

## Section 23

# DOMESTIC TRADE AND SERVICES

This section presents statistics relating to retail and wholesale trade; hotels; and selected personal, business, automotive, repair, and amusement services, including the motion picture industry. Related data are included in Sections 7, 12, 14 and 15.

The major sources of these data are the United State Censuses of Retail Trade, Wholesale Trade, and Service Industries, most recently published for 1992. 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 & Convention Bureau and the firm of Pannell Kerr Forster (PKF-Hawaii). The Film Industry Branch of the Hawaii State Department of Business, Economic Development & Tourism 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: 1996*, Section 27, presents similar data for other states and the nation as a whole.

**Table 23.01-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE  
ACTIVITIES: 1986 TO 1996**

[In thousands of dollars. Data are on a cash basis accounting]

<b>Year reported 1/</b>	<b>Retailing</b>	<b>Services 2/</b>	<b>Amusement, etc. 3/</b>	<b>Intermediary services</b>	<b>Wholesaling</b>
1986	9,239,373	2,784,169	159,881	127,992	4,443,166
1987	9,449,673	2,896,159	157,824	148,557	5,188,215
1988	10,385,974	3,287,715	165,729	182,138	5,683,815
1989	11,607,779	3,699,003	184,154	189,018	6,595,569
1990	12,827,883	4,276,876	201,003	349,111	7,494,330
1991	13,398,382	4,888,164	209,128	451,078	7,722,752
1992	13,846,332	5,032,682	229,091	247,850	7,498,621
1993	13,976,048	5,092,654	226,443	218,173	7,646,215
1994	14,569,798	5,270,844	238,195	265,755	7,622,366
1995	15,050,113	5,351,079	233,843	264,193	7,808,103
1996	16,091,429	5,618,027	246,232	292,250	8,153,155

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/ Theater, amusement, broadcasting, etc.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release, as revised March 25, 1997).

**Table 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:  
1972 TO 1992**

[Coverage differed somewhat from census to census]

Year	Number of establishments			Sales (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
1972	6,392	4,491	1,901	1,865	1,820	45
1977	7,388	5,273	2,115	3,294	3,223	71
1982	8,917	6,139	2,778	5,193	5,102	92
1987	11,143	7,195	3,948	8,267	8,084	183
1992	13,185	7,807	5,378	11,510	11,250	260

Source: U.S. Bureau of the Census, *1972 Census of Retail Trade, Hawaii*, RC72-A-12 (July 1974), table 1; *1977 Census of Retail Trade, Hawaii*, RC77-A-12 (June 1979), table 1; *1982 Census of Retail Trade, Hawaii*, RC82-A-12 (September 1984), table 1; *1987 Census of Retail Trade, Hawaii*, RC87-A-12 (May 1989), table 1, and *Nonemployer Statistics Series, West*, RC87-N-4 (February 1990), table 2; *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 1, and *Nonemployer Statistics Series, Summary*, RC92-N-1 (February 1995), table 3.

**Table 23.03-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, 1987 AND 1992, AND OAHU AND THE NEIGHBOR ISLANDS, 1992**

[Excludes establishments without payroll. Also excludes establishments operated by the armed forces]

Subject	1987	1992		
		State total	Oahu	Neighbor islands
Number of establishments	7,195	7,807	5,181	2,626
Sales (\$1,000)	8,084,416	11,250,217	8,341,630	2,908,587
Annual payroll (\$1,000)	1,016,127	1,481,034	1,078,685	402,349
First quarter payroll (\$1,000)	242,236	361,560	261,844	99,716
Paid employees for pay period including March 12	101,969	110,411	79,307	31,104

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), tables 1, 3, 7, and 8.

**Table 23.04-- RETAIL ESTABLISHMENTS WITH PAYROLL, FOR COUNTIES AND URBAN PLACES: 1992**

[Excludes establishments without payroll. Also excludes establishments operated by the armed forces]

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12</b>
State total	7,807	11,250,217	1,481,034	110,411
Hawaii County	1,012	1,057,639	140,267	11,313
Captain Cook	8	15,295	1,320	89
Hilo	397	506,527	67,047	5,385
Holualoa	2	(D)	(D)	(D)
Kailua	294	270,607	36,646	3,046
Kalaoa	1	(D)	(D)	(D)
Mountain View	-	-	-	-
Waimea	4	4,791	714	32
Balance of county	306	(D)	(D)	(D)
Honolulu County	5,181	8,341,630	1,078,685	79,307
Ahuimanu	1	(D)	(D)	(D)
Aiea	326	473,230	58,727	4,886
Ewa Beach	24	31,196	3,985	353
Ewa Villages	-	-	-	-
Halawa	-	-	-	-
Hauula	12	13,348	1,529	112
Heeia	1	(D)	(D)	(D)
Hickam Housing	-	-	-	-
Honolulu	3,693	5,983,036	771,703	54,834
Kahaluu	2	(D)	(D)	(D)
Kailua	189	244,104	36,112	2,922
Kaneohe	223	361,995	47,626	3,766
Kaneohe Station	1	(D)	(D)	(D)
Laie	11	7,233	1,280	149
Mali	2	(D)	(D)	(D)
Makaha	1	(D)	(D)	(D)
Makakilo City	3	(D)	(D)	(D)
Maunawili	-	-	-	-
Mililani Town	68	104,623	12,905	1,041
Nanakuli	6	5,996	676	63
Pearl City	85	144,243	18,317	1,475
Pupukea	-	-	-	-

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**Table 23.04-- RETAIL ESTABLISHMENTS WITH PAYROLL, FOR COUNTIES AND URBAN PLACES: 1992 -- Con.**

