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Section 16

INFORMATION AND COMMUNICATIONS

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

The major sources for statistics on information and communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, Hawaii State Department of Commerce and Consumer Affairs, and the U.S. Census Bureau. Earlier figures appear in *Historical Statistics of Hawaii*, Section 18. Data on communications for other states and for the nation as a whole are presented in the *Statistical Abstract of the United States: 2012*, Section 24.

Table 16.01-- INFORMATION ESTABLISHMENTS (NAICS 51): 2009

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

NAICS code	Industry	No. of establishments	No. of paid employees for pay period including March 12	Annual payroll (\$1,000)
51	Information	580	9,380	486,354
511	Publishing industries (except internet)	99	2,070	102,315
5111	Newspaper, periodical, book, directory publishers	86	1,971	90,716
5112	Software publishers	13	99	11,599
512	Motion picture & sound recording industries	121	1,373	22,242
5121	Motion picture & video industries	106	1,285	19,271
5122	Sound recording industries	15	(1/)	(D)
515	Broadcasting (except internet)	54	1,012	49,849
5151	Radio & television broadcasting	53	1,011	49,737
517	Telecommunications	224	4,059	259,122
5171	Wired telecommunications carriers	120	2,984	197,835
5172	Wireless telecommunications carriers (except satellite)	83	991	56,959
5174	Satellite telecommunications	6	(1/)	(D)
5179	Other telecommunications	15	44	2,533
518	Data processing, hosting and related services	61	749	47,978
5182	Data processing, hosting, & related services	61	749	47,978
519	Other information services	21	117	4,848

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

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

Source: U.S. Census Bureau, *2009 County Business Patterns* <<http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl>> accessed December 16, 2011.

Table 16.02 -- INFORMATION (NAICS 51), BY KIND OF BUSINESS OR OPERATION: 2007

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

NAICS code	Kind of business or operation	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
51	Information	622	(NA)	509,771	10,083
511	Publishing industries (except Internet)	108	524,521	126,210	2,409
5111	Newspaper, periodical, book, and directory publishers	93	477,746	113,321	2,340
5112	Software publishers	15	46,775	12,889	69
512	Motion picture and sound recording industries	121	(NA)	18,430	1,080
5121	Motion picture and video industries	102	(NA)	15,204	1,005
5122	Sound recording industries	19	(NA)	3,226	75
515	Broadcasting (except Internet)	57	132,995	47,702	1,012
5151	Radio and television broadcasting	56	(D)	(D)	(1/)
5152	Cable and other subscription programming	1	(D)	(D)	(2/)
517	Telecommunications	240	(NA)	268,516	4,672
5171	Wired telecommunications carriers	131	(NA)	210,786	3,539
5172	Wireless telecommunications carriers (except satellite)	83	(3/)	49,576	960
5174	Satellite telecommunications	8	17,886	4,550	75
5179	Other telecommunications	18	9,228	3,604	98
518	Data processing, hosting and related services	73	109,373	44,057	797
5182	Data processing, hosting, and related services	73	109,373	44,057	797
519	Other information services	23	14,518	4,856	113
5191	Other information services	23	14,518	4,856	113

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Table 16.02 -- INFORMATION (NAICS 51), BY KIND OF BUSINESS OR OPERATION: 2007 -- Con.

NA Not available.

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

1/ 1,000 to 2,499 employees.

2/ 0 to 19 employees.

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

Source: U.S. Census Bureau, 2007 Economic Census, Sector 51: EC0751A1: Information:

Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-ds_name=EC0751A1&-_lang=en> accessed April 13, 2010.

