

DOMESTIC TRADE AND SERVICES

This section presents statistics relating to retail and wholesale trade; hotels; and selected personal, business, automotive, repair, and amusement services.

These activities have undergone rapid growth in recent decades, in part because of higher price levels. Retail sales increased from \$751 million in 1963 to \$1.9 billion in 1972 and \$5.2 billion in 1982. Wholesale sales rose from \$1.6 billion in 1972 to \$4.1 billion in 1982. Hotels, amusements, and other services reported receipts exceeding \$2.6 billion in 1982, compared with \$665 million in 1972. General excise and use tax base data for more recent years indicate continued increases; between 1973 and 1983, the retailing tax base rose 190 percent, the wholesaling base by 203 percent, and the base for services by 206 percent. Major retail concentrations include Waikiki, Ala Moana Center, Pearlridge Center, and downtown Honolulu. In addition to civilian retail outlets, there are many commissaries, exchanges, clubs, gasoline stations and food services maintained by the armed forces; these facilities had sales of \$427 million in 1983.

Growth has been especially rapid for hotels. The number of units in the State rose from 6,800 in 1959 to 33,000 in 1971 and 64,000 in June 1984. There were 457 hotels, motels and apartment-hotels in the State on the latter date, including 290 on the Neighbor Islands. Almost one-third of all transient units were in condominium structures. Occupancy rates averaged 76.6 percent in Waikiki and 60.9 percent on the Neighbor Islands during 1983. The average daily room rate was \$55 in 1983. The hotel payroll in 1983 totaled \$329 million, compared with \$196 million five years earlier.

Sixty-three feature motion pictures and television specials and series were filmed in Hawaii in 1983, accounting for local expenditures of \$35 million.

The major source of these data are the United State Censuses of Retail Trade, Wholesale Trade, and Service Industries, most recently conducted for 1982. Statistics on the retailing, wholesaling, and services tax bases are available from the Hawaii State Department of Taxation. Data on hotel room counts, occupancy and other characteristics are published by the Hawaii Visitors Bureau and the firm of Pannell Kerr Forster. The Hawaii Film Office in the Department of Planning and Economic Development compiles data on motion picture and television production. A summary of figures on trade and services in earlier years appears in Historical Statistics of Hawaii, Section 20. The Statistical Abstract of the United States: 1984, Section 30, presents similar data for other states and the nation as a whole.

Table 664.-- RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES:
1958 TO 1982

| Year | Retail trade | | Wholesale trade | | Selected services | |
|------------------|--------------------------|--------------------|--------------------------|--------------------|--------------------------|-----------------------|
| | Estab- lish- ments | Sales (\$1,000) | Estab- lish- ments | Sales (\$1,000) | Estab- lish- ments | Receipts (\$1,000) |
| 1958 (1963 def.) | 4,760 | 516,177 | 793 | 618,155 | 3,070 | 101,142 |
| 1963 | 4,578 | 751,411 | 974 | 735,205 | 3,431 | 163,094 |
| 1967 | 5,212 | 1,083,458 | 1,030 | 1,013,813 | 4,057 | 310,290 |
| 1972 (1967 def.) | 6,416 | 1,881,516 | 1,311 | 1,511,398 | 5,570 | 583,289 |
| 1972 (1972 def.) | 6,392 | 1,864,985 | 1,336 | 1,538,429 | 6,348 | 683,201 |
| 1972 (1977 def.) | 5,880 | 1,859,929 | 1,337 | 1,561,654 | 6,348 | 664,857 |
| 1977 (1977 def.) | 7,388 | 3,294,118 | 1,569 | 2,571,489 | 8,023 | 1,276,163 |
| 1977 (1982 def.) | 7,477 | 3,296,714 | 1,569 | 2,571,489 | (1/) | (1/) |
| 1982 | 8,917 | 5,193,406 | 1,737 | 4,084,369 | (T/) | (T/) |

1/ Comparable data not available. Service establishments with payroll and subject to Federal income tax numbered 6,124 in 1982, with receipts of \$2,659,651,000.

Source: Robert C. Schmitt, Historical Statistics of Hawaii (University Press of Hawaii, 1977), pp. 513, 524, and 526. U.S. Bureau of the Census 1977 Census of Retail Trade, RC77-A-12, table 2; 1977 Census of Wholesale Trade, WC77-A-12 (Revised), table 2; 1977 Census of Service Industries, SC77-A-12, table 2; 1982 Census of Retail Trade, RC82-A-12, table 2; 1982 Census of Wholesale Trade, WC82-A-12, table 2; 1982 Census of Service Industries, SC82-A-12.

Table 665.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1974 TO 1984

[In thousands of dollars. Data are on a cash basis accounting and may be distorted by cutoffs, out-of-period adjustments (assessments and error corrections), taxpayer reporting in wrong categories, and computer problems]

| Year reported <u>1/</u> | Retailing | Services <u>2/</u> | Theater, amusement, broadcasting, etc. | Wholesaling |
|-------------------------|-----------|--------------------|--|-------------|
| 1974 | 2,959,201 | 783,771 | 66,557 | 1,374,819 |
| 1975 | 3,382,804 | 919,912 | 74,561 | 1,527,057 |
| 1976 | 3,724,487 | 978,091 | 82,134 | 1,721,874 |
| 1977 <u>3/</u> ... | 4,222,169 | 1,095,066 | 92,827 | 1,989,981 |
| 1978 <u>3/</u> ... | 4,774,076 | 1,222,996 | 104,085 | 2,158,707 |
| 1979 | 5,519,889 | 1,412,195 | 109,143 | 2,800,951 |
| 1980 | 6,109,628 | 1,743,003 | 121,562 | 2,986,877 |
| 1981 | 6,700,750 | 1,809,913 | 129,501 | 3,528,763 |
| 1982 | 6,874,963 | 1,905,068 | 130,280 | 3,207,768 |
| 1983 | 7,438,193 | 2,134,524 | 144,095 | 3,694,220 |
| 1984 | 8,111,893 | 2,368,415 | 153,723 | 4,025,324 |

1/ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

2/ Includes both business and professional services but excludes hotels, theater, amusement, broadcasting, and intermediary services.

3/ Partly estimated.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release).

Table 666.-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS, FOR THE STATE,
1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

| Subject | 1977 ^{1/} | 1982 | | |
|--|--------------------|----------------|-----------|---------------------|
| | | State total | Oahu | Neighbor islands |
| All establishments: | | | | |
| Number | 7,477 | 8,917 | 6,347 | 2,570 |
| Sales (\$1,000) | 3,296,714 | 5,193,406 | 3,962,598 | 1,230,808 |
| Unincorporated businesses (number): | | | | |
| Individual proprietorships | 3,120 | 3,656 | 2,591 | 1,065 |
| Partnerships | 516 | 556 | 392 | 164 |
| Establishments with payroll: | | | | |
| Number | 5,273 | 6,139 | 4,318 | 1,821 |
| Sales (\$1,000) | 3,225,311 | 5,101,671 | 3,898,767 | 1,202,904 |
| Annual payroll (\$1,000) | 458,782 | 696,438 | 539,170 | 157,268 |
| First quarter payroll (\$1,000) | 111,143 | 164,950 | 127,260 | 37,690 |
| Paid employees for pay period including March 12 (number) | 72,098 | 81,979 | 63,620 | 18,359 |

^{1/} The 1977 data on total establishments, total sales, sales of establishments with payroll, and annual payroll have been revised for comparability with the 1982 data; the 1977 data on unincorporated businesses, number of establishments with payroll, first quarter payroll, and paid employees are unrevised. Unrevised figures for those data subsequently revised are as follows: total establishments, 7,388; total sales, \$3,294,118,000; sales of establishments with payroll, \$3,222,715,000; annual payroll, \$460,322,000.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, Hawaii, RC77-A-12 (June 1979), table 1; 1982 Census of Retail Trade, Hawaii, RC82-A-12 (September 1984), tables 1, 2, 4, and 5.