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12</b>
Honolulu County - Con.				
Schofield Barracks	3	611	136	7
Wahiawa	104	101,996	15,767	1,317
Waialua	12	5,646	954	86
Waianae	61	99,405	12,072	1,038
Waimalu	14	216,400	25,484	1,697
Waimanalo	16	15,635	2,389	160
Waimanalo Beach	6	7,490	808	58
Waipahu	178	349,473	41,117	2,761
Waipio	1	(D)	(D)	(D)
Whitmore Village	-	-	-	-
Balance of county	138	130,468	22,756	2,357
Kauai County	517	526,176	73,463	6,287
Hanamaulu	4	3,384	601	64
Kalaheo	9	4,824	793	74
Kapaa	133	130,712	17,534	1,414
Kekaha	4	1,527	152	17
Lihue	178	224,265	30,789	2,298
Wailua Homesteads	-	-	-	-
Balance of county	189	161,464	23,594	2,420
Maui County	1,097	1,324,772	188,619	13,504
Haiku-Pauwela	4	(D)	(D)	(D)
Island of Lanai	6	5,700	747	78
Island of Molokai	18	14,423	1,846	131
Kahului	223	478,844	56,254	3,635
Kaunakakai	8	14,730	1,365	90
Kihei	138	132,562	20,857	1,668
Lahaina	375	348,499	60,230	4,435
Makawao	19	10,383	1,970	154
Napili-Honokowai	6	3,001	693	51
Pukalani	21	41,106	5,005	425
Wailea-Makena	8	6,661	1,489	114
Wailuku	131	141,355	17,512	1,170
Balance of county	140	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1990), table 4.

**Table 23.05-- RETAIL ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS: 1987 AND 1992**

[Excludes establishments without payroll. Also excludes establishments operated by the armed forces]

SIC code	Kind of business	Number of establishments		Sales		
		1987	1992	1987 (\$1,000)	1992 (\$1,000)	Percent change
	Retail trade	7,195	7,807	8,084,416	11,250,217	39.2
52	Building materials and garden supplies	149	157	230,051	327,967	42.6
53	General merchandise	151	147	1,253,965	1,868,516	49.0
54	Food stores	921	870	1,571,829	2,078,986	32.3
55 ex. 554	Automotive dealers	281	286	1,221,516	1,489,925	22.0
554	Gasoline service stations	355	326	427,232	550,193	28.8
56	Apparel and accessory stores	963	1,093	578,467	966,813	67.1
57	Furniture and home-furnishings stores	402	466	280,781	459,651	63.7
58	Eating and drinking places	2,209	2,576	1,350,648	1,841,416	36.3
591	Drug and proprietary stores	112	131	441,584	648,949	47.0
59 ex. 591	Miscellaneous retail stores	1,682	1,755	728,343	1,017,801	39.7

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 3.

**Table 23.06-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,  
ANNUAL AVERAGES: 1995**

<b>SIC code</b>	<b>Retail trade</b>	<b>No. of establishments</b>	<b>Average employment</b>	<b>Total wages (\$1,000)</b>	<b>Average wage</b>
	Total	7,345	114,248	1,898,468	16,617
5251	Hardware stores	57	1,037	31,679	20,910
5261	Retail nurseries and garden stores	22	147	2,565	17,488
5311	Department stores	53	11,069	177,229	16,012
5399	Misc. general merchandise stores	75	682	10,898	15,970
5411	Grocery stores	380	11,427	217,942	19,072
5421	Meat and fish markets	52	349	5,552	15,924
2441	Candy, nut, and confectionery stores	39	327	3,308	10,127
5461	Retail bakeries	125	1,205	16,283	13,511
5499	Misc. food stores	74	628	8,285	13,187
5511	New and used car dealers	84	3,784	133,903	35,387
5521	Used car dealers	20	128	3,896	30,415
5531	Auto and home supply stores	178	1,599	38,182	23,874
5541	Gasoline service stations	294	3,353	52,757	15,735
5571	Motorcycle dealers	18	171	4,122	24,154
5611	Men's and boys' clothing stores	71	961	13,020	13,543
5621	Women's clothing stores	258	2,293	35,684	15,565
5632	Women's accessory and specialty stores	91	773	17,528	22,682
5641	Children's and infants' wear stores	30	209	2,127	10,177
5651	Family clothing stores	162	2,167	33,780	15,588
5661	Shoe stores	113	1,309	25,219	19,261
5699	Misc. apparel and accessory stores	183	1,274	20,199	15,852
5712	Furniture stores	96	740	20,451	27,627
5713	Floor covering stores	33	264	7,199	27,295
5714	Drapery and upholstery stores	12	36	807	22,373
5719	Misc. homefurnishing stores	54	371	6,003	16,166
5722	Household appliance stores	56	266	5,922	22,293
5731	Radio, TV, and electronic stores	82	601	12,157	20,234
5734	Computer and software stores	56	488	11,765	24,117
5735	Record and prerecorded tape stores	42	584	6,701	11,468
5736	Musical instrument stores	14	112	2,310	20,621
581	Eating and drinking places	2,525	46,914	602,570	12,844
5912	Drug stores and proprietary stores	171	3,706	94,021	25,370
5932	Used merchandise stores	51	223	3,280	14,724
5941	Sporting goods and bicycle shops	167	1,432	22,336	15,593
5942	Book stores	63	658	9,115	13,851
5943	Stationery stores	22	302	6,189	20,475
5944	Jewelry stores	318	2,192	51,587	23,539

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**Table 23.06-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,  
ANNUAL AVERAGES: 1995 - Con.**

<b>SIC code</b>	<b>Retail trade</b>	<b>No. of establishments</b>	<b>Average employment</b>	<b>Total wages (\$1,000)</b>	<b>Average wage</b>
5945	Hobby, toy, and game shops	41	365	3,976	10,904
5946	Camera and photographic supply stores	11	62	850	13,780
5947	Gift, novelty, and souvenir shops	333	3,683	72,943	19,804
5948	Luggage and leather goods stores	30	392	10,705	27,339
5949	Sewing, needlework, and piece goods	29	220	2,712	12,302
5963	Direct selling establishments	49	242	4,009	16,599
5992	Florists	136	669	8,474	12,674
5995	Optical goods stores	47	285	5,492	19,300
5999	Misc. retail stores, not elsewhere classified	312	1,797	33,916	18,870

Source: U.S. Department of Labor, *Employment and Wages Annual Averages, 1995*.

