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## Section 16

# INFORMATION AND COMMUNICATIONS

This section presents statistics on the usage, finances, and operations of the U.S. 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, including the newly released 2017 Economic Census. Earlier figures appear in *Historical Statistics of Hawaii*, Section 18.

**Table 16.01-- INFORMATION INDUSTRY ESTABLISHMENTS (NAICS 51): 2017**

[Excludes most government employees, railroad employees, and self-employed persons. Statistics based on the 2017 North American Industry Classification System (NAICS)]

| NAICS code | Industry                                      | No. of establishments | No. of paid employees for pay period including March 12 | Annual payroll (\$1,000) |
|------------|---|-----------------------|---|--------------------------|
| 51         | Information                                   | 533                   | 8,416   | 514,919                  |
| 511        | Publishing industries (except internet)       | 105                   | 1,230   | 82,424                   |
| 5111       | Newspaper, periodical, book, directory pub.   | 71                    | 983   | 51,182                   |
| 5112       | Software publishers                           | 34                    | 247   | 31,242                   |
| 512        | Motion picture & sound recording industries   | 95                    | 1,190   | 19,196                   |
| 5121       | Motion picture & video industries             | 82                    | 1,156   | 17,693                   |
| 5122       | Sound recording industries                    | 13                    | 34  | 1,503                    |
| 515        | Broadcasting (except internet)                | 49                    | 1,037   | 63,108                   |
| 5151       | Radio & television broadcasting               | 45                    | 974   | 61,777                   |
| 5152       | Cable and other subscription programming      | 4                     | (D)   | (1/)                     |
| 517        | Telecommunications                            | 203                   | 4,209   | 299,101                  |
| 5173       | Wired and wireless telecommunication carriers | 190                   | 3,979   | 290,844                  |
| 5174       | Satellite telecommunications                  | 4                     | (D)   | (2/)                     |
| 5179       | Other telecommunications                      | 9                     | 211   | 6,753                    |
| 518        | Data processing, hosting and related services | 60                    | 672   | 45,446                   |
| 519        | Other information services                    | 21                    | 78  | 5,644                    |

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

1/ 20 to 99 employees.

2/ 0 to 19 employees.

Source: U.S. Census Bureau, *2017 County Business Patterns* <<https://data.census.gov>> accessed December 26, 2019.

**Table 16.02-- INFORMATION (NAICS 51), BY KIND OF BUSINESS: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

| NAICS code | Kind of business                                    | Establishments | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees 1/ |
|------------|---|----------------|--------------------|--------------------------|-------------------|
| 51         | Information   | 533            | (NA)               | 516,035                  | 8,218             |
| 511        | Publishing industries (except internet)             | 105            | 303,787            | 100,670                  | 1,366             |
| 5111       | Newspaper, periodical, book, & directory publishers | 71             | 189,401            | 53,317                   | 1,014             |
| 5112       | Software publishers                                 | 34             | 114,386            | 47,353                   | 352               |
| 512        | Motion picture & sound recording industries         | 94             | (NA)               | 20,119                   | 1,135             |
| 5121       | Motion picture & video industries                   | 81             | (NA)               | 18,662                   | 1,097             |
| 5122       | Sound recording industries                          | 13             | (NA)               | 1,457                    | 38                |
| 515        | Broadcasting (except internet)                      | (D)            | (D)                | (D)                      | (2/)              |
| 5151       | Radio & television broadcasting                     | 44             | 132,036            | 49,869                   | 830               |
| 5152       | Cable & other subscription programming              | (D)            | (D)                | (D)                      | (3/)              |
| 517        | Telecommunications                                  | (D)            | (NA)               | (D)                      | (4/)              |
| 5173       | Wired & wireless telecommunications carriers        | 190            | (NA)               | 283,645                  | 3,881             |
| 5174       | Satellite telecommunications                        | (D)            | (D)                | (D)                      | (3/)              |
| 5179       | Other telecommunications                            | (D)            | (D)                | (D)                      | (5/)              |
| 518        | Data processing, hosting, & related services        | 61             | 161,995            | 46,559                   | 672               |
| 519        | Other information services                          | (D)            | (D)                | (D)                      | (3/)              |

NA Not available.

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

1/ For pay period including March 12.

2/ 500 to 999 employees.

3/ 20 to 99 employees.

4/ 2,500 to 4,999 employees.

5/ 100 to 249 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1751BASIC <<https://data.census.gov>> accessed February 7, 2020.

