



---

## Section 6

# COMMUNICATION & TRANSPORTATION

This section covers statistics on communications and transportation.

Newspapers, radio and television station statistics are included in the first section (6.1). Under transportation, statistics on fuel usage, rental cars, registered drivers, aircraft and water craft facilities and freight traffic are presented.

With almost 45,000 tons of cargo and mail passing through Kahului Airport and just under 3,000,000 tons passing through Kahului Harbor, water transport remains the primary way goods reach Maui.

The transportation statistics are mostly taken from the Hawaii State Department of Transportation.

### 6.1.1

## AVERAGE PAID CIRCULATION OF THE MAUI NEWS

*For 12 month period ending March 31*

Year	Monday-Thursday	Friday	Saturday	Sunday
1990	17,230	20,383		19,405
1991	17,531	20,728		19,939
1992	17,845	21,089		20,822
1993	18,334	21,504		21,827
1994	18,615	21,691		22,246
1995	18,816	21,865		23,441
1996	18,379	21,234		23,866
1997	17,710	20,346		23,992
1998	17,142	19,634		24,098
2001	18,880	21,069	18,718	25,090

NOTE: 1994 to 1997 average year circulation calculated from quarterly averages. The Maui News started publishing a Saturday edition in 2001.

SOURCE: Audit Bureau of Circulations, "Maui News Audit Report," 1990-1998 and Maui News records 2001.

### 6.1.2

## AVERAGE DISTRIBUTION OF OTHER NEWSPAPERS, MAUI COUNTY

Haleakala Times	12,000	bi-monthly
Lahaina News	12,000	bi-monthly
South Maui Times	12,000	weekly
The Lana'i Times	3,000	monthly
The Molokai Advertiser-News	5,500	weekly

SOURCE: *South Maui Times, Lahaina News, The Molokai Advertiser-News, The Lana'i Times, and Haleakala Times, staff.*

### 6.1.3

## CABLE TELEVISION COMPANIES, SUBSCRIBERS AND REVENUES, BY COUNTIES

	Maui	Hawaii	Honolulu	Kauai	State Total
<b>Number of Companies<sup>1</sup></b>					
Dec. 31, 1995	2	3	2	2	6
Dec. 31, 1996	2	2	2	2	4
Dec. 31, 1997	2	2	2	1	3
Dec. 31, 1998	3	2	2	1	4
Dec. 31, 1999	3	2	2	1	2
Dec. 31, 2000	3	3	1	2	2
<b>Subscribers<sup>2</sup></b>					
Dec. 31, 1995	34,652	32,223	251,863	20,100	338,838
Dec. 31, 1996	35,507	32,876	252,261	20,306	340,950
Dec. 31, 1997	35,937	32,926	254,167	17,408	340,438
Dec. 31, 1998	49,761	34,459	256,436	17,679	358,335
Dec. 31, 1999	51,835	34,268	253,981	18,189	358,273
Dec. 31, 2000	47,695	34,974	262,681	18,451	363,801
<b>Basic Service Revenue (\$1,000)</b>					
1995	9,589	7,020	48,852	4,261	69,722
1996	9,706	9,068	53,627	4,884	77,285
1997	10,200	9,486	60,045	5,369	85,099
1998	11,797	10,674	65,650	5,615	93,735
1999	12,719	12,107	72,522	5,783	103,131
2000	14,409	13,717	78,158	6,547	112,831

<sup>1</sup>State totals are unduplicated figures; one company provided service to three counties.

<sup>2</sup>Hawaiian Cablevision has redefined multiunit as expressed by Federal rules.

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

### 6.1.4

## RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY

Station	State Total	Maui County
<b>Commercial Stations</b>		
AM	28	5 <sup>1</sup>
FM	40	10
TV <sup>2</sup>	23	5
<b>Non-commercial Stations</b>		
AM	1	—
FM	8	2
TV <sup>2</sup>	2	1

<sup>1</sup> Excludes one commercial AM station with studio on Oahu but transmitter on Molokai.

<sup>2</sup> Includes satellites but excludes translators and cable television.