**Table 23.07-- RETAIL SALES, BY TYPE OF STORE: 1993 AND 1994**

[In millions of dollars]

Kind of store	1993	1994
All stores 1/	13,244	2/ 12,685
Food stores	2,474	2,272
Supermarkets	2,263	2,114
General merchandise stores	2,203	2,142
Department stores	1,764	862
Automotive dealers	1,947	1,934
Eating and drinking places	1,966	1,817
Gasoline service stations	792	629
Building materials, hardware dealers	426	387
Apparel and accessories stores	971	1,023
Furniture, home furnishings, appliance stores	521	642

1/ Includes other types of stores, not shown separately.

2/ Sales per household were \$32,845, highest of the 50 States. The U.S. ratio was \$23,209.

Source: Market Statistics estimates cited in *Statistical Abstract of the United States: 1996*, pp. 770-771.

**Table 23.08-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1995**

[Includes all centers on Oahu with more than 250,000 square feet of gross leaseable area and all centers on other islands with more than 150,000 square feet]

<b>Island and name of center</b>	<b>Location</b>	<b>Year opened</b>	<b>Site area (acres)</b>	<b>Gross leaseable area (1,000 square feet)</b>	<b>Parking spaces</b>	<b>Number of stores</b>
Oahu:						
Ala Moana Center	Honolulu	1959	50	1,500	7,800	220
Kahala Mall	Honolulu	1970	26	365	1,700	80
Koko Marina S.C.	Honolulu	1963	15	278	855	76
Pearl City S.C.	Pearl City	1965	14	251	864	36
Pearl Highlands Ctr.	Pearl City	1993	15	410	1,956	13
Pearlridge Center	Aiea	1972	67	1,200	6,273	185
Waikiki Shopping Plaza	Honolulu	1977	1	380	300	60
Waikele Center	Waipahu	1994	60	720	9,100	67
Windward Mall S.C.	Kaneohe	1982	32	530	2,300	100
Hawaii:						
Keauhou Shopping Village	Kailua	1985	8	163	826	25
Makalapua Center	Kailua	1994	50	321	(NA)	(NA)
Prince Kuhio Plaza	Hilo	1985	46	505	2,891	115
Maui:						
Kaahumanu Center	Kahului	1972	32	573	1,575	64
Lahaina Center Factory Stores	Lahaina	1990	(NA)	150	(NA)	5
Maui Mall	Kahului	1971	27	190	1,300	50
Kauai:						
Kukui Grove Center	Lihue	1982	35	314	1,590	57

NA Not available.

Source: National Research Bureau, *Shopping Center Directory 1995, Western Volume*, 35th edition.

**Table 23.09-- SHOPPING CENTER CHARACTERISTICS: 1990 TO 1994**

<b>Characteristic</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>
Number	148	152	153	160	165
Gross leasable area (mil. sq. ft.)	14	14	15	16	17
Retail sales (bil. dol.)	2.6	2.6	2.7	2.9	3.1

Source: *Statistical Abstract of the United States: 1996* (p. 772) and earlier editions.

**Table 23.10-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 1992**

<b>Subject</b>	<b>Restaurants</b>	<b>Cafeterias</b>	<b>Refresh. places</b>	<b>Drinking places</b>
Establishments in business at end of year	971	21	851	255
Sales, calendar year (million dollars)	893.2	15.3	652.6	95.9
Seats, Dec. 31	105,778	1,967	43,838	13,641
Average cost per meal (establishments):				
Less than \$5.00	167	8	500	...
\$30.00 or more	52	-	-	...
Menu type or specialty (establishments):				
Italian	39	-	2	...
Mexican	72	-	32	...
Chinese	239	6	29	...
Other ethnic	343	-	210	...
Seafood	65	-	4	...
Steak	34	-	-	...
Pizza	57	-	100	...
Chicken	5	-	35	...
Hamburger	15	-	144	...
Sub shop	1	-	33	...
American	23	-	35	...
Other	223	15	329	...

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Miscellaneous Subjects*, RC92-S-4 (October 1995), pp. 45, 78-79, 148-150.

**Table 23.11-- DUTY-FREE STORE REVENUES: 1984 TO 1994**

[In dollars. These sales revenues are not included in the general excise and use tax base data cited elsewhere in this volume]

<b>Year</b>	<b>Revenues</b>	<b>Year</b>	<b>Revenues</b>
1984	170,661,949	1990	413,932,037
1985	180,126,919	1991	378,587,469
1986	270,891,959	1992	421,953,644
1987	369,788,429	1993	397,322,968
1988	445,072,755	1994	413,417,555
1989	451,185,041		

Source: DFS Hawaii, records.

**Table 23.12-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1992 TO 1994**

Category	Wine gallons of 128 fluid ounces			Wholesale value, 1994 (dollars)
	1992	1993	1994	
All types	36,299,029	35,418,339	34,842,677	282,023,159
Distilled spirits	1,546,441	1,479,093	1,431,270	44,740,459
Sparkling wine	278,900	255,405	247,081	9,474,020
Still wine	2,212,174	2,168,233	2,301,420	45,082,336
Cooler beverage	294,924	277,787	223,325	1,793,814
Draft beer	1,631,686	1,569,064	1,552,134	5,904,429
Beer other than draft	30,334,904	29,668,757	29,087,447	175,028,101

Source: Hawaii State Department of Taxation, Tax Research and Planning, records.