**Table 16.03-- INFORMATION (NAICS 51), BY COUNTY AND SELECTED ECONOMIC PLACE: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown. Sales and revenue data not available]

| <b>Geographic area</b>     | <b>Establishments</b> | <b>Annual payroll<br/>(\$1,000)</b> | <b>Paid employees 1/</b> |
|----------------------------|-----------------------|-------------------------------------|--------------------------|
| State total                | 533                   | 516,035                             | 8,218                    |
| Honolulu County            | 380                   | 437,160                             | 6,693                    |
| Aiea                       | 7                     | 1,458                               | 26                       |
| East Honolulu              | 10                    | 6,472                               | 198                      |
| Kailua                     | 11                    | 1,817                               | 26                       |
| Kaneohe                    | 13                    | 3,778                               | 145                      |
| Kapolei                    | (D)                   | (D)                                 | (2/)                     |
| Mililani Mauka             | (D)                   | (D)                                 | (3/)                     |
| Mililani Town              | (D)                   | (D)                                 | (4/)                     |
| Ocean Pointe               | 4                     | 942                                 | 23                       |
| Pearl City                 | (D)                   | (D)                                 | (4/)                     |
| Pupukea                    | 6                     | 1,938                               | 25                       |
| Royal Kunia                | 3                     | 1,029                               | 20                       |
| Urban Honolulu             | 256                   | 320,755                             | 4,498                    |
| Wahiawa                    | 3                     | 2,433                               | 34                       |
| Waimalu                    | 6                     | 4,401                               | 110                      |
| Waipahu                    | 5                     | 3,583                               | 73                       |
| Balance of Honolulu County | 8                     | 2,894                               | 70                       |
| Hawaii County              | 59                    | 33,313                              | 624                      |
| Hilo                       | 15                    | 15,704                              | 275                      |
| Kailua                     | 15                    | 9,356                               | 187                      |
| Kalaoa                     | (D)                   | (D)                                 | (5/)                     |
| Waimea                     | 3                     | 105                                 | 4                        |
| Balance of Hawaii County   | 15                    | 2,200                               | 61                       |
| Kauai County               | 22                    | 11,468                              | 234                      |
| Kapaa                      | (D)                   | 214                                 | (6/)                     |
| Lihue                      | 13                    | 10,505                              | 207                      |
| Balance of Kauai County    | (NA)                  | (NA)                                | (NA)                     |

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**Table 16.03-- INFORMATION (NAICS 51), BY COUNTY AND SELECTED ECONOMIC PLACE: 2017 -- Con.**

| <b>Geographic area</b> | <b>Establishments</b> | <b>Annual payroll<br/>(\$1,000)</b> | <b>Paid employees 1/</b> |
|------------------------|-----------------------|-------------------------------------|--------------------------|
| Maui County            | 72                    | 34,094                              | 667                      |
| Haiku-Pauwela          | 3                     | 1,131                               | 19                       |
| Kahului                | 23                    | 25,529                              | 486                      |
| Kihei                  | 9                     | 1,723                               | 41                       |
| Lahaina                | 7                     | 812                                 | 24                       |
| Makawao                | (D)                   | (D)                                 | (6/)                     |
| Wailuku                | 9                     | 3,152                               | 52                       |
| Balance of Maui County | 5                     | 320                                 | 7                        |

D Withheld to avoid disclosing data for individual companies.

NA Not available.

1/ For pay period including March 12.

2/ 250 to 499 employees.

3/ 500 to 999 employees.

4/ 100 to 249 employees.

5/ 20 to 99 employees.

6/ 0 to 19 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1751BASIC <<https://data.census.gov>> accessed April 30, 2020.

**Table 16.04-- NUMBER OF U.S. POST OFFICES AND STATIONS, BY ISLAND:  
SEPTEMBER 30, 2019**

| Island      | Total | Cost Ascertainment Group (CAG) 1/ |     |   |   | Stations      |             |
|-------------|-------|-----------------------------------|-----|---|---|---------------|-------------|
|             |       | A-G                               | H-J | K | L | Classified 2/ | Contract 3/ |
| State total | 107   | 34                                | 26  | 9 | 2 | 23            | 13          |
| Hawaii      | 32    | 9                                 | 11  | 5 | - | 2             | 5           |
| Maui        | 11    | 8                                 | 2   | - | - | 1             | -           |
| Lanai       | 1     | -                                 | 1   | - | - | -             | -           |
| Molokai     | 6     | 1                                 | 1   | 2 | 2 | -             | -           |
| Oahu        | 41    | 11                                | 4   | 1 | - | 18            | 7           |
| Kauai       | 16    | 5                                 | 7   | 1 | - | 2             | 1           |
| Niihau 4/   | -     | -                                 | -   | - | - | -             | -           |

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/ Staffed by career postal employees.

