

## Section 16

# COMMUNICATIONS

This section presents statistics on the usage, finances, and operations of the Postal Service and of various 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 communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, Hawaii State Department of Commerce and Consumer Affairs, GTE Hawaiian Telephone Company, and the Nielsen Station Index. 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: 2000*, Section 18.

**Table 16.01-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1997**

<b>SIC code</b>	<b>Industry</b>	<b>No. of establishments</b>	<b>No. of employees for week including March 12</b>	<b>Annual Payroll (\$1000)</b>
27	Printing and publishing	179	3,225	113,434
271	Newspapers	23	1,466	60,153
272	Periodicals	36	325	11,268
273	Books	10	1/	(D)
274	Miscellaneous publishing	9	1/	(D)
48	Communication	215	6,550	279,076
481	Telephone	138	4,608	196,041
483	Radio & TV broadcasting	51	1,196	47,076
484	Cable & other pay TV services	17	599	29,155
489	Communication services, n.e.c.	9	147	6,804
5942	Book stores	57	695	10,246
731	Advertising	94	666	22,902
7311	Advertising agencies	66	518	19,149

D Withheld to avoid disclosing data for individual companies.

n.e.c. Not elsewhere classified.

1/ 20-99.

Source: U.S. Census Bureau, *County Business Patterns 1997, Hawaii*, CBP/97-13 (September 1999).

**Table 16.02-- STATISTICAL SUMMARY FOR INFORMATION INDUSTRIES: 1997**

<b>NAICS code</b>	<b>Kind of business</b>	<b>Establishments (number)</b>	<b>Receipts (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
51	Information, total	458	1,464,152	318,652	8,996
511	Publishing industries	93	273,301	78,970	2,066
5111	Newspaper, periodical, book, & database publishers	77	267,048	76,775	2,005
5112	Software publishers	16	6,253	2,195	61
512	Motion picture & sound recording Industries	108	102,196	20,326	1,496
5121	Motion picture & video industries	99	95,860	19,526	1,473
5122	Sound recording industries	9	6,336	800	23
513	Broadcasting & telecommunications	197	1,057,491	208,563	5,100
5131	Radio & television broadcasting	50	137,679	47,512	1,239
5132	Cable networks & program distribution	18	153,337	29,488	618
5133	Telecommunications	129	766,475	131,563	3,243
514	Information services & data processing services	60	31,164	10,793	334

Source: U. S. Census Bureau, *1997 Economic Census, Information, Geographic Area Series, Hawaii*, EC97551A-HI (October 1999), table 1. Internet site <http://www.census.gov/epcd/www/97EC51.HTM>.

**Table 16.03-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:  
SEPTEMBER 10, 1999**

Island	Total	Cost Ascertainment Group (CAG) 1/				Stations	
		A-G 2/	H-J 3/	K 4/	L 5/	Classified 6/	Contract 7/
State total	133	35	25	12	-	34	27
Hawaii	33	9	11	5	-	2	6
Maui	14	9	1	-	-	2	2
Lanai	1	-	1	-	-	-	-
Molokai	5	1	-	4	-	-	-
Oahu	61	12	4	1	-	27	17
Kauai	19	4	8	2	-	3	2
Niihau 8/	-	-	-	-	-	-	-

1/ Changes in CAG assignments are made at the beginning of the Postal fiscal year (September to August). 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 16.04-- POSTAL SERVICE: 1994 TO 1999**

[Years ended September 30]

Subject	1994	1995	1996	1997	1998	1999
Post offices, September 30	72	72	72	72	72	72
Stations, September 30 1/	73	73	61	59	58	61
Gross postal receipts (\$1,000)	163,493	171,867	172,686	172,714	171,816	174,958
Pieces of mail 2/ (millions)	518	539	530	549	556	560

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

2/ Originating in Hawaii.

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

**Table 16.05-- TELEPHONE STATISTICAL SUMMARY: 1995 TO 2000**

Subject	Number or percent
Telephone revenues (million dollars):	
1995	775
1996	841
1997	930
1998	969
Carrier's carrier	193
User	777
Telephone penetration: 1/	
1984	93.5
1999	96.3
Mobile wireless telephone subscribers:	
Dec. 1999	288,425
June 2000	454,364
Dec. 2000	524,291

1/ Annual average percentage of households with telephone service.

Source: Federal Communications Commission, *Trends in Telephone Service* (Dec. 2000), cited in *FCC News* (Dec. 21, 2000), tables 12.1, 16.5, and 17.2, and *FCC News* (May 21, 2001), table 9.