Table 667.-- RETAIL TRADE FOR COUNTIES AND FOR PLACES WITH
2,500 INHABITANTS OR MORE: 1982

| Geographic area | All establishments | | Establishments with payroll | |
|------------------------|--------------------|--------------------|-----------------------------|--------------------|
| | Number | Sales (\$1,000) | Number | Sales (\$1,000) |
| State total | 8,917 | 5,193,406 | 6,139 | 5,101,671 |
| Hawaii County | 1,039 | 492,154 | 738 | 481,664 |
| Hilo | 445 | 285,856 | 345 | 283,381 |
| Kailua | 216 | 103,003 | 162 | 100,759 |
| Balance of county | 378 | 103,295 | 231 | 97,524 |
| Honolulu County | 6,347 | 3,962,598 | 4,318 | 3,898,767 |
| Ahuimanu | 16 | (D) | 6 | (D) |
| Aiea | 274 | 254,358 | 189 | 252,013 |
| Ewa | 6 | (D) | 4 | (D) |
| Ewa Beach | 45 | 10,100 | 17 | 9,604 |
| Hauula | 13 | 5,304 | 6 | 5,269 |
| Heeia | 10 | 341 | - | - |
| Hickam Housing | - | - | - | - |
| Honolulu | 4,595 | 2,859,473 | 3,280 | 2,813,522 |
| Iroquois Point | - | - | - | - |
| Kahaluu | 5 | (D) | 1 | (D) |
| Kailua | 244 | 152,715 | 154 | 150,387 |
| Kaneohe | 220 | 182,230 | 138 | 180,237 |
| Laie | 13 | 1,738 | 2 | (D) |
| Maile | 7 | 2,783 | 6 | (D) |
| Makaha | 10 | 3,702 | 4 | 3,633 |
| Makakilo City | 15 | 2,599 | 5 | 2,424 |
| Maunawili | 19 | 1,643 | 4 | 1,569 |
| Mililani Town | 59 | 23,226 | 20 | 22,233 |
| Mokapu | 1 | (D) | 1 | (D) |
| Nanakuli | 16 | 10,567 | 11 | 10,469 |
| Pearl City | 186 | 122,823 | 90 | 120,958 |
| Schofield Barracks ... | 3 | 1,430 | 3 | 1,430 |
| Wahiawa | 140 | 55,200 | 89 | 54,208 |
| Waialua | 14 | 4,717 | 8 | (D) |
| Waianae | 56 | 41,490 | 38 | 41,148 |
| Waimanalo | 33 | 14,349 | 23 | 14,062 |
| Waimanalo Beach | 1 | (D) | - | - |
| Waipahu | 196 | 133,233 | 123 | 130,512 |
| Waipio Acres | 4 | 331 | 2 | (D) |
| Balance of county | 146 | 57,318 | 94 | 55,667 |

Continued on next page.

Table 667.-- RETAIL TRADE FOR COUNTIES AND FOR PLACES WITH
2,500 INHABITANTS OR MORE: 1982 -- Con.

| Geographic area | All establishments | | Establishments with payroll | |
|------------------------|--------------------|--------------------|-----------------------------|--------------------|
| | Number | Sales (\$1,000) | Number | Sales (\$1,000) |
| Kauai County | 539 | 219,418 | 365 | 211,628 |
| Hanamaulu | 6 | 1,011 | 4 | (D) |
| Kalaheo | 14 | 2,724 | 5 | 2,334 |
| Kapaa | 150 | 47,147 | 102 | 45,487 |
| Kekaha | 10 | 2,146 | 4 | 1,998 |
| Lihue | 168 | 100,040 | 131 | 97,769 |
| Balance of county | 191 | 66,350 | 119 | (D) |
| Maui County | 992 | 519,236 | 718 | 509,612 |
| Island of Lanai | 11 | 3,728 | 9 | (D) |
| Island of Molokai | 45 | 14,147 | 30 | 13,852 |
| Kahului | 183 | 161,665 | 138 | 159,831 |
| Kihei | 85 | 42,021 | 56 | 41,442 |
| Lahaina | 309 | 138,309 | 251 | 135,396 |
| Makawao | 22 | 4,840 | 5 | 4,213 |
| Pukalani | 24 | 8,715 | 16 | (D) |
| Wailuku | 147 | 61,074 | 96 | 60,051 |
| Balance of county | 166 | 84,737 | 117 | 82,869 |

(D) Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, Hawaii, RC82-A-12 (September 1984), table 8.

Table 668.-- RETAIL TRADE, BY KIND OF BUSINESS: 1982 AND 1977

[Limited to establishments with payroll]

| SIC code | Kind of business | Number of establishments, 1982 | Sales | | |
|------------|---|--------------------------------|----------------|----------------|-----------------|
| | | | 1982 (\$1,000) | 1977 (\$1,000) | Per-cent change |
| | Retail trade | 6,139 | 5,101,671 | 3,225,311 | 58.2 |
| 52 | Building materials, hardware, garden supply | 126 | 149,622 | 75,697 | 97.7 |
| 53 | General merchandise | 153 | 657,247 | 581,366 | 13.1 |
| 54 | Food stores | 797 | 1,081,175 | 651,163 | 66.0 |
| 55 ex. 554 | Automotive dealers | 227 | 540,566 | 458,497 | 17.9 |
| 554 | Gasoline service stations .. | 366 | 400,141 | 173,075 | 131.2 |
| 56 | Apparel and accessory stores | 793 | 379,746 | 208,514 | 82.1 |
| 57 | Furniture, home furnishings, and equipment stores | 335 | 160,828 | 98,135 | 63.9 |
| 58 | Eating and drinking places . | 1,741 | 872,558 | 478,966 | 82.2 |
| 591 | Drug and proprietary stores | 121 | 337,590 | 178,392 | 89.2 |
| 59 ex. 591 | Miscellaneous retail stores | 1,480 | 522,198 | 321,506 | 62.4 |

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, Hawaii, RC82-A-12 (September 1984), tables 1 and 2.

Table 669.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, BY BROAD GEOGRAPHIC AREAS: 1977

| Merchandise line | Number of establishments | | Sales of specified merchandise line (\$1,000) | |
|--|--------------------------|---------------|---|---------------|
| | Oahu | Rest of state | Oahu | Rest of state |
| Total <u>1/</u> | 3,815 | 1,458 | 2,553,848 | 668,867 |
| Groceries and other foods | 657 | 337 | 448,827 | 159,004 |
| Meals and snacks | 1,138 | 363 | 333,143 | 74,666 |
| Alcoholic drinks | 501 | 156 | 75,702 | 13,947 |
| Packaged alcoholic beverages | 317 | 204 | 76,243 | 21,613 |
| Cigars, cigarettes, and tobacco | 366 | 230 | 29,565 | 6,004 |
| Drugs | 227 | 169 | 38,918 | 9,436 |
| Health and beauty aids | 329 | 247 | 60,139 | 11,146 |
| Men's, boys' clothing exc. footwear | 449 | 283 | 107,810 | 22,868 |
| Women's, girls' wear exc. footwear | 513 | 310 | 176,151 | 36,512 |
| Footwear exc. infants and toddlers | 299 | 176 | 51,503 | 7,601 |
| Curtains, draperies, and dry goods | 205 | 123 | 39,684 | 10,065 |
| Major household appliances | 114 | 56 | 24,471 | 9,284 |
| Small electric appliances | 153 | 89 | 11,400 | 3,587 |
| Televisions | 94 | 58 | 9,326 | 3,651 |
| Audio equip., musical instr., supplies . | 176 | 89 | 27,308 | 4,658 |
| Furniture and sleep equipment | 139 | 61 | 34,250 | 10,234 |
| Floor coverings | 114 | 58 | 11,431 | 3,509 |
| Kitchenware and home furnishings | 387 | 274 | 50,500 | 13,232 |
| Jewelry | 561 | 310 | 123,294 | 19,823 |
| Optical goods | 97 | 55 | 7,588 | 525 |
| Sporting goods | 160 | 89 | 41,086 | 9,499 |
| Hardware and tools | 126 | 117 | 19,796 | 11,647 |
| Lawn and garden equip., supplies | 216 | 120 | 23,764 | 7,971 |
| Lumber and building materials | 110 | 61 | 34,314 | 17,029 |
| Cars, trucks, powered vehicles | 66 | 28 | 269,917 | 67,976 |
| Automotive fuels and lubricants | 339 | 151 | 113,529 | 37,066 |
| Auto tires, batteries, accessories | 429 | 171 | 65,794 | 21,010 |
| All other merchandise | 775 | 433 | 169,278 | 39,123 |
| Nonmerchandise receipts | 674 | 275 | 78,812 | 15,894 |
| Miscellaneous merchandise | (X) | (X) | 305 | 287 |

X Not applicable.

1/ Because some establishments carry more than one merchandise line, the number of establishments for each line will not add to the indicated totals.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade: Merchandise Line Sales, Hawaii (unpublished tabulations filed in the Hawaii Department of Planning and Economic Development Library).

Table 670.-- GOODS PURCHASED AND SHOPPING CENTERS PATRONIZED BY
OAHU ADULTS: 1983

[Data refer to goods purchased and shopping centers patronized by Oahu adults during preceding year, based on a survey of 506 households on Oahu conducted during November 1983]

| Subject | Percent of Oahu adults |
|---|------------------------------|
| Purchases of selected items: | |
| Jewelry | 52 |
| Household furnishings or furniture | 40 |
| TV, stereo, or other electronic equipment | 45 |
| Small appliances | 50 |
| Sporting goods or action wear | 63 |
| Hardware, building supplies, or home improvement items | 59 |
| Automotive supplies | 58 |
| Men's or women's clothing | 65 |
| Shopping centers shopped at six times or more: <u>1/</u> | |
| Ala Moana Center | 72 |
| Fort Street Mall | 19 |
| Kahala Mall | 25 |
| Pearlridge Center | 43 |
| The Ward Warehouse | 21 |
| Windward Mall <u>2/</u> | 12 |

1/ Excludes grocery shopping.

2/ Open less than one year.

Source: Hawaii Newspaper Agency, Shopping Centers and Department Stores (March 1984).