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

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

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

**Table 16.05-- U.S. POSTAL SERVICE: 2000 TO 2019**

[Fiscal year ending September 30]

| Year | Post offices,<br>September 30 | Stations,<br>September 30 1/ | Gross postal<br>receipts (\$1,000) | Pieces of mail<br>(millions) 2/ |
|------|-------------------------------|------------------------------|------------------------------------|---------------------------------|
| 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                             |
| 2012 | 71                            | 41                           | 202,658                            | 574                             |
| 2013 | 71                            | 43                           | 206,241                            | 573                             |
| 2014 | 71                            | 42                           | 205,496                            | 554                             |
| 2015 | 71                            | 42                           | 202,288                            | 543                             |
| 2016 | 71                            | 38                           | 199,705                            | 556                             |
| 2017 | 71                            | 38                           | 191,552                            | 537                             |
| 2018 | 71                            | 27                           | 191,080                            | 527                             |
| 2019 | 71                            | 36                           | 193,863                            | 512                             |

1/ Includes both classified and contract stations (see Table 16.04).

2/ Originating in Hawaii.

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



**Table 16.06-- TELEPHONE STATISTICAL SUMMARY: 2005 TO 2018**

| Subject                                     | Number or percent |
|---|-------------------|
| Telecommunications revenues (\$ million) 1/ |                   |
| 2005  | 1,229             |
| 2006  | 1,184             |
| 2007  | 1,261             |
| 2008  | 1,055             |
| 2010  | 1,022             |
| 2011  | 943               |
| 2013  | 880               |
| 2014  | 794               |
| 2015  | 685               |
| 2016  | 626               |
| 2017  | 590               |
| Telephone penetration 2/                    |                   |
| 2005  | 94.8              |
| 2006  | 95.5              |
| 2007  | 96.0              |
| 2008  | 96.5              |
| 2009  | 97.7              |
| 2010  | 95.7              |
| 2011  | 94.9              |
| 2012  | 95.9              |
| 2013  | 96.4              |
| 2014  | 95.7              |
| 2015  | 94.6              |
| 2016  | 93.7              |
| 2017  | 94.9              |
| 2018  | 95.1              |
| Mobile wireless telephone subscribers       |                   |
| 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                                   | 3/ 1,184,000      |

1/ Only end-user revenues are included since 2008. Carrier revenues are excluded.

2/ Annual average percentage of households with telephone service.

3/ Rounded to nearest thousand.

Source: Federal Communications Commission, *Trends in Telephone Service* <[http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-301823A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-301823A1.pdf)> accessed June 29, 2012; *Telephone Subscribership in the United States* <[http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-311523A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-311523A1.pdf)> accessed July 17, 2013; and *Universal Service Monitoring Report* (annual) <<https://www.fcc.gov/general/federal-state-joint-board-monitoring-reports>> accessed May 1, 2020.

**Table 16.07-- STATUS OF TELEPHONE USAGE OF HOUSEHOLD  
POPULATION: 2017 AND 2018**

[Percent of persons living in household. Based on a sample and subject to sampling variability]

| Usage status            | 2017                          |                             | 2018                          |                             |
|-------------------------|-------------------------------|-----------------------------|-------------------------------|-----------------------------|
|                         | Adults aged 18 years and over | Children under age 18 years | Adults aged 18 years and over | Children under age 18 years |
| Wireless-only           | 48.5                          | 59.2                        | 51.6                          | 62.2                        |
| Wireless-mostly         | 17.1                          | 19.1                        | 16.6                          | 19.2                        |
| Dual-use                | 21.9                          | 16.8                        | 20.6                          | 12.4                        |
| Landline-mostly         | 5.2                           | 0.5                         | 4.8                           | 1.4                         |
| Landline-only           | 4.3                           | 1.6                         | 3.2                           | 0.3                         |
| No telephone service 1/ | 3.1                           | 2.8                         | 3.2                           | 4.4                         |

1/ The proportion of children and adults living in households with no telephone service was not modeled. Other proportions were adjusted so that this estimate agreed with the American Community Survey estimates for this proportion.

