

Table 16.01-- INFORMATION ESTABLISHMENTS (NAICS 51): 2002

[Data refer to establishments with taxable payrolls. Excludes government and self-employed workers. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in the *County Business Patterns* prior to 1998. Therefore, comparability between the current data and data prior to 1998 may be limited]

NAICS code	Industry	No. of establishments	No. of employees for week including March 12	Annual Payroll (\$1,000)
51	Information	581	9,679	408,916
511	Publishing industries	97	2,192	96,796
5111	Newspaper, periodical, book, database publishers	86	(1/)	(D)
51111	Newspaper publishers	21	1,601	74,895
51112	Periodical publishers	43	372	13,329
51113	Book publishers	8	(2/)	(D)
51114	Database and directory publishers	6	116	3,097
51119	Other publishers	8	(3/)	(D)
5112	Software publishers	11	(2/)	(D)
512	Motion picture & sound recording industries	140	1,439	21,796
5121	Motion picture & video industries	125	(1/)	(D)
5122	Sound recording industries	15	(2/)	(D)
513	Broadcasting & telecommunications	238	5,127	244,938
5131	Radio & television broadcasting	41	(1/)	(D)
5132	Cable networks & program distribution	15	(4/)	(D)
5133	Telecommunications	182	(5/)	(D)
51331	Wired telecommunications carriers	101	1,860	114,771
51332	Wireless telecom carriers (exc. satellite)	71	(1/)	(D)
514	Information & data processing services	106	921	45,396
5141	Information services	44	242	8,623
5142	Data processing services	62	679	36,763

D Withheld to avoid disclosing data for individual companies.

- 1/ Employment-size class, 1,000 to 2,499 employees.
- 2/ Employment-size class, 20 to 99 employees.
- 3/ Employment-size class, 0 to 19 employees.
- 4/ Employment-size class, 500 to 999 employees.
- 5/ Employment-size class, 2,500 to 4,999 employees.

Source: U.S. Census Bureau, *County Business Patterns Hawaii: 2002*, CBP/02-13 (November 2004), table 2 <<http://www.census.gov/prod/2004pubs/02cbp/cbp02-13.pdf>> accessed December 5, 2004.

Table 16.02 -- INFORMATION (NAICS 51), BY KIND OF BUSINESS OR OPERATION: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Kind of business or operation	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
51	Information	594	(NA)	581,426	11,665
511	Publishing industries (except Internet)	96	308,764	135,651	3,016
5111	Newspaper, periodical, book, and directory publishers	88	299,866	132,978	2,981
5112	Software publishers	8	8,898	2,673	35
512	Motion picture and sound recording industries	126	(NA)	18,805	1,316
5121	Motion picture and video industries	109	(NA)	16,331	1,262
5122	Sound recording industries	17	(NA)	2,474	54
515	Broadcasting (except Internet)	44	92,137	38,956	1,162
5151	Radio and television broadcasting	42	(D)	(D)	(1/)
5152	Cable and other subscription programming	2	(D)	(D)	(2/)
516	Internet publishing and broadcasting	14	10,455	3,664	82
5161	Internet publishing and broadcasting	14	10,455	3,664	82
517	Telecommunications	214	(NA)	336,354	4,849
5171	Wired telecommunications carriers	107	(3/)	246,785	2,915
5172	Wireless telecommunications carriers (except satellite)	74	(3/)	46,317	1,017
5173	Telecommunications resellers	11	10,494	2,384	84
5174	Satellite telecommunications	6	(D)	(D)	(4/)
5175	Cable and other program distribution	13	(3/)	(D)	(5/)
5179	Other telecommunications	3	(D)	(D)	(4/)
518	Internet service providers, web search portals, and data processing services	93	73,016	46,210	1,182
5181	Internet service providers and web search portals	20	15,925	3,610	128
5182	Data processing, hosting, and related services	73	57,091	42,600	1,054

Continued on next page.

Table 16.02 -- INFORMATION (NAICS 51), BY KIND OF BUSINESS OR OPERATION: 2002 -- Con.

NAICS code	Kind of business or operation	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
	Information (con.)				
519	Other information services	7	4,270	1,786	58
5191	Other information services	7	4,270	1,786	58

NA Not available.

D Withheld to avoid disclosing data of individual companies; data are included in higher level totals.

1/ 1,000 to 2,499 employees.

2/ 0 to 19 employees.

3/ Receipts not collected at this level of detail for multiestablishment firms.

4/ 20 to 99 employees.