SOURCE: Federal Communications Commission, Mass Media Bureau, Audio Services and Video Services Divisions, records.

## 6.2.1

### LIQUID FUEL TAX BASE, MAUI COUNTY

*Thousands of gallons*

	1994	1995	1996	1997	1998	1999	2000	2001
<b>Total</b>	<b>103,581</b>	<b>108,258</b>	<b>105,444</b>	<b>111,889</b>	<b>111,316</b>	<b>125,852</b>	<b>127,738</b>	<b>107,449</b>
Gasoline	50,324	50,852	51,854	52,863	52,855	54,543	57,861	56,585
Diesel Oil, Non-highway	36,790	37,482	32,694	32,361	26,735	31,191	28,289	25,580
Diesel Oil, Highway Use	3,235	2,920	3,453	3,743	3,987	4,564	4,097	4,151
Liquid Petroleum Gas, Off Highway	532	547	569	609	560	602	634	590
Liquid Petroleum Gas, Highway Use	27	30	26	21	22	20	14	16
Small Boats, Gasoline	2							
Aviation Fuel	12,669	16,426	16,847	22,293	27,157	34,931	36,842	20,525

Source: Hawaii State Department of Taxation, "Liquid Fuel Tax Base and Tax Collections, Calendar Year Ending December 31, 2001" (annual release), and records.

## 6.2.2

### GASOLINE AVERAGE PRICES PER GALLON, FOR ALL U.S. CITIES AND OAHU, ANNUAL AVERAGES

*In dollars; average prices include all applicable federal, state, and county taxes*

Year	U.S.	Oahu
1984	1.198	1.450
1985	1.196	1.392
1986	0.931	1.206
1987	0.957	1.233
1988	0.964	1.293
1989	1.060	1.365
1990	1.217	1.479
1991	1.196	1.560

SOURCE: Based on data in the U.S. Bureau of Labor Statistics, *CPI Detailed Report* (monthly). The 1984-1986 Honolulu prices and all U.S. averages are actual values; the 1987-1991 Honolulu prices are estimates based on actual prices for the last half of 1986 and CPI(U) changes for gasoline for subsequent years.

### 6.2.3

## HIGHWAY DISTANCES, ISLAND OF MAUI

Route	Statute Miles
Wailuku-Kahului	2.3
Wailuku-Kahului Airport	4.2
Wailuku-Hana, via Keanae	53.7
Wailuku-Hana, via Kaupo	59.8
Wailuku-Haleakala summit	38.2
Wailuku-Makena	17.6
Wailuku-Lahaina, via Kahakuloa	38.0
Wailuku-Lahaina, via Olowalu	20.9
Kahului-Kihei	7.9
Lahaina-Wailea	32.4
Lahaina-Napili	8.9
Lahaina-Kaanapali	3.7

SOURCE: Hawaii State Department of Transportation, Highways Division, records.

### 6.2.4

## HAWAII DRIVERS LICENSES IN FORCE AND VEHICLE REGISTRATION, BY TYPE OF VEHICLE, MAUI COUNTY

*Taxable and non-taxable; includes vehicles registered but subsequently scrapped or shipped out of state*

	1994	1995	1996	1997	1998	1999	2000	2001
Drivers Licenses in Force (as of December 31)	80,643	79,639	80,988	82,217	84,980	87,550	90,964	93,595
All Vehicles	113,429	115,312	119,961	119,626	123,596	128,204	135,554	139,546
Motor Vehicles	110,708	112,529	117,214	116,878	120,818	125,404	132,636	136,473
Passenger vehicles <sup>1</sup>	85,857	86,889	91,067	90,573	93,912	97,565	103,329	105,879
Ambulances	13	12	12	10	11	13	13	12
Buses	422	440	405	328	328	342	324	308
Trucks <sup>1</sup>	22,315	23,026	23,610	23,935	24,474	25,268	26,690	27,868
Truck tractors	144	137	118	111	104	96	98	99
Truck cranes	93	89	86	79	74	72	68	62
Motorcycles <sup>2</sup>	1,864	1,936	1,916	1,842	1,915	2,048	2,114	2,245
Trailers and semi-trailers	2,721	2,783	2,747	2,748	2,778	2,800	2,918	3,073

<sup>1</sup> Vans and other trucks under 6,500 lb. in personal use, legally classified as passenger vehicles, are included in the totals for trucks.