**Table 23.13-- MERCHANDISE LINE SALES FOR RETAIL STORES  
WITH PAYROLL: 1992**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
	Retail trade	7,807	11,250,217	(X)	100.0
100	Groceries and other food items	1,604	1,769,219	40.4	15.7
120	Meals and snacks	2,949	1,651,956	38.1	14.7
130	Alcoholic drinks	1,315	238,291	24.1	2.1
140	Packaged alcoholic beverages	836	242,439	7.9	2.2
150	Cigars, cigarettes, and tobacco	1,121	144,649	3.5	1.3
160	Drugs, health aids, and beauty aids	916	697,542	15.3	6.2
180	Soaps, detergents, and household cleaners	534	79,199	2.4	0.7
190	Paper and related products	502	59,266	2.0	0.5
200	Men's wear	1,013	353,900	17.1	3.2
220	Women's, juniors', and misses' wear	1,279	670,350	22.9	6.0
240	Children's wear	605	97,474	3.7	0.9
260	Footwear	707	188,674	8.5	1.7
270	Sewing, knitting, and needlework goods	136	27,953	3.2	0.3
280	Curtains, draperies, and dry goods	208	58,992	3.2	0.5
300	Major household appliances	171	95,421	6.8	0.9
310	Small electric appliances	268	50,823	1.6	0.5
320	Televisions, video equipment, videotapes	205	99,642	5.3	0.9
330	Audio equipment, musical instruments and supplies	391	148,984	7.7	1.3
340	Furniture and sleep equipment	243	160,795	8.6	1.4
360	Floor coverings	130	55,160	3.4	0.5
370	Computer hardware, software, and supplies	120	63,612	3.2	0.6
380	Kitchenware and homefurnishings	767	163,099	3.3	1.5
400	Jewelry	1,104	458,618	13.8	4.1
420	Books	389	73,415	3.4	0.7
440	Photographic equipment and supplies	238	47,316	1.9	0.4
460	Toys, hobby goods, and games	529	80,045	2.7	0.7

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**Table 23.13-- MERCHANDISE LINE SALES FOR RETAIL STORES  
WITH PAYROLL: 1992 -- Con.**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
490	Optical goods	189	37,402	3.5	0.3
500	Sporting goods	441	150,661	5.8	1.3
600	Hardware, tools, and plumbing and electrical supplies	290	140,736	5.4	1.3
620	Lawn and garden equipment	379	116,711	3.0	1.0
640	Lumber, millwork, building materials	180	144,054	7.5	1.3
670	Paint and related preservatives and supplies	133	65,021	4.3	0.6
700	Cars, vans, trucks, and other powered vehicles	126	1,143,755	84.5	10.2
720	Automotive fuels	500	467,464	33.5	4.2
730	Automotive lubricants	428	16,410	0.6	0.2
740	Automotive tires, batteries, accessories	495	230,257	5.8	2.1
780	Household fuels	33	10,426	0.7	0.1
800	Pets, pet foods, and pet supplies	253	35,698	2.3	0.3
850	All other merchandise	1,458	494,942	10.1	4.4
890	Unclassified merchandise	818	104,109	3.7	0.9
900	Nonmerchandise receipts	1,300	314,843	5.9	2.8
990	Miscellaneous merchandise	(X)	894	(X)	(Z)

X Not applicable.

Z Less than 0.05 percent.

Source: U.S. Bureau of the Census, 1992 Economic Census Report Series Disc 1G; extracted by Hawaii State Department of Business, Economic Development & Tourism, Hawaii State Data Center.

**Table 23.14-- WHOLESALE TRADE ESTABLISHMENTS AND SALES:  
1939 TO 1992**

[Based on then-current definition]

<b>Year</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Year</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>
1939	704	97,045	1972	1,336	1,538,429
1948	702	480,734	1977	1,569	2,571,489
1954	594	581,940	1982	1,737	4,084,369
1958	793	618,155	1987	1,998	5,362,490
1963	974	735,205	1992	2,202	8,001,621
1967	1,030	1,013,813			

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (1977), table 20.7; U.S. Bureau of the Census, *1977 Census of Wholesale Trade*, WC77-A-12 (Rev.), *1982 Census of Wholesale Trade*, WC82-A-12, *1987 Census of Wholesale Trade*, WC87-A-12, and *1992 Census of Wholesale Trade*, WC92-A-12.

**Table 23.15-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS,  
FOR THE STATE, 1987 AND 1992, AND OAHU AND THE NEIGHBOR  
ISLANDS, 1992**

Subject	1987	1992		
		State total	Oahu	Neighbor Islands
Number of establishments	1,998	2,202	1,690	512
Sales (\$1,000)	5,362,490	8,001,621	6,757,480	1,244,141
Annual payroll (\$1,000)	415,114	624,541	520,472	104,069
First quarter payroll (\$1,000)	100,963	150,772	(NA)	(NA)
Paid employees for pay period including March 12 (number)	20,157	23,308	18,847	4,461
Operating expenses (\$1,000)	883,223	1,332,892	(NA)	(NA)
Inventories (\$1,000):				
Beginning of year	472,167	794,259	(NA)	(NA)
End of year	579,212	787,828	(NA)	(NA)

NA Not available.

Source: U.S. Bureau of the Census, *1987 Census of Wholesale Trade, Hawaii*, WC87-A-12 (April 1989), table 1; *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), tables 1, 3, 7, and 8.

**Table 23.16-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1992**

Type of operation and kind of business	Number of establishments	Sales (\$1,000)
Wholesale trade	2,202	8,001,621
Type of operation:		
Merchant wholesalers	1,885	5,334,775
Manufacturers' sales branches and sales offices	141	1,849,467
Agents, brokers, and commission merchants	176	817,379
Kind of business:		
Motor vehicles and motor vehicle parts and supplies	121	354,209
Furniture and homefurnishings	80	166,265
Lumber and other construction materials	181	465,861
Professional and commercial equipment and supplies	123	457,866
Metals and minerals, except petroleum	23	81,988
Electrical goods	130	553,741
Hardware, and plumbing and heating equipment and supplies	107	241,480
Machinery, equipment, and supplies	153	343,191
Miscellaneous durable goods	213	396,691
Paper and paper products	100	350,724
Drugs, drug proprietaries, and druggists' sundries	50	349,716
Apparel, piece goods, and notions	125	196,947
Groceries and related products	404	2,046,337
Farm-product raw materials	13	18,102
Chemicals and allied products	44	164,997
Petroleum and petroleum products	56	1,023,655
Beer, wine, and distilled alcoholic beverages	37	348,616
Miscellaneous nondurable goods	242	441,235

Source: U.S. Bureau of the Census, *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), table 1.