5/ 500 to 999 employees.

Source: U.S. Census Bureau, *2002 Economic Census, Information, Geographic Area Series, Hawaii*, EC02-51A-HI (March 2005), table 1.

Table 16.03 -- INFORMATION (NAICS 51), FOR COUNTIES AND SELECTED URBAN PLACES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
State total	594	(NA)	581,426	11,665
Hawaii County	65	(NA)	25,646	712
Hilo	28	(NA)	12,752	375
Kailua	18	(NA)	10,767	256
Honolulu County	421	(NA)	503,316	9,523
Aiea	6	(NA)	1,360	84
Honolulu	305	(NA)	438,226	7,842
Kailua	16	(NA)	2,275	127
Kaneohe	12	(NA)	2,071	85
Mililani Town	7	(NA)	1,411	114
Pearl City	5	(NA)	2,174	82
Pupukea	3	(NA)	97	3
Wahiawa	4	(NA)	2,572	55
Waimalu	9	(NA)	3,470	148
Kauai County	27	(NA)	27,670	730
Lihue	10	(NA)	5,927	163
Maui County	81	(NA)	24,794	700
Kahului	21	(NA)	13,123	354
Kihei	14	(NA)	1,344	50
Lahaina	12	(NA)	3,114	81
Wailuku	8	(NA)	2,907	72

NA Not available.

Source: U.S. Census Bureau, *2002 Economic Census, Information, Geographic Area Series, Hawaii*, EC02-51A-HI (March 2005), tables 1, 3, and 4.

**Table 16.04-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
SEPTEMBER 30, 2004**

Island	Total	Cost Ascertainment Group (CAG) 1/				Stations	
		A-G 2/	H-J 3/	K 4/	L 5/	Classified 6/	Contract 7/
State total	125	38	26	8	-	34	19
Hawaii	32	9	14	2	-	2	5
Maui	12	9	1	-	-	2	-
Lanai	1	-	1	-	-	-	-
Molokai	5	1	-	4	-	-	-
Oahu	56	13	4	-	-	27	12
Kauai	19	6	6	2	-	3	2
Niihau 8/	-	-	-	-	-	-	-

1/ Changes in CAG assignments are made at the beginning of the fiscal year. They are determined by the gross revenue from the prior fiscal year as follows: Gross revenue is divided by a revenue unit factor. The revenue unit factor represents the average revenue from mail and special services, including fees, per one thousand pieces of originating mail and special services transactions. CAGs range from A to L.

2/ Formerly called First-class offices.

3/ Formerly called Second-class offices.

4/ Formerly called Third-class offices.

5/ Formerly called Fourth-class offices.

6/ Staffed by career postal employees.

7/ Operated under a contractual agreement between the Postal Service and an individual contractor.

8/ Niihau is served by the Makaweli Post Office on Kauai.

Source: U.S. Postal Service, Honolulu District, records.

Table 16.05-- POSTAL SERVICE: 1997 TO 2004

[Fiscal years ended September 30]

Year	Post offices, September 30	Stations, September 30 1/	Gross postal receipts (\$1,000)	Pieces of mail 2/ (millions)
1997	72	59	172,714	549
1998	72	58	171,816	556
1999	72	61	174,958	560
2000	72	63	176,923	551
2001	72	63	179,182	542
2002	72	63	180,761	540
2003	72	53	193,335	535
2004	72	53	193,148	584

1/ Includes both classified and contract stations (see preceding table).

2/ Originating in Hawaii.

Source: U.S. Postal Service, Honolulu District, records.

Table 16.06-- TELEPHONE STATISTICAL SUMMARY: 1984 TO 2004

Subject	Number or percent
Telecommunications revenues (million dollars):	
1995	775
1996	841
1997	930
1998	969
1999	1,009
2000	1,177
2001	1,207
2002 1/	1,200
2003 2/	1,210
Carrier's carrier	238
End user	972
Telephone penetration: 3/	
1984	93.5
1997	94.5
1998	95.4
1999	96.3
2000	94.7
July 2001 4/	96.9
November 2002 4/	96.9
2003	97.3
2004	95.4
Mobile wireless telephone subscribers:	
Dec. 1999	288,425
June 2000	454,364
Dec. 2000	524,291
June 2001	543,283
Dec. 2001	595,721
June 2002	640,247
Dec. 2002	689,857
June 2003	732,262
Dec. 2003	771,023
June 2004	819,262

1/ Revised from previous *Data Book*.

2/ Preliminary.

