and residents statewide. Educational attainment refers to the highest level of education completed by an individual at the time of the survey for those aged 25 years or more. A higher proportion of North Shore residents are high school graduates (29.6%) compared to Honolulu County (25.4%) and the state (26.7%). A higher proportion also have some college but no degree (26.2% for North Shore residents compared to 19.5% of Honolulu County residents and 20.3% of residents statewide). This appears consistent with a large number of students at BYU-Hawai'i to the extent that those students are North Shore residents. A smaller share of North Shore residents have associate's degrees, bachelor's degrees, or graduate/professional degrees compared to Honolulu County and the state.

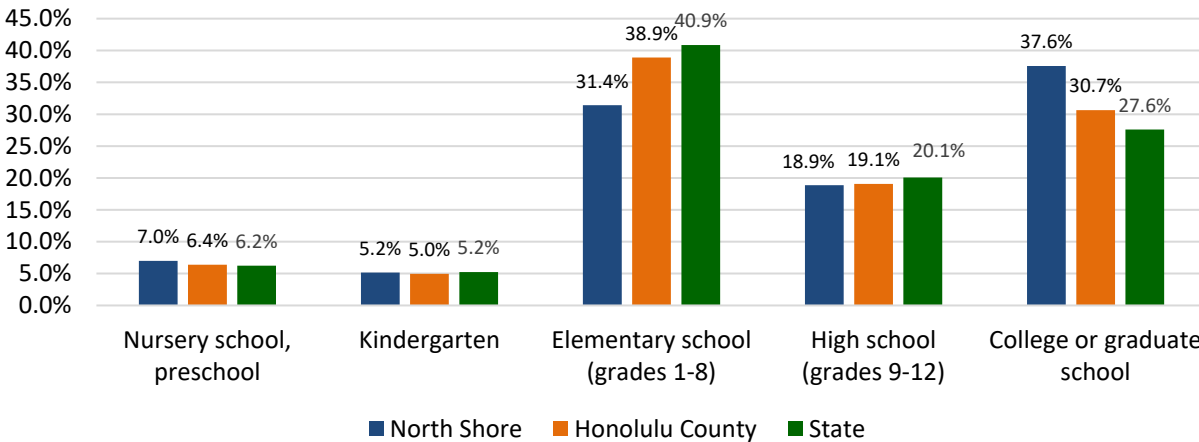
Figure 5. Percentage Distribution of Educational Attainment for North Shore, Honolulu County, and State Residents, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

That a significant number of North Shore residents are college students is supported by data that show that 37.6 percent of North Shore residents aged 3 or older who were enrolled in school during the survey period were enrolled in college or graduate school, compared to 30.7% of Honolulu County residents enrolled in school and 27.6% of state residents enrolled in school. This is also consistent with the higher shares of young adults residing in the North Shore area (Figure 2).

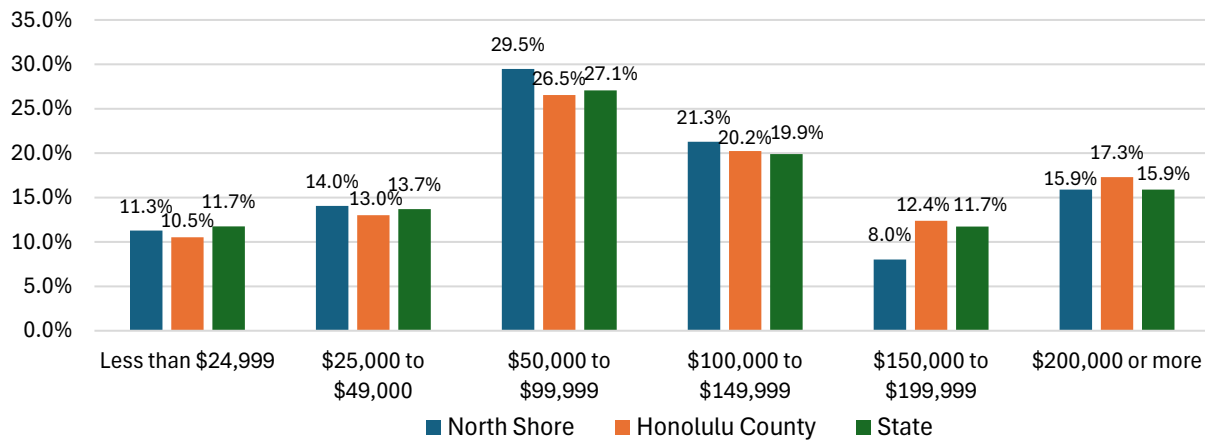
Figure 6. Percentage Distribution of School Enrollment for North Shore, Honolulu County, and State Residents who are Three Years or Older and Enrolled in School, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

The distribution of household income for North Shore residents is generally similar to the distribution of income for Honolulu County and the state, however, lower percentages of North Shore households have incomes that are \$150,000 or more. See Figure 7. The median household income in the North Shore is \$90,928 while households in Honolulu County and the state have median household incomes of \$99,816 and \$94,814, respectively.

Figure 7. Percentage Distribution of Household Income: North Shore, Honolulu County, and State, 2018-2022



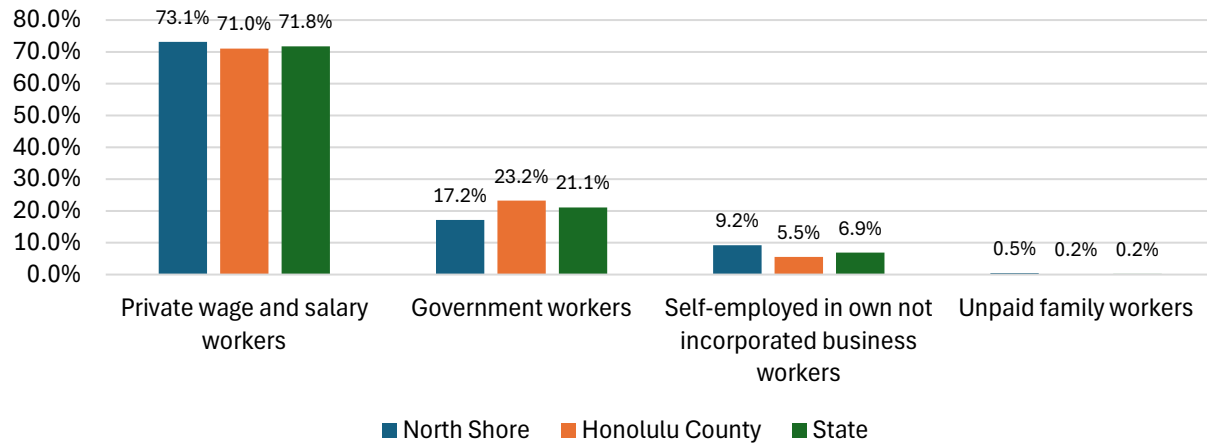
Source: U.S. Census Bureau, 2018-2022 5-year ACS

III. North Shore Employment, Business Establishments, and Daytime Population

Of the 22,785 North Shore residents aged 16 years and older, 14,919 residents (65.5%) were in the labor force between 2018 and 2022, with 1,237 residents (5.4%) in the armed forces (military). Among the 13,682 North Shore residents in the civilian labor force, approximately 6.9% (939 residents) were unemployed. This compares to an unemployment rate of 4.8 percent for Honolulu County, and 5.1 percent for the state during this period.

Among employed North Shore resident workers, most (73.1%) were private industry wage and salary workers, similar to workers residing in Honolulu County (71.0%) and the state (71.8%). A smaller share of North Shore workers worked for the government (17.2%) compared to workers in Honolulu County (23.2%) and the state (21.1%). The North Shore had a greater concentration of self-employed workers at 9.2 percent compared to Honolulu County (5.5%) and the state (6.9%). See Figure 8.