Table 16.03 -- INFORMATION (NAICS 51), BY COUNTY AND SELECTED URBAN PLACE: 2007

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

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
State total	622	(NA)	509,771	10,083
Hawaii County	65	(NA)	31,468	736
Hilo	22	(NA)	16,563	369
Holualoa	4	(NA)	(D)	(1/)
Kailua	17	(NA)	9,391	254
Kalaoa	2	(NA)	(D)	(2/)
Waimea	4	(NA)	(D)	(1/)
Balance of Hawaii County 3/	16	(NA)	(D)	(2/)
Honolulu County	456	(NA)	436,067	8,318
Ahuimanu	2	(NA)	(D)	(2/)
Aiea	3	(NA)	(D)	(2/)
Ewa Beach	2	(NA)	(D)	(1/)
Halawa	2	(NA)	(D)	(2/)
Honolulu	341	(NA)	297,655	5,655
Kailua	13	(NA)	1,159	43
Kaneohe	11	(NA)	3,000	121
Kaneohe Station	1	(NA)	(D)	(1/)
Makaha	1	(NA)	(D)	(1/)
Mililani Town	7	(NA)	1,323	75
Nanakuli	1	(NA)	(D)	(1/)
Pearl City	6	(NA)	3,840	97
Schofield Barracks	2	(NA)	(D)	(1/)
Village Park	2	(NA)	(D)	(1/)
Wahiawa	3	(NA)	(D)	(2/)
Waianae	1	(NA)	(D)	(1/)
Waimalu	13	(NA)	4,972	166
Waipahu	4	(NA)	860	24
Waipio	4	(NA)	(D)	(4/)
Balance of Honolulu County 5/	37	(NA)	(D)	(6/)

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Table 16.03 -- INFORMATION (NAICS 51), BY COUNTY AND SELECTED URBAN PLACE: 2007 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Kauai County	26	(NA)	10,848	266
Kapaa	4	(NA)	(D)	(1/)
Lihue	10	(NA)	7,972	172
Balance of Kauai County 7/	12	(NA)	(D)	(2/)
Maui County	75	(NA)	31,388	763
Haiku-Pauwela	3	(NA)	(D)	(1/)
Island of Lana'i	1	(NA)	(D)	(1/)
Island of Moloka'i	3	(NA)	(D)	(1/)
Kahului	22	(NA)	21,112	488
Kihei	14	(NA)	1,729	62
Lahaina	8	(NA)	3,126	66
Makawao	3	(NA)	(D)	(1/)
Pukalani	2	(NA)	(D)	(1/)
Wailuku	11	(NA)	3,913	101
Balance of Maui County 8/	8	(NA)	(D)	(1/)

D Withheld to avoid disclosing data for individual companies.

NA Not available.

1/ 0 to 19 employees.

2/ 20 to 99 employees.

3/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

4/ 500 to 999 employees.

5/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukeya, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

6/ 1,000 to 2,499 employees.

7/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

8/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 51: EC0751A1: Information: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*%&_SectorId=51&ds_name=EC0700A1&_lang=en&_ts=289408839998> accessed April 15, 2010.

**Table 16.04-- NUMBER OF POST OFFICES AND STATIONS, BY ISLAND:
SEPTEMBER 30, 2011**

Island	Total	Cost Ascertainment Group (CAG) 1/				Stations	
		A-G 2/	H-J 3/	K 4/	L 5/	Classified 6/	Contract 7/
State total	113	36	27	7	-	23	20
Hawaii	31	9	13	3	-	2	4
Maui	11	9	1	-	-	1	-
Lanai	1	-	1	-	-	-	-
Molokai	4	1	1	2	-	-	-
Oahu	48	12	4	-	-	18	14
Kauai	18	5	7	2	-	2	2
Niihau 8/	-	-	-	-	-	-	-

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

2/ Formerly called First-class offices.

3/ Formerly called Second-class offices.

4/ Formerly called Third-class offices.

5/ Formerly called Fourth-class offices.

6/ Staffed by career postal employees.

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

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

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

Table 16.05-- POSTAL SERVICE: 1997 TO 2011

[Fiscal year ending September 30]

Year	Post offices, September 30	Stations, September 30 1/	Gross postal receipts (\$1,000)	Pieces of mail 2/ (millions)
1997	72	59	172,714	549
1998	72	58	171,816	556
1999	72	61	174,958	560
2000	72	63	176,923	551
2001	72	63	179,182	542
2002	72	63	180,761	540
2003	72	53	193,335	535
2004	72	53	193,148	584
2005	72	53	193,361	588
2006	72	54	193,574	592
2007	72	46	198,228	596
2008	72	46	220,775	536
2009	72	46	251,116	483
2010	72	46	247,727	446
2011	70	43	201,560	595

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

2/ Originating in Hawaii.