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 Early Release Program* (annual)  
<<https://www.cdc.gov/nchs/nhis/erwirelessubs.htm>> accessed May 1, 2020.

**Table 16.08-- STATUS OF WIRELESS-ONLY TELEPHONE USAGE OF HOUSEHOLD POPULATION: 2007 TO 2018**

[Percent of persons living in household. Based on a sample and subject to sampling variability]

| Year | Adults aged 18 years and over | Children under age 18 years |
|------|-------------------------------|-----------------------------|
| 2007 | 9.3                           | 1/ 7.5                      |
| 2008 | 12.6                          | 14.6                        |
| 2009 | 19.7                          | 20.4                        |
| 2010 | 23.1                          | 29.0                        |
| 2011 | 26.0                          | 35.6                        |
| 2012 | 31.6                          | 43.8                        |
| 2013 | 35.6                          | (NA)                        |
| 2014 | 38.3                          | 50.3                        |
| 2015 | 39.3                          | 53.1                        |
| 2016 | 48.3                          | 61.8                        |
| 2017 | 48.5                          | 59.2                        |
| 2018 | 51.6                          | 62.2                        |

NA Not available.

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 Early Release Program* (annual)

<<https://www.cdc.gov/nchs/nhis/erwirelessubs.htm>> accessed May 1, 2020.

**Table 16.09-- PRESENCE AND TYPES OF INTERNET SUBSCRIPTIONS IN HOUSEHOLDS: 2018**

[Based on a sample and subject to sampling variability]

| Subject 1/  | Hawaii  | United States |
|---|---------|---------------|
| Total households  | 455,309 | 121,520,180   |
| With an internet subscription                             | 391,189 | 103,698,798   |
| Dial-up with no other type of internet subscription       | 836     | 325,497       |
| Broadband of any type                                     | 390,353 | 103,373,301   |
| Cellular data plan  | 357,682 | 91,963,754    |
| With no other type of internet subscription               | 43,171  | 14,062,187    |
| Broadband such as cable, fiber optic or DSL               | 337,683 | 84,598,930    |
| With no other type of internet subscription               | 29,962  | 9,842,653     |
| Satellite internet service                                | 19,472  | 8,413,790     |
| With no other type of internet subscription               | 1,449   | 800,869       |
| Other service with no other type of internet subscription | 186     | 110,586       |
| Internet access without a subscription                    | 11,685  | 3,270,085     |
| No internet access  | 52,435  | 14,551,297    |
| Percent of total households                               | 100.0   | 100.0         |
| With an internet subscription                             | 85.9    | 85.3          |
| Dial-up with no other type of internet subscription       | 0.2     | 0.3           |
| Broadband of any type                                     | 85.7    | 85.1          |
| Cellular data plan  | 78.6    | 75.7          |
| With no other type of internet subscription               | 9.5     | 11.6          |
| Broadband such as cable, fiber optic or DSL               | 74.2    | 69.6          |
| With no other type of internet subscription               | 6.6     | 8.1           |
| Satellite internet service                                | 4.3     | 6.9           |
| With no other type of internet subscription               | 0.3     | 0.7           |
| Other service with no other type of internet subscription | 0.0     | 0.1           |
| Internet access without a subscription                    | 2.6     | 2.7           |
| No internet access  | 11.5    | 12.0          |

1/ Data about computer and Internet use were collected by asking respondents to select "Yes" or "No" to each type of computer and each type of Internet subscription. Therefore, respondents were able to select more than one type of computer and more than one type of Internet subscription, and percentage will sum to greater than 100%.

Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates, Table B28002 <<https://data.census.gov>> accessed June 9, 2020; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 16.10-- PRESENCE AND TYPES OF INTERNET SUBSCRIPTIONS  
BY HOUSEHOLD INCOME IN THE LAST 12 MONTHS: 2018**