3/ Annual average percentage of households with telephone service.

4/ Percentage of households with telephone service (not annual average).

Source: Federal Communications Commission, *Trends in Telephone Service*, various issues. See <http://www.fcc.gov/Bureaus/Common_Carrier/Reports/FCC-State_Link/IAD/trend605.pdf> accessed June 21, 2005.

**Table 16.07-- PERCENT OF HOUSEHOLDS WITH A TELEPHONE,
COMPUTER, AND INTERNET USE: 1997 TO 2003**

Year	Telephone		Computer		Internet use	
	U.S.	Hawaii	U.S.	Hawaii	U.S.	Hawaii
1997	93.8	94.1	36.6	34.6	18.6	(NA)
1998	94.1	93.2	42.1	42.3	26.2	27.9
2000	(NA)	(NA)	51.0	52.4	41.5	43.0
2001	(NA)	(NA)	(NA)	63.1	(NA)	55.2
2003	(NA)	(NA)	61.8	63.3	54.6	55.0

NA Not available.

Source: National Telecommunications and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 8, 1999; *Falling Through the Net II: New Data on the Digital Divide*, July 1998 <<http://www.ntia.doc.gov/ntiahome/digitaldivide>>; *Falling Through the Net: Toward Digital Inclusion*, October 2000 <<http://www.ntia.doc.gov/ntiahome/fttn00/Falling.htm>>; *A Nation Online: How Americans are Expanding Their Use of the Internet*, February 2002, <<http://www.ntia.doc.gov/ntiahome/dn/hhs/TableH1.htm>> and <<http://www.ntia.doc.gov/ntiahome/dn/hhs/TableH2.htm>> accessed November 14, 2003; *A Nation Online: Entering the Broadband Age*, September 2004, <<http://www.ntia.doc.gov/reports/anol/index.html>> accessed June 10, 2005 and U.S. Census Bureau, *Statistical Abstract of the United States: 2004-2005* (p. 732).

**Table 16.08-- CABLE TELEVISION SYSTEMS, SUBSCRIBERS,
AND REVENUES, BY COUNTIES: 2000 TO 2004**

[As of December 31]

Category and year	State	County			
		Hawaii	Maui	Honolulu	Kauai
Number of systems					
2000	9	3	3	1	2
2001	9	3	3	1	2
2002	9	3	3	1	2
2003	1/ 6	2	2	1	1
2004	1/ 6	2	2	1	1
Subscribers					
2000	363,801	34,974	47,695	262,681	18,451
2001	368,424	36,436	48,442	264,871	18,675
2002	2/ 377,652	2/ 37,741	49,202	269,681	21,028
2003	383,342	37,921	49,918	274,416	21,087
2004	389,498	38,991	50,814	278,336	21,357
Basic service revenue \$1,000					
2000	112,831	13,717	14,409	78,158	6,547
2001	123,083	14,482	15,761	85,830	7,010
2002	130,675	15,016	16,809	91,301	7,549
2003	137,325	15,821	18,012	95,401	8,091
2004	145,527	16,722	18,903	101,318	8,582

1/ Although 6 systems, only 1 cable operator (Oceanic Time Warner Cable of Hawaii).

2/ Revised from previous Data Book.

Source: Hawaii State Department of Commerce and Consumer Affairs, Cable Television Division, records.

**Table 16.09-- RADIO AND TELEVISION BROADCASTING STATIONS IN
OPERATION, 1925 TO 2005, AND BY COUNTIES, 2005**

Date and county	Commercial			Public or educational		
	AM	FM	TV 1/	AM	FM	TV 1/
1925: Jan. 1	2	-	-	-	-	-
1930: Jan. 1	1	-	-	-	-	-
1935: Jan. 1	2	-	-	-	-	-
1940: Jan. 1	3	-	-	-	-	-
1945: Jan. 1	4	-	-	-	-	-
1950: June 7	12	-	-	-	-	-
1955: Jan. 1	13	1	3	-	1	-
1960: Jan. 1	17	1	7	-	2	-
1965: Jan. 1	23	2	10	-	-	-
1970: Jan. 1	25	4	10	-	1	2
1975: Jan. 1	26	5	10	-	1	2
1980: Jan. 1	25	10	10	-	1	2
1985: June 30	26	17	13	-	2	2
1990: June 30	28	21	19	-	3	2
1995: June 30	29	33	20	1	3	2
2000	28	40	23	1	7	2
2001	28	40	23	1	7	2
2002	31	45	23	1	8	2
2005: June 14	32	46	25	-	9	2
COUNTIES: 2005						
Hawaii	7	13	6	-	2	-
Maui	5	8	5	-	1	1
Honolulu	18	17	14	-	3	1
Kauai	2	8	-	-	3	-

1/ Includes satellites but excludes translators and cable television.