Table 671.-- FLOOR SPACE FOR SELECTED KINDS OF RETAIL BUSINESS: 1977

[Data limited to establishments with payroll]

| Kind of business | Number of estab- lishments | Sales (\$1,000) | Under-roof floor space (1,000 sq. ft.) | | Sales per square foot of selling space (dollars) | Selling space as percent of total floor space |
|---------------------------------------|----------------------------------|--------------------|---|---------|---|--|
| | | | Total | Selling | | |
| Hardware stores | 33 | 11,604 | 177 | 126 | 92 | 71.2 |
| Department stores | 23 | 375,943 | 2,766 | 1,762 | 213 | 63.7 |
| Variety stores | 43 | 63,776 | 964 | 652 | 98 | 67.6 |
| Grocery stores | 396 | 584,218 | 2,687 | 1,857 | 315 | 69.1 |
| Apparel and accessory stores | 599 | 200,547 | 1,326 | 985 | 204 | 74.3 |
| Drug and proprietary stores | 103 | 173,509 | 833 | 592 | 293 | 71.1 |
| Sporting goods stores .. | 103 | 27,446 | 198 | 152 | 181 | 76.8 |

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-S-2, Miscellaneous Subjects (October 1980), table 29.

Table 672.-- DEPARTMENT STORES, FOR THE STATE, OAHU, AND HONOLULU:
1948 TO 1982

| Year | Number of stores, Dec. | | | Sales <u>1/</u> (\$1,000) | | |
|------------|------------------------|------|---------------------------|---------------------------|---------|---------------------------|
| | State total | Oahu | Honolulu CDP <u>2/</u> | State total | Oahu | Honolulu CDP <u>2/</u> |
| 1948 | 2 | 2 | 2 | (D) | (D) | (D) |
| 1954 | 4 | 4 | 2 | (D) | (D) | (D) |
| 1958 | 7 | 7 | 5 | 30,629 | 30,629 | (D) |
| 1963 | 13 | 13 | 7 | 71,776 | 71,776 | 63,021 |
| 1967 | 15 | 15 | 10 | 131,843 | 131,843 | 122,260 |
| 1972 | 19 | 15 | 10 | 215,428 | 205,619 | 167,758 |
| 1977 | 23 | 19 | 12 | 375,943 | 354,087 | 251,219 |
| 1982 | 24 | 21 | 13 | 483,195 | 453,656 | 322,155 |

D Withheld to avoid disclosing data for individual companies.

1/ Data include leased departments. Data after 1972 exclude sales taxes and finance charges.

2/ Honolulu Census Designated Place, consisting of the area southwest of the crest of the Koolau Mts., between Red Hill and Makapuu Pt.

Source: U.S. Bureau of the Census, U.S. Census of Business: 1948, Bull. No. 1-RWS-51; U.S. Census of Business: 1954, Bull. R-1-52 and CBD-47; U.S. Census of Business: 1958, BC58-RA52 and BC58-CBD36; U.S. Census of Business: 1963, BC63-RA13 and BC63-MRC-43; U.S. Census of Business, 1967, BC67-RA13 and BC67-MRC-12; Census of Retail Trade, 1972, RC72-A-12 and RC72-C-12; 1977 Census of Retail Trade, RC77-A-12 and RC77-C-12; 1982 Census of Retail Trade, RC82-A-12.

Table 673.-- EATING PLACES AND DRINKING PLACES: 1977

[Data limited to establishments with payroll]

| Subject | Restau- rants and lunch- rooms | Cafe- terias | Refresh- ment places | Drink- ing places |
|---|--|-----------------|----------------------------|-------------------------|
| All establishments: | | | | |
| Number of establishments | 633 | 28 | 448 | 290 |
| Seating capacity | 69,956 | (NT) | 18,587 | 22,178 |
| Sales (\$1,000) | 249,946 | 5,646 | 138,075 | 50,453 |
| With waiter or waitress service: | | | | |
| Number of establishments | 633 | - | 63 | 267 |
| Sales (\$1,000) | 249,946 | - | 12,501 | 47,339 |
| Establishments by average cost per meal: | | | | |
| Under \$2.00 | 63 | 2 | 252 | ... |
| \$2.00 to \$4.99 | 388 | 26 | 191 | ... |
| \$5.00 to \$9.99 | 135 | - | 5 | ... |
| \$10.00 or more | 47 | - | - | ... |
| Establishments by primary type of food service: | | | | |
| Tables/booths with waiter/waitress service .. | 627 | - | 46 | ... |
| Counters with seats and/or standup | - | 2 | 95 | ... |
| Self-service with inside seating | - | 24 | 139 | ... |
| Other | 6 | 2 | 168 | ... |
| Franchise holders: | | | | |
| Number of establishments | 30 | (NT) | 117 | (NT) |
| Sales (\$1,000) | 17,045 | (NT) | 57,461 | (NT) |

NT Not tabulated.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-S-2, Miscellaneous Subjects (October 1980), tables 8, 10, 12, 14, and 15.

Table 674.-- RESTAURANT CHARACTERISTICS: 1983

[Based on a survey of 1,768 restaurants]

| Subject | Percent | Subject | Percent |
|---------------------------|---------|-----------------------------------|---------|
| Island, total | 100.0 | Meals served, total | 100.0 |
| Oahu | 71.7 | All 3 meals | 36.8 |
| Other islands | 28.3 | Lunch and dinner only | 34.0 |
| Locality, total | 100.0 | Breakfast and lunch only | 10.5 |
| Business district | 33.8 | Other combinations | 18.7 |
| Tourist area | 24.9 | Average check, total | 100.0 |
| Other | 41.3 | \$3.00 or less | 27.7 |
| Type of service, total .. | 100.0 | \$3.01 to \$6.00 | 37.7 |
| Fast food | 27.3 | \$6.01 to \$10.00 | 18.2 |
| Family | 21.6 | \$10.01 or more | 16.4 |
| Other | 51.1 | Average amount | \$6.44 |
| Price, total | 100.0 | Liquor served, total | 100.0 |
| Inexpensive | 44.2 | None | 52.8 |
| Moderate | 51.8 | Liquor, beer, and wine | 39.3 |
| Expensive | 4.0 | Other combinations | 7.9 |
| Ownership, total | 100.0 | Annual food/beverage sales, total | 100.0 |
| Independent | 65.4 | Under \$100,000 | 25.1 |
| Chain-owned | 11.6 | \$100,000 to \$299,999 | 26.3 |
| Other types | 23.0 | \$300,000 to \$999,000 | 29.3 |
| Types of food: 1/ | | \$1,000,000 and over | 19.3 |
| American | 64.4 | Percent of sales to tourists, | |
| Japanese | 25.8 | total | 100.0 |
| Chinese | 19.8 | Under 10 | 48.1 |
| Seafood | 14.8 | 10 to 49 | 24.5 |
| Hawaiian | 14.5 | 50 or more | 27.5 |
| Continental | 12.3 | Average number of years in | |
| Italian | 11.1 | business | 10.0 |
| Korean | 8.5 | Average number of food and | |
| Filipino | 7.6 | beverage employees | 23.9 |
| Mexican | 7.1 | Full-time | 13.8 |

1/ Multiple responses.

Source: Morton Fox and Danny Breatchel, Survey of the Hawaii Restaurant Industry (University of Hawaii at Manoa, School of Travel Industry Management, 1984).

Table 675.-- MAJOR RETAIL CENTERS, FOR OAHU: 1972 TO 1982

| Geographic area | Number of retail establishments | | | Retail sales (\$1,000) | | |
|----------------------|---------------------------------|-------|-------|------------------------|-----------|-----------|
| | 1972 | 1977 | 1982 | 1972 | 1977 | 1982 |
| Oahu total | 4,235 | 5,262 | 6,347 | 1,489,602 | 2,574,973 | 3,962,598 |
| Honolulu CBD: 1/ | | | | | | |
| 1972 definition .. | 353 | 415 | (NA) | 65,471 | 94,811 | (NA) |
| 1977 definition .. | (NA) | 485 | 523 | (NA) | 122,873 | 177,254 |
| Ala Moana Center ... | 224 | 187 | 196 | 218,844 | 307,498 | 423,895 |
| Waikiki 2/ | 597 | 646 | 1,082 | 169,084 | 307,233 | 600,615 |
| Kahala Mall | 60 | 55 | 54 | 41,625 | 47,407 | *82,977 |
| Pearlridge Center .. | 32 | 102 | 133 | 18,606 | 118,867 | *173,953 |

* Excludes establishments without payroll (Kahala Mall, 1; Pearlridge Center, 3).

NA Not available.

1/ The Honolulu Central Business District was redefined in 1977 to include the area bounded by Nuuanu Stream, School Street, Queen Emma Street, Beretania Street, Richards Street, Halekauwila Street, and Honolulu Harbor. Before 1977, the CBD as defined excluded that part between Beretania Street and School Street. For comparable statistics back to 1948, see DPED Statistical Memorandum 80-7 (July 31, 1980).

2/ Waikiki is defined as the area bounded by the Ala Wai Canal, Kapahulu Avenue, and the Pacific Ocean.

Source: Hawaii State Department of Planning and Economic Development, Retail Trade in Downtown Honolulu, 1948-1977 (Statistical Memorandum 80-7, July 31, 1980). U.S. Bureau of the Census, 1972 Census of Retail Trade, Major Retail Centers, Hawaii, RC72-C-12 (November 1974), table 1; 1977 Census of Retail Trade, Major Retail Centers, Hawaii, RC77-C-12 (February 1980), table 1; 1982 Census of Retail Trade, Major Retail Centers, Hawaii, RC82-C-12 (October 1984), table 1.