[Based on a sample and subject to sampling variability]

| <b>Subject</b>       | <b>Total</b> | <b>With dial-up<br/>internet<br/>subscription</b> | <b>With a<br/>broadband<br/>internet<br/>subscription</b> | <b>Without an<br/>internet<br/>subscription</b> |
|----------------------|--------------|---|---|---|
| Households           |              |   |   |   |
| All income groups    | 455,309      | 836   | 390,353   | 64,120  |
| Less than \$10,000   | 24,091       | -   | 15,426  | 8,665   |
| \$10,000 to \$19,999 | 24,013       | -   | 13,975  | 10,038  |
| \$20,000 to \$34,999 | 46,452       | 281   | 32,205  | 13,966  |
| \$35,000 to \$49,999 | 47,812       | 182   | 38,683  | 8,947   |
| \$50,000 to \$74,999 | 70,691       | 140   | 61,283  | 9,268   |
| \$75,000 or more     | 242,250      | 233   | 228,781   | 13,236  |
| Percent              |              |   |   |   |
| All income groups    | 100.0        | 0.2   | 85.7  | 14.1  |
| Less than \$10,000   | 100.0        | 0.0   | 64.0  | 36.0  |
| \$10,000 to \$19,999 | 100.0        | 0.0   | 58.2  | 41.8  |
| \$20,000 to \$34,999 | 100.0        | 0.6   | 69.3  | 30.1  |
| \$35,000 to \$49,999 | 100.0        | 0.4   | 80.9  | 18.7  |
| \$50,000 to \$74,999 | 100.0        | 0.2   | 86.7  | 13.1  |
| \$75,000 or more     | 100.0        | 0.1   | 94.4  | 5.5   |

Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates, Table B28004 <<https://data.census.gov>> accessed April 29, 2020; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 16.11-- PRESENCE AND TYPES OF INTERNET SUBSCRIPTIONS IN HAWAII AND THE UNITED STATES, BY AGE GROUP: 2018**

[For population in households. Based on a sample and subject to sampling variability]

| Internet type and age group              | Hawaii    |                      | United States |                      |
|--|-----------|----------------------|---------------|----------------------|
|  | Number    | Percent of age group | Number        | Percent of age group |
| Total household population               | 1,376,737 | 100.0                | 319,075,830   | 100.0                |
| Has a computer                           | 1,307,415 | 95.0                 | 302,626,735   | 94.8                 |
| With dial-up internet subscription alone | 1,644     | 0.1                  | 591,068       | 0.2                  |
| With a broadband internet subscription   | 1,235,622 | 89.8                 | 281,778,807   | 88.3                 |
| Without an internet subscription         | 70,149    | 5.1                  | 20,256,860    | 6.3                  |
| No computer                              | 69,322    | 5.0                  | 16,449,095    | 5.2                  |
| Under 18 years                           | 301,548   | 100.0                | 73,138,247    | 100.0                |
| Has a computer                           | 292,080   | 96.9                 | 71,348,357    | 97.6                 |
| With dial-up internet subscription alone | 13        | 0.0                  | 52,051        | 0.1                  |
| With a broadband internet subscription   | 281,253   | 93.3                 | 66,936,178    | 91.5                 |
| Without an Internet subscription         | 10,814    | 3.6                  | 4,360,128     | 6.0                  |
| No computer                              | 9,468     | 3.1                  | 1,789,890     | 2.4                  |
| 18 to 64 years                           | 820,718   | 100.0                | 195,032,871   | 100.0                |
| Has a computer                           | 795,095   | 96.9                 | 188,341,551   | 96.6                 |
| With dial-up internet subscription alone | 813       | 0.1                  | 226,173       | 0.1                  |
| With a broadband internet subscription   | 753,030   | 91.8                 | 176,089,519   | 90.3                 |
| Without an internet subscription         | 41,252    | 5.0                  | 12,025,859    | 6.2                  |
| No computer                              | 25,623    | 3.1                  | 6,691,320     | 3.4                  |
| 65 years and over                        | 254,471   | 100.0                | 50,904,712    | 100.0                |
| Has a computer                           | 220,240   | 86.5                 | 42,936,827    | 84.3                 |
| With dial-up internet subscription alone | 818       | 0.3                  | 312,844       | 0.6                  |
| With a broadband internet subscription   | 201,339   | 79.1                 | 38,753,110    | 76.1                 |
| Without an internet subscription         | 18,083    | 7.1                  | 3,870,873     | 7.6                  |
| No computer                              | 34,231    | 13.5                 | 7,967,885     | 15.7                 |

Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates, Table B28005 <<https://data.census.gov>> accessed April 29, 2020; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 16.12-- CABLE TELEVISION SYSTEMS, SUBSCRIBERS, AND REVENUES, BY COUNTY: 2004 TO 2019**