**Table 16.06-- TELEPHONE ACCESS LINES, BY ISLANDS AND TYPE:  
1992 TO 2000**

[As of December 31. Access lines represent the lines connecting customers to the network regardless of the ownership of the customer premises equipment. Business access includes key and coin system lines]

Year	Switched access lines	Oahu	Other islands	Residence	Business
1992	628,222	455,143	173,079	417,595	210,627
1993	648,444	467,858	180,586	429,652	218,792
1994	666,233	477,888	188,345	439,104	227,129
1995	684,820	490,685	194,135	447,188	237,632
1996	705,302	502,745	202,557	454,574	250,728
1997	719,787	509,336	210,451	461,430	258,357
1998 1/	731,519	512,607	218,912	468,218	263,301
1999 1/	737,653	510,591	227,062	473,299	264,354
2000 1/	741,843	507,729	234,114	475,735	266,108

1/ Verizon is not the sole provider of telephone access lines.  
Source: Verizon Hawaii, records.

**Table 16.07-- TELEPHONE ACCESS LINES, NON-LIST AND  
NON-PUBLISHED NUMBERS IN SERVICE: 1997 TO 2000**

[Data include both residence and business telephone numbers]

Category	1997	1998	1999	2000
Access lines	719,787	731,519	737,653	741,843
Non-list and non-published	235,818	238,160	242,916	249,533
Non-list 1/	2,236	2,056	1,936	2,042
Non-published 2/	233,582	236,104	240,980	247,491

1/ Numbers that are not published in the telephone directory but are available via directory assistance.  
2/ Numbers that are not published in the telephone directory and are not available via directory assistance.  
Source: Verizon Hawaii, records.

**Table 16.08-- HAWAIIAN TELEPHONE COMPANY OPERATIONS:  
1996 TO 2000**

<b>Subject</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
Operating revenues (\$1,000)	634,921	642,357	671,300	679,100	638,700
Operating expenses (\$1,000)	518,142	502,275	523,700	495,000	468,800
Net income (\$1,000)	54,701	60,998	72,900	96,800	85,300
Net investment in property, plant, and equipment (\$1,000)	822,473	845,352	854,200	835,300	775,000
Total assets (\$1,000)	1,200,985	1,306,113	1,328,400	1,357,400	1,426,800
Access lines 1/	826,619	861,079	919,683	994,456	2/ 919,428
Number of employees 1/	2,911	2,897	2,980	2,589	2,400

1/ Includes Micronesian Telecommunications Corporation.

2/ Change in definition / composition.

Source: Verizon Hawaii, records.

**Table 16.09-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1990 TO 2000**

[In dollars. As of July 1. Including state and federal excise taxes where applicable]

Year	Local call, pay phone	Honolulu to Hilo		Honolulu to California 3/		Monthly charge, indiv. resident line 4/
		Direct dialing 1/	Through operator 2/	Direct dialing 1/	Through operator 2/	
1990	0.25	0.98	2.00	0.78	3.50	20.31
1991	0.25	1.35	2.00	0.75	2.50	20.28
1992	0.25	0.94	2.00	0.75	2.58	20.27
1993	0.25	0.94	2.14	0.75	2.80	21.37
1994	0.25	0.94	2.14	(NA)	(NA)	22.19
1995	0.25	0.84	2.04	0.84	4.04	22.86
1996	0.25	0.85	2.04	(NA)	(NA)	20.60
1997	0.25	0.42	1.62	(NA)	(NA)	20.96
1998	0.35	0.42	1.62	(NA)	(NA)	21.05
1999	0.35	0.42	1.62	(NA)	(NA)	20.79
2000	0.35	0.42	1.62	(NA)	(NA)	22.34

NA Not available.

1/ Daytime calls, first three minutes.

2/ Station-to-station operator-handled daytime weekday calls, first three minutes.

3/ AT&T Communications, Inc., rates quoted for Honolulu to California calls.

4/ Includes for 2000 basic phone rate (\$14.40), interstate subscriber line charge (\$5.00), Telecommunications Relay Service surcharge (\$0.07), E911 surcharge (\$0.27), Service Provider Number Portability fee (\$0.36), and intrastate surcharge, federal excise tax, PUC service fee, and state general excise tax (\$2.24).

Source: Verizon Hawaii, records.