<sup>2</sup> Including motor scooters but excluding mopeds (1.5 HP or less), legally classified as bicycles.

SOURCE: Hawaii State Department of Transportation, Motor Vehicle Safety Office, records.

## 6.2.5

## MOTOR VEHICLE FUEL CONSUMPTION AND VEHICLE MILES

Year	HIGHWAY FUEL CONSUMPTION <sup>1</sup>		VEHICLE MILES OF TRAVEL	
	Total (1,000 gallons)	Gallons per Vehicle <sup>2</sup>	Total (millions)	Per Vehicle <sup>2</sup>
<b>State of Hawaii</b>				
1990	395,185	444	8,065.4	9,071
1991	406,819	453	8,142.2	9,075
1992	405,963	457	8,065.5	9,070
1993	409,940	468	7,945.3	9,063
1994	428,558	490	7,925.2	9,056
1995	422,884	482	7,944.1	9,051
1996	426,370	482	8,005.9	9,050
1997	421,499	477	8,003.0	9,050
1998	422,928	473	8,090.2	9,055
1999	417,374	460	8,215.2	9,058
2000	428,425	455	8,525.7	9,058
<b>Maui County</b>				
1991	49,037	434	1,013.7	8,962
1992	48,985	445	988.3	8,971
1993	50,715	460	988.5	8,971
1994	53,933	487	993.9	8,973
1995	53,634	477	1,010.1	8,977
1996	55,346	473	1,049.5	8,968
1997	53,771	461	1,046.0	8,963
1998	56,241	467	1,079.7	8,959
1999	59,560	477	1,119.5	8,958
2000	60,598	459	1,182.6	8,955

<sup>1</sup> Includes gasoline, diesel oil, and butane gas. Gasohol was no longer used in motor vehicles after June 1982.

<sup>2</sup> Based on motor vehicle total by county of inspection, includes both taxable and nontaxable vehicles, and all military nonresident exempt vehicles. Data include passenger cars, buses, trucks and motorcycles but exclude trailers and semi-trailers.

SOURCE: Hawaii State Department of Transportation, Highways Division, Planning Branch, records.

## 6.2.6

### AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT, MAJOR STATE-OWNED AIRPORTS

2001	Kahului	Honolulu International	Kona International (Keahole)	Lihue	Hilo International	Molokai
All Movements	174,855	345,771	98,052	113,850	115,546	44,691
Air Carrier	63,799	206,870	29,561	33,645	22,266	1,484
Air Taxi	77,779	31,539	9,547	57,883	48,680	27,385
General Aviation	29,983	91,484	47,021	17,800	32,908	11,869
Military	3,294	15,878	11,923	4,522	11,692	3,953

SOURCE: Hawaii State Department of Transportation, Airports Division, *Airport Activity Statistics, Calendar Year 2001*.

## 6.2.7

### AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT, KAHULUI AND MOLOKAI AIRPORTS

	1993	1994	1995	1996	1997	1998	1999	2000
<b>Kahului Airport</b>								
All Movements	172,265	179,227	179,883	178,590	173,342	180,890	188,385	174,855
Air Carrier	51,648	56,393	65,791	67,136	64,599	63,336	62,883	63,799
Air Taxi	77,212	85,373	80,349	78,722	81,105	84,546	92,569	77,779
General Aviation	37,097	33,292	30,691	29,976	25,211	29,509	29,575	29,983
Military	6,308	4,169	3,052	2,756	2,427	3,499	3,358	3,294
<b>Molokai Airport</b>								
All Movements	39,057	38,369	45,517	49,221	44,667	49,353	49,184	44,691
Air Carrier	100	1,443	1,194	1,003	1,017	1,163	1,469	1,484
Air Taxi	26,512	25,637	30,365	34,753	31,290	30,080	30,286	27,385
General Aviation	9,465	8,452	9,460	10,744	10,844	15,425	14,169	11,869
Military	2,980	2,833	4,498	2,721	1,516	2,685	3,260	3,953

NOTE: Definitions. *Aircraft operations*: Total aircraft movements, landings and takeoffs, combined. Reported by the United States Federal Aviation Administration's air traffic control towers. *Air carrier*: Large commercial aircraft having more than 60 seats. *Air taxi*: Small commercial aircraft having 60 seats or less. *General aviation*: All types of civil aviation including private jets, corporate jets, and helicopters. General aviation excludes commercial and military aircraft operations. *Military*: All military aircraft, including military helicopters.