Table 676.-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1981

[Includes all centers on Oahu with more than 200,000 square feet of building area and all centers on other islands with more than 100,000 square feet of building area]

| Island and name of center | Location | Year opened | Site area (acres) | Building area (1,000 square feet) | Parking spaces | Number of stores |
|---------------------------------|------------|----------------|-------------------------|---|-------------------|------------------------|
| Oahu: | | | | | | |
| Ala Moana Center ... | Honolulu | 1958 | 50 | 1,500 | 7,800 | 155 |
| Kahala Mall | Honolulu | 1954 | 22 | 370 | 1,500 | 60 |
| Pearl City S. C. ... | Pearl City | 1965 | 15 | 249 | 900 | 36 |
| Pearlridge Center .. | Aiea | 1972 | 59 | 1,200 | 4,950 | 140 |
| Royal Hawaiian S. C. | Honolulu | 1981 | 6 | 280 | 600 | 140 |
| Waikiki Shopping Plaza | Honolulu | 1977 | 1.1 | 300 | 300 | 50 |
| Windward Mall | Kaneohe | 1982 | 32 | 540 | 2,350 | 103 |
| Hawaii: | | | | | | |
| Kaiko'o Mall S. C. . | Hilo | 1970 | 14 | 220 | 950 | 33 |
| Maui: | | | | | | |
| Kaahumanu Center ... | Kahului | 1973 | 25 | 276 | 1,400 | 50 |
| Kahului S. C. | Kahului | 1951 | 17 | 104 | 1,000 | 30 |
| Maui Mall | Kahului | 1971 | 27 | 203 | 1,250 | 40 |
| Kauai: | | | | | | |
| Lihue S. C. | Lihue | 1966 | 9 | 142 | 551 | 24 |

Source: The Chamber of Commerce of Hawaii, Shopping Centers in Hawaii (July 1981).

Table 677.-- SHOPPING CENTERS: 1977 TO 1982

| Year (Dec. 31) | Number of stores | | | Gross leasable area (1,000 square feet) | | |
|-------------------|------------------|-------|------------------|--|-------|------------------|
| | State total | Oahu | Other islands | State total | Oahu | Other islands |
| 1977 | 2,374 | 1,719 | 655 | 9,142 | 7,422 | 1,720 |
| 1978 | 2,635 | 1,729 | 906 | 9,602 | 7,492 | 2,110 |
| 1979 | 2,734 | 1,818 | 916 | 10,002 | 7,806 | 2,196 |
| 1980 | 2,755 | 1,839 | 916 | 10,149 | 7,953 | 2,196 |
| 1981 | (NA) | (NA) | (NA) | 10,895 | (NA) | (NA) |
| 1982 | (NA) | (NA) | (NA) | 11,000 | (NA) | (NA) |

NA Not available.

Source: Bank of Hawaii, Hawaii 81 (August 1981), p. 30; Hawaii 1983 (1983), p. 17; Hawaii 1984 (1984), p. 30; and records.

Table 678.-- CHARACTERISTICS OF MAJOR RETAILERS: 1980 TO 1982

| Name of company | Number of stores, 1982 | Number of em- ployees, 1982 | Sales (\$1,000) | | |
|------------------------------------|---------------------------------|--------------------------------------|-----------------|---------|---------|
| | | | 1982 | 1981 | 1980 |
| Foodland Super Market, Inc. | 28 | 1,300 | 183,600 | 170,100 | 153,100 |
| Liberty House, Inc. | 51 | (NA) | 177,900 | 166,700 | 156,200 |
| Duty Free Shoppers, Inc. <u>1/</u> | 2 | 1,400 | 167,000 | 159,700 | 152,000 |
| Longs Drug Stores, Inc. ... | 15 | 1,140 | 135,000 | 125,000 | 120,000 |
| Sears, Roebuck and Co. | 7 | 2,000 | 125,700 | 122,000 | 112,500 |
| Times Super Market, Ltd. .. | 13 | 900 | 121,000 | 112,300 | 101,100 |
| Safeway Stores, Inc. | 11 | 800 | 103,600 | 96,100 | 86,500 |
| Star Markets, Ltd. | 9 | 450 | 96,000 | 89,000 | 80,100 |
| Servco Pacific, Inc. <u>2/</u> ... | 12 | 1,000 | 95,900 | 93,100 | 85,300 |
| J. C. Penney Co., Ltd. | 5 | 1,350 | 82,000 | 79,400 | 76,000 |

NA Not available.

1/ Duty free sales only.

2/ Retail operations only.

Source: Hawaii Business, Vol. 29, No. 6 (December 1983), p. 63.

Table 679.-- ANNUAL SALES OF COMMISSARIES, EXCHANGES, AND CLUBS
OPERATED BY THE ARMED FORCES: 1976 TO 1983

[In thousands of dollars. Data for food service facilities, incomplete before 1977, and miscellaneous facilities, incomplete before 1982, are excluded from this table but are included in the following table]

| Calendar year | Total | Commissaries | Exchanges | Clubs |
|---------------|---------|--------------|-----------|--------|
| 1976 | 217,609 | 67,183 | 129,341 | 21,085 |
| 1977 | 223,775 | 66,550 | 133,878 | 23,347 |
| 1978 | 249,457 | 77,034 | 149,493 | 22,930 |
| 1979 | 258,307 | 83,595 | 150,159 | 24,554 |
| 1980 | 284,168 | 98,237 | 166,564 | 19,367 |
| 1981 | 317,530 | 107,236 | 191,181 | 19,112 |
| 1982 | 353,871 | 115,314 | 217,647 | 20,910 |
| 1983 | 368,811 | 127,229 | 217,171 | 24,411 |

Source follows next table.

Table 680.-- ANNUAL SALES OF RETAIL FACILITIES OPERATED BY THE
ARMED FORCES, BY TYPE OF FACILITY: 1982 AND 1983

[Thousands of dollars]

| Type of facility | 1982 | 1983 |
|-----------------------|---------|---------|
| Total | 405,021 | 426,909 |
| Commissaries | 115,314 | 127,229 |
| Exchanges | 217,647 | 217,171 |
| Clubs | 20,910 | 24,411 |
| Food services | 17,812 | 13,960 |
| Package stores | 14,490 | 16,604 |
| Gas stations | 15,322 | 19,586 |
| Vending Outlets | 3,526 | 7,948 |

Source: Hawaii State Department of Planning and Economic Development, Retail Sales by the Armed Forces, 1983 (Statistical Report 166, July 10, 1984).

Table 681.-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS, FOR THE STATE,
1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

| Subject | 1977 | 1982 | | |
|--|-----------|----------------|-----------|---------------------|
| | | State total | Oahu | Neighbor Islands |
| Number of establishments | 1,569 | 1,737 | 1,417 | 320 |
| Sales (\$1,000) | 2,571,489 | 4,084,369 | 3,392,728 | 691,641 |
| Annual payroll (\$1,000) | 177,556 | 287,626 | 250,836 | 36,790 |
| First quarter payroll (\$1,000) | 43,517 | 69,858 | (NA) | (NA) |
| Paid employees for pay period including March 12 (number) | 14,695 | 17,210 | 14,750 | 2,460 |
| Operating expenses (\$1,000) | 375,803 | 620,882 | (NA) | (NA) |
| Inventories (\$1,000): | | | | |
| Beginning of year | (NA) | 457,525 | (NA) | (NA) |
| End of year | 248,195 | 440,723 | (NA) | (NA) |

NA Not available.

Source: U.S. Bureau of the Census, 1977 Census of Wholesale Trade, Hawaii, WC77-A-12 (Revised) (March 1980), table 1; 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), tables 1, 2, 4, and 5.

Table 682.-- WHOLESALE TRADE, FOR COUNTIES AND SPECIFIED PLACES: 1982

| Geographic area | All wholesalers | | Merchant wholesalers | |
|-----------------------|--------------------------|-----------------|--------------------------|-----------------|
| | Number of establishments | Sales (\$1,000) | Number of establishments | Sales (\$1,000) |
| State total | 1,737 | 4,084,369 | 1,434 | 2,496,494 |
| Hawaii County | 159 | 285,513 | 133 | 152,353 |
| Hilo | 107 | 242,071 | 90 | (D) |
| Kailua | 16 | 11,835 | 15 | (D) |
| Honolulu County | 1,417 | 3,392,728 | 1,169 | 2,140,295 |
| Aiea | 26 | 64,848 | 21 | 58,510 |
| Ewa Beach | 12 | 42,470 | 10 | (D) |
| Honolulu | 1,221 | 2,950,750 | 1,016 | 1,872,910 |
| Kailua | 30 | 25,978 | 16 | 5,776 |
| Kaneohe | 13 | 7,460 | 11 | (D) |
| Pearl City | 28 | 73,908 | 22 | 37,300 |
| Waipahu | 31 | 103,617 | 27 | 72,012 |
| Kauai County | 51 | 81,030 | 40 | 52,557 |
| Lihue | 33 | 55,556 | 25 | 40,755 |
| Maui County | 110 | 325,098 | 92 | 151,289 |
| Island of Lanai | 1 | (D) | - | - |
| Island of Molokai ... | 3 | (D) | 1 | (D) |
| Kahului | 54 | 189,855 | 43 | (D) |
| Wailuku | 35 | 41,769 | 32 | (D) |

(D) Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), table 8.