**Table 16.10-- CELLULAR TELEPHONE COMPANY REVENUES, BY ISLANDS: 1989 TO 2000**

Calendar year	Number of companies	Revenues (\$1,000)				
		Total	Hawaii	Maui	Oahu	Kauai
1989	2	21,758	-	-	21,758	-
1990	4	38,732	150	-	38,475	107
1991	4	48,742	1,734	1,653	44,179	1,176
1992	4	62,127	3,184	2,199	54,031	2,713
1993	5	76,420	4,618	3,470	63,596	4,736
1994	5	95,334	6,712	6,237	77,914	4,471
1995	5	109,746	(NA)	(NA)	(NA)	(NA)
1996	7	123,314	(NA)	(NA)	(NA)	(NA)
1997	8	130,945	(NA)	(NA)	(NA)	(NA)
1998	10	142,129	(NA)	(NA)	(NA)	(NA)
1999	10	227,597	(NA)	(NA)	(NA)	(NA)
2000	10	1/ (NA)	(NA)	(NA)	(NA)	(NA)

NA Not available, due to confidentiality of these reports.

1/ Annual Utility Financial Reports are due on March 31, 2001, thus, we do not have the 2000 financial data at this time. Additional extension until July 31, 2001, may also be requested.

Source: Hawaii State Public Utilities Commission, records.

**Table 16.11-- PERCENT OF HOUSEHOLDS WITH A TELEPHONE,  
COMPUTER, AND INTERNET USE: 1997, 1998, AND 2000**

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

NA Not available.

Source: National Telecommunications and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 8, 1999 and *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/fttn00/Falling.htm>

**Table 16.12-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND  
REVENUES, BY COUNTIES: 1998 TO 2000**

County	Number of companies Dec. 31 1/			Subscribers Dec. 31 2/			Basic service revenue (\$1000)		
	1998	1999	2000	1998	1999	2000	1998	1999	2000
State total	4	2	2	345,631	358,273	363,801	93,735	103,131	112,831
Hawaii	2	2	3	34,459	34,268	34,974	10,674	12,107	13,717
Maui	3	3	3	37,057	51,835	47,695	11,797	12,719	14,409
Honolulu	2	2	1	256,436	253,981	262,681	65,650	72,522	78,158
Kauai	1	1	2	17,679	18,189	18,451	5,615	5,783	6,547

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

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

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

**Table 16.13-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, 1925 TO 2000-2001, AND BY COUNTIES, 2000-2001**

Date and county	Commercial stations			Public or educational stations		
	AM	FM	TV 1/	AM	FM	TV 1/
1925: Jan. 1	2	-	-	-	-	-
1930: Jan. 1	1	-	-	-	-	-
1935: Jan. 1	2	-	-	-	-	-
1940: Jan. 1	3	-	-	-	-	-
1945: Jan. 1	4	-	-	-	-	-
1950: June 7	12	-	-	-	-	-
1955: Jan. 1	13	1	3	-	1	-
1960: Jan. 1	17	1	7	-	2	-
1965: Jan. 1	23	2	10	-	-	-
1970: Jan. 1	25	4	10	-	1	2
1975: Jan. 1	26	5	10	-	1	2
1980: Jan. 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
2000-2001	28	40	23	1	7	2
COUNTIES: 2000-01						
Hawaii	5	10	7	-	1	-
Maui	5	10	5	-	1	1
Honolulu 2/	16	16	11	1	3	1
Kauai	2	4	-	-	2	-

1/ Includes satellites but excludes translators and cable television.

2/ Includes one commercial AM station with studio on Oahu but transmitter on Molokai.

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, *2001 Working Press of the Nation*, Vol. 3, TV & Radio Directory, 51st edition.

**Table 16.14-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA:  
1998 AND 1999**

Subject	January 1998			January 1999		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	394,400	(NA)	(NA)	(NA)	(NA)	(NA)
With television	381,820	277,410	104,410	385,790	280,660	105,130
Percent	96.8	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

Source: Hawaii Public Television, *Nielsen Station Index*.

**Table 16.15-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY  
TIME OF DAY: 1995 TO 1999**

[In thousands. Mean number of viewers, Sunday through Saturday]

Year and month	Sign-on to sign-off 7 A.M. to 1 A.M.		Prime time 6:30 P.M. to 10 P.M.	
	Households 1/	Persons 2/	Households 1/	Persons 2/
1995: Feb.	170	331	107	187
May	139	276	82	143
Nov.	158	299	112	188
1996: Feb.	155	288	102	177
May	130	244	75	123
Nov.	146	277	84	133
1997: Feb.	159	299	101	177
May	142	255	78	122
Nov.	133	220	77	110
1998: Feb.	131	242	69	110
May	145	264	80	132
Nov.	130	220	74	110
1999: Feb.	135	252	88	143
May	130	231	82	121
Nov.	112	198	59	88

1/ Average number with a TV set turned on.