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (University Press of Hawaii, 1977), p. 482; Federal Communications Commission, Field Operations Bureau, Honolulu, records; R.R. Bowker, *Working Press of the Nation*, Vol. 3, TV & Radio Directory, annual (for 2000-2002) and Federal Communications Commission, Media Bureau, Internet Queries (for 2005), <<http://www.fcc.gov/mb/>> accessed June 14, 2005.

Table 16.10-- NUMBER OF DAILY NEWSPAPERS, BY PLACE OF PUBLICATION AND LANGUAGE: 1975 TO 1999

[The earliest daily newspaper in Hawaii, *The Daily Hawaiian Herald*, first appeared September 4, 1866 and was discontinued December 21, 1866. Permanent dailies were initially published in 1882. Five-year statistics from 1885 to 1975 appear in *Historical Statistics of Hawaii* (1977), table 18.5].

Subject	1975	1980	1985	1990	1995	1999
Totals	7	6	9	9	10	10
Language:						
Chinese	2	1	1	1	1	1
English	3	3	6	6	6	6
Hawaiian	-	-	-	-	-	-
Japanese 1/ Korean	2 -	2 -	1 1	1 1	1 2	1 3
Place of publication:						
Honolulu, Oahu	6	5	5	5	6	7
Hilo, Hawaii	1	1	1	1	1	1
Kailua-Kona, Hawaii	-	-	1	1	1	1
Lihue, Kauai	-	-	1	1	1	1
Wailuku, Maui	-	-	1	1	1	1

1/ Includes English section.

Source: Aloha United Way, *Hawaii Media Guide* for 1977-1985; *Hawaii All-Media Publicity Guide*, 1987, 1991, 1996 and 1997; Helen G. Chapin, *Guide to Newspapers of Hawai'i 1834-2000* (Hawaiian Historical Society, 2000).

Table 16.11-- NUMBER OF NEWSPAPERS, TOTAL AND DAILY: 1834 TO 2000

Year	Total	Daily	Year	Total	Daily
1834 1/	2	-	1920	56	11
1835	1	-	1925	52	7
1840	2	-	1930	61	6
1845	5	-	1935	62	8
1850	4	-	1940	70	7
1855	5	-	1945	82	8
1860	9	-	1950	91	7
1865	5	-	1955	100	7
1870	11	-	1960	102	7
1875	7	-	1965	102	7
1880	10	-	1970	132	7
1885	20	4	1975	140	7
1890	20	5	1980	152	6
1895	35	7	1985	140	9
1900	43	8	1990	149	9
1905	50	11	1995	152	10
1910	54	7	2000	135	10
1915	48	8			

1/ The two earliest newspapers in Hawaii were both established in 1834.

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (The University Press of Hawaii, 1977), table 18.5; Helen G. Chapin, *Guide to Newspapers of Hawai'i 1834-2000* (Hawaiian Historical Society, 2000), pp. 127-226.

**Table 16.12-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 2000-2001 TO 2003-2004**

[Averages for 12-month periods ended in March. Foreign-language daily newspapers, not included in this table, are the *Hawaii Hochi*, Japanese and English; *The Joong-Ang Daily News*, *Korea Times/Han Kook Ilbo* and *Korea Central Daily*, Korean; and *United Chinese Press*, Chinese]

Newspaper	2000-2001	2001-2002	2002-2003	2003-2004
Daily				
<i>The Honolulu Advertiser</i> 1/	150,277	151,188	145,705	143,983
<i>Honolulu Star-Bulletin</i> 2/	(NA)	(NA)	(NA)	(NA)
<i>Hawaii Tribune-Herald</i> (Hilo) 3/	20,213	(NA)	(NA)	(NA)
<i>West Hawaii Today</i> (Kailua-Kona) 3/	4/ (NA)	4/ 11,870	(NA)	12,369
<i>Maui News</i> (Wailuku) 5/	18,959	(NA)	(NA)	(NA)
<i>Garden Island</i> (Lihue) 6/	8,478	7,989	8,117	8,488
Sunday morning				
<i>The Honolulu Advertiser</i>	170,009	171,674	168,335	165,481
<i>Honolulu Star Bulletin</i>	(NA)	(NA)	(NA)	(NA)
<i>Hawaii Tribune-Herald</i> (Hilo)	23,780	(NA)	(NA)	(NA)
<i>West Hawaii Today</i> (Kailua-Kona)	4/ (NA)	4/ 15,361	(NA)	15,965
<i>Maui News</i> (Wailuku)	24,563	(NA)	(NA)	(NA)
<i>Garden Island</i> (Lihue)	9,461	9,267	9,089	9,156

NA Not available.