SOURCE: Hawaii State Department of Transportation, Airports Division, *Airport Activity Statistics, Calendar Year 2000*.

## 6.2.8

## PASSENGERS, CARGO AND MAIL, OVERSEAS AND INTERISLAND, MAUI COUNTY AIRPORTS

Airport	1996		1997		1998		1999		2000	
	En-planned	De-planned	En-planned	De-planned	En-planned	De-planned	En-planned	De-planned	En-planned	De-planned
<b>Passengers</b>										
OGG										
interisl.	2,270,201	2,187,458	2,208,703	2,070,434	211,692	1,981,652	2,129,704	2,017,788	2,141,313	2,075,141
OGG										
overseas	680,302	768,174	770,110	828,364	837,015	910,058	854,706	969,881	965,586	1,009,205
MKK	121,872	125,605	125,471	126,766	124,917	127,675	132,540	137,212	124,670	128,838
LNy	82,882	85,037	88,777	89,626	88,035	88,584	88,598	87,043	80,761	80,644
JHM	78,381	78,367	88,485	89,444	72,573	72,355	68,336	66,966	61,128	60,187
HNM	5,441	5,258	5,126	4,955	4,877	4,605	4,184	3,909	8	9
LUP	4,216	3,885	4,393	4,232	4,546	4,408	4,150	3,996	1,148	1,007
<b>Cargo (U.S. Tons)</b>										
OGG										
interisl.	7,505	19,746	8,984	22,122	5,587	14,517	5,324	14,911	6,147	17,872
OGG										
overseas	7,184	5,776	6,988	5,772	6,804	5,179	6,945	5,937	7,390	6,688
MKK	126	555	263	710	319	888	441	967	485	847
LNy	19	509	154	721	136	717	112	665	76	642
JHM	200	480	236	482	237	489	277	360	273	316
HNM	1	0	1	0	4	0	42	11	25	10
LUP	0	0	1	6	8	153	15	174	12	190
<b>Mail (U.S. Tons)</b>										
OGG										
interisl.	2,287	3,641	2,195	4,643	2,199	7,643	2,263	7,592	2,089	7,575
OGG										
overseas	0	0	167	23	642	25	1,102	1	641	32
MKK	8	76	31	35	54	121	35	204	5	171
LNy	6	83	37	31	38	74	15	113	1	99
JHM	0	0	0	0	0	4	0	0	0	0
HNM	0	0	0	0	0	0	0	0	0	0
LUP	1	6	0	0	1	4	1	3	0	5

NOTES: Interisland traffic is intrastate only; overseas includes both international and U.S. mainland flights. Kahului is the only Maui County airport offering overseas flights.

## AIRPORT KEY:

OGG	Kahului	JHM	Kapalua
MKK	Molokai	HNM	Hana
LNy	Lanai	LUP	Kalaupapa

SOURCE: Hawaii State Department of Transportation, Airports Division, *Airport Activity Statistics, Calendar Year 2000*.