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

Table 16.06-- TELEPHONE STATISTICAL SUMMARY: 1999 TO 2010

Subject	Number or percent
Telecommunications revenues (million dollars)	
1999	1,009
2000	1,177
2001	1,207
2002	1,200
2003	1,212
2004	1,196
2005	1,229
2006	1,184
2007	1,261
Telephone penetration 1/	
1999	96.3
2000	94.7
2001	95.7
2002	96.8
2003	97.3
2004	95.4
2005	94.8
2006	95.5
2007	96.0
2008	96.5
2009	97.7
March 2010	96.9
Mobile wireless telephone subscribers	
Dec. 1999	288,425
June 2000	454,364
Dec. 2000	524,291
June 2001	543,283
Dec. 2001	595,721
June 2002	640,247
Dec. 2002	689,857
June 2003	732,262
Dec. 2003	771,023
June 2004	819,262
Dec. 2004	880,965
June 2005	934,405
Dec. 2005	983,227
June 2006	1,010,341
Dec. 2006	1,034,788
June 2007	1,066,608
Dec 2008	1,184 (1,000s)

1/ Annual average percentage of households with telephone service.

Source: Federal Communications Commission, *Trends in Telephone Service* <http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-301823A1.pdf> accessed June 29, 2012, and various issues; and *Telephone Subscribership in the United States* <http://transition.fcc.gov/Daily_Releases/Daily_Business/2011/db0519/DOC-306752A1.pdf> accessed June 20, 2011.

**Table 16.07-- PERCENT OF HOUSEHOLDS WITH A TELEPHONE,
COMPUTER, AND INTERNET USE: 1997 TO 2010**

Year	Telephone		Computer		Internet use	
	U.S.	Hawaii	U.S.	Hawaii	U.S.	Hawaii
1997	93.8	94.1	36.6	34.6	18.6	(NA)
1998	94.1	93.2	42.1	42.3	26.2	27.9
2000	(NA)	(NA)	51.0	52.4	41.5	43.0
2001	(NA)	(NA)	56.5	63.1	50.5	55.2
2003	(NA)	(NA)	61.8	63.3	54.6	55.0
2007	(NA)	(NA)	(NA)	(NA)	1/ 61.7	1/ 64.1
2009	(NA)	(NA)	(NA)	(NA)	1/ 68.7	1/ 73.3
2010	(NA)	(NA)	(NA)	(NA)	1/ 71.06	1/ 71.09

NA Not available.

1/ In the home usage.

Source: National Telecommunications and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 8, 1999; *Falling Through the Net II: New Data on the Digital Divide*, July 1998 <<http://www.ntia.doc.gov/ntiahome/digitaldivide>>; *Falling Through the Net: Toward Digital Inclusion*, October 2000 <<http://www.ntia.doc.gov/ntiahome/ftn00/Falling.htm>>; *A Nation Online: How Americans are Expanding Their Use of the Internet*, February 2002, <<http://www.ntia.doc.gov/ntiahome/dn/hhs/TableH1.htm>> and <<http://www.ntia.doc.gov/ntiahome/dn/hhs/TableH2.htm>> accessed November 14, 2003; *A Nation Online: Entering the Broadband Age*, September 2004, <<http://www.ntia.doc.gov/reports/anol/index.html>> accessed June 10, 2005; U.S. Census Bureau, *Statistical Abstract of the United States: 2004-2005* (p. 732); U.S. Census Bureau, *Statistical Abstract of the United States: 2009* (p. 710) <<http://www.census.gov/prod/2008pubs/09statab/infocomm.pdf>> accessed June 3, 2009; U.S. Census Bureau, *Statistical Abstract of the United States: 2011* (p. 724) <<http://www.census.gov/prod/2011pubs/11statab/infocomm.pdf>> accessed April 15, 2011 and U.S. Census Bureau, *Statistical Abstract of the United States: 2012* (p. 724) <<http://www.census.gov/prod/2011pubs/12statab/infocomm.pdf>> accessed April 25, 2012.