Table 683.-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1982

| Type of operation and kind of business | Number of establish- ments | Sales (\$1,000) |
|--|----------------------------------|--------------------|
| Wholesale trade | 1,737 | 4,084,369 |
| Type of operation: | | |
| Merchant wholesalers | 1,434 | 2,496,494 |
| Manufacturers' sales branches and offices | 160 | 1,269,797 |
| Agents, brokers, and commission merchants | 143 | 318,078 |
| Kind of business: | | |
| Motor vehicles and automotive parts and supplies | 103 | 293,883 |
| Furniture and home furnishings | 59 | 68,643 |
| Lumber and other construction materials | 91 | 126,739 |
| Sporting, recreational, photo, and hobby goods, toys and supplies | 53 | 83,413 |
| Metals and minerals, except petroleum | 12 | 25,358 |
| Electrical goods | 107 | 244,951 |
| Hardware, and plumbing and heating equipment and supplies | 83 | 98,641 |
| Machinery, equipment, and supplies | 268 | 418,117 |
| Miscellaneous durable goods | 123 | 83,484 |
| Paper and paper products | 66 | 104,774 |
| Drugs, drug proprietaries, and druggists' sundries | 42 | 122,196 |
| Apparel, piece goods, and notions | 70 | 71,081 |
| Groceries and related products | 339 | 1,187,153 |
| Farm-product raw materials | 4 | 4,182 |
| Chemicals and allied products | 33 | 68,316 |
| Petroleum and petroleum products | 42 | 671,552 |
| Beer, wines, and distilled alcoholic beverages | 37 | 175,607 |
| Miscellaneous nondurable goods | 205 | 236,279 |

Source: U.S. Bureau of the Census, 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), table 2.

Table 684.-- CHARACTERISTICS OF SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR THE STATE, 1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

| Subject | 1977 | 1982 | | |
|--|-----------|-------------|-----------|------------------|
| | | State total | Oahu | Neighbor islands |
| Number of establishments | (NA) | 6,124 | 4,864 | 1,260 |
| Excluding health services 1/ ... | (NA) | 4,470 | 3,535 | 935 |
| Receipts (\$1,000) | (NA) | 2,659,651 | 1,974,216 | 685,435 |
| Excluding health services 1/ ... | 1,269,740 | 2,239,440 | 1,642,415 | 597,025 |
| Annual payroll (\$1,000) | (NA) | 904,328 | 688,918 | 215,410 |
| Excluding health services 1/ ... | 409,725 | 729,107 | 550,547 | 178,560 |
| First quarter payroll (\$1,000) ... | (NA) | 221,453 | 169,166 | 52,287 |
| Paid employees for pay period including March 12 (number) | (NA) | 71,051 | 52,849 | 18,202 |

NA Not available.

1/ Other than hospitals.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), tables 1a, 2a, 4a, and 5a.

Table 685.-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1982

| Geographic area | Number of establishments | | Receipts (\$1,000) | |
|-----------------------|--------------------------|------------------|--------------------|------------------|
| | All services | Hotels <u>1/</u> | All services | Hotels <u>1/</u> |
| State total | 6,124 | 209 | 2,659,651 | 973,328 |
| Hawaii County | 551 | 31 | 258,568 | 142,430 |
| Hilo | 328 | 11 | 84,145 | 11,746 |
| Kailua | 91 | 11 | 53,919 | 38,275 |
| Honolulu County | 4,864 | 118 | 1,974,216 | 575,692 |
| Aiea | 134 | 2 | 28,124 | (D) |
| Ewa Beach | 12 | - | 1,796 | - |
| Honolulu | 3,958 | 109 | 1,762,672 | 543,972 |
| Kailua | 200 | 1 | 31,712 | (D) |
| Kaneohe | 122 | - | 22,444 | - |
| Makakilo City | 20 | - | 2,374 | - |
| Mililani Town | 16 | - | 3,504 | - |
| Pearl City | 103 | - | 20,529 | - |
| Wahiawa | 85 | - | 13,646 | - |
| Waianae | 24 | 2 | 10,889 | (D) |
| Waipahu | 76 | - | 15,329 | - |
| Kauai County | 211 | 22 | 88,590 | 43,623 |
| Kapaa | 34 | 5 | 13,104 | 8,793 |
| Lihue | 103 | 5 | 47,610 | (D) |
| Maui County | 498 | 38 | 338,277 | 211,583 |
| Island of Lanai ... | 5 | 1 | 677 | (D) |
| Island of Molokai . | 14 | 2 | 3,134 | (D) |
| Kahului | 145 | 2 | 59,277 | (D) |
| Kihei | 25 | 3 | 7,434 | (D) |
| Lahaina | 68 | 15 | 98,651 | 83,472 |
| Wailuku | 174 | 1 | 40,639 | (D) |

D Withheld to avoid disclosing data for individual companies.

1/ Including motels and other lodging places (SIC 70), but excluding condominium apartments in transient use.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), table 8.

Table 686.-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, BY KIND OF BUSINESS OR OPERATION: 1982 AND 1977

| SIC code | Kind of business or operation | Number of establishments, 1982 | Receipts | | |
|-------------|--|--------------------------------|----------------|----------------|----------------|
| | | | 1982 (\$1,000) | 1977 (\$1,000) | Percent change |
| | Total | 6,124 | 2,659,651 | (D) | (D) |
| 70 | Hotels, motels, other lodging | 209 | 973,328 | 548,706 | 77.4 |
| 72 | Personal services | 663 | 100,785 | 70,708 | 42.5 |
| 73 | Business services | 1,024 | 313,686 | 154,427 | 103.1 |
| 75 | Automotive repair, services, and garages . | 567 | 249,342 | 157,015 | 58.8 |
| 76 | Miscellaneous repair services | 241 | 47,779 | 32,369 | 47.6 |
| 78, 79 | Amusement and recreation services, incl. motion pictures | 312 | 128,452 | 79,777 | 61.0 |
| 80, ex. 806 | Health services, except hospitals | 1,654 | 420,211 | (D) | (D) |
| 81 | Legal services | 636 | 173,129 | 65,120 | 165.9 |
| 823, 4, 9 | Selected educational services | 58 | 8,032 | 6,333 | 26.8 |
| 891 | Engineering, architectural, surveying serv. | 336 | 158,104 | 107,129 | 47.6 |
| 893 | Accounting, auditing, bookkeeping services .. | 308 | 75,046 | 43,444 | 72.7 |
| 83, 892, 9 | Social and other services | 116 | 11,757 | 4,712 | 149.5 |

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), tables 1a and 2a.

Table 687.-- MEMBERSHIP ORGANIZATIONS: 1977

[Data limited to establishments with payroll, excluding
religious membership organizations]

| Kind of activity or operation | Number of establishments | Expenses (\$1,000) | Paid employees mid-March |
|--|--------------------------|--------------------|--------------------------|
| Membership organizations, except religious | 362 | 49,257 | 2,399 |
| Business associations | 56 | 8,015 | 319 |
| Professional membership organizations | 20 | 3,076 | 104 |
| Labor unions and similar labor organizations | 68 | 16,640 | 524 |
| Civic, social, and fraternal associations | 181 | 18,647 | 1,302 |
| Political organizations | 3 | 392 | 8 |
| Other membership organizations | 34 | 2,487 | 142 |

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, SC77-S-9, Miscellaneous Subjects (June 1981), table 33.

Table 688.-- TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES: 1977

[Data limited to establishments with payroll]

| Subject | Total | Travel agencies | Tour operators | Other services |
|--------------------------------------|--------|-----------------|----------------|----------------|
| STATE TOTALS | | | | |
| Number of establishments | 312 | 175 | 80 | 57 |
| Receipts (\$1,000) | 74,480 | 28,250 | 37,914 | 8,316 |
| Payroll, entire year (\$1,000) | 29,232 | 11,213 | 14,245 | 3,774 |
| Paid employees, mid-March | 3,512 | 1,259 | 1,738 | 515 |
| OAHU | | | | |
| Number of establishments | 280 | 155 | 74 | 51 |
| Receipts, total (\$1,000) | 67,357 | 24,917 | 35,911 | 6,529 |
| Commissions <u>1/</u> | 28,794 | 24,175 | 1,478 | (V) |
| Tour operations <u>2/</u> | 32,735 | 141 | 32,594 | (V) |
| Other travel related services | 5,211 | 407 | 1,492 | (V) |
| All other receipts | 617 | 194 | 347 | (V) |

V Insufficient coverage.

1/ Includes commissions and other receipts from the retail sale of passenger transportation and lodging.2/ Receipts consist of the difference between the cost of assembling tours and the price received, whether sold at wholesale only or both wholesale and retail. For tour operators selling at retail only, the difference between selling price and cost is included with "commissions and other receipts."Source: U.S. Bureau of the Census, 1977 Census of Service Industries, SC77-S-7, Arrangement of Passenger Transportation (March 1981).