Figure 8. Percentage Distribution of Class of Work for North Shore, Honolulu County, State Residents, 2018-2022

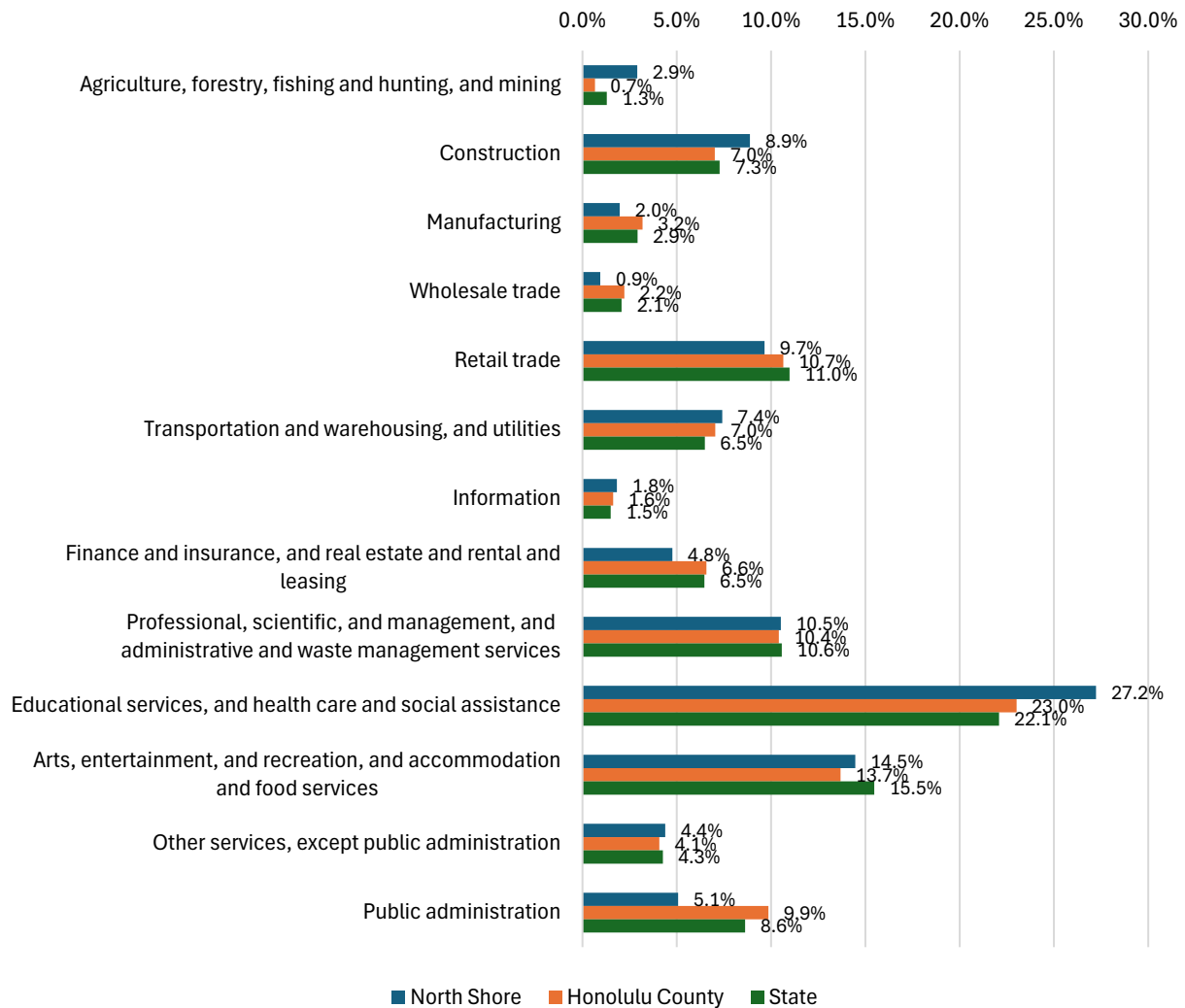


Source: U.S. Census Bureau, 2018-2022, 5-year ACS

The industry sector that employs the largest share of North Shore residents is educational services and health care and social assistance (27.2%). See Figure 9. This is consistent with the presence of the BYU - Hawai'i campus in Lā'ie. It is also consistent with the steady growth of the health care and social assistance sector, which is the largest private sector employer in the state. The second largest sector employing North Shore residents is arts, entertainment, and recreation, and accommodation and food services (14.5%), reflecting large employers such as the Polynesian Cultural Center in Lā'ie and Turtle Bay Resort in Kawela Bay.

North Shore resident workers also tend to be slightly more concentrated in the sectors of construction (8.9%); transportation, warehousing and utilities (7.4%); and agricultural, forestry, fishing, and mining (2.9%) compared to workers in Honolulu County and workers statewide. The relative shares of workers in these industries are: 7.0 percent for construction; 7.0 percent for transportation, warehousing and utilities; and 0.7 percent for agricultural, forestry, fishing, and mining in Honolulu County, and 7.3 percent for construction; 6.5 percent for transportation, warehousing and utilities; and 1.3 percent for agricultural, forestry, fishing, and mining for workers statewide.

Figure 9. Percentage Distribution of Employment by Occupation for North Shore, Honolulu County, and State Residents, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

North Shore Business Establishments

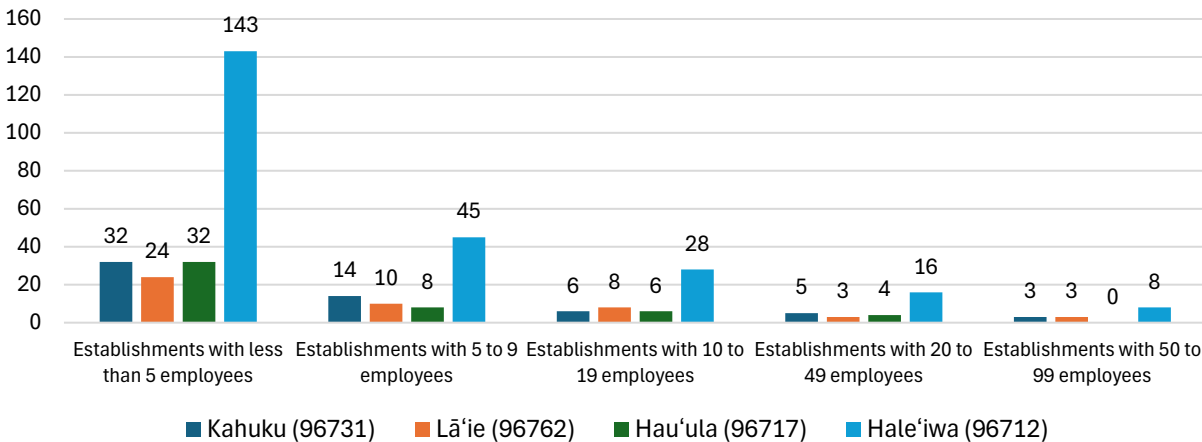
While the U.S. Census Bureau’s 2018-2022 ACS provides data on individuals and households, it does not provide data on business establishments. To further understand the characteristics of business establishments in the North Shore area, DBEDT utilized the U.S. Census Bureau’s County Business Patterns Zip Code Business Patterns data (County Business Patterns data) for the year 2022.² The County Business Patterns data provides information for most business

² An establishment is a “single physical location at which business is conducted, services are provided, or industrial operations are performed.” It is not necessarily the same as a firm or enterprise, which may have more than one establishment. General Definition, Number of Establishments in the Data Notes for U.S. Census Bureau. "All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2022." Economic Surveys, ECNSVY Business Patterns County Business Patterns, Table CB2200CBP.

establishments at the zip code level, however, it does not disclose information if there are fewer than three establishments for a given category within a zip code (i.e., business size, industry sector).³ The North Shore zip codes examined are: 96712 (Hale‘iwa), 96717 (Hau‘ula), 96731 (Kahuku), and 96762 (Lā‘ie).⁴

A number of observations can be made about business establishments in the North Shore area. First, similar to the state, most business establishments in the North Shore area are small. Of the 402 business establishments in zip codes 96712, 96717, 96731, and 96762, 57.5 percent reported having less than 5 employees, with over three quarters of all establishments (76.6%) having less than 10 employees.⁵ Second, Hale‘iwa contains the greatest number of business establishments in every reported employment size category. See Figure 10. Note, however, that there are four establishments, two in Kahuku and two in Lā‘ie, for which employment size was not reported. These four establishments likely include large employers such as the Polynesian Cultural Center, BYU - Hawai‘i, and Turtle Bay Resort.⁶

Figure 10. North Shore Business Establishments by Size of Establishment and Zip Code, 2022



Source and note: U.S. Census Bureau, County Business Patterns, 2022. Establishment size is not reported for two establishments in zip code 96731 and two establishments in zip code 96762.