**Table 16.08-- STATUS OF TELEPHONE USAGE OF HOUSEHOLD POPULATION:
2009-2010**

[Percent of persons living in household, period ending June]

Year	Adults aged 18 years and over	Children under age 18 years
Wireless-only	21.8	23.6
Wireless-mostly	17.5	28.0
Dual-use	32.4	35.8
Landline-mostly	18.1	1/ 7.8
Landline-only	8.3	1/ 2.6
No telephone service 2/	1.8	2.2

1/ Estimate has a relative standard error greater than 30% and does not meet National Center for Health Statistics standards for reliability or precision.

2/ The proportion of adults and children living in households with no telephone service was not modeled.

Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, *National Health Statistics Reports, Wireless Substitution: State-level Estimates From the National Health Interview Survey, January 2007-June 2010*: April 20, 2011 (Number 39), Tables 3 and 4 <<http://www.cdc.gov/nchs/data/nhsr/nhsr039.pdf>> accessed July 7, 2011.

Table 16.09-- STATUS OF WIRELESS TELEPHONE USAGE OF HOUSEHOLD POPULATION: 2007 TO 2010

[Percent of persons living in household]

Year	Adults aged 18 years and over	Children under age 18 years
January - December 2007	9.3	1/ 7.5
July 2007 - June 2008	10.5	11.1
January - December 2008	12.6	14.6
July 2008 - June 2009	15.6	16.1
January - December 2009	19.7	20.4
July 2009 - June 2010	21.8	23.6

1/ Estimate has a relative standard error greater than 30% and does not meet National Center for Health Statistics standards for reliability or precision.

Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, *National Health Statistics Reports, Wireless Substitution: State-level Estimates From the National Health Interview Survey, January 2007-June 2010*: April 20, 2011 (Number 39), Tables 1 and 2 <<http://www.cdc.gov/nchs/data/nhsr/nhsr039.pdf>> accessed July 7, 2011.

**Table 16.10-- CABLE TELEVISION SYSTEMS, SUBSCRIBERS,
AND REVENUES, BY COUNTY: 2002 TO 2011**

[As of December 31]

Category and year	State	County			
		Hawaii	Maui	Honolulu	Kauai
Number of systems					
2002	9	3	3	1	2
2003	1/ 6	2	2	1	1
2004	1/ 6	2	2	1	1
2005	1/ 6	2	2	1	1
2006	1/ 6	2	2	1	1
2007	1/ 6	2	2	1	1
2008	1/ 6	2	2	1	1
2009	1/ 6	2	2	1	1
2010	1/ 6	2	2	1	1
2011	1/ 7	2	2	2	1
Subscribers					
2002	377,652	37,741	49,202	269,681	21,028
2003	383,342	37,921	49,918	274,416	21,087
2004	389,498	38,991	50,814	278,336	21,357
2005	394,184	38,955	51,626	282,225	21,378
2006	407,299	46,274	52,937	284,038	24,050
2007	411,957	47,959	54,637	285,811	23,550
2008	414,019	48,413	54,569	287,429	23,608
2009	413,373	48,149	54,447	287,266	23,511
2010	410,347	48,073	53,519	284,945	23,810
2011	403,515	47,041	53,014	279,730	23,730
Basic service revenue (\$1,000)					
2002	130,675	15,016	16,809	91,301	7,549
2003	137,325	15,821	18,012	95,401	8,091
2004	145,527	16,722	18,903	101,318	8,582
2005	153,095	17,883	19,861	106,248	9,102
2006	161,329	19,181	20,997	111,308	9,842
2007	168,551	20,478	22,066	115,633	10,373
2008	181,359	21,764	23,381	125,251	10,963
2009	187,954	22,340	24,034	130,298	11,281
2010	188,374	22,554	24,350	129,900	11,568
2011	195,002	23,763	25,127	133,934	12,176

1/ Oceanic Time Warner Cable of Hawaii has 6 systems. Hawaiian Telcom Services Co. has 1 system.
Source: Hawaii State Department of Commerce and Consumer Affairs, Cable Television
Division, records.