Table 689.-- HOTEL AND MOTEL CHARACTERISTICS: 1977

[Data limited to establishments with payroll]

| Subject | Hotels, 25 guest-rooms or more | | Hotels, fewer than 25 guest-rooms | Motels, tourist courts | Motor hotels |
|--|--------------------------------|---------|-----------------------------------|------------------------|--------------|
| | State total | Oahu | | | |
| Establishments 1/ | 153 | 93 | 14 | 24 | 7 |
| Guestrooms as of Dec. 31 2/ | 35,426 | 23,766 | 221 | 626 | (D) |
| Receipts (\$1,000): | | | | | |
| Receipts from customers, total | 540,697 | 338,339 | 1,085 | 3,279 | (D) |
| Guestroom rentals | 326,858 | 213,947 | 1,044 | 2,509 | (D) |
| Meals, nonalcoholic beverages ... | 133,265 | 72,308 | - | 609 | (D) |
| Alcoholic beverages | 50,134 | 28,825 | 41 | 56 | (D) |
| Packaged liquor, wine, beer 3/ .. | 1,067 | 1,103 | - | 15 | (D) |
| Other merchandise | 5,078 | 1,237 | - | 90 | (D) |
| Other sources | 24,295 | 20,919 | - | - | (D) |
| Other rental, concession receipts . | 17,442 | 13,272 | 76 | (V) | (D) |
| Payroll, entire year (\$1,000) | 159,233 | 98,607 | 318 | 843 | (D) |
| Payroll, first quarter (\$1,000) | 39,199 | 24,583 | 79 | 204 | (D) |
| Paid employees, week of March 12 | 21,504 | 13,886 | 63 | 153 | (D) |
| Weighted average percent of occupancy | 80.9 | (NA) | (D) | (D) | (D) |
| Average rate per occupied room (dollars) | 31 | (NA) | (D) | (D) | (D) |

D Withheld to avoid disclosing data for individual companies.

V Insufficient coverage.

NA Not available.

1/ Hotels, motels, tourist courts, and motor hotels in Hawaii (with or without payroll) numbered 236. Of the 198 with payroll, the principal class of customer was reported as commercial for 19, tourist for 165, group/convention for 9, and other or unknown for 5.

2/ Guestrooms in hotels in business at the end of the year numbered 35,647, including 35,443 for transient guests and 204 for residential guests.

3/ The Oahu total for larger hotels exceeds the Statewide total, probably because of the method for expanding data from partial returns.

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, Subject Series, Hotels, Motels, and Other Lodging Places, SC-77-S-2 (April 1981), tables 1, 2, 3, 5, 10, and 15.

Table 690.-- HOTELS, MOTELS, AND OTHER LODGING PLACES: 1982

[Includes only establishments with payroll]

| Subject | Number of establish- ments | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 |
|---|----------------------------------|-----------------------|--------------------------------|---|
| SUBJECT TO FEDERAL INCOME TAX | | | | |
| Hotels, motels, other lodging . | 209 | 973,328 | 287,299 | 26,078 |
| Hotels | 178 | 964,192 | 284,833 | 25,718 |
| 25 guestrooms or more | 158 | 962,079 | 284,296 | 25,644 |
| Less than 25 guestrooms | 20 | 2,113 | 537 | 74 |
| Motels, motor hotels, tourist courts | 26 | 8,935 | 2,421 | 352 |
| Other lodging places <u>1/</u> | 5 | 201 | 45 | 8 |
| EXEMPT FROM FEDERAL INCOME TAX | | | | |
| Hotels, camps, membership lodging <u>2/</u> | 8 | 1,319 | 473 | 64 |

1/ Trailering parks and camps, 1 establishment; rooming, boarding, and membership lodging, 4.

2/ Hotels, 2 establishments; sporting and recreational camps, 3; organization hotels and lodging houses, on membership basis, 3.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), pp. 3 and 5.

Table 691.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:
1967 TO 1983

| Year | Number of hotel units, October <u>1/</u> | | | Percent of units occupied, annual average <u>2/</u> | | |
|-----------|---|--------|---------------------|--|---------|---------------------|
| | State total | Oahu | Neighbor Islands | State total <u>3/</u> | Waikiki | Neighbor Islands |
| 1967 | 18,235 | 13,004 | 5,231 | 85.5 | 90.0 | 72.8 |
| 1968 | 21,243 | 15,138 | 6,105 | 83.7 | 89.2 | 75.2 |
| 1969 | 25,822 | 18,209 | 7,613 | 77.8 | 81.3 | 69.3 |
| 1970 | 30,323 | 21,217 | 9,106 | 71.2 | 74.1 | 64.8 |
| 1971 | 35,349 | 24,612 | 10,737 | 60.4 | 58.9 | 63.5 |
| 1972 | 35,653 | 24,441 | 11,212 | 68.9 | 70.0 | 66.4 |
| 1973 | 37,319 | 24,969 | 12,350 | 77.7 | 81.5 | 70.2 |
| 1974 | 39,558 | 25,352 | 14,206 | 77.5 | 82.0 | 69.4 |
| 1975 | 40,691 | 25,699 | 14,992 | 74.1 | 78.3 | 68.3 |
| 1976 | 44,093 | 27,099 | 16,994 | 76.9 | 82.6 | 68.4 |
| 1977 | 46,048 | 28,083 | 17,965 | 77.4 | 81.2 | 71.7 |
| 1978 | 48,790 | 29,294 | 19,496 | 79.5 | 82.1 | 75.5 |
| 1979 | 51,782 | 32,088 | 19,694 | 73.8 | 77.1 | 70.2 |
| 1980 | 55,700 | 34,173 | 21,527 | 69.3 | 71.7 | 64.1 |
| 1981 | 57,239 | 33,480 | 23,759 | 68.2 | 73.9 | 59.8 |
| 1982 | 58,927 | 34,610 | 24,317 | 70.4 | 77.7 | 60.0 |
| 1983 | 60,198 | 35,761 | 24,437 | 69.7 | 76.6 | 60.9 |

1/ Except 1967 (December) and 1968 (November). Includes condominium units in rental pools for transient occupancy.

2/ Data for 1976 and later years omit several major hotels.

3/ Data include Oahu outside Waikiki, not shown separately.

Source: Hawaii Visitors Bureau, Annual Research Report (annual), Visitor Plant Inventory (three times a year), and records.

Table 692.-- VISITOR ACCOMMODATIONS, TOTAL AND CONDOMINIUM:
1970 TO 1984

[As of June]

| Year | All visitor accommodations <u>1/</u> | | Condominiums <u>2/</u> | |
|-----------|--------------------------------------|-----------------|------------------------|-----------------|
| | Properties <u>3/</u> | Units <u>4/</u> | Properties <u>5/</u> | Units <u>6/</u> |
| 1970 | 278 | 27,519 | ... | ... |
| 1971 | 282 | 33,163 | ... | ... |
| 1972 | 278 | 35,945 | ... | ... |
| 1973 | 286 | 37,131 | ... | ... |
| 1974 | 286 | 39,222 | ... | ... |
| 1975 | 300 | 39,977 | ... | ... |
| 1976 | 313 | 42,811 | ... | ... |
| 1977 | 341 | 46,143 | ... | 5,922 |
| 1978 | 362 | 48,034 | ... | 7,178 |
| 1979 | 384 | 51,185 | ... | 9,459 |
| 1980 | 393 | 55,571 | ... | 11,781 |
| 1981 | 411 | 56,502 | 200 | 14,137 |
| 1982 | 427 | 59,357 | 208 | 14,182 |
| 1983 | 430 | 58,901 | 213 | 13,586 |
| 1984 | 457 | 63,956 | 244 | 19,107 |

1/ Hotels, motels, apartment-hotels, and cottages, including condominium accommodations in rental pools for transient use.

2/ Condominium accommodations in rental pools for transient use.

3/ Statewide totals first reported in June 1970.

4/ For detailed data by counties, 1952 to 1984, see the Hawaii Visitors Bureau, 1983 Annual Research Report, p. 36.

5/ First reported separately in June 1981.

6/ First reported separately in February 1977.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory (issued 3 times annually).

Table 693.-- HOTELS AND OTHER ACCOMMODATIONS, BY GEOGRAPHIC AREAS:
JUNE 1984

| Geographic area | All accommodations <u>1/</u> | | Condominiums <u>2/</u> | |
|-------------------------|------------------------------|--------|------------------------|--------|
| | Properties | Units | Properties | Units |
| State total ... | 457 | 63,956 | 244 | 19,107 |
| Oahu | 167 | 37,910 | 53 | 7,964 |
| Waikiki <u>3/</u> | 134 | 33,192 | 42 | 6,590 |
| Rest of Oahu | 33 | 4,718 | 11 | 1,374 |
| Other islands | 290 | 26,046 | 191 | 11,143 |
| Hawaii | 72 | 7,209 | 41 | 1,957 |
| Kauai | 68 | 5,501 | 38 | 1,779 |
| Maui | 142 | 12,695 | 106 | 6,817 |
| Molokai | 7 | 629 | 6 | 590 |
| Lanai | 1 | 12 | - | - |

1/ Hotels, apartment hotels, motels, etc., including condominium accommodations in rental pools for transient use.

2/ Condominium accommodations in rental pools for transient use.

3/ Includes Diamond Head and Kahala but not areas ewa and mauka (west and north) of the Ala Wai Canal. The 134 properties include 69 hotels (with 25,849 units), 42 condominiums (with 6,590 units), 22 apartment hotels (with 741 units), and 1 cottage facility (with 12 units).

Source: Hawaii Visitors Bureau, Visitor Plant Inventory, June 1984.