Table 1 describes the number of business establishments within each zip code by industry and North American Industry Classification System (NAICS) code. As shown below, Construction, Retail Trade, Administrative & Support & Waste Management & Remediation Services, and Accommodation & Food Services have a presence in all four zip codes. While several industry

³ This is done to prevent the disclosure of the operations of any individual employer. Data for employers with 1,000 or more employees is available at the county and metropolitan statistical area level.

⁴ A map of the North Shore zip codes is provided in Appendix A.

⁵ Employees include paid employees, both full- and part-time, who were on the payroll during the pay period of March 12. Proprietors and partners of unincorporated businesses, independent (nonemployee) agents, leased employees, subcontractors, and temporary staffing from staffing services are not included. The total of 402 establishments include four establishments for which employee size was not reported.

⁶ According to the BYU - Hawai‘i Quick Facts for 2023-2024, BYU - Hawai‘i employed 1,182 student employees on-campus, with an additional 825 student employees working at the Polynesian Cultural Center, for a total of 2,007 student employees. BYU - Hawai‘i’s “regular” employees numbered 434.

sectors lack data for the Hau‘ula, Kahuku, and/or Lā‘ie zip codes, there are also a significant number of firms in these zip codes which are not classified by industry (Unclassified), potentially to avoid confidential data disclosure issues. As a result, it is difficult to draw conclusions about the business establishment presence in these zip codes for these categories.

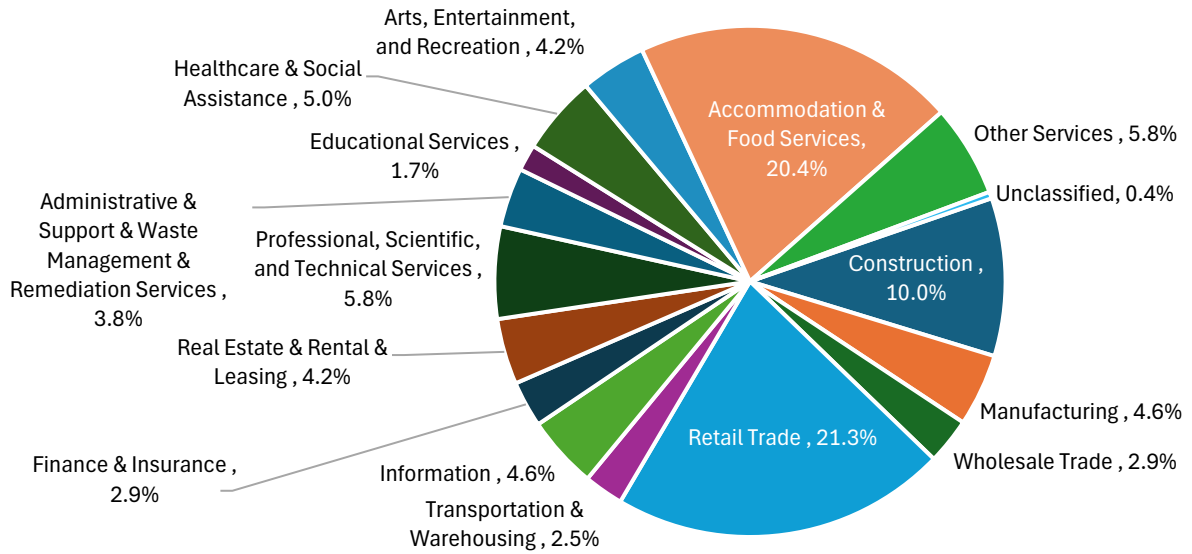
Table 1. Number of North Shore Establishments by Industry and Zip Code, 2022

Industry/NAICS code	Hale‘iwa (96712)	Hau‘ula (96717)	Kahuku (96731)	Lā‘ie (96762)
Construction (23)	24	13	4	5
Manufacturing (31-33)	11	N/A	N/A	N/A
Wholesale Trade (42)	7	N/A	N/A	N/A
Retail Trade (44-45)	51	9	4	8
Transportation & Warehousing (48-49)	6	N/A	N/A	N/A
Information (51)	11	N/A	N/A	N/A
Finance & Insurance (52)	7	N/A	N/A	N/A
Real Estate & Rental & Leasing (53)	10	N/A	7	N/A
Professional, Scientific, and Technical Services (54)	14	4	3	N/A
Administrative & Support & Waste Management & Remediation Services (56)	9	5	3	5
Educational Services (61)	4	N/A	N/A	N/A
Healthcare & Social Assistance (62)	12	N/A	8	6
Arts, Entertainment, and Recreation (71)	10	N/A	N/A	3
Accommodation & Food Services (72)	49	5	18	14
Other Services (81)	14	6	4	N/A
Unclassified (no code)	1	8	11	9
Total	240	50	62	50

Source and note: U.S. Census Bureau, County Business Patterns, 2022. Unclassified establishments calculated by DBEDT.

Focusing on Hale‘iwa, the zip code area which houses the largest number of business establishments, Figure 11 shows that over 40 percent of the business establishments in Hale‘iwa are in Retail Trade (21.3%) and Accommodation & Food Services (20.4%). This is followed by Professional, Scientific, and Technical services (5.8%); Other services (5.8%); Healthcare & Social Assistance (5.0%); Manufacturing (4.6%); Information (4.6%); Arts, Entertainment, and Recreation (4.2%); and Real Estate & Rental Leasing (4.2%).

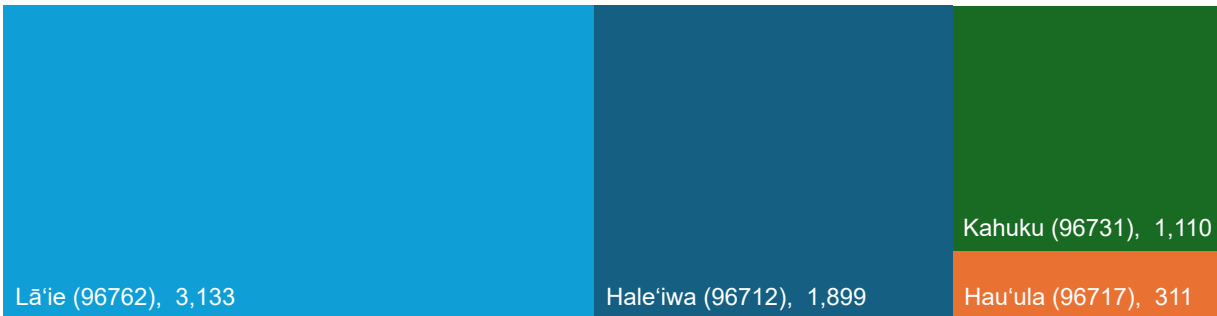
Figure 11. Percentage Distribution of Hale‘iwa Business Establishments by Industry, 2022
 Total Number of Business Establishments in Hale‘iwa: 240



Source: U.S. Census Bureau, County Business Patterns, 2022. Calculations by DBEDT.

Although Hale‘iwa (96712) contains close to 60 percent of the business establishments within the four North Shore zip codes, Lā‘ie (96762) has the greatest share of employees. Based on the U.S. County Business Patterns data, almost half (48.6% or 3,133) of all employees working in the four North Shore zip codes worked in Lā‘ie as of March 12, 2022, followed by Hale‘iwa (29.4% or 1,899), Kahuku (17.2% or 1,110), and Hau‘ula (4.8% or 311). See Figure 12.