Table 16.11-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, 1925 TO 2012, AND BY COUNTY, 2012

Date and county	Commercial			Public or educational		
	AM	FM	TV 1/	AM	FM	TV 1/
1925: January 1	2	-	-	-	-	-
1930: January 1	1	-	-	-	-	-
1935: January 1	2	-	-	-	-	-
1940: January 1	3	-	-	-	-	-
1945: January 1	4	-	-	-	-	-
1950: June 7	12	-	-	-	-	-
1955: January 1	13	1	3	-	1	-
1960: January 1	17	1	7	-	2	-
1965: January 1	23	2	10	-	-	-
1970: January 1	25	4	10	-	1	2
1975: January 1	26	5	10	-	1	2
1980: January 1	25	10	10	-	1	2
1985: June 30	26	17	13	-	2	2
1990: June 30	28	21	19	-	3	2
1995: June 30	29	33	20	1	3	2
2000	28	40	23	1	7	2
2001	28	40	23	1	7	2
2002	31	45	23	1	8	2
2005: June 14	32	46	25	-	9	2
2006: June 20	31	45	25	-	10	2
2007: June 19	31	47	25	-	11	2
2008: June 16	31	53	25	-	11	2
2009: June 2	32	56	13	-	11	1
2010: June 22	32	57	21	-	11	1
2011: June 28	32	57	23	-	13	2
2012: June 13	33	57	24	-	13	2
COUNTY: 2012						
Hawaii	7	17	5	-	4	-
Maui	6	15	5	-	3	1
Honolulu	19	20	14	-	4	1
Kauai	1	5	-	-	2	-

1/ Includes licensed stations that are digital television.

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (University Press of Hawaii, 1977), p. 482; Federal Communications Commission, Field Operations Bureau, Honolulu, records; R.R. Bowker, *Working Press of the Nation*, Vol. 3, TV & Radio Directory, annual (for 2000-2002) and Federal Communications Commission, Media Bureau, Internet Queries (for 2005-11) <<http://www.fcc.gov/encyclopedia/audio-division-media-bureau>> accessed June 13, 2012.

Table 16.12-- NUMBER OF DAILY NEWSPAPERS, BY PLACE OF PUBLICATION AND LANGUAGE: 1975 TO 1999

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

Subject	1975	1980	1985	1990	1995	1999
Totals	7	6	9	9	10	11
Language						
Chinese	2	1	1	1	1	1
English	3	3	6	6	6	6
Hawaiian	-	-	-	-	-	-
Japanese 1/	2	2	1	1	1	1
Korean	-	-	1	1	2	3
Place of publication						
Honolulu, Oahu	6	5	5	5	6	7
Hilo, Hawaii	1	1	1	1	1	1
Kailua-Kona, Hawaii	-	-	1	1	1	1
Lihue, Kauai	-	-	1	1	1	1
Wailuku, Maui	-	-	1	1	1	1

1/ Includes English section.

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

Table 16.13-- NUMBER OF NEWSPAPERS, TOTAL AND DAILY: 1834 TO 2000

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

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

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

**Table 16.14-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 2007-2008 TO 2010-2011**

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

Newspaper	2007-2008	2008-2009	2009-2010	2010-2011
Daily				
<i>The Honolulu Advertiser</i>	140,040	131,259	(1/)	(NA)
<i>Honolulu Star-Advertiser</i>	(NA)	(NA)	120,078	121,921
<i>Honolulu Star-Bulletin</i>	63,689	(NA)	(1/)	(NA)
<i>Hawaii Tribune-Herald</i> (Hilo)	18,630	18,571	17,409	16,924
<i>West Hawaii Today</i> (Kailua-Kona)	(NA)	(NA)	(NA)	(NA)
<i>Maui News</i> (Wailuku)	(NA)	(NA)	18,770	18,247
<i>Garden Island</i> (Lihue)	(NA)	(NA)	(NA)	11,257
Sunday morning				
<i>The Honolulu Advertiser</i>	150,414	139,630	(1/)	(NA)
<i>Honolulu Star-Advertiser</i>	(NA)	(NA)	132,281	136,179
<i>Honolulu Star-Bulletin</i>	60,160	(NA)	(1/)	(NA)
<i>Hawaii Tribune-Herald</i> (Hilo)	21,237	20,819	19,726	19,258
<i>West Hawaii Today</i> (Kailua-Kona)	(NA)	(NA)	(NA)	(NA)
<i>Maui News</i> (Wailuku)	(NA)	(NA)	20,886	20,590
<i>Garden Island</i> (Lihue)	(NA)	(NA)	(NA)	8,888

NA Not available.