**Table 23.17-- WHOLESALE TRADE, FOR COUNTIES AND SPECIFIED PLACES: 1992**

Geographic area	All wholesalers		Merchant wholesalers	
	Number of establishments	Sales (\$1,000)	Number of establishments	Sales (\$1,000)
State total	2,202	8,001,621	1,885	5,334,775
Hawaii County	228	537,485	204	430,234
Hilo	121	371,154	108	276,073
Kailua	60	90,299	55	80,376
Honolulu County	1,690	6,757,480	1,426	4,343,180
Aiea	101	324,272	87	251,348
Ewa Beach	36	407,662	31	353,905
Honolulu	1,303	5,276,318	1,094	3,139,135
Kailua	39	45,367	29	33,984
Kaneohe	34	53,836	30	41,846
Mililani Town	13	47,699	9	44,791
Pearl City	39	158,511	33	78,235
Waipahu	77	312,820	69	295,870
Kauai County	92	194,257	83	133,942
Lihue	49	113,237	43	(D)
Maui County	192	512,399	172	427,419
Island of Lanai	2	(D)	-	-
Island of Molokai	4	(D)	3	2,826
Kahului	70	272,494	63	227,813
Wailuku	56	131,963	52	120,157

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), table 4.

**Table 23.18-- SERVICE ESTABLISHMENTS, BY PAYROLL STATUS:  
1972 TO 1992**

[Data not adjusted for changing coverage over time. Data exclude firms exempt from Federal income tax for all years, hospitals prior to 1987, and most other health services before 1982]

Year	Number of establishments			Receipts (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
1972	6,348	3,031	3,317	683	648	35
1977	8,023	3,306	4,717	1,276	1,216	60
1982	(NA)	6,124	(NA)	(NA)	2,660	(NA)
1987	30,114	7,458	22,656	4,902	4,456	446
1992	41,584	8,468	33,116	8,027	7,291	736

NA Not available.

Source: U.S. Bureau of the Census, *1972 Census of Selected Service Industries, Hawaii*, SC72-A-12 (July 1974), table 1; *1977 Census of Service Industries, Hawaii*, SC77-A-12 (December 1979), table 1; *1982 Census of Service Industries, Hawaii*, SC82-A-12 (September 1984), table 1; *1987 Census of Service Industries, Hawaii*, SC87-A-12 (July 1989), table 1, and *Nonemployer Statistics Series, West*, SC87-N-4 (March 1990), table 2; and *1992 Census of Service Industries, Nonemployer Statistics Series, Summary* SC92-N-1 (March 1995), table 3.

**Table 23.19-- CHARACTERISTICS OF SERVICE ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, 1987 AND 1992, AND OAHU AND THE NEIGHBOR ISLANDS, 1992**

Subject	1987	1992		
		State total	Oahu	Neighbor islands
<b>FIRMS SUBJECT TO FEDERAL INCOME TAX</b>				
Number of establishments	7,458	8,468	6,248	2,220
Receipts (\$1,000)	4,455,953	7,290,719	5,368,982	1,921,737
Annual payroll (\$1,000)	1,499,500	2,654,278	1,944,260	710,018
First quarter payroll (\$1,000)	356,723	617,437	443,438	173,999
Paid employees 1/	91,673	117,965	81,084	36,881
<b>FIRMS EXEMPT FROM FEDERAL INCOME TAX</b>				
Number of establishments	998	1,032	690	342
Revenue (\$1,000)	1,222,359	2,081,077	1,718,951	362,126
Expenses (\$1,000)	1,155,012	1,937,721	(NA)	(NA)
Annual payroll (\$1,000)	521,108	923,630	768,048	155,582
First quarter payroll (\$1,000)	128,303	227,965	189,433	38,532
Paid employees 1/	28,541	37,492	30,622	6,870

NA Not available.

1/ For pay period including March 12.

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), tables 1a, 1b, 3a, 3b, 7a, 7b, 8a, and 8b.

**Table 23.20-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1992**

Geographic area	Number of establishments		Receipts (\$1,000)	
	All services	Hotels 1/	All services	Hotels 1/
State total	8,468	267	7,290,719	2,248,082
Hawaii County	974	37	651,105	(D)
Hilo	430	9	204,396	(D)
Kailua	252	10	149,521	38,422
Honolulu County	6,248	135	5,368,982	(D)
Aiea	288	3	165,156	3,906
Ewa Beach	51	-	38,564	-
Honolulu	4,797	123	4,559,049	1,236,343
Kailua	259	1	98,330	(D)
Kaneohe	226	1	81,928	(D)
Mililani Town	65	-	28,210	-
Pearl City	118	-	65,224	-
Wahiawa	92	-	30,426	-
Waianae	43	1	25,687	(D)
Waipahu	165	-	67,314	-
Kauai County	366	28	352,279	191,548
Kapaa	71	8	31,911	18,636
Lihue	149	9	140,529	(D)
Maui County	880	67	918,353	(D)
Island of Lanai	2	-	(D)	-
Island of Molokai	20	3	11,803	(D)
Kahului	195	3	128,700	(D)
Kihei	121	17	149,065	112,386
Lahaina	137	20	167,454	118,132
Wailuku	254	2	131,363	(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, *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), table 4.



**Table 23.21-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, BY KIND OF BUSINESS OR OPERATION: 1987 AND 1992**

SIC code	Kind of business or operation	Number of establishments		Receipts		
		1987	1992	1987 (\$1,000)	1992 (\$1,000)	Percent change
	Total	7,458	8,468	4,455,953	7,290,719	63.6
70 ex. 704	Hotels, motels, other lodging	237	267	1,562,043	2,248,082	43.9
72	Personal services	699	746	145,045	221,769	52.9
73	Business services	1,056	1,348	456,740	768,486	68.3
75	Automotive repair, services, & parking	653	720	416,441	598,685	43.8
76	Miscellaneous repair services	255	281	72,490	124,504	71.8
78, 79	Amusement & recreation services, including motion pictures and museums	532	688	229,608	456,200	98.7
80	Health services	1,981	2,225	742,548	1,310,880	76.5
81	Legal services	721	741	315,500	481,540	52.6
823, 4, 9	Selected educational services	62	93	11,829	20,225	71.0
83	Social services	90	105	19,319	33,546	73.6
87 ex. 8733	Engineering and related services 1/	1,099	1,204	473,389	1,000,148	111.3
89	Services, n.e.c.	73	50	11,001	26,654	142.3

1/ Includes engineering, architectural, surveying, accounting, research, management, and related services (except noncommercial research organizations).