Figure 12. Number of Employees by North Shore Zip Code, as of March 12, 2022



Source: U.S. Census Bureau, County Business Patterns, 2022

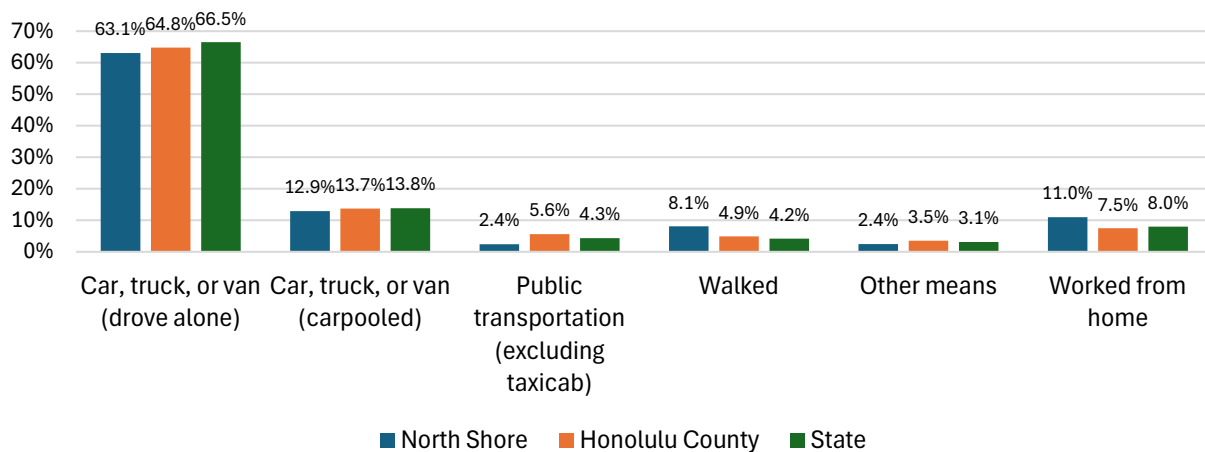
North Shore Daytime Population: Commuters and Visitors

While the North Shore resident population reflects the number of people residing in the North Shore, its daytime population may change significantly depending on the commuting patterns of workers as well as the number of visitors to the area on a typical day. The North Shore daytime population takes the North Shore resident population and adjusts for the number of commuters going into and out of the North Shore for work, the number of residents temporarily absent, and

the number of visitors in the area. An area’s daytime population is a useful measure for policy makers considering community planning needs, such as assessing the customer base for businesses, understanding traffic flows, and allocating resources.

Based on the U.S. Census Bureau’s 2018-2022 ACS data, approximately 78% of North Shore workers commuted via car, truck, van, or public transportation to work. Most (63.1%) drove a car truck or van alone, while 12.9 percent carpooled, and 2.4 percent took public transportation. The North Shore has a higher percentage of workers who walked to work (8.1%) compared to Honolulu County (4.9%) and the state (4.2%), which may reflect, in part, BYU – Hawai’i students who live and work in the area, on campus or at the nearby Polynesian Cultural Center. The North Shore also has a higher percentage of workers who work from home (11.0%) compared to Honolulu County (7.5%) and the state (8.0%). This may be consistent with the higher share of North Shore workers who are self-employed.

Figure 13. Commute to Work by Mode of Transportation for North Shore, Honolulu County, and State Residents, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

The North Shore resident population is based on the U.S. Census Bureau 2018-2022 5-year ACS estimate of 29,027 persons for the House District 47 area. Data on in-commuters and out-commuters, however, is not available at the House District level and is instead estimated based on the data available for Census Designated Places (CDPs).⁷ The CDPs identified for the North Shore area include Hale’iwa, Hau’ula, Kahuku, Kawela Bay, Lā’ie, Punalu’u, and Pupukea.⁸

The North Shore commuter-adjusted population is equal to the North Shore resident population plus the people traveling into the area for work (in-commuters) less the those leaving the area to

⁷ Census Designated Places are statistical geographies representing closely settled, unincorporated communities that are locally recognized and identified by name.

⁸ The CDPs for Hale’iwa, Hau’ula, Kahuku, and Lā’ie do not necessarily follow the same geographic boundaries as the zip code areas and should not be equated.

go to work (out-commuters). Table 2 shows the commuter-adjusted population for these seven CDPs. The commuter population does not include visitors, students, or shoppers coming into an area; however, it may include students to the extent that those students are also residents 16 years or older who were employed (part-time or full-time). As shown, most CDPs experienced a net decrease in daytime population, as workers left their homes and commuted to other areas for work. Kawela Bay, home to Turtle Bay Resort, though, experienced a 71.8 percent increase in population due to in-commuters. Also notable is that over half of the workers in Lā‘ie also live in Lā‘ie (52.1%), consistent with a significant presence of student workers who may have lived in Lā‘ie and also worked on the BYU – Hawai‘i campus or at the Polynesian Cultural Center.⁹

**COMMUTER-ADJUSTED POPULATION =
 TOTAL RESIDENT POPULATION
 + IN-COMMUTERS FOR WORK
 - OUT-COMMUTERS FOR WORK**

Table 2. Commuter-adjusted population for North Shore Census Designated Places, 2018-2022

Census Designated Place (CDP)	Commuter-adjusted Population	Resident Population	People living and working in the same CDP	Out-commuters	In-commuters	Population change due to commuting
Hale‘iwa	4,134	4,708	516	1,877	1,303	-12.2%
Hau‘ula	2,630	3,593	225	1,194	231	-26.8%
Kahuku	2,388	2,274	182	697	811	5.0%
Kawela Bay	627	365	53	125	387	71.8%
Lā‘ie	5,285	5,411	1,329	1,346	1,220	-2.3%
Punalu‘u	668	917	79	362	113	-27.2%
Pupukea	3,776	5,130	600	1,754	400	-26.4%

Source: U.S. Census Bureau, 2018-2022 5-year ACS. Calculations by DBEDT.

Together, these seven CDPs represent 77.2 percent of the total population in House District 47. To estimate the commuter-adjusted population for the entire House District 47 area, we assume that the commuter-adjusted population of the remaining areas within House District 47 can be approximated by using the commuter-adjusted population to resident population ratio of the North Shore CDPs. Under this assumption, the commuter-adjusted population of the North Shore area is 25,282 persons. This suggests that the daytime resident population in the North Shore decreases by 12.9 percent due to workers commuting to work. See Table 3.

⁹ The percentage of workers working in the CDP who also live in the same CDP is calculated as the number of workers who live and work in the same CDP divided by the total number of workers working in the CDP (52.1% = 1,329 / (1,329 + 1,220)). For more information on the commuter-adjusted population in Hawaii, see DBEDT’s May 2024 report, Commuter Adjusted Population in Hawaii. https://files.hawaii.gov/dbedt/economic/data_reports/Commuter%20adjusted%20population%20in%20Hawaii_May2024.pdf

Table 3. Commuter-adjusted population for the North Shore (House District 47), 2018-2022

Area	Commuter-adjusted Population	Resident Population	People living and working in HD 47	Out-commuters	In-commuters	Population change due to commuting
House District 47	25,282	29,027	3,263	9,988	6,243	-12.9%

Source and notes: U.S. Census Bureau, 2018-2022 5-year ACS. It is assumed that the commuter-adjusted population for the areas outside of the Hale'iwa, Hau'ula, Kahuku, Kawela Bay, Lā'ie, Punalu'u, and Pupukeya CDPs can be approximated using the commuter-adjusted population to resident population ratio of the North Shore CDPs. Commuter-adjusted population, in-commuters, and population change due to commuting calculated by DBEDT.

The North Shore de facto population is equal to the North Shore resident population less residents who are temporarily absent plus the number of visitors in the area on a typical day. Consistent with the 2023 statewide estimate, we assume that approximately 5.4 percent of North Shore residents were temporarily absent in 2023.¹⁰

$$\text{DE FACTO POPULATION} = \text{TOTAL RESIDENT POPULATION} - \text{RESIDENTS TEMPORARILY ABSENT} + \text{VISITORS PRESENT}$$

To estimate the number of visitors present on an average day in the North Shore, DBEDT used data from the 2018-2021 Visitor Satisfaction Surveys to estimate that approximately 52.5 percent or 2.9 million visitors who travelled by air to O'ahu visited the North Shore in 2023. Based on a 2005 survey of North Shore visitors conducted by OmniTrak Group, we further assume that 92 percent of North Shore visitors were "day trippers" (i.e., did not stay overnight or more than one day) and that the remaining eight percent stayed in the North Shore for the length of their trip. Table 4 shows that, under these assumptions, the number of visitors in the North Shore on a typical day in 2023 was 12,088.¹¹

The North Shore de facto population can then be estimated as the resident population (29,027) less those temporarily absent (1,561) plus the visitors present on a typical day (12,088), which equals 39,554 persons. See Table 5.