1/ *The Honolulu Advertiser* and *Honolulu Star Bulletin* merged on June 7, 2010 to form the *Honolulu Star-Advertiser*.

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

Table 16.15-- POSTAGE RATES AND NEWSPAPER PRICES, FOR HONOLULU: 1996 TO 2012

[In cents. As of July 1 unless otherwise specified]

Year	Domestic first-class postage rates			Newspaper price 1/			
	Letters		Postal and post cards	Daily	Sunday		
	First ounce	Each added ounce			The Honolulu Star Advertiser	The Honolulu Advertiser	Honolulu Star-Bulletin
1996	32	23	20	50	(X)	175	(X)
1997	32	23	20	50	(X)	175	(X)
1998	32	23	20	50	(X)	175	(X)
1999	33	22	20	50	(X)	175	(X)
2000	33	22	20	50	(X)	175	(X)
2001	34	23	21	50	(X)	175	(X)
2002	37	23	23	50	(X)	175	75
2003	37	23	23	50	(X)	175	75
2004	37	23	23	50	(X)	175	75
2005	37	23	23	50	(X)	175	75
2006	39	24	24	50	(X)	175	75
2007	41	2/ 17	26	50	(X)	175	75
2008	42	2/ 17	27	50	(X)	175	75
2009	44	3/ 17	28	(4/)	(X)	200	100
2010	44	3/ 17	28	(4/)(5/)	(X)	5/ 200	5/ 100
2011	44	6/ 20	29	75	200	(X)	(X)
2012	45	7/ 20	32	75	200	(X)	(X)

X Not applicable.

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

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

3/ For weight not over 2 ounces \$0.61, for weight not over 3 ounces \$0.78, for weight not over 3.5 ounces \$0.95, and for weights over 3.5 ounces flat-size rates are used.

4/ \$0.75 for *The Honolulu Advertiser*, \$0.50 for *The Honolulu Star-Bulletin*.

5/ As of June 4, 2010 for Daily and as of June 6, 2010 for Sunday paper. Star-Advertiser emerged from the sale of *The Honolulu Advertiser* to the *Honolulu Star-Bulletin* on June 7, 2010.

6/ For weight not over 2 ounces \$0.64, for weight not over 3 ounces \$0.84, for weight not over 3.5 ounces \$1.04, and for weights over 3.5 ounces flat-size rates are used.

7/ For weight not over 2 ounces \$0.65, for weight not over 3 ounces \$0.85, for weight not over 3.5 ounces \$1.05, and for items over 3.5 ounces, large envelope or package prices are used.

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

**Table 16.16-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1991 TO 2011**

Year	Published titles 1/		New books and journals published 2/		Volumes sold 2/	Book sales revenues 2/ (dollars)
	Cumulative total 3/	In print	Books	Scholarly journals		
1991	1,024	705	53	12	365,790	2,721,480
1992	1,072	717	48	12	350,274	2,611,388
1993	1,123	738	51	12	354,063	2,859,494
1994	1,183	772	60	13	378,807	2,960,051
1995	1,257	790	74	13	385,673	3,014,268
1996	1,323	823	54	12	374,168	2,896,316
1997	1,402	833	65	12	322,378	3,182,690
1998	1,486	818	84	12	290,199	3,042,984
1999	1,572	897	83	12	272,407	3,365,336
2000	1,650	930	82	12	320,509	3,340,336
2001	1,748	1,003	84	12	316,978	3,583,534
2002	1,854	1,063	93	13	299,272	3,632,013
2003	1,948	1,113	83	14	310,407	3,221,852
2004	2,052	1,169	88	14	307,481	3,769,678
2005	2,143	1,209	78	13	282,093	3,595,126
2006	2,233	1,294	78	14	321,672	4,002,717
2007	2,323	1,289	80	14	283,047	3,719,467
2008	2,401	1,396	73	14	257,537	3,735,513
2009	2,497	1,477	90	14	225,861	3,271,155
2010	2,559	1,485	58	14	207,283	3,277,930
2011	2,636	1,539	77	14	210,459	3,135,110

1/ As of June 30. Excludes journals.

2/ Year ending June 30.

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

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