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Section 16

INFORMATION AND COMMUNICATIONS

This section presents statistics on the usage, finances, and operations of the Postal Service and of various information and communications media: telephone, radio, television, newspapers, periodicals, and books. Sections 12 and 15 contain employment and payroll data for communications establishments.

The major sources for statistics on information and communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, Hawaii State Department of Commerce and Consumer Affairs, and the U.S. Census Bureau. Earlier figures appear in *Historical Statistics of Hawaii*, Section 18. Data on communications for other states and for the nation as a whole are presented in the *Statistical Abstract of the United States: 2008*, Section 24.

Table 16.01-- INFORMATION ESTABLISHMENTS (NAICS 51): 2005

[Excludes most government employees, railroad employees, and self-employed persons. 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	Industry	No. of establish- ments	No. of paid employees for pay period including March 12	Annual payroll (\$1,000)
51	Information	631	10,291	471,448
511 5111	Publishing industries (except internet) Newspaper, periodical, book, directory	100	2,397	107,100
	publishers	90	2,326	104,100
5112	Software publishers	10	71	3,000
512	Motion picture & sound recording industries	121	1,003	16,576
5121	Motion picture & video industries	104	(1/)	(2/)
5122	Sound recording industries	17	(3/)	(2/)
515	Broadcasting (except internet)	45	1,155	49,577
5151	Radio & television broadcasting	43	(4/)	(2/)
5152	Cable & other subscription programming	2	(5/)	(2/)
516	Internet publishing & broadcasting	18	137	4,789
517	Telecommunications	252	4,266	236,685
5171	Wired telecommunications carriers	134	2,464	136,783
5172	Wireless telecommunications carriers			
	(except satellite)	85	(1/)	(2/)
5173	Telecommunications resellers	13	(3/)	(2/)
5174	Satellite telecommunications	10	(3/)	(2/)
5175	Cable & other program distribution	8	(1/)	(2/)
5179	Other telecommunications	2	(5/)	(2/)
518	Internet service providers, web search portals,			
	and data processing services	85	1,258	54,922
5181	Internet service providers and web search			
	portals	14	92	2,986
5182	Data processing, hosting, & related			
	services	71	1,166	51,936
519	Other information services	10	75	1,799

1/ Employment-size class, 500 to 999 employees.

2/ The payroll isn't shown separately.

3/ Employment-size class, 20 to 99 employees.

4/ Employment-size class, 1,000 to 2,499 employees.

5/ Employment-size class, 0 to 19 employees.

Source: U.S. Census Bureau, 2005 County Business Patterns http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl accessed December 5, 2007.

Table 16.02 -- INFORMATION (NAICS 51), BY KIND OF BUSINESS OROPERATION: 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	Establish- ments (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 5111	Publishing industries (except Internet) Newspaper, periodical, book, and	96	308,764	135,651	3,016
	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 5151	Broadcasting (except Internet) Radio and television broadcasting	44 42	92,137 (D)	38,956 (D)	1,162 (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		(0))	,	_,
	(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 OROPERATION: 2002 -- Con.

NAICS	Kind of business or operation	Establish- ments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
519 5191	Information (con.) Other information services Other information services	7 7	4,270 4,270	1,786 1,786	58 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 COUNTY AND SELECTEDURBAN PLACE: 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
State total	394		301,420	11,005
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 ISLAND: SEPTEMBER 30, 2007

		Cost Ascertainment Group (CAG) 1/				Stations	
Island	Total	A-G 2/	H-J 3/	K 4/	L 5/	Classified 6/	Contract 7/
State total	118	39	28	5	-	23	23
Hawaii	32	10	14	1	-	2	5
Maui	11	9	1	-	-	1	-
Lanai	1	-	1	-	-	-	-
Molokai	5	1	2	2	-	-	-
Oahu	51	13	4	-	-	18	16
Kauai	18	6	6	2	-	2	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 2007

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
2005	72	53	193,361	588
2006	72	54	193,574	592
2007	72	46	198,228	596

[Fiscal year ending September 30]

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

2/ Originating in Hawaii.

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

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	1,200
2003	1,212
2004	1,196
2004	1,190
Telephone penetration: 1/	
1984	93.5
1997	94.5
1998	95.4
1999	96.3
2000	94.7
July 2001 2/	96.9
November 2002 2/	96.9
2003	97.3
2004	95.4
2005	94.8
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
Dec. 2004	880,965
June 2005	935,189
Dec. 2005	983,998
June 2006	1,011,076
	.,

Table 16.06-- TELEPHONE STATISTICAL SUMMARY: 1984 TO 2006

1/ Annual average percentage of households with telephone service.

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

Source: Federal Communications Commission, *Trends in Telephone Service*, various issues. See http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-270407A1.pdf> accessed April 30, 2007.