The North Shore daytime population, defined as the resident population adjusted for commuters (25,282) less residents temporarily absent (1,561) plus visitors present on a typical day (12,088) is 35,809. See Table 6. This suggests that visitors comprise approximately one third of the North Shore population during the day.

$$\text{DAY TIME POPULATION} = \text{COMMUTER-ADJUSTED POPULATION} - \text{RESIDENTS TEMPORARILY ABSENT} + \text{VISITORS PRESENT}$$

¹⁰ Table 1.04, Resident and De facto Population, by Residence Status, 2010-2023 in DBEDT's 2023 Hawaii State Data Book. <https://files.hawaii.gov/dbedt/economic/databook/2023-individual/01/010423.pdf>

¹¹ Additional details regarding North Shore visitor characteristics are provide in DBEDT's report, Visitors to the North Shore, September 2024.

Table 4. Visitors Present in the North Shore on a Typical Day, 2023

(1) Total air visitors to O’ahu (2023)	5,613,409
(2) Percent of O’ahu visitors that visit the North Shore	52.5%
(3) Total visitors to the North Shore [(1) x (2)]	2,946,605
(4) Visitor days: day trippers [92% x (3) x 1 day]	2,710,877
(5) Visitor days: entire trip spent in the North Shore [8% x (3) x 7.2 days]	1,701,253
(6) Total North Shore visitor days [(4) + (5)]	4,412,130
(7) Visitors present in the North Shore on a typical day [(6) / 365]	12,088

Source: DBEDT, Visitors to the North Shore, September 2024.

Table 5. North Shore De Facto Population, 2023

(1) North Shore resident population	29,027
(2) North Shore residents temporarily absent [(1) x 5.2%]	1,561
(3) Visitors present in the North Shore on a typical day	12,088
(4) North Shore de facto population [(1) – (2) + (3)]	39,554

Sources: U.S. Census Bureau, 2018-2022 5-year ACS; State of Hawaii 2023 Data Book; DBEDT, Visitors to the North Shore, September 2024.

Table 6. North Shore Daytime Population, 2023

(1) North Shore commuter-adjusted population	25,282
(2) North Shore residents temporarily absent	1,561
(3) Visitors present in the North Shore on a typical day	12,088
(4) North Shore daytime population [(1) – (2) + (3)]	35,809

Sources: U.S. Census Bureau, 2018-2022 5-year ACS; State of Hawaii 2023 Data Book; DBEDT, Visitors to the North Shore, September 2024.

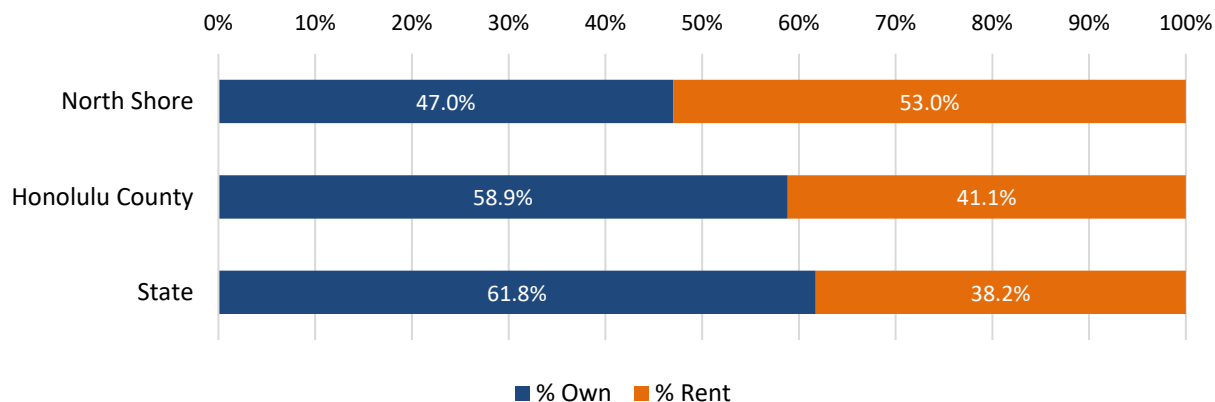
IV. North Shore Housing

Based on the U.S. Census Bureau 2018-2022 5-year ACS data, the North Shore (House District 47) has a total of 10,296 housing units. This represents 2.8 percent of the housing units in Honolulu County and 1.8 percent of the housing units in the state. North Shore households, which number 8,200, represent 2.5 percent of the households in Honolulu County, and 1.7 percent of households statewide.

North Shore households are more likely to rent (53.0%) than own their own homes compared to households in Honolulu County (41.1%) and households statewide (38.2%). Put another way,

less than half of North Shore households own their homes (47.0%) compared to 58.9 percent of households in Honolulu County and 61.8 percent of households in the state. See Figure 14.

Figure 14. Percentage of Households who Rent vs. Own in the North Shore, Honolulu County, and State, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

The median gross monthly rent for occupied units paying rent in the North Shore is \$2,476, significantly higher than the median gross monthly rent of \$1,976 for Honolulu County and \$1,868 for the state.¹² Figure 15 shows that larger shares of households in Honolulu County and the state pay between \$1,000 and \$1,999 in gross monthly rent compared to North Shore households. Approximately one fourth of North Shore households (24.9%) face gross monthly rent of between \$2,500 to \$2,999 per month compared to those in Honolulu County (11.4%) and the state (10.3%). Approximately 24.2 percent of North Shore households pay \$3,000 or more in gross monthly rent compared to 22.3 percent of households in Honolulu County and 19.0 percent of households statewide.

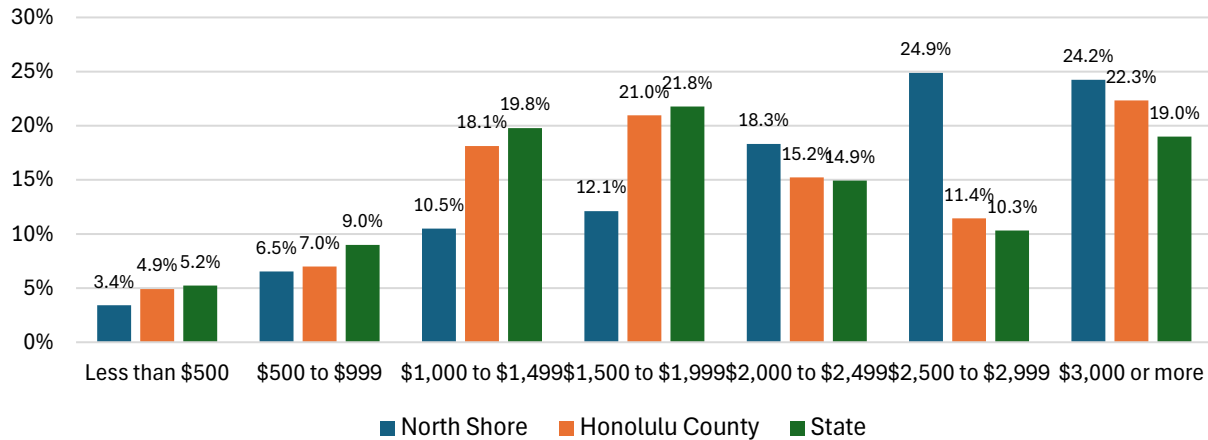
Rent to income ratios are widely used as a measure of rental housing affordability. Figure 16 shows Gross Rent as Percentage of Household Income (GRAPI) for occupied units paying rent. In general, households with rent to income ratios that exceed 30 percent are considered cost burdened, with those facing ratios in excess of 50 percent considered severely cost burdened.¹³ As shown, a significant percentage of households in the North Shore (49.6%), Honolulu County (47.3%), and the state (45.9%) pay 35 percent or more of their household income towards

¹² Gross rent includes the contract rent paid plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal kerosene, wood, etc.) See U.S. Census Bureau, American Community Survey and Puerto Rico Community Survey, 2022 Subject Definitions, at pages 19-20. https://www2.census.gov/programs-surveys/acs/tech_docs/subject_definitions/2022_ACSSubjectDefinitions.pdf