X Not applicable.

1/ Morning and afternoon, Monday through Saturday. The afternoon edition began on March 15, 2001.

2/ Afternoon, Monday through Saturday. New owner Oahu Publications began to publish on March 15, 2001. Morning, midday, and final editions, different areas, Monday through Saturday. The Sunday edition began on April 1, 2001.

3/ Morning, Monday through Sunday effective June 4, 2004.

4/ Revised from previous *Data Book*.

5/ Afternoon, Monday through Friday. The *Maui News* became a morning paper on July 24, 2000. The Saturday edition began on March 10, 2001.

6/ Afternoon, Monday through Friday. As of September 2000, a Saturday morning edition. As of October 2001, morning, Monday through Saturday.

Source: Data provided by newspaper publishers to Hawaii State Department of Business, Economic Development & Tourism.

**Table 16.13-- POSTAGE RATES AND NEWSPAPER PRICES, FOR HONOLULU:
1990 TO 2005**

[In cents. As of July 1]

Year	Domestic first-class postage rates			Newspaper price 1/		
	Letters		Postal and post cards	Daily	Sunday	
	First ounce	Each added ounce			<i>The Honolulu Advertiser</i>	<i>Honolulu Star-Bulletin</i>
1990	25	20	15	35	125	(X)
1991	29	23	19	35	125	(X)
1992	29	23	19	35	150	(X)
1993	29	23	19	50	150	(X)
1994	29	23	19	50	150	(X)
1995	32	23	20	50	150	(X)
1996	32	23	20	50	175	(X)
1997	32	23	20	50	175	(X)
1998	32	23	20	50	175	(X)
1999	33	22	20	50	175	(X)
2000	33	22	20	50	175	(X)
2001	34	23	21	50	175	(X)
2002	37	23	23	50	175	75
2003	37	23	23	50	175	75
2004	37	23	23	50	175	75
2005	37	23	23	50	175	75

X Not applicable.

1/ Street sales, for *The Honolulu Advertiser* (daily, Oahu, all years), *Honolulu Star-Bulletin* (daily, all years), the *Sunday Star-Bulletin and Advertiser* (through February 27, 1993), and the *Sunday The Honolulu Advertiser* (beginning March 7, 1993). The *Honolulu Star-Bulletin*, under new owner Oahu Publications, began to publish on March 15, 2001, with the first Sunday edition on April 1, 2001.

Source: Postal rates from U.S. Census Bureau, *Statistical Abstract of the United States: 2002*, table 1094, and U.S. Postal Service, *Domestic Rates and Fees*, see also <<http://www.usps.com/consumers/domestic.htm>>. Newspaper rates from *The Honolulu Advertiser* and Oahu Publications and Department of Business, Economic Development & Tourism survey.

**Table 16.14-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1991 TO 2004**

Year	Published titles 1/		New books and journals published 2/		Volumes sold 2/	Book sales revenues 2/ (dollars)
	Cumulative total 3/	In print	Books	Scholarly journals		
1991	1,024	705	53	12	365,790	2,721,480
1992	1,072	717	48	12	350,274	2,611,388
1993	1,123	738	51	12	354,063	2,859,494
1994	1,183	772	60	13	378,807	2,960,051
1995	1,257	790	74	13	385,673	3,014,268
1996	1,323	823	54	12	374,168	2,896,316
1997	1,402	833	65	12	322,378	3,182,690
1998	1,486	818	84	12	290,199	3,042,984
1999	1,572	897	83	12	272,407	3,365,336
2000	1,650	930	82	12	320,509	3,340,336
2001	1,748	1,003	84	12	316,978	3,583,534
2002	1,854	1,063	93	13	299,272	3,632,013
2003	1,948	1,113	83	14	310,407	3,221,852
2004	2,052	1,169	88	14	307,481	3,769,678

1/ As of June 30. Excludes journals.

2/ Year ended June 30.

3/ Includes books and other media, but not journals.

Source: The University of Hawaii Press, *Annual Report* and records.