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), table 3a.

**Table 23.22-- ARRANGEMENT OF PASSENGER TRANSPORTATION  
(SIC 472): 1992**

[Includes only establishments with payroll]

<b>Kind of business</b>	<b>Establishments</b>	<b>Revenue (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, Mar. 12</b>
All establishments	553	362,211	123,571	5,789
Travel agencies	364	138,322	49,935	2,338
Tour operators	161	205,493	68,006	3,241
Arrangement of passenger transportation, n.e.c.	28	18,396	5,630	210

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, *1992 Census of Transportation, Communications, and Utilities*, UC92-A-1, *Summary* (March 1995), table 1.

**Table 23.23-- HOTELS, MOTELS, AND OTHER LODGING PLACES WITH  
AND WITHOUT PAYROLL: 1992**

[Data apparently exclude condominium units in rental pools intended for transient use]

SIC code	Kind of business	Number of establishments		Receipts (million dollars)	
		With payroll	Without payroll	With payroll	Without payroll
70 ex. 704	Total	267	369	2,248	11
7011	Hotels and motels	256	151	2,246	5
702,3	Other lodging places	11	218	2	6
702	Rooming and boarding houses	10	213	(D)	6
703	Camps and rec. vehicle parks	1	5	(D)	(Z)

D Withheld to avoid disclosing data for individual companies.

Z Less than \$500,000.

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Nonemployer Statistics Series, Summary*, SC92-N-1 (March 1995), table 3.

**Table 23.24-- HOTELS, MOTELS, AND OTHER LODGING PLACES: 1992**

[Includes only establishments with payroll. Apparently excludes condominium units in rental pools for transient use]

<b>Subject</b>	<b>Number of establishments</b>	<b>Receipts (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12</b>
<b>SUBJECT TO FEDERAL INCOME TAX</b>				
Hotels, motels, other lodging	267	2,248,082	761,453	41,038
Hotels	226	2,233,841	758,533	40,792
25 guestrooms or more	211	2,230,571	757,604	40,727
Less than 25 guestrooms	15	3,270	929	65
Motels, motor hotels, tourist courts	30	12,017	2,373	208
Other lodging places 1/	11	2,224	547	38
<b>EXEMPT FROM FEDERAL INCOME TAX</b>				
Camps and membership lodging 2/	1	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ Rooming and boarding houses, 10 establishments; camps and recreational vehicle parks, 1.

2/ Sporting and recreational camps, 1; organization hotels and lodging houses on membership basis, none.

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), tables 1a and 1b.

**Table 23.25-- VISITOR ACCOMMODATIONS, BY COUNTIES: 1965 TO 1996**

[Number of hotel, condominium, and similar units. Statewide and Maui data for 1989-1994 are revised from *Data Book 1995*, table 23.22]

Year	State total	Oahu	Hawaii County	Kauai County	Maui County
1965	12,903	10,031	865	776	1,231
1966	14,827	11,083	1,387	860	1,497
1967	17,217	12,598	1,790	1,115	1,714
1968	18,657	13,166	2,188	1,260	2,043
1969	22,801	15,992	2,480	1,914	2,415
1970	26,923	18,449	3,166	2,565	2,743
1971	32,289	22,531	3,435	2,628	3,695
1972	35,797	24,742	4,241	2,719	4,095
1973	36,608	25,108	4,796	2,629	4,075
1974	38,675	25,365	5,234	2,868	5,208
1975	39,632	25,352	5,348	3,102	5,830
1976	42,648	25,851	6,045	3,520	7,232
1977	44,986	27,363	5,929	3,657	8,037
1978	47,070	28,546	6,002	3,786	8,736
1979	49,832	30,065	6,093	4,202	9,472
1980	54,246	34,334	5,889	4,322	9,701
1981	56,769	33,967	6,705	4,738	11,359
1982	57,968	33,492	7,167	5,147	12,162
1983	58,765	34,354	7,469	4,193	12,749
1984	62,448	36,848	7,149	5,313	13,138
1985	65,919	38,600	7,511	5,656	14,152
1986	66,308	39,010	7,280	5,922	14,096
1987	65,318	38,185	7,328	5,956	13,849
1988	69,012	37,841	8,823	7,180	15,168
1989	67,734	36,467	8,161	7,398	15,708
1990	71,266	36,899	8,952	7,546	17,869
1991	72,275	36,623	9,383	7,567	18,702
1992	73,089	36,851	9,170	7,778	19,290
1993	69,502	36,604	9,140	4,631	19,127
1994	70,463	36,194	9,595	5,870	18,804
1995	(NA)	(NA)	(NA)	(NA)	(NA)
1996	70,288	36,146	9,558	6,760	17,824

NA Not available.

Source: Hawaii Visitors Bureau, *1996 Visitor Plant Inventory*, p. 63.

**Table 23.26-- VISITOR ACCOMMODATIONS, BY TYPE: 1986 TO 1996**

[1989-1994 revised from *Data Book 1995*, table 23.22]

Year and month	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
1986: Feb.	523	201	322	66,308	43,309	22,999
1987: Feb.	510	196	314	66,318	43,422	21,896
1988: Feb.	481	203	278	69,012	47,892	21,120
1989: Feb.	452	197	255	67,734	48,894	18,840
1990: Feb.	533	264	269	71,266	52,438	18,828
1991: Feb.	595	313	282	72,275	52,688	19,587
1992: Spring	664	374	295	73,089	51,134	21,955
1993: June	698	406	292	69,502	49,111	20,391
1994: Dec.	692	397	295	70,463	49,436	21,027
1995	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1996: May	770	472	298	70,288	49,737	20,551

NA Not available.