¹³ See Belsky, E., Goodman, J., & Drew, R. 2005. Measuring The Nation’s Rental Housing Affordability Problems. https://www.jchs.harvard.edu/sites/default/files/rd05-1_measuring_rental_affordability05.pdf See also DBEDT, Defining and Measuring Housing Affordability in the State of Hawaii, February 2024, for a description of housing affordability metrics and data on Hawaii housing affordability. <https://dbedt.hawaii.gov/economic/files/2024/02/Housing-Affordability-February-2024.pdf>

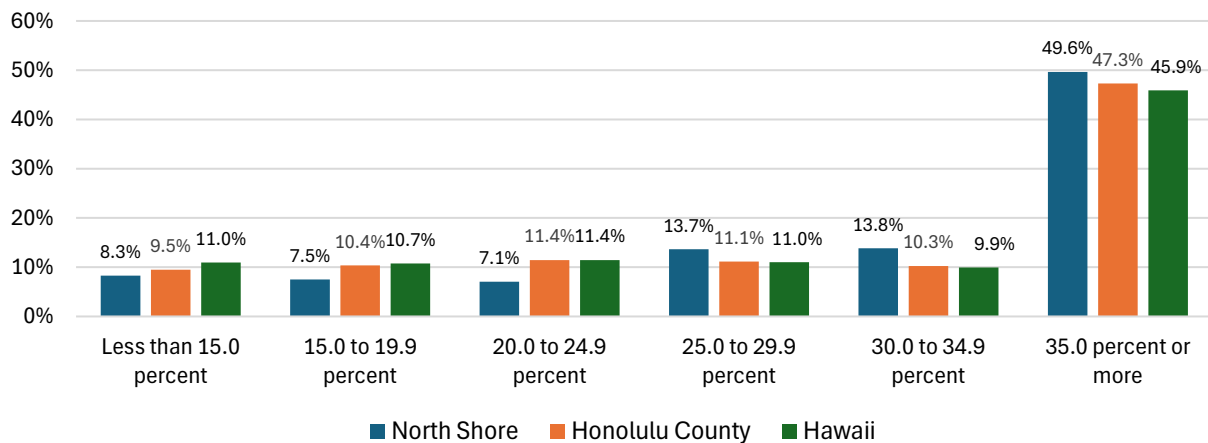
rent.¹⁴ When these percentages are combined with those for households spending 30.0 to 34.9 percent of their income on rent, the data indicate that 63.5 percent of North Shore households are housing cost-burdened (i.e., paying 30 percent or more of their household income to rent) compared to 57.6 percent of Honolulu County households and 55.8 percent of households statewide. The higher percentages for the North Shore are consistent with the North Shore’s higher gross monthly rents (Figure 15) and lower household incomes (Figure 7).

Figure 15. Percentage Distribution of Gross Monthly Rent for Households Paying Rent: North Shore, Honolulu County, and State, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS. Rounded to nearest percentage point.

Figure 16. Percentage Distribution of Gross Rent as a Percentage of Household Income (GRAPI) for North Shore, Honolulu County, and State Households Paying Rent, 2018-2022



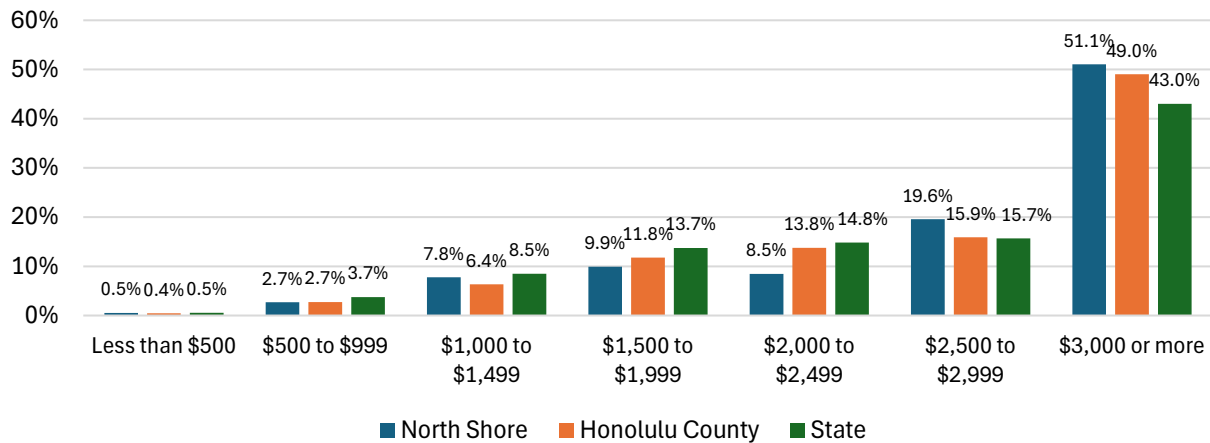
Source: U.S. Census Bureau, 2018-2022 5-year ACS. Rounded to nearest percentage point.

Turning to the costs faced by North Shore homeowners, Figure 17 shows selected monthly owner costs (SMOC), which include payments for mortgages, deeds of trust, contracts to purchase or similar debts on the property; utilities and fuels; real estate taxes; and fire, hazard,

¹⁴ The U.S. Census Bureau does not report the share of households with GRAPI in excess of 50%.

and flood insurance on the property. Where appropriate, SMOC includes the monthly condominium fee for condominiums and mobile home costs.¹⁵ Among North Shore households with a mortgage, over half (51.1%) pay \$3,000 or more in SMOC. Slightly less than half of households in Honolulu County (49.0%) and the state (43.0%) pay \$3,000 or more. North Shore households are more likely to pay between \$2,500 and \$2,999 in SMOC than those in Honolulu County and the state, but the difference is not as pronounced as with gross monthly rent. The median SMOC for housing units with a mortgage is \$3,030 for the North Shore, \$2,969 in Honolulu County, and \$2,778 for the state.

Figure 17. Percentage Distribution of Selected Monthly Owner Costs for North Shore, Honolulu County, and State Households with a Mortgage, 2018-2022

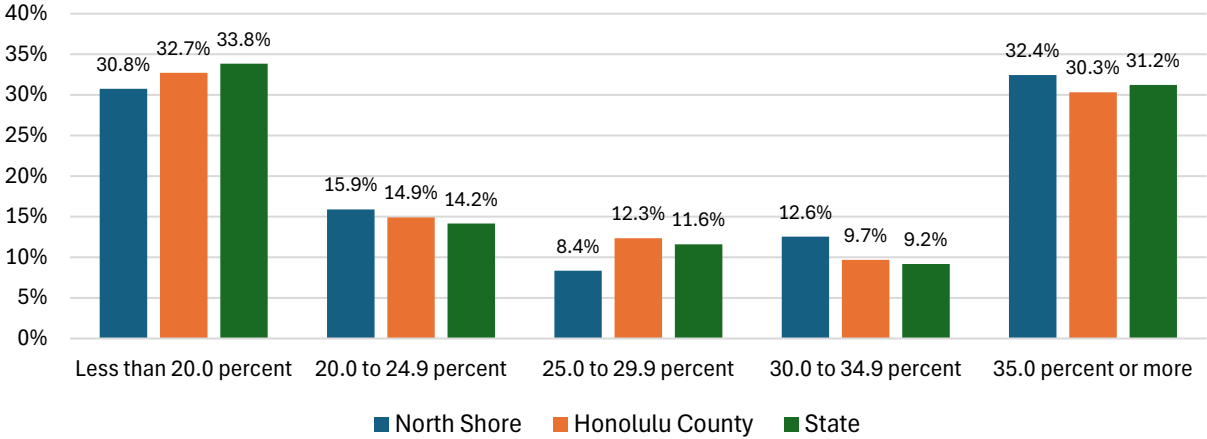


Source: U.S. Census Bureau, 2018-2022 5-year ACS. Rounded to nearest percentage point.

Similar to GRAPI, the U.S. Census Bureau calculates Selected Monthly Owner Costs as a Percentage of Household Income (SMOC-API) for households with a mortgage. As shown in Figure 18, approximately 32.4 percent of North Shore households, 30.3 percent of Honolulu County households, and 31.2 percent of households statewide spend 35 percent or more of their income on SMOC. When these percentages are combined with those for households paying 30.0 to 34.9 percent of their household income on SMOC, the data indicate that 45.0 percent of North Shore households pay 30 percent or more of their household income on SMOC, compared to 40.0 percent of Honolulu County households and 40.4 percent of households statewide.

