

TRADE AND SERVICES

Hawaii with its 750,000 resident population, plus more than a half-million visitors each year, is a prime market for retail and wholesale trade and services. Members of the armed forces and their families stationed in Hawaii provide a constantly rotating group of "first-time" customers for Hawaiian goods and services.

In 1964, Hawaii ranked second among the 50 states in estimated per capita retail sales. Hawaiian merchants rang up a record-breaking \$1.1 billion in retail sales in 1965. Honolulu's newly enlarged multi-level Ala Moana Shopping Center is said to be the largest in the world. Smaller shopping centers are found throughout the state.

The major sources of information on retailing, wholesaling and services in Hawaii are the U. S. Census of Business: Retail Trade, Wholesale Trade and Services, published every five years, and the annual and monthly reports of "Tax base data" published by the State Tax Department. There is considerable difference in the two series and care must be taken not to use them interchangeably.

The Census is based on a mailed survey of all establishments engaged in retailing, wholesaling or services as defined in the Standard Industrial Classification system. Tax base data cover gross receipts from retailing, wholesaling and services as reported for State general excise and other taxes. In the case of multi-unit organizations, County tax base information may be reported in the district where the tax is submitted rather than where the unit is located.

Table 74 -- RETAIL TRADE, WHOLESALE TRADE AND SELECTED SERVICES
IN HAWAII FOR SELECTED YEARS: 1939 TO 1963

Year	Retail Trade		Wholesale Trade		Selected Services	
	Establish- ments	Sales (\$1,000)	Establish- ments	Sales (\$1,000)	Establish- ments	Receipts (\$1,000)
1939 ...	4,256	120,681	704	97,045	2,186	15,340
1948 ...	4,881	382,680	702	480,734	2,337	44,617
1954 ...	4,807	426,115	594	581,940	2,595	64,726
1958 ...	4,760	521,877	793	618,155	3,070	101,142
1963 ...	4,778	751,411	974	735,205	3,431	163,094

Source: U. S. Department of Commerce, Bureau of the Census, 1963 Census of Business, Retail Trade, Report BC63-RA13; Wholesale Trade, Report BC63-WA13; and Selected Services, Report BC63-SA13.

Table 75 --RETAIL ESTABLISHMENTS IN HAWAII BY KIND OF BUSINESS, BY COUNTY: 1963

Kind of Business	Number of Establishments				
	State of Hawaii ¹	City-County of Honolulu	Hawaii County	Kauai County	Maui County
All retail business.....	4,578	3,373	564	234	405
Lumber, hardware, etc..	65	52	7	2	4
General merchandise....	274	117	88	27	42
Food stores.....	858	584	114	58	102
Automotive dealers.....	151	105	22	8	16
Service stations.....	442	297	58	28	59
Apparel stores.....	398	308	43	11	36
Furniture stores.....	235	171	34	11	19
Eating, drinking places...	1,082	863	101	54	64
Drugstores.....	110	96	8	2	4
Other retail stores.....	688	544	67	30	45
Non-store retailers ²	275	236	22	3	14

1. Includes two establishments in the County of Kalawao (Kalapapa Settlement), on Molokai.

2. This category is included under "general merchandise" in the summary table.

Source: U. S. Department of Commerce, Bureau of the Census, 1963 Census of Business: Retail Trade, Hawaii Report BC 63-RA13

Table 76-- RECEIPTS FROM RETAILING, AS SHOWN IN "TAX BASE" REPORTS FOR HAWAII, BY COUNTY: 1958 TO 1965 (in millions of dollars)

Year	State	City-County of Honolulu	Hawaii County ¹	Kauai County	Maui County
1958.....	665.0	565.8	46.4	20.9	31.7
1959.....	756.0	641.2	54.1	24.5	36.2
1960.....	846.7	725.6	55.8	25.3	40.0
1961.....	859.6	744.8	49.5	25.0	40.2
1962.....	921.0	784.0	63.2	30.7	43.0
1963.....	928.9	791.8	63.6	30.0	43.5
1964.....	998.5	867.0	53.3	31.4	46.7
1965.....	1,097.8	923.0	89.4	34.3	51.2

1. Hawaii County data affected by tsunami losses after 1960.

Source: Department of Taxation, General Excise, Consumption and Compensating Tax Base, Year Ending December 31, for years shown.

Table 77 -- NUMBER, SALES AND PAYROLL OF RETAIL ESTABLISHMENTS IN HAWAII, BY COUNTY AND PLACE: 1963

Area	Number of Establishments	Total sales (\$1,000)	Annual Payroll (\$1,000)	Number of Employees
State	4,578	751,411	99,204	33,845
City-County of Honolulu	3,373	619,672	84,661	28,606
Aiea	53	7,217	836	380
Ewa	28	3,348	393	165
Haleiwa	28	2,981	304	137
Honolulu	2,643	507,522	73,330	23,760
Kailua, Lanikai	113	24,643	2,726	1,032
Kaneohe	95	13,864	1,444	577
Luaiualei	5	355	35	18
Nanakuli	4	258	19	13
Wahiawa	128	21,217	2,433	908
Waialua Mill	21	1,474	160	55
Waianae-Makaha	37	7,122	618	269
Waimanalo	23	1,896	142	66
Other	195	27,775	3,221	1,226
Hawaii County	564	61,094	6,760	2,500
Hilo	310	44,225	5,370	1,908
Other	254	16,869	1,390	592
Kauai County	234	D	D	D
Kapaa	41	3,318	260	98
Lihue	77	13,350	1,812	573
Other ¹	119	D		
Maui County				
Lanai Island	10	1,605	113	40
Maui Island	360	37,590	4,144	1,500
Kahului	58	11,768	1,349	502
Lahaina	57	3,049	371	137
Puunane	6	532	D	D
Wailuku	139	15,481	1,895	612
Other	100	6,760	D	D
Molokai Island	35	3,414	274	105
Kalowao County	2	D	D	D

D - Data withheld to avoid disclosure.