[As of December 31]

| Category and year        | State total | Hawaii County | Maui County | City & County of Honolulu | Kauai County |
|--------------------------|-------------|---------------|-------------|---------------------------|--------------|
| <b>Number of systems</b> |             |               |             |                           |              |
| 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                     | 2/ 7        | 2             | 2           | 2                         | 1            |
| 2012                     | 2/ 7        | 2             | 2           | 2                         | 1            |
| 2013                     | 2/ 7        | 2             | 2           | 2                         | 1            |
| 2014                     | 2/ 7        | 2             | 2           | 2                         | 1            |
| 2015                     | 2/ 7        | 2             | 2           | 2                         | 1            |
| 2016                     | 3/ 6        | 1             | 2           | 2                         | 1            |
| 2017                     | 3/ 6        | 1             | 2           | 2                         | 1            |
| 2018                     | 3/ 6        | 1             | 2           | 2                         | 1            |
| 2019                     | 4/ 6        | 1             | 2           | 2                         | 1            |
| <b>Subscribers</b>       |             |               |             |                           |              |
| 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       |
| 2012                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2013                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2014                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2015                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2016                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2017                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2018                     | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2019                     | (D)         | (D)           | (D)         | (D)                       | (D)          |

Continued on next page.

**Table 16.12-- CABLE TELEVISION SYSTEMS, SUBSCRIBERS,  
AND REVENUES, BY COUNTY: 2004 TO 2019 -- Con.**

| Category and year               | State total | Hawaii County | Maui County | City & County of Honolulu | Kauai County |
|---------------------------------|-------------|---------------|-------------|---------------------------|--------------|
| Basic service revenue (\$1,000) |             |               |             |                           |              |
| 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       |
| 2012                            | 199,917     | 24,775        | 26,298      | 136,067                   | 12,777       |
| 2013                            | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2014                            | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2015                            | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2016                            | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2017                            | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2018                            | (D)         | (D)           | (D)         | (D)                       | (D)          |
| 2019                            | (D)         | (D)           | (D)         | (D)                       | (D)          |

D Data not shown separately to avoid disclosure of individual operations.

1/ Oceanic Time Warner Cable of Hawaii was the only cable TV provider before 2011.

2/ Oceanic Time Warner Cable of Hawaii has 6 systems. Hawaiian Telcom Services Co. has 1 system.

3/ Oceanic Time Warner Cable of Hawaii has 5 systems. Hawaiian Telcom Services Co. has 1 system.

4/ Oceanic Time Warner Cable of Hawaii was renamed Spectrum Oceanic LLC and has 5 systems.

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



**Table 16.13-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, 1955 TO 2020, AND BY COUNTY, 2020**

| Date and county   | Commercial |    |       | Public or educational |    |       |
|-------------------|------------|----|-------|-----------------------|----|-------|
|                   | AM         | FM | TV 1/ | AM                    | FM | TV 1/ |
| 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     |
| 2013: June 25     | 31         | 61 | 22    | 1                     | 15 | 4     |
| 2014: June 2      | 32         | 60 | 22    | 2                     | 18 | 4     |
| 2015: May 29      | 32         | 62 | 23    | 2                     | 18 | 4     |
| 2016: June 30     | 31         | 64 | 23    | 2                     | 21 | 4     |
| 2017: February 14 | 31         | 64 | 23    | 2                     | 20 | 4     |
| 2018: May 2       | 43         | 64 | 23    | -                     | 22 | 4     |
| 2019: March 25    | 43         | 65 | 23    | -                     | 22 | 4     |
| 2020: April 21    | 39         | 56 | 23    | -                     | 21 | 4     |
| COUNTY: 2020      |            |    |       |                       |    |       |
| Hawaii            | 3          | 17 | 6     | -                     | 4  | -     |
| Honolulu          | 22         | 19 | 12    | -                     | 6  | 3     |
| Kauai             | 2          | 8  | -     | -                     | 3  | -     |
| Maui              | 12         | 12 | 5     | -                     | 8  | 1     |

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; and Federal Communications Commission, *Media Bureau*, <<http://www.fcc.gov/encyclopedia/audio-division-media-bureau>> accessed April 21, 2020.