¹⁵ See U.S. Census Bureau, American Community Survey and Puerto Rico Community Survey, 2022 Subject Definitions, at page 36.

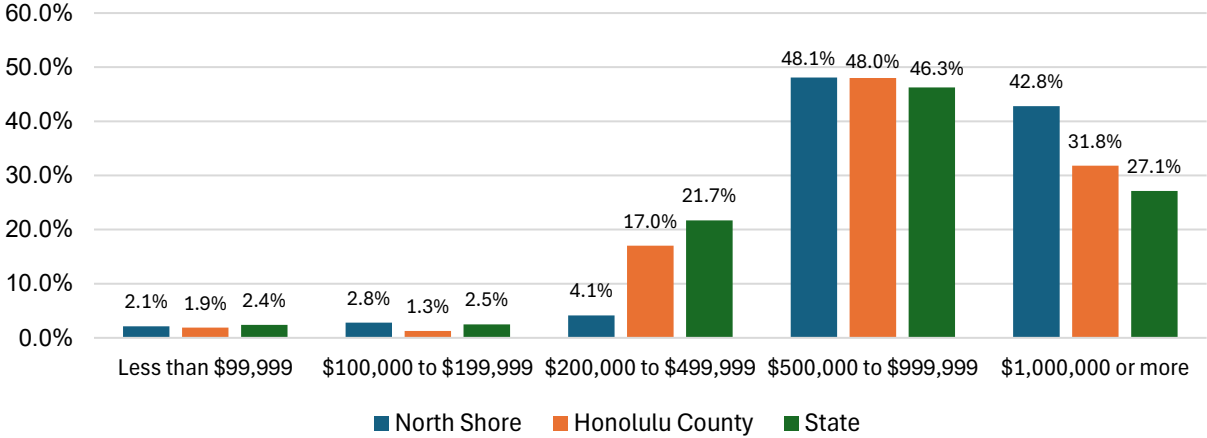
Figure 18. Percentage Distribution of Selected Monthly Owner Costs as a Percentage of Household Income (SMOCAPI) for North Shore, Honolulu County, and State Households with a Mortgage, 2018-2022



Source: U.S. Census Bureau, 2018-2022 5-year ACS

Comparing home values in Figure 19, a markedly higher proportion of North Shore homes are valued at \$1,000,000 or more: 42.8 percent of homes in the North Shore compared to 31.8 percent in Honolulu County and 27.1 percent for the state. The median home value in the North Shore is \$936,900, while homes in Honolulu County and the state have median values of \$832,200 and \$764,800 respectively. According to Title Guaranty Hawaii’s Oahu Residential Sales Report for December 2023, the median North Shore single family home sales price in 2023 was \$1.2 million while the median North Shore condominium sales price was \$795,000.¹⁶

Figure 19. Percentage Distribution of Home Values for North Shore, Honolulu County, and State Households with a Mortgage, 2018-2022

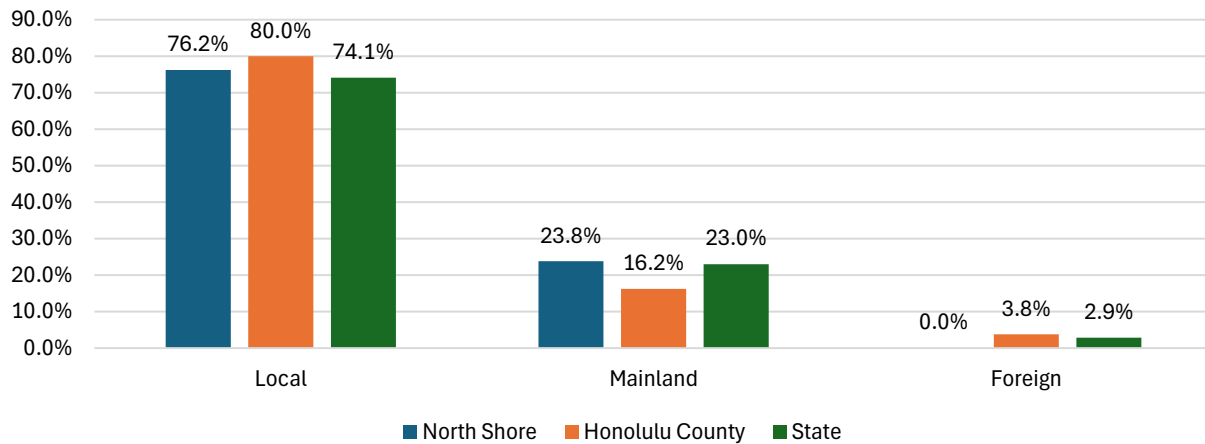


Source: U.S. Census Bureau, 2018-2022 5-year ACS

¹⁶ Title Guaranty Hawaii Oahu Residential Sales Report, December 2023, accessed September 13, 2024. Note that Title Guaranty’s map of the North Shore area extends through Kaena Point. <https://www.tghawaii.com/wp-content/uploads/Residential-Sales-Report-Oahu-Island-12.2023.pdf>

Figure 20 shows the shares of home sales by the origin of the buyer (local, mainland, foreign) based on data provided by Title Guaranty Hawaii for 2023. Approximately 76.2 percent or 48 of the sales made in the North Shore in 2023 were to local buyers, with 23.8 or 15 sales going to mainland buyers. In comparison, approximately 80.0 percent of sales in Honolulu County went to local buyers, with 16.2 percent going to mainland buyers and 3.8 percent going to foreign buyers. Across the state, 74.1 percent of sales went to local buyers, with 23.0 percent going to mainland buyers and 2.9 percent going to foreign buyers.

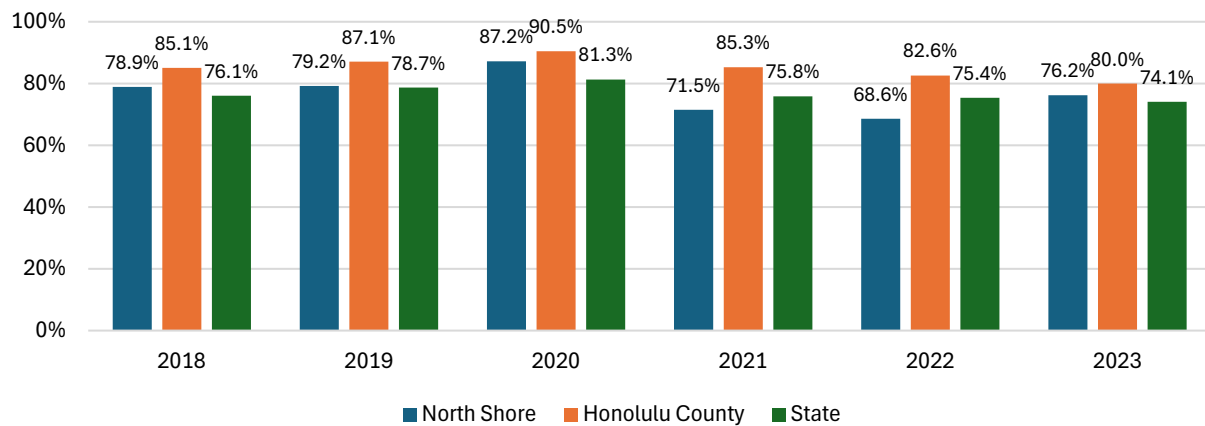
Figure 20. Percentage of Home Sales to Local, Mainland, and Foreign Buyers in the North Shore, Honolulu County, and State, 2023



Sources: DBEDT 2023 Hawaii State Data Book, Tables 21.38 and 21.39, DBEDT Housing Market Dashboard, Number of sales by residency of buyers by sub-county areas, accessed September 20, 2024

During 2018 – 2023 period, the shares of home sales to local buyers peaked in 2020, during the height of the COVID-19 pandemic. The percentage of North Shore home sales fell to 71.5 percent in 2021 and 68.6 percent in 2022 before rising to 76.2 percent in 2023.