## 6.2.9

## KAHULUI HARBOR FREIGHT TRAFFIC BY COMMODITY

*In thousands of tons*

2000 Commodity	Grand Total	Foreign Imports	Foreign Exports	Domestic		
				Total	Receipts	Shipments
<b>Grand Total</b>	<b>3,477</b>	–	–	<b>3,477</b>	<b>2,185</b>	<b>1,291</b>
<b>Petroleum and Petroleum Products Total</b>	<b>541</b>	–	–	<b>541</b>	<b>541</b>	<b>0</b>
2211 Gasoline	197	–	–	197	197	–
2330 Distillate Fuel Oil	220	–	–	220	220	–
2340 Residual Fuel Oil	109	–	–	109	109	–
2350 Lube Oil & Greases	1	–	–	1	1	0
2640 Liquid Natural Gas	14	–	–	14	14	–
2990 Petro. Products NEC	1	–	–	1	1	–
<b>Chemicals and Related Products Total</b>	<b>82</b>	–	–	<b>82</b>	<b>26</b>	<b>56</b>
3110 Nitrogenous Fert.	5	–	–	5	5	–
3190 Fert. & Mixes NEC	73	–	–	73	17	56
3274 Sodium Hydroxide	1	–	–	1	1	–
3275 Inorg. Elem., Oxides, & Halogen Salts	0	–	–	0	0	–
3281 Radioactive Material	0	–	–	0	–	0
3282 Pigments & Paints	1	–	–	1	1	0
3284 Medicines	0	–	–	0	0	–
3285 Perfumes & Cleansers	1	–	–	1	1	0
3286 Plastics	1	–	–	1	1	–
3291 Pesticides	0	–	–	0	0	–
3293 Explosives	0	–	–	0	0	–
<b>Crude Materials, Inedible Except Fuels Total</b>	<b>162</b>	–	–	<b>162</b>	<b>141</b>	<b>22</b>
4189 Lumber	46	–	–	46	39	7
4190 Forest Products NEC	0	–	–	0	0	0
4225 Pulp & Waste Paper	5	–	–	5	0	5
4331 Sand & Gravel	104	–	–	104	96	8
4338 Soil & Fill Dirt	1	–	–	1	1	–
4420 Iron & Steel Scrap	5	–	–	5	4	1
4900 Non-Metal. Min. NEC	2	–	–	2	2	–
<b>Primary Manufactured Goods Total</b>	<b>1,687</b>	–	–	<b>1,687</b>	<b>980</b>	<b>707</b>
5110 Newsprint	2	–	–	2	2	–
5120 Paper & Paperboard	1	–	–	1	1	–
5190 Paper Products NEC	12	–	–	12	12	0
5210 Lime	34	–	–	34	–	34
5220 Cement & Concrete	53	–	–	53	53	–
5240 Glass & Glass Prod.	1	–	–	1	1	–
5290 Misc. Mineral Prod.	12	–	–	12	12	–
5360 I&S Bars & Shapes	2	–	–	2	2	–
5370 I&S Pipe & Tube	4	–	–	4	4	0
5480 Fab. Metal Products	1,564	–	–	1,564	891	673
5540 Primary Wood Prod.	3	–	–	3	3	–

## 6.2.9

CONTINUED

2000 Commodity	Grand Total	Foreign Imports	Foreign Exports	Domestic		
				Total	Receipts	Shipments
<b>Food and Farm Products Total</b>	<b>501</b>	–	–	<b>501</b>	<b>165</b>	<b>336</b>
6134 Fish (Not Shellfish)	0	–	–	0	0	–
6442 Rice	2	–	–	2	2	–
6653 Vegetable Oils	0	–	–	0	0	–
6654 Vegetables & Prod.	8	–	–	8	8	0
6746 Wheat Flour	1	–	–	1	1	–
6747 Grain Mill Products	0	–	–	0	0	–
6781 Hay & Fodder	1	–	–	1	1	–
6782 Animal Feed, Prep.	7	–	–	7	7	–
6811 Meat, Fresh, Frozen	6	–	–	6	6	0
6817 Meat, Prepared	0	–	–	0	0	–
6822 Dairy Products	2	–	–	2	2	–
6839 Animals & Prod. NEC	6	–	–	6	3	3
6857 Fruit & Nuts NEC	1	–	–	1	1	–
6858 Fruit Juices	84	–	–	84	0	84
6861 Sugar	173	–	–	173	0	173
6865 Molasses	68	–	–	68	–	68
6871 Coffee	0	–	–	0	0	0
6885 Alcoholic Beverages	18	–	–	18	18	0
6887 Groceries	10	–	–	10	10	–
6889 Food Products NEC	112	–	–	112	104	8
6899 Farm Products NEC	1	–	–	1	1	0
<b>Mfg'd Equipment, Machinery and Products Total</b>	<b>504</b>	–	–	<b>504</b>	<b>333</b>	<b>171</b>
7110 Machinery (Not Elec)	12	–	–	12	6	6
7120 Electrical Machinery	1	–	–	1	1	0
7210 Vehicles & Parts	247	–	–	247	152	95
7220 Aircraft & Parts	0	–	–	0	0	–
7230 Ships & Boats	0	–	–	0	0	0
7300 Ordnance & Access.	0	–	–	0	0	0
7400 Manufac. Wood Prod.	3	–	–	3	3	0
7500 Textile Products	1	–	–	1	1	0
7600 Rubber & Plastic Pr.	0	–	–	0	0	0
7900 Manufac. Prod. NEC	240	–	–	240	170	70
<b>Unknown or Not Elsewhere Classified Total</b>	<b>0</b>	–	–	<b>0</b>	<b>0</b>	<b>0</b>
9900 Unknown or NEC	0	–	–	0	0	–