**Table 16.14-- AVERAGE CIRCULATION OF DAILY, WEEKLY, AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 2019**

| Newspaper                                 | Average circulation |
|---|---------------------|
| <b>Daily</b>                              |                     |
| <i>Honolulu Star-Advertiser</i> 1/        | 147,959             |
| <i>Hawaii Tribune-Herald</i> (Hilo) 1/    | 11,924              |
| <i>West Hawaii Today</i> (Kailua-Kona) 1/ | 6,277               |
| <i>Maui News</i> (Wailuku)                | (NA)                |
| <i>Garden Island</i> (Lihue) 1/           | 7,510               |
| <i>USA Today Hawaii Edition</i>           | 4,963               |
| <b>Sunday</b>                             |                     |
| <i>Honolulu Star-Advertiser</i> 1/        | 162,687             |
| <i>Hawaii Tribune-Herald</i> (Hilo) 1/    | 12,937              |
| <i>West Hawaii Today</i> (Kailua-Kona) 1/ | 7,332               |
| <i>Maui News</i> (Wailuku)                | (NA)                |
| <i>Garden Island</i> (Lihue) 1/           | 7,221               |
| <b>Weekly</b>                             |                     |
| <i>MidWeek</i> (Oahu and Kauai) 2/        | 291,401             |
| <i>MidWeek</i> (Hawaii Island) 2/         | 56,656              |
| <i>Street Pulse</i> 2/                    | 43,600              |
| <i>Army Weekly</i>                        | (NA)                |
| <i>Marine Star</i>                        | (NA)                |
| <i>Ho'okele</i>                           | (NA)                |

NA Not available.

1/ Print and digital.

2/ Reported for average distribution, not circulation.

Source: *Star-Advertiser Consolidated Media Portfolio* <<https://oahupublications.com/opi/2019-CMP.pdf>> accessed June 2, 2020.

**Table 16.15-- U.S. POSTAGE RATES AND NEWSPAPER PRICES FOR HONOLULU: 2000 TO 2020**

[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 |                       |                    | <i>The Honolulu Star Advertiser</i> | <i>The Honolulu Advertiser</i> | <i>Honolulu Star-Bulletin</i> |
| 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)                           |
| 2013 | 46                                 | 8/ 20            | 33                    | 100                | 225                                 | (X)                            | (X)                           |
| 2014 | 49                                 | 9/ 21            | 34                    | 100                | 225                                 | (X)                            | (X)                           |
| 2015 | 49                                 | 10/ 22           | 35                    | 100                | 225                                 | (X)                            | (X)                           |
| 2016 | 47                                 | 10/ 22           | 35                    | 100                | 225                                 | (X)                            | (X)                           |
| 2017 | 49                                 | 9/ 21            | 34                    | 100                | 225                                 | (X)                            | (X)                           |
| 2018 | 50                                 | 11/ 21           | 35                    | 100                | 225                                 | (X)                            | (X)                           |
| 2019 | 55                                 | 12/ 15           | 35                    | 100                | 225                                 | (X)                            | (X)                           |
| 2020 | 55                                 | 12/ 15           | 35                    | 150                | 300                                 | (X)                            | (X)                           |

Continued on next page.

**Table 16.15-- POSTAGE RATES AND NEWSPAPER PRICES, FOR  
HONOLULU: 2000 TO 2020 -- Con.**

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.

8/ For weight not over 2 ounces \$0.66, for weight not over 3 ounces \$0.86, for weight not over 3.5 ounces \$1.06, and for items over 3.5 ounces, large envelope or package prices are used.

9/ For weight not over 2 ounces \$0.70, for weight not over 3 ounces \$0.91, for weight not over 3.5 ounces \$1.12, and for items over 3.5 ounces, large envelope or package prices are used.

10/ For weight not over 2 ounces \$0.71, for weight not over 3 ounces \$0.93, for weight not over 3.5 ounces \$1.15, and for items over 3.5 ounces, large envelope or package prices are used.

11/ For weight not over 2 ounces \$0.71, for weight not over 3 ounces \$0.92, for weight not over 3.5 ounces \$1.13, and for items over 3.5 ounces, large envelope or package prices are used.

12/ For weight not over 2 ounces \$0.70, for weight not over 3 ounces \$0.85, for weight not over 3.5 ounces \$1.00, 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 <<https://www.usps.com/ship/first-class-mail.htm>> accessed July 8, 2020; Newspaper rates from *The Honolulu Star-Advertiser* <<https://gateway.staradvertiser.com/index.html>> accessed July 9, 2020.

