

IMPROVE EDUCATION
PROTECT THE ENVIRONMENT
ADDRESS INFRASTRUCTURE CHALLENGES
ADOPT SUSTAINABLE ECONOMIC STRATEGIES
MEET HUMAN NEEDS & PRESERVE LOCAL CULTURE

FOCUS OUR
MAUI ISLANDS
NUI OUR FUTURE

Own it!

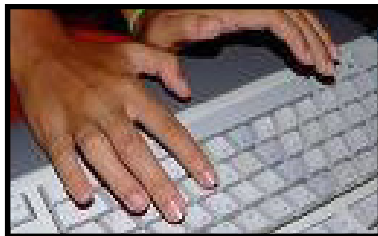
Self Employment



With job losses high and traditional employment options limited, many workers are turning to self employment.

The three prior recessions have seen small business formation rates increase. And with it easier and cheaper than ever to start small or personal businesses, a recent analysis of the 'new economy' suggests a strong trend in the growth of nonemployer (one-person) establishments. According to the Census Bureau, this group accounts for nearly 3/4 of all businesses in the U.S.

The self-employed are a diverse group. There are the 'soloists' who ply their trades for multiple customers as writers, artists, plumbers, electricians, healthcare



workers, etc. And then there are the microbusiness owners who sell goods rather than services, and 'permalancers' who look a lot like traditional employees but are paid as independent contractors for business reasons.

In addition to being an engine of job creation, self-employment allows more flexibility in how people use space and time since many work from home and are able to accommodate personal demands like parenting.

The challenges to self-employment are obtaining health insurance and having access to pensions and unemployment insurance. But the rise in self-employment creates a constituency whose traditionally conservative attitudes may be changing.

The number of nonemployer businesses in Maui County is surpassing growth in both the State of Hawaii and the U.S.

~ U.S. Census Bureau
Nonemployer Statistics
2002 -2006:
U.S. 15.03%
State of Hawaii 15.44%
County of Maui 18.24%



FOCUS MAUI NUI is a community-driven vision for the future of our islands, spearheaded by Maui Economic Development Board, Inc., a nonprofit organization dedicated to the economic well-being of Maui County. VISIT www.FocusMauiNui.com or CALL 808.270.6801