1/ Hotels, apartment hotels, bed-and-breakfast, bungalows, cottages, hostels, and lodges. Properties with both condo and hotel units are included with condominiums in 1990 and later years; treatment before 1990 not specified.

2/ Condominium accommodations in rental pools for transient use. Includes condo/hotel units.

Source: Hawaii Visitors Bureau, *Visitor Plant Inventory*, 1986 to 1996, as corrected.

**Table 23.27-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLANDS:  
1994 AND 1996**

[As of December 1994 and May 1996]

Year and island	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
1994 (revised)						
State total	692	397	295	70,463	49,436	21,027
Oahu	201	146	55	36,194	29,359	6,835
Waikiki 3/	123	76	47	31,033	24,883	6,150
Rest of Oahu	78	70	8	5,161	4,476	685
Other islands	491	251	240	34,269	20,077	14,192
Hawaii	149	93	56	9,595	7,112	2,483
Maui	205	76	129	17,921	9,359	8,562
Lanai	5	5	-	367	367	-
Molokai	9	4	5	516	249	267
Kauai	123	73	50	5,870	2,990	2,880
1996						
State total	770	472	298	70,288	49,737	20,551
Oahu	196	144	52	36,146	29,732	6,414
Waikiki 3/	119	75	44	31,388	25,613	5,775
Rest of Oahu	77	69	8	4,758	4,119	639
Other islands	574	328	246	34,142	20,005	14,137
Hawaii	165	110	55	9,558	7,170	2,388
Maui	223	91	132	16,973	8,541	8,432
Lanai	7	7	-	370	370	-
Molokai	11	6	5	481	251	230
Kauai	168	114	54	6,760	3,673	3,087

1/ Hotels, apartment hotels, bed-and-breakfast, bungalows, cottages, hostels, and lodges. Properties with both condo and hotel units are included with condominiums.

2/ Condominium accommodations in rental pools for transient use. Includes condo/hotel units.

3/ Includes Diamond Head and Kahala but not areas ewa and mauka (west and north) of the Ala Wai Canal.

Source: Hawaii Visitors Bureau, *Visitor Plant Inventory*, 1994 and 1996, as corrected.

**Table 23.28-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: MAY 1996**

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	770	196	574	70,288	36,146	34,142
Apartment-hotel	20	13	7	724	615	109
Bed and breakfast	118	18	100	397	44	353
Condominium	215	25	190	10,351	1,965	8,386
Condo and hotel	83	27	56	10,200	4,449	5,751
Cottage, bungalow	74	16	58	331	32	299
Hotel	156	76	80	47,464	28,683	18,781
Other 1/	104	21	83	821	358	463

1/ Hostel, lodge, etc.

Source: Hawaii Visitors Bureau, *1996 Visitor Plant Inventory*, p. 2.



**Table 23.29-- HOTELS AND MOTELS (SIC 701), BY COUNTIES:  
1989 TO 1994**

<b>County</b>	<b>1989</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>
State total	243	233	260	264	266	271
Hawaii	38	35	36	37	37	37
Honolulu	132	124	138	131	134	134
Kauai	27	24	33	30	29	34
Maui	46	50	53	66	66	66

NA Not available.

Source: U.S. Bureau of the Census, *County Business Patterns, Hawaii* (annual report), 1993 CD-ROM, and unpublished 1994 data.

**Table 23.30-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE:  
MAY 1996**

<b>Island and type of accommodation</b>	<b>All levels</b>	<b>\$100 or less</b>	<b>\$101 to \$250</b>	<b>\$251 to \$500</b>	<b>Over \$500</b>
Number reporting	69,073	19,941	30,967	16,932	1,233
Island:					
Oahu	35,299	11,382	17,449	6,053	415
Hawaii	9,445	2,629	3,925	2,674	217
Kauai	6,694	1,649	3,127	1,782	136
Maui	16,847	4,098	6,194	6,129	426
Molokai	422	172	246	4	-
Lanai	366	11	26	290	39
Type of accommodation:					
Apartment, apartment-hotel	502	426	76	-	-
Bed and breakfast	317	244	69	3	1
Bungalow	65	34	22	9	-
Condominium	9,555	3,853	5,029	664	9
Cottage	211	101	83	26	1
Hostel	242	242	-	-	-
Hotel	47,464	10,409	20,848	15,044	1,163
Hotel/condominium	10,200	4,301	4,704	1,142	53
Lodge	72	44	27	1	-
Other	445	287	109	43	6

Source: Hawaii Visitors Bureau, *1996 Visitor Plant Inventory*, pp. 17 and 19.

**Table 23.31-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM  
AND GUEST RATES: 1986 TO 1996**

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units 1/			Percent occupied 2/	Daily rates per room 2/ (dollars)	Guests per room 2/
	State total	Oahu	Other islands			
1986	66,308	39,010	27,298	81.7	73.20	1.99
1987	65,318	38,185	27,133	81.1	80.09	1.99
1988	69,012	37,841	31,171	78.5	87.94	1.99
1989	68,034	36,467	31,567	79.0	95.83	2.00
1990	71,566	36,899	34,667	78.8	102.10	2.01
1991	72,575	36,623	35,952	72.4	101.89	2.01
1992	73,779	37,279	36,500	72.6	105.59	2.02
1993	70,542	37,032	33,510	72.0	103.26	2.04
1994	70,683	36,194	34,489	76.5	105.46	2.04
1995	(NA)	(NA)	(NA)	76.6	110.27	2.05
1996	70,288	36,146	34,142	76.0	128.38	2.07

NA Not available.

1/ February data through 1991; Spring 1992; June 1993; December 1994; and May 1996.

2/ Annual averages for hotels in PKF sample.

Source: Hawaii Visitors Bureau, *1996 Visitor Plant Inventory*; PKF-Hawaii, *Trends in the Hotel Industry*, Hawaii (December issues), and records.