2/ Average number of persons, 2 years and older, in TV households that are viewing any station.

Source: Hawaii Public Television, *Nielsen Station Index*.

**Table 16.16-- 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	10
Language:						
Chinese	2	1	1	1	1	1
English	3	3	6	6	6	6
Hawaiian	-	-	-	-	-	-
Japanese 1/ Korean	2	2	1	1	1	1
	-	-	1	1	2	2
Place of publication:						
Honolulu	6	5	5	5	6	6
Hilo	1	1	1	1	1	1
Kailua-Kona	-	-	1	1	1	1
Kauai	-	-	1	1	1	1
Maui	-	-	1	1	1	1

1/ Includes bilingual papers (Japanese and English).

Source: Aloha United Way, *Hawaii Media Guide* for 1977-1985; *The State of Hawaii Data Book* for 1977-1998; Helen G. Chapin, forthcoming survey.

**Table 16.17-- 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: Helen G. Chapin, *Guide to Newspapers of Hawai'i 1834-2000* (Hawaiian Historical Society, 2000), pp. 127-226; Robert C. Schmitt, *Historical Statistics of Hawaii* (The University Press of Hawaii, 1977), table 18.5; present report, table 16.15.

**Table 16.18-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1996-1997 TO 1999-2000**

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

Newspaper	1996-97	1997-98	1998-99	1999-2000
Daily:				
<i>The Honolulu Advertiser</i> 1/	104,960	104,233	104,602	107,495
<i>Honolulu Star-Bulletin</i> 2/	71,418	69,188	67,124	63,480
<i>Hawaii Tribune-Herald</i> (Hilo) 3/	19,079	(NA)	19,069	(NA)
<i>West Hawaii Today</i> (Kailua-Kona) 3/	11,334	10,938	11,667	11,206
<i>Maui News</i> (Wailuku) 4/	17,702	17,142	16,970	5/ 17,225
<i>Garden Island</i> (Lihue) 4/	7,551	8,352	8,790	6/ 8,379
Sunday morning:				
<i>The Honolulu Advertiser</i>	190,475	190,349	188,556	187,277
<i>Hawaii Tribune-Herald</i> (Hilo)	22,894	(NA)	22,851	(NA)
<i>West Hawaii Today</i> (Kailua-Kona)	13,668	13,981	14,610	14,617
<i>Maui News</i> (Wailuku)	23,992	24,098	24,220	24,365
<i>Garden Island</i> (Lihue)	7,750	9,293	9,395	9,210

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

5/ The *Maui News* became a morning paper on July 24, 2000.

6/ As of September 2000, The *Garden Island* added a Saturday morning edition.

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

**Table 16.19-- POSTAGE RATES AND NEWSPAPER PRICES, FOR HONOLULU: 1990 TO 2001**

[In cents. As of July 1]

Year	Domestic first-class postage rates			Newspaper price 1/	
	Letters		Postal and post cards	Daily	Sunday
	First ounce	Each added ounce			
1990	25	20	15	35	125
1991	29	23	19	35	125
1992	29	23	19	35	150
1993	29	23	19	50	150
1994	29	23	19	50	150
1995	32	23	20	50	150
1996	32	23	20	50	175
1997	32	23	20	50	175
1998	32	23	20	50	175
1999	33	22	20	50	175
2000	33	22	20	50	175
2001	34	23	21	1/ 50	1/ 175

1/ Street sales, for *The Honolulu Advertiser* (daily, 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). Honolulu Star-Bulletin, under new owner Oahu Publications, began to publish on March 15, 2001, daily street price is 50 cents; began the Sunday edition on April 1, 2001, street price is 125 cents.

Source: Postal rates from *Statistical Abstract of the United States, 1999*, p. 590; U.S. Postal Service, *Domestic Rates and Fees*. Newspaper rates from Hawaii Newspaper Agency and Oahu Publications.

**Table 16.20-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE  
UNIVERSITY OF HAWAII PRESS: 1990 TO 2000**

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		
1990	971	703	53	13	422,266	2,591,790
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

1/ As of June 30. Excludes journals.

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

3/ Year ended June 30.

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