Table 694.-- HOTEL EMPLOYMENT AND PAYROLL RATIOS: 1977 TO 1983

[All series in this table exclude condominium units in rental pools for transient occupancy]

| Year | Hotel units, June <u>1/</u> | Hotel employment, annual average <u>2/</u> | | Hotel payrolls, annual <u>2/</u> | | |
|-----------|-----------------------------|--|--------------------|----------------------------------|------------------------------|----------------------|
| | | Total | Per unit <u>1/</u> | Total (\$1,000) | Per unit <u>1/</u> (dollars) | Per worker (dollars) |
| 1977 | 40,221 | 22,313 | 0.555 | 175,602 | 4,366 | 7,870 |
| 1978 | 40,856 | 22,548 | 0.552 | 195,861 | 4,794 | 8,686 |
| 1979 | 41,726 | 23,735 | 0.569 | 218,954 | 5,247 | 9,225 |
| 1980 | 43,790 | 24,754 | 0.565 | 244,655 | 5,587 | 9,883 |
| 1981 | 42,365 | 24,626 | 0.581 | 264,433 | 6,242 | 10,738 |
| 1982 | 45,175 | 26,475 | 0.586 | 291,344 | 6,449 | 11,004 |
| 1983 | 45,315 | 26,888 | 0.593 | 329,267 | 7,266 | 12,246 |

1/ Revised from Data Book 1983, table 599.

2/ For workers covered by the Hawaii Unemployment Security Law.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory (June issues) and Annual Research Report; Hawaii State Department of Labor and Industrial Relations, Employment and Payrolls in Hawaii (annual).

Table 695.-- HOTEL UNITS, EXISTING AND PLANNED, BY ISLANDS AND RESORT AREAS:
JUNE 1984

| Geographic area | Existing facilities, June 1984 | | Units under construction or planned, June 1984, by completion date | | |
|--------------------------|-----------------------------------|--------|---|------|---------|
| | Propert- ies | Units | 1984 | 1985 | No date |
| State total | 457 | 63,956 | 208 | 300 | 9,888 |
| Oahu | 167 | 37,910 | 140 | - | 5,774 |
| Waikiki and Kahala | 134 | 33,192 | 140 | - | 4 |
| Ala Moana | 3 | 1,634 | - | - | - |
| Honolulu | 2 | 67 | - | - | 820 |
| Airport | 3 | 695 | - | - | - |
| Leeward | 17 | 1,446 | - | - | - |
| Windward | 8 | 876 | - | - | 4,950 |
| Hawaii | 72 | 7,209 | 4 | - | 1,944 |
| Hilo-Honokaa | 11 | 1,200 | - | - | - |
| Naalehu-Ka'u | 2 | 48 | - | - | - |
| Volcano | 1 | 37 | - | - | - |
| Waimea-Kohala | 11 | 1,415 | - | - | 150 |
| Kona | 47 | 4,509 | 4 | - | 1,794 |
| Maui | 142 | 12,695 | - | - | 1,365 |
| Wailuku-Kahului | 5 | 447 | - | - | - |
| Lahaina-Napili | 70 | 8,163 | - | - | 265 |
| Hana | 4 | 108 | - | - | - |
| Kula-Makawao | 3 | 19 | - | - | - |
| Kihei-Wailea | 60 | 3,958 | - | - | 1,100 |
| Kauai | 68 | 5,501 | 64 | 300 | 430 |
| Lihue | 10 | 810 | - | - | - |
| Wailua-Kapaa | 19 | 2,166 | - | - | 386 |
| Hanalei | 21 | 848 | 64 | 300 | - |
| Poipu | 16 | 1,643 | - | - | 44 |
| Kalaheo | 1 | 22 | - | - | - |
| Kokee | 1 | 12 | - | - | - |
| Molokai | 7 | 629 | - | - | 375 |
| Lanai | 1 | 12 | - | - | - |

Source: Hawaii Visitors Bureau, Visitor Plant Inventory, June 1984.

Table 696.-- PERCENT OF HOTEL UNITS OCCUPIED, BY GEOGRAPHIC AREAS:
ANNUAL AVERAGES, 1980 TO 1983

| Geographic area | 1980 | 1981 | 1982 | 1983 |
|-------------------|------|------|------|------|
| State total | 69.3 | 68.2 | 70.4 | 69.7 |
| Oahu | 72.3 | 74.1 | 77.8 | 75.8 |
| Waikiki | 71.7 | 73.9 | 77.7 | 76.6 |
| Hawaii | 51.0 | 44.9 | 44.0 | 44.7 |
| Hilo | 34.4 | 35.3 | 37.7 | 39.2 |
| Kailua-Kona | 59.0 | 49.4 | 46.9 | 47.0 |
| Maui | 74.2 | 70.3 | 73.9 | 75.2 |
| West Maui | 76.1 | 73.7 | 78.0 | 77.8 |
| Other | 68.4 | 58.3 | 61.4 | 67.0 |
| Kauai | 69.6 | 62.7 | 57.5 | 57.2 |
| South | 52.5 | 46.2 | 44.2 | 50.2 |
| East | 75.1 | 68.5 | 63.4 | 59.3 |

Source: Hawaii Visitors Bureau, 1982 Annual Research Report and records, as based on surveys by Pannell Kerr Forster for the Hawaii Hotel Association.

Table 697.-- HOTEL OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE
SALES, BY ISLANDS: ANNUAL AVERAGES, 1982 AND 1983

| Subject and year | The State | Oahu | Hawaii | Maui | Kauai |
|---|--------------|-------|--------|-------|-------|
| Percentage of occupancy: | | | | | |
| 1982 1/ | 70.46 | 78.01 | 44.15 | 73.87 | 57.23 |
| 1983 | 69.73 | 75.83 | 44.66 | 75.21 | 57.15 |
| Average daily room rate (dollars): | | | | | |
| 1982 1/ | 51.87 | 44.88 | 47.25 | 75.02 | 58.51 |
| 1983 | 54.78 | 46.93 | 48.84 | 81.60 | 59.78 |
| Average daily guest rate (dollars): | | | | | |
| 1982 1/ | 26.48 | 23.44 | 24.57 | 35.82 | 28.84 |
| 1983 | 27.71 | 24.28 | 22.29 | 40.53 | 29.66 |
| Average daily food sales per room (dollars): | | | | | |
| 1982 | 20.52 | 17.10 | 21.31 | 30.33 | 23.96 |
| 1983 | 20.69 | 16.97 | 21.48 | 31.24 | 24.38 |
| Average daily beverage sales per room (dollars): | | | | | |
| 1982 | 7.57 | 6.00 | 8.85 | 12.21 | 8.05 |
| 1983 | 7.35 | 5.75 | 8.49 | 11.79 | 8.26 |
| Average food sales per cover (dollars): | | | | | |
| 1982 | 9.53 | 9.09 | 8.84 | 10.70 | 9.78 |
| 1983 | 9.41 | 8.63 | 9.07 | 11.11 | 10.09 |

1/ Revised from Data Book 1983, table 602.

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii,
December 1983.

Table 698.-- GENERAL EXCISE TAX BASE FOR RENTALS:
1974 TO 1984

[In thousands of dollars. Data are on a cash basis accounting and may be distorted by cutoffs, out-of-period adjustments (assessments and error corrections), taxpayer reporting in wrong categories, and computer problems]

| Year reported <u>1/</u> | Total | Hotel rentals | All other rentals <u>2/</u> |
|----------------------------|-----------|------------------|--------------------------------|
| 1974 | 893,347 | 319,109 | 574,237 |
| 1975 | 1,019,792 | 365,919 | 653,873 |
| 1976 | 1,161,955 | 433,300 | 728,655 |
| 1977 <u>3/</u> | 1,274,918 | 482,990 | 791,929 |
| 1978 <u>3/</u> | 1,392,947 | 535,874 | 857,073 |
| 1979 | 1,699,947 | 672,098 | 1,027,848 |
| 1980 | 1,820,715 | 708,620 | 1,112,095 |
| 1981 | 2,040,505 | 770,705 | 1,269,800 |
| 1982 | 2,265,287 | 844,926 | 1,420,361 |
| 1983 | 2,470,820 | 876,227 | 1,594,593 |
| 1984 | 2,743,855 | 984,518 | 1,759,337 |

1/ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

2/ Includes residential, office, automobile, and equipment rentals, and land leases.

3/ Partly estimated.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release).