**Table 23.32-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY  
GEOGRAPHIC AREAS: 1995**

[Includes condominium units in rental pools for transient occupancy]

<b>Geographic area</b>	<b>Percent occupied</b>	<b>Average daily room rate (dollars)</b>	<b>Average revenue per available room (dollars)</b>
State total	76.63	110.27	84.50
Oahu	81.45	101.37	82.56
Waikiki	81.79	102.70	84.00
Other Oahu	76.19	79.12	60.29
Hawaii	60.44	114.51	69.21
Hilo	(NA)	(NA)	(NA)
Kona	57.30	70.44	40.36
Kohala	61.43	166.04	102.00
Maui	75.30	135.01	101.66
Kaanapali	82.26	139.29	114.58
West Maui	73.60	117.45	86.44
Other	67.71	144.58	97.90
Kauai	65.23	126.67	82.62
North	66.78	174.34	116.43
Central	60.67	73.91	44.84
South	70.02	162.33	113.66
Molokai	37.47	71.85	26.92
All Neighbor Islands	68.62	127.87	87.75

NA Not available.

Source: PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, December 1995, and records.

**Table 23.33-- GENERAL EXCISE TAX BASE FOR RENTALS:  
1986 TO 1996**

[In thousands of dollars. Data are on a cash basis accounting]

<b>Year reported 1/</b>	<b>Total</b>	<b>Hotel rentals</b>	<b>All other rentals 2/</b>
1986	3,278,450	1,212,782	2,065,668
1987	3,443,271	1,369,401	2,073,870
1988	3,715,546	1,408,891	2,306,655
1989	4,108,740	1,505,071	2,603,669
1990	4,401,733	1,572,994	2,828,739
1991	4,825,777	1,512,990	3,312,787
1992	5,013,293	1,621,751	3,391,542
1993	5,035,581	1,527,037	3,508,544
1994	5,358,587	1,666,406	3,692,182
1995	5,552,792	1,776,527	3,776,265
1996	5,859,454	2,057,800	3,801,655

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.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release, as revised March 25, 1997).

**Table 23.34-- COMPUTER AND SOFTWARE STORES AND SERVICES,  
1992, AND COMPUTER OWNERSHIP, 1994**

<b>Type of establishment</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>
Wholesale trade, 1992: Computers and computer peripheral equipment and software (SIC 5045)	49	177,123
Retail trade, 1992: Computer and software stores (SIC 5734)	29	43,766
Services, 1992: Computer programming, prepackaged software, and integrated systems (SIC 7371, 2, 3)	79	47,250
Data processing services (SIC 7374, 5, 6)	39	46,858
Computer rental and leasing, maintenance, and related services (SIC 7377, 8, 9)	47	18,857
<b>Subject</b>	<b>Amount</b>	
Computer ownership by persons 18 and over, 1994: Number of persons	341,204	
Percent of population 18 and over	38.4	

Source: U.S. Bureau of the Census, *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), table 1; *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 1; *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), table 1. Simmons/SMS Hawaii Media & Market Study 1994, cited in *Pacific Business News*, March 20, 1995, p. 34.

**Table 23.35-- MOTION PICTURE SERVICES: 1977 TO 1994**

[Data limited to establishments with payroll. For 1963-1972 data, see *Data Book 1990*, table 699]

Subject and year	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, week inc. March 12
Motion picture production, distribution, and services (SIC 781, 2):				
1977	11	926	174	31
1982	16	4,203	1,147	74
1987	25	10,177	2,394	136
1992	50	20,394	6,028	250
1994	56	(NA)	7,800	291
Motion picture theaters (SIC 783):				
1977 1/	50	17,444	(D)	(D)
1982	36	21,329	3,195	519
1987	35	(D)	(D)	(D)
1992	34	(D)	(D)	(D)
1994	40	(NA)	9,034	754
Video tape rental (SIC 784):				
1987	78	12,319	2,456	376
1992	78	26,909	5,252	545
1994	81	(NA)	5,633	567

D Withheld to avoid disclosing data for individual companies.

NA Not available.

1/ Data include 3 establishments without payroll.

Source: U.S. Bureau of the Census, *1977 Census of Service Industries, Hawaii*, SC77-A-12 (December 1979); *1982 Census of Service Industries, Hawaii*, SC82-A-12 (September 1984); *1982 Census of Service Industries, Motion Picture Industry*, SC82-I-4 (December 1985); *1987 Census of Service Industries, Hawaii*, SC87-A-12 (July 1989); *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994); *County Business Patterns 1994, Hawaii*, CBP-94-13 (September 1996).

**Table 23.36-- MOTION PICTURE AND TELEVISION PRODUCTION:  
1992 TO 1996**

Subject	1992	1993	1994	1995	1996
Number of features and programs filmed 1/	27	20	40	17	7
Feature films for theater viewing	2	3	6	1	6
TV movie of the week, television episodic, specials	5	2	3	5	1
Hawaii-based TV network series	20	15	31	11	-
Expenditures in Hawaii (million dollars)	56.8	45.0	96.5	49.0	59.7
Commercials	6.3	7.3	5.9	9.7	10.4
Hawaii-based TV series	12.9	3.9	24.2	7.8	-
Feature films	5.4	3.6	33.4	2.7	11.7
TV specials/episodics/movie of week	3.4	2.0	6.4	1.5	3.0
Others (still photography, sports, exercise or music video, cable, misc.)	4.8	2.7	4.4	6.8	6.5
Documentaries/industrials/news/ educational/travelog/video stock	2.0	1.7	2.1	1.8	0.8
Annual permit holders	4.9	6.5	6.1	9.6	11.7
Private property projects	8.5	7.2	5.7	2.1	10.0
Sports events, annual (private)	8.6	10.1	8.3	7.0	5.6
Tax revenues generated (million dollars)	9.1	6.7	14.4	9.0	10.9
Spending effect on economy (million dollars)	115.9	91.8	196.9	100.0	121.8

1/ Each program in a series is counted separately. For 1992-94, includes Hawaii TV network affiliates' locally produced programs. Expenditures do not reflect the costs of such production. For 1995-96, includes only nationally televised series.

Source: Hawaii State Department of Business, Economic Development & Tourism, Hawaii Film Office, records.