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

	Telephone		Com	puter	Internet use	
Year	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)	56.5	63.1	50.5	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.Data on the Digital Divide, July 1998 http://www.Data on the Digital Divide, July 1998 http://www.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/ftm00/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 COUNTY: 2000 TO 2007

Category			Cou	nty	
and year	State	Hawaii	Maui	Honolulu	Kauai
Number of overeme					
Number of systems 2000	9	3	3	1	2
2000	9	3	3	1	2 2
2001 2002	9	3	3	1	2
2002 2003	9 1/6	3 2	2	1	2
2003 2004	1/ 6	2	2	1	1
2004 2005	1/ 6	2	2	1	1
2005 2006	1/ 6	2	2	1	1
2008	1/ 6	2	2	1	1
2007	1/ 0	2	2	1	I
Subscribers					
2000	363,801	34,974	47,695	262,681	18,451
2001	368,424	36,436	48,442	264,871	18,675
2002	377,652	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
2005	394,184	38,955	51,626	282,225	21,378
2006	407,299	46,274	52,937	284,038	24,050
2007	411,957	47,959	54,637	285,811	23,550
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
2005	153,095	17,883	19,861	106,248	9,102
2006	161,329	19,181	20,997	111,308	9,842
2007	168,551	20,478	22,066	115,633	10,373

[As of December 31]

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

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

	Commercial			Public or educational		
Date and county	AM	FM	TV 1/	АМ	FM	TV 1/
1925: January 1	2	-	-	-	-	-
1930: January 1	1	-	-	-	-	-
1935: January 1	2	-	-	-	-	-
1940: January 1	3	-	-	-	-	-
1945: January 1	4	-	-	-	-	-
1950: June 7	12	-	-	-	-	-
1955: January 1	13	1	3	-	1	-
1960: January 1	17	1	7	-	2	-
1965: January 1	23	2	10	-	-	-
1970: January 1	25	4	10	-	1	2
1975: January 1	26	5	10	-	1	2
1980: January 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
2006: June 20	31	45	25	-	10	2
2007: June 19	31	47	25	-	11	2
2008: June 16	31	53	25	-	11	2
COUNTY: 2008						
Hawaii	7	17	6	-	3	-
Maui	4	12	5	-	1	1
Honolulu	18	17	14	-	4	1
Kauai	2	7	-	-	3	-

Table 16.09-- RADIO AND TELEVISION BROADCASTING STATIONS INOPERATION, 1925 TO 2008, AND BY COUNTY, 2008

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 2005-08), http://www.fcc.gov/mb/> accessed June 16, 2008.

Table 16.10-- NUMBER OF DAILY NEWSPAPERS, BY PLACE OF PUBLICATIONAND 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	11
Language:						
Chinese	2	1	1	1	1	1
English	3	3	6	6	6	6
Hawaiian	-	-	-	-	-	-
Japanese 1/	2	2	1	1	1	1
Korean	-	-	1	1	2	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).

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 1880	7	-	1965 1970	102	7 7
1880 1885 1890	10 20 20	- 4 5	1970 1975 1980	132 140 152	7 6
1895	35	7	1985	140	9
1900	43	8	1990	149	9
1905	50	11	1995	152	10
1910 1915	54 48	7 8	2000	135	10

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

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 SUNDAYENGLISH-LANGUAGE NEWSPAPERS: 2003-2004 TO 2006-2007

[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	2003-2004	2004-2005	2005-2006	2006-2007
Daily				
The Honolulu Advertiser 1/	143,983	143,271	143,740	142,651
Honolulu Star-Bulletin 2/	60,331	64,041	65,167	64,073
Hawaii Tribune-Herald (Hilo) 3/	(NA)	(NA)	(NA)	(NA)
West Hawaii Today (Kailua-Kona) 3/	12,369	(NA)	(NA)	(NA)
Maui News (Wailuku) 4/	(NA)	(NA)	(NA)	(NA)
Garden Island (Lihue) 5/	8,488	8,879	(NA)	(NA)
Sunday morning				
The Honolulu Advertiser	165,481	162,388	158,304	156,003
Honolulu Star Bulletin	64,685	61,688	62,443	60,158
Hawaii Tribune-Herald (Hilo)	(NA)	(NA)	(NA)	(NA)
West Hawaii Today (Kailua-Kona)	15,965	(NA)	(NA)	(NA)
Maui News (Wailuku)	(NA)	(NA)	(NA)	(NA)
Garden Island (Lihue)	9,156	9,250	(NA)	(NA)

NA Not available.

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

5/ 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 2008

	Domestic f	irst-class post	tage rates	Newspaper price 1/		
	Letters				Sunday	
Year	First ounce	Each added ounce	Postal and post cards	Daily	The Honolulu Advertiser	Honolulu Star-Bulletin
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
2006	39	24	24	50	175	75
2007	41	2/ 17	26	50	175	75
2008	42	2/ 17	27	50	175	75

[In cents. As of July 1]

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.

2/ For weight not over 2 ounces \$0.59, for weight not over 3 ounces \$0.76, for weight not over 3.5 ounces \$0.93, and for weights over 3.5 ounces flat-size rates are used.

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

Table 16.14-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1991 TO 2007

	Published titles 1/		New books and journals published 2/			
Year	Cumulative total 3/	In print	Books	Scholarly journals	Volumes sold 2/	Book sales revenues 2/ (dollars)
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
2005	2,143	1,209	78	13	282,093	3,595,126
2006	2,233	1,294	78	14	321,672	4,002,717
2007	2,323	1,289	80	14	283,047	3,719,467

1/ As of June 30. Excludes journals.

2/ Year ending June 30.

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

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