**Table 16.16-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1991 TO 2019**

| Year | Published titles 1/  |                  |                      |                  | New books and journals published 3/ |                    | Volumes sold 3/ | Book sales revenues 3/ (dollars) |
|------|----------------------|------------------|----------------------|------------------|-------------------------------------|--------------------|-----------------|----------------------------------|
|      | Cumulative total 2/  |                  | In print             |                  | Books                               | Scholarly journals |                 |                                  |
|      | Paper or cloth based | Digital editions | Paper or cloth based | Digital editions |                                     |                    |                 |                                  |
| 1991 | 1,024                | (NA)             | 705                  | (NA)             | 53                                  | 12                 | 365,790         | 2,721,480                        |
| 1992 | 1,072                | (NA)             | 717                  | (NA)             | 48                                  | 12                 | 350,274         | 2,611,388                        |
| 1993 | 1,123                | (NA)             | 738                  | (NA)             | 51                                  | 12                 | 354,063         | 2,859,494                        |
| 1994 | 1,183                | (NA)             | 772                  | (NA)             | 60                                  | 13                 | 378,807         | 2,960,051                        |
| 1995 | 1,257                | (NA)             | 790                  | (NA)             | 74                                  | 13                 | 385,673         | 3,014,268                        |
| 1996 | 1,323                | (NA)             | 823                  | (NA)             | 54                                  | 12                 | 374,168         | 2,896,316                        |
| 1997 | 1,402                | (NA)             | 833                  | (NA)             | 65                                  | 12                 | 322,378         | 3,182,690                        |
| 1998 | 1,486                | (NA)             | 818                  | (NA)             | 84                                  | 12                 | 290,199         | 3,042,984                        |
| 1999 | 1,572                | (NA)             | 897                  | (NA)             | 83                                  | 12                 | 272,407         | 3,365,336                        |
| 2000 | 1,650                | (NA)             | 930                  | (NA)             | 82                                  | 12                 | 320,509         | 3,340,336                        |
| 2001 | 1,748                | (NA)             | 1,003                | (NA)             | 84                                  | 12                 | 316,978         | 3,583,534                        |
| 2002 | 1,854                | (NA)             | 1,063                | (NA)             | 93                                  | 13                 | 299,272         | 3,632,013                        |
| 2003 | 1,948                | (NA)             | 1,113                | (NA)             | 83                                  | 14                 | 310,407         | 3,221,852                        |
| 2004 | 2,052                | (NA)             | 1,169                | (NA)             | 88                                  | 14                 | 307,481         | 3,769,678                        |
| 2005 | 2,143                | (NA)             | 1,209                | (NA)             | 78                                  | 13                 | 282,093         | 3,595,126                        |
| 2006 | 2,233                | (NA)             | 1,294                | (NA)             | 78                                  | 14                 | 321,672         | 4,002,717                        |
| 2007 | 2,323                | (NA)             | 1,289                | (NA)             | 80                                  | 14                 | 283,047         | 3,719,467                        |
| 2008 | 2,401                | (NA)             | 1,396                | (NA)             | 73                                  | 14                 | 257,537         | 3,735,513                        |
| 2009 | 2,497                | (NA)             | 1,477                | (NA)             | 90                                  | 14                 | 225,861         | 3,271,155                        |
| 2010 | 2,559                | (NA)             | 1,485                | (NA)             | 58                                  | 14                 | 207,283         | 3,277,930                        |
| 2011 | 2,636                | (NA)             | 1,539                | (NA)             | 77                                  | 14                 | 210,459         | 3,135,110                        |
| 2012 | 2,710                | (NA)             | 1,591                | (NA)             | 74                                  | 14                 | 233,994         | 3,221,734                        |
| 2013 | 2,771                | (NA)             | 1,591                | (NA)             | 61                                  | 16                 | 229,405         | 3,346,534                        |
| 2014 | 2,799                | (NA)             | 1,357                | (NA)             | 73                                  | 16                 | 220,553         | 3,324,607                        |
| 2015 | 2,892                | (NA)             | 1,342                | (NA)             | 92                                  | 16                 | 190,706         | 3,521,581                        |
| 2016 | 3,164                | 1,113            | 1,773                | 1,113            | 73                                  | 17                 | 199,677         | 3,378,388                        |
| 2017 | 3,453                | 1,840            | 2,034                | 1,840            | 61                                  | 19                 | 220,094         | 3,409,451                        |
| 2018 | 3,529                | 2,027            | 2,114                | 2,027            | 56                                  | 19                 | 199,065         | 3,256,837                        |
| 2019 | 3,703                | 2,880            | 2,201                | 2,876            | 69                                  | 19                 | 207,460         | 3,005,750                        |

NA Not available.

1/ As of June 30. Excludes journals.

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

3/ Year ending June 30.

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