Table 699.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1976 TO 1984

| Year | Number of features filmed | | | | Employment | |
|------------------|--|--|--|---|---|---|
| | Total | Feature films | | Television specials and series <u>3/</u> | Total | Direct only |
| | | For theater viewing | For TV viewing | | | |
| 1976 | 31 | 3 | 1 | 27 | 918 | 622 |
| 1977 | 63 | 4 | 5 | 54 | 1,265 | 856 |
| 1978 | 58 | 3 | 5 | 50 | 1,610 | 1,091 |
| 1979 | 54 | 6 | 8 | 40 | 2,543 | 1,723 |
| 1980 <u>4/</u> . | 58 | 6 | 2 | 50 | 1,551 | 1,051 |
| 1981 <u>5/</u> . | 54 | 2 | 1 | 51 | 1,244 | 843 |
| 1982 | 66 | 1 | 3 | 62 | 2,625 | 1,567 |
| 1983 | 63 | 1 | 2 | 60 | 2,575 | 1,745 |
| 1984 | 76 | 2 | 2 | 72 | 2,720 | 1,850 |
| Year | Gross budgets <u>1/</u> (millions of dollars) | | | Expenditures in Hawaii <u>2/</u> (millions of dollars) | Tax revenues generated (millions of dollars) | Spending effect on economy (millions of dollars) |
| | Total | Feature films and TV specials and series | TV commercials and related advertising | | | |
| 1976 | 26 | 20 | 6 | 11 | 1.01 | 25.0 |
| 1977 | 39 | 30 | 9 | 16 | 1.51 | 36.4 |
| 1978 | 45 | 36 | 9 | 22 | 2.04 | 50.0 |
| 1979 | 78.5 | 63.5 | 15.0 | 34.75 | 3.14 | 79.0 |
| 1980 <u>4/</u> . | 47.5 | 36.5 | 11.0 | 21.2 | 1.9 | 48.2 |
| 1981 <u>5/</u> . | 40.0 | 32.0 | 8.0 | 17.0 | 1.5 | 38.7 |
| 1982 | 50.0 | 37.6 | 12.4 | 31.6 | 2.98 | 71.9 |
| 1983 | 65.5 | 41.2 | 24.3 | 35.2 | 3.32 | 80.1 |
| 1984 | 77.1 | 53.4 | 23.7 | 38.2 | 3.54 | 86.9 |

1/ Includes post-production costs out of State.

2/ For feature films and television specials and series.

3/ Each program in a series counted separately.

4/ Activity affected by a prolonged strike of the Screen Actors Guild and changes in immigration regulation enforcement policies, which brought filming of foreign television commercials to a virtual halt.

5/ Activity affected by a writers' strike, directors' strike, and continuation of the strict enforcement of immigration regulations.

Source: Hawaii State Department of Planning and Economic Development, Film Industry Branch, records.

Table 700.-- NUMBER, 1982 TO 1984, AND GROSS SALES, 1981 AND 1982,
OF LIQUOR LICENSEES, FOR OAHU

| Class of licensee | Licenses in effect, June 30 | | | Gross liquor sales of licensees, year ended June 30 <u>1/</u> (\$1,000) | |
|---------------------------|--------------------------------|-------|-------|---|---------|
| | 1982 | 1983 | 1984 | 1981 | 1982 |
| All categories | 1,322 | 1,339 | 1,388 | 373,635 | 406,350 |
| Cabaret | 38 | 38 | 40 | 13,337 | 17,101 |
| Club | 16 | 16 | 15 | 3,030 | 3,230 |
| Dispenser <u>2/</u> | 705 | 713 | 737 | 123,733 | 133,192 |
| Retail <u>3/</u> | 499 | 511 | 535 | 90,818 | 95,151 |
| Wholesale | 30 | 26 | 26 | 125,345 | 136,915 |
| Manufacturer | 4 | 4 | 3 | 1,101 | 1,576 |
| Vessel | 20 | 20 | 20 | 1,196 | 1,172 |
| Hotel | 9 | 9 | 10 | 15,075 | 18,014 |
| Solicitor | 1 | 2 | 2 | - | - |

1/ Tabulation discontinued after 1982.

2/ Bars, restaurants, etc.

3/ Package goods stores, including supermarkets, drug stores, etc.

Source: City and County of Honolulu, Department of Finance, Liquor Commission, Fifty-Second Annual Report of the Liquor Commission, 1983-1984, p. 11, and records.

Table 701.-- LIQUOR AND TOBACCO TAX BASES: 1978 TO 1983

[Wholesale value, in thousands of dollars. Excludes sales on military bases]

| Year <u>1/</u> | Liquor tax base <u>2/</u> | | | Tobacco tax base |
|----------------|---------------------------|---------------------|--------------------------|------------------|
| | Total | Base for taxes paid | Base for taxes contested | |
| 1978 | 93,560 | 93,560 | - | 28,082 |
| 1979 | 111,588 | 88,859 | 22,729 | 31,020 |
| 1980 | 122,848 | 42,691 | 80,157 | 33,275 |
| 1981 | 132,513 | 49,182 | 83,332 | 35,151 |
| 1982 | 149,859 | 34,865 | 114,994 | 37,338 |
| 1983 | 145,935 | 14,009 | 131,927 | 49,580 |

1/ Calendar year in which reported; data accordingly refer in general to liquor and tobacco sales for 12-month periods ended November 30.

2/ In 1979, several major distributors legally contested the State liquor tax law. Tax revenues that otherwise would have been collected under this law are being held in escrow until the courts rule on the case.

Source: Hawaii State Department of Taxation, "Liquor Tax Base, Collections and Permits; Tobacco Tax Base, Collections and Licenses" (annual release), and records.

Table 702.-- APPARENT CONSUMPTION OF DISTILLED SPIRITS, TOTAL AND PER CAPITA: 1973 TO 1982

| Year | Total (1,000 wine gal.) | Per capita 1/ (wine gal.) | Year | Total (1,000 wine gal.) | Per capita 1/ (wine gal.) |
|-----------|----------------------------------|------------------------------------|-----------|----------------------------------|------------------------------------|
| 1973 | 1,809 | 2.01 | 1978 | 2,160 | 2.14 |
| 1974 | 1,947 | 2.11 | 1979 | 2,175 | 2.09 |
| 1975 | 1,970 | 2.09 | 1980 | 2,175 | 2.06 |
| 1976 | 2,024 | 2.09 | 1981 | 2,165 | 2.03 |
| 1977 | 2,190 | 2.21 | 1982 | 2,155 | 1.98 |

1/ Based on estimated de facto population (from Data Book 1983, table 3).

Source: Distilled Spirits Council of the United States, Inc., Annual Statistical Review 1982, Distilled Spirits Industry (1983), p. 40.

Table 703.-- ALCOHOL BEVERAGE APPARENT CONSUMPTION AND PUBLIC REVENUES, BY TYPE OF BEVERAGE: 1975 TO 1982

| Year | Apparent consumption (1,000 wine gallons) | | | Revenues from State and local collections 1/ (\$1,000) | | | |
|---------|--|-------|--------|---|---------------------------|-------|--------|
| | Dis- tilled spirits | Wine | Beer | Total | Dis- tilled spirits | Wine | Beer |
| 1975 .. | 1,970 | 1,589 | 21,793 | 19,977 | 8,310 | 1,778 | 9,889 |
| 1976 .. | 2,024 | 1,811 | 22,320 | 22,083 | 9,297 | 1,590 | 11,196 |
| 1977 .. | 2,095 | 1,901 | 24,490 | 24,775 | 10,076 | 1,786 | 12,913 |
| 1978 .. | 2,160 | 2,493 | 21,390 | 26,878 | 11,558 | 2,661 | 12,660 |
| 1979 .. | 2,200 | 2,427 | 25,110 | 25,921 | 10,135 | 3,266 | 12,520 |
| 1980 .. | 2,175 | 2,685 | 27,621 | 14,138 | 5,081 | 1,844 | 7,149 |
| 1981 .. | 2,165 | 2,628 | 29,633 | 15,367 | 5,240 | 1,936 | 8,190 |
| 1982 .. | 2,155 | 2,879 | 31,149 | 11,790 | 3,855 | 1,556 | 6,378 |

1/ Major part of revenues for 1980, 1981, and 1982 held in escrow pending a court decision because liquor law has been challenged by some dealers. Escrow revenues not included but subject to future collection.

Source: Distilled Spirits Council of the United States, Inc., Public Revenues from Alcohol Beverages (annual).

Table 704.-- FUNERAL SERVICE AND CREMATORY CHARACTERISTICS:
1939 TO 1982

| Year | Number of estab- lish- ments | Receipts (\$1,000) | Deaths occur- ring in State | Receipts per death (dollars) |
|------------------------------|--|-----------------------|---|---------------------------------------|
| All establishments: | | | | |
| 1939 ^{1/} | 5 | 208 | 3,128 | 66 |
| 1948 ^{2/} | 13 | 1,171 | 3,104 | 377 |
| 1954 | 16 | 1,103 | 3,000 | 368 |
| 1958 | 19 | 1,413 | 3,185 | 444 |
| 1963 | 20 | 2,015 | 3,709 | 543 |
| 1967 | 24 | 2,531 | 3,973 | 637 |
| 1972 | 24 | 3,764 | 4,483 | 840 |
| Establishments with payroll: | | | | |
| 1972 | 21 | 3,728 | 4,483 | 832 |
| 1977 ^{3/} | 23 | 5,556 | 4,725 | 1,176 |
| 1982 | 20 | 6,452 | 5,495 | 1,174 |

^{1/} Data refer to "funeral directors and embalmers."

^{2/} "Funeral service" only. There was also one crematory (receipts withheld to avoid disclosure).

^{3/} Revised by Bureau of the Census from figures initially published.

Source: U.S. Bureau of the Census, Census of Business: 1939, Alaska, Hawaii and Puerto Rico (1943); Census of Business - 1948, Hawaii, Bull. No. 1-RWS-51 (ND); 1954 Census of Business, Area Bull. S-1-52 (1956); 1958 Census of Business, BC58-SA52 (1960); 1963 Census of Business, BC63-SA13 (1965); 1967 Census of Business, BC67-SA13 (1969); 1972 Census of Selected Service Industries, SC72-A-12 (July 1974); 1977 Census of Service Industries, SC77-A-12 (Dec. 1979) (data later revised); 1982 Census of Service Industries, SC82-I-4(P) (April 1984).