NOTES: Totals may not add due to rounding. Tonnage figures are rounded. A zero represents less than 500 tons but more than zero. Blanks mean zero tons. Commodity codes are standardized to reflect the Standard Industrial Trade Classification (SITC) Revision 3 commodity codes. *Grand Total*: specifically represents the sum total of all the different traffics, including all domestic and foreign traffic. *Foreign Imports*: inbound merchandise for direct consumption and entries into custom bonded storage and manufacturing warehouses originating in foreign countries other than Canada. *Canadian Imports*: inbound domestic merchandise for direct consumption and entries into custom bonded storage and manufacturing warehouses originating in Canada. *Domestic*: domestic traffic receiving a carriage over the ocean. *Receipts*: traffic moving from one location to another where the destination is the subject port. *Shipments*: traffic moving from one location to another where the origin is the subject port.

NEC: not elsewhere classified.

I&S: iron and steel.

SOURCE: U.S. Department of the Army, Corps of Engineers, *Waterborne Commerce of the United States, Part 4, Waterways and Harbors, Pacific Coast, Alaska and Hawaii*, calendar year 2000.

## 6.2.10

### VESSEL ARRIVALS FOR KAHULUI HARBOR

*Excludes domestic fishing craft*

	1993	1994	1995	1996	1997	1998	1999	2000
<b>Total Inbound Vessels</b>	<b>1,257</b>	<b>1,228</b>	<b>1,238</b>	<b>1,333</b>	<b>1,259</b>	<b>1,351</b>	<b>1,442</b>	<b>1,453</b>
<b>By Type of Vessel</b>								
Self propelled vessels								
Passenger and dry cargo	31	35	27	35	22	45	55	54
Tanker	2	0	0	1	0	3	2	0
Towboat or tugboat	452	362	443	539	534	584	614	665
Non-self propelled vessels								
Dry cargo	691	736	687	676	615	618	656	624
Tanker	81	95	81	82	88	101	115	110
<b>By Draft</b>								
18 feet and less	1,233	1,202	1,211	1,280	1,061	1,152	1,160	1,198
19 feet and more	24	26	27	53	198	199	282	255

SOURCE: U.S. Department of the Army, Corps of Engineers, *Waterborne Commerce of the United States, Part 4, Waterways and Harbors, Pacific Coast, Alaska and Hawaii*, calendar years 1993-2000.

## 6.2.11

### FREIGHT TRAFFIC FOR KAHULUI HARBOR

#### Freight Traffic (In thousand short tons)

1988	2,156
1989	2,278
1990	2,408
1991	2,434
1992	2,357
1993	2,216
1994	2,368
1995	2,586
1996	2,828
1997	2,895
1998	2,851
1999	3,513
2000	3,477

SOURCE: U.S. Department of the Army, Corps of Engineers, *Waterborne Commerce of the United States, Part 4, Waterways and Harbors, Pacific Coast, Alaska and Hawaii*, calendar years 1988-2000.