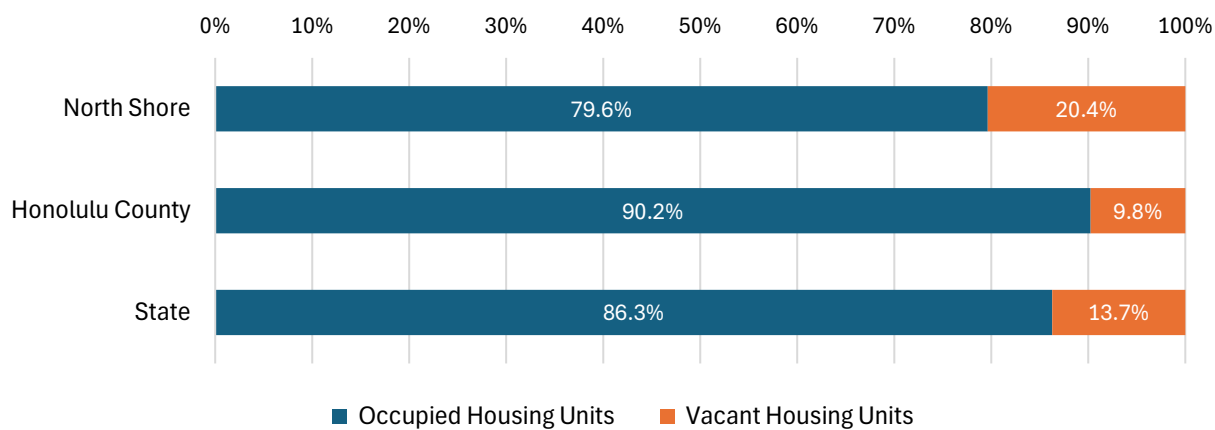
Figure 21. Percentage of Home Sales to Local Buyers, 2018 - 2023



Sources: DBEDT 2023 Hawaii State Data Book, Tables 21.38 and 21.39, DBEDT Housing Market Dashboard, accessed September 20, 2024. Values rounded to the nearest percentage point.

The share of vacant units in the North Shore is relatively high.¹⁷ Based on the U.S. Census 2018-2022 5-year ACS, 20.4 percent of the 10,296 housing units in the North Shore were vacant. This compares to a vacancy rate of 9.8 percent for Honolulu County and a statewide vacancy rate of 13.7 percent. Vacant housing units include vacant units for rent or for sale, vacant units for seasonal, recreational, or occasional use (e.g., second or vacation homes and short-term rental units), and vacant units for other use.¹⁸ The North Shore’s higher share of vacant units is consistent with the North Shore’s popularity as a visitor destination and its share of North Shore home sales to out-of-state buyers, especially compared to O’ahu.

Figure 22. Percentage of Occupied and Vacant Housing Units in the North Shore, Honolulu County, and State, 2018-2022



Source: U.S. Census Bureau, 2018-2022, 5-year ACS

V. Conclusion

The North Shore is home to a relatively young and diverse population. Approximately 40 percent of North Shore residents who are employed work in educational services; healthcare and social assistance; arts, entertainment and recreation; accommodation; and food services. The median North Shore household income between 2018 and 2022 was 8.9 percent less than the median household income in Honolulu County and 4.1 percent less than the median household income statewide. The median gross monthly rent in the North Shore, however, was 25.3 percent higher than the median gross monthly rent in Honolulu County and 32.5 percent higher than the median gross monthly rent for the state. Over 40 percent of home values in the North Shore were \$1 million or more, compared to 31.8 percent in Honolulu County and 27.1 percent for the state. The North Shore has a high housing vacancy rate (20.4%) compared to

¹⁷ A housing unit is considered vacant if no household considers it their “usual residence” (i.e., no household lives in it most of the time). A vacant unit may be occupied by persons who have a usual residence elsewhere. Housing units do not include barracks, dormitories, or transient accommodations in hotels or motels unless occupied by persons who consider the hotel or motel their usual place of residence.

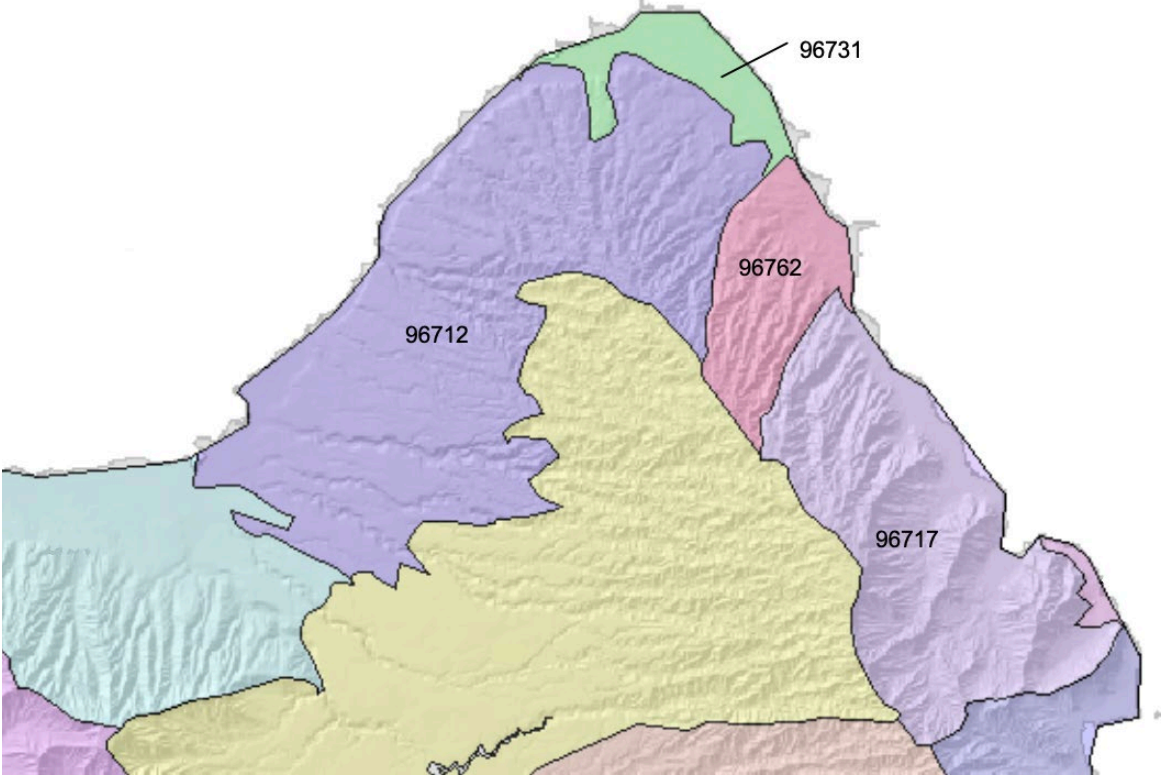
¹⁸ It also includes vacant units rented but not occupied and vacant units sold but not occupied. Units vacant for other uses include but are not limited to units that are vacant due to foreclosure or other legal proceedings, for personal or family reasons, or as the unit is being prepared for rent/sale, etc.

Honolulu County (9.8%) and the state (13.7%). This is consistent with its higher share of home sales to out-of-state buyers, especially relative to O‘ahu, and its popularity as a visitor destination.

Most North Shore business establishments are small, with about 60 percent of North Shore business establishments located in Hale‘iwa. The North Shore also houses large employers such as Turtle Bay Resort, the Polynesian Cultural Center, and BYU-Hawai‘i. Close to half (48.6%) of the jobs in the North Shore are located in Lā‘ie. A significant number of residents in the North Shore area (roughly 10,000) commute outside of the North Shore to work, while an estimated 6,200 residents commute into the area for work. DBEDT estimates that once resident commuting patterns are considered, the North Shore’s commuter-adjusted population is 25,282, about 12.9 percent less than its resident population. The North Shore also sees a significant influx of visitors.¹⁹ DBEDT estimates that an average of 12,088 visitors are in the North Shore on a typical day, comprising approximately a third of the North Shore’s daytime population of 35,809.

¹⁹ For more information about North Shore visitors, see DBEDT’s report, Visitors to the North Shore, September 2024. https://dbedt.hawaii.gov/economic/reports_studies/

Appendix A. Map of North Shore Zip Codes



Source: Hawaii Statewide GIS Program, 2020 Zip Code Tabulation Areas