1. For Kauai Island only; no establishments on Niihau Island.

Source: U. S. Department of Commerce, Bureau of the Census, 1963 Census of Business: Retail Trade, Hawaii Report BC 63-RA13.

Table 78-- RECEIPTS FROM WHOLESALING, AS SHOWN IN "TAX BASE" REPORTS FOR HAWAII, BY COUNTY: 1958 TO 1965
(in millions of dollars)

Year	State	City-County of Honolulu	Hawaii County ¹	Kauai County	Maui County
1958.....	282.7	252.8	19.2	4.6	6.0
1959.....	320.2	287.8	20.4	5.0	7.0
1960.....	354.6	321.7	22.0	4.4	6.5
1961.....	359.7	330.4	19.3	4.2	5.8
1962.....	386.1	348.1	27.3	4.3	6.4
1963.....	396.5	370.8	13.8	4.6	7.2
1964.....	435.7	414.6	9.0	4.7	7.4
1965.....	482.6	447.0	21.2	5.5	8.9

1. Hawaii County data affected by tsunami losses after 1960.

Source: Department of Taxation, General Excise, Consumption and Compensating Tax Base, Year Ending December 31 for years shown.

Table 79 -- RECEIPTS FROM SERVICES, AS SHOWN IN "TAX BASE" REPORTS FOR HAWAII, BY COUNTY: 1958 TO 1965
(in millions of dollars)

Year	State	City-County of Honolulu	Hawaii County	Kauai County	Maui County
1958.....	135.7	116.5	11.0	3.6	4.7
1959.....	165.4	142.6	12.7	4.5	5.6
1960.....	188.8	163.5	13.8	4.9	6.5
1961.....	203.4	178.6	13.1	5.0	6.7
1962.....	228.4	199.1	15.9	5.8	7.6
1963.....	231.8	202.5	15.2	6.1	7.9
1964.....	240.9	215.8	12.2	5.1	7.8
1965.....	260.7	232.2	14.9	5.1	8.4

1. Hawaii County data affected somewhat by tsunami losses after 1960.

Source: Department of Taxation, General Excise, Consumption and Compensating Tax Base, Year Ending December 31 for years shown. These are for primary services only and do not include intermediary services.

Table 80 -- SELECTED SERVICES IN HAWAII, BY COUNTY AND PLACE: 1963

Area	Number of Establishments							
	Total	Ho- tels	Pers. Serv.	Bus. Serv.	Auto Rep. & Serv.	Misc. Repair Serv.	Motion Pict.	Other Rec.
State	3431	178	1435	506	477	350	78	407
Hawaii County.....	317	25	134	31	51	39	14	23
Hilo	177	9	82	20	28	21	3	14
Other	140	16	52	11	23	18	11	9
Honolulu County. . .	2748	125	1156	448	367	284	40	328
Aiea	26	-	15	1	4	3	1	2
Ewa	25	-	13	5	2	1	-	4
Haleiwa.....	8	-	7	-	-	-	1	-
Honolulu.....	2181	114	877	398	305	205	25	257
Kailua-Lanikai..	113	3	38	18	17	19	2	16
Kaneohe.....	65	-	34	8	5	6	1	11
Laulaulei-Maile.	2	-	-	1	-	-	1	-
Nanakui.....	7	-	1	1	-	2	2	1
Wahiawa.....	98	6	53	4	15	7	2	11
Waialua Mill ...	15	-	8	1	-	4	2	-
Waianae-Makaha	29	-	14	1	3	8	1	2
Waimanalo	10	-	3	2	-	2	-	3
Other	169	2	93	8	16	27	2	21
Kalawao County....	2	-	-	-	-	-	-	2
Kauai County.....	150	12	59	12	19	13	11	24
Kauai Island....	150	12	59	12	19	13	11	24
Kapaa	19	1	8	2	2	2	3	1
Lihue	52	6	16	5	10	2	3	10
Other	79	5	35	5	7	9	5	13
Niihau Island ..	-	-	-	-	-	-	-	-
Maui County	214	16	86	15	40	14	13	30
Lanai Island ...	7	-	3	-	-	2	1	1
Maui Island ...	188	15		15	38	8	11	27
Kahului	28	2		6	7	-	-	4
Lahaina	24	3	9	-	3	-	1	8
Puunene	5	-	2	-	-	-	1	2
Wailuku	75	4	42	7	13	3	2	4
Other	56	6	12	2	15	5	7	9
Molokai Island ¹ ...	19	1	9	-	2	4	1	2

1. Not including Kalawao.

Source: U. S. Department of Commerce, Bureau of the Census, 1963 Census of Business; Retail Trade, Wholesale Trade and Selected Services for Hawaii.