

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, Audit Bureau of Circulations, 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: 1996*, Section 18.

Table 16.01-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1994

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	191	482	Telegraph & other	4
271	Newspapers	27	483	Radio, TV broadcast	53
272	Periodicals	27	484	Cable, other pay TV	15
273	Books	11	489	Commun. services, n.e.c.	8
274	Miscell. publishing	10	5942	Book stores	63
48	Communication	209	731	Advertising	75
481	Telephone	127	7311	Advertising agencies	66

Source: U.S. Bureau of the Census, *County Business Patterns 1994, Hawaii*, CBP-94-13 (September 1996), table 1b.

**Table 16.02-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
SEPTEMBER 13, 1996**

Island	Total	Post offices			Stations	
		1st class	2nd class	3rd class	Classified 1/	Contract 2/
State total	133	36	24	12	35	26
Hawaii	34	8	12	5	2	7
Maui	13	9	1	-	2	1
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	61	13	3	1	28	16
Kauai	19	5	7	2	3	2
Niihau 3/	-	-	-	-	-	-

1/ Staffed by career postal employees.

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

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

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

Table 16.03-- POSTAL SERVICE: 1991 TO 1996

[Years ended September 30]

Subject	1991	1992	1993	1994	1995	1996
Post offices, September 30	74	73	72	72	72	72
Stations, September 30 1/	70	70	73	73	73	61
Gross postal receipts (\$1,000)	151,429	158,134	161,493	163,984	171,867	172,686
Pieces of mail 2/ (millions)	473	478	504	518	539	530

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

2/ Originating in Hawaii. Excludes mail originating elsewhere.

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

**Table 16.04-- TELEPHONE ACCESS LINES, BY ISLANDS AND TYPE:
1985 TO 1995**

[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]

Definition 1/ and year	All access lines	By island		By type		
		Oahu	Other islands	Residence	Business	Other types
Old definition:						
1985	479,253	352,674	126,579	342,296	111,792	25,165
1986	493,079	362,083	130,996	350,790	118,002	24,287
1987	520,057	380,227	139,830	363,951	128,197	27,909
1988	530,022	395,685	134,337	375,238	123,409	31,375
1989	555,966	409,904	146,062	385,247	133,620	37,099
1990	586,065	427,017	159,048	397,762	143,631	44,672
1991	606,899	440,216	166,683	408,603	149,209	49,087
1992	624,093	451,512	172,581	417,595	152,848	53,650
New definition:						
1992	629,214	455,681	173,533	417,595	157,255	54,364
1993	649,268	468,337	180,931	429,652	162,817	56,799
1994	666,246	477,844	188,402	439,104	164,172	62,970
1995	684,826	490,658	194,168	447,188	237,638	

1/ In 1992, GTE Hawaiian Telephone Company changed its definition of total switched access lines.

Source: GTE Hawaiian Telephone Company, data provided Sept. 19, 1996.

**Table 16.05-- TELEPHONE ACCESS LINES AND NON-LIST AND
NON-PUBLISHED NUMBERS IN SERVICE: 1991 TO 1995**

[Data include both residence and business telephone numbers]

Category	1991	1992 3/	1993	1994	1995
Access lines	606,899	629,214	649,268	666,246	684,826
Non-list and non-published	173,110	182,205	193,282	206,537	219,964
Non-list 1/	2,189	2,215	2,195	2,498	2,433
Non-published 2/	170,921	179,990	191,087	204,039	217,531

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.

3/ In 1992, GTE Hawaiian Telephone Company changed the definition of total switched access lines.

Source: GTE Hawaiian Telephone Company, data provided Sept. 19, 1996.

**Table 16.06-- HAWAIIAN TELEPHONE COMPANY OPERATIONS:
1993 TO 1995**

Subject	1993	1994	1995
Operating revenues (\$1,000)	576,433	604,211	611,760
Operating expenses (\$1,000)	564,713	525,373	520,115
Net income (\$1,000)	-5,042	29,789	-225,518
Net investment in property, plant, and equipment (\$1,000)	1,145,673	1,205,827	809,445
Total assets (\$1,000)	1,425,045	1,527,249	1,154,815
Access lines 1/	725,029	749,023	780,580
Number of employees 1/	3,320	3,240	3,025

1/ Includes Micronesia (198 employees and 13,618 access lines in 1993).

Source: GTE Hawaiian Tel 1995 Form 10-K.

**Table 16.07-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED
TYPES OF SERVICE, FOR HONOLULU: 1990 TO 1995**

[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	0.85	2.05	0.84	4.04	22.86

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 1995 basic phone rate (\$14.40), standard desk phone (\$3.95), interstate subscriber charge (\$3.50), TRS (Telephone Relay Service) charge (\$0.09), 911 surcharge (\$0.28), and federal, PUC, and state taxes (\$0.64).

Source: GTE Hawaiian Telephone Company, records, and AT&T Communications, Inc., records.

Table 16.08-- CELLULAR TELEPHONE COMPANY REVENUES, BY ISLANDS: 1986 TO 1994

Calendar year	Number of companies	Revenues (\$1,000)				
		Total	Hawaii	Maui	Oahu	Kauai
1986	2	2,022	-	-	2,022	-
1987	2	7,162	-	-	7,162	-
1988	2	12,314	-	-	12,314	-
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

Source: Public Utilities Commission, records.

Table 16.09-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1993 AND 1994

County	Number of companies Dec. 31 1/		Subscribers Dec. 31 2/		Basic service revenue (\$1,000)	
	1993	1994	1993	1994	1993	1994
State total	7	7	322,285	329,990	68,485	67,085
Hawaii	3	3	30,601	31,770	7,389	6,587
Maui	2	2	30,662	28,054	9,121	10,085
Honolulu	2	2	243,703	250,841	48,268	46,340
Kauai	2	2	17,319	19,325	3,707	4,073

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 16.10-- RADIO AND TELEVISION BROADCASTING STATIONS IN
OPERATION, 1930 TO 1996, AND BY COUNTIES, 1995 AND 1996**

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV 1/	AM	FM	TV 1/
1930: Jan. 1	1	-	-	-	-	-
1945: Jan. 1	4	-	-	-	-	-
1960: Jan. 1	17	1	7	-	2	-
1975: Jan. 1	26	5	10	-	1	2
1990: June 30	28	21	19	-	3	2
1994: June 30	29	29	20	1	3	2
1995: June 30	29	33	20	1	3	2
1996: June 30	28	37	21	1	3	2
COUNTIES: 1995						
Hawaii	5	10	6	-	-	-
Maui	4	8	5	-	1	1
Honolulu 2/	18	13	9	1	2	1
Kauai	2	2	-	-	-	-
COUNTIES: 1996						
Hawaii	5	11	6	-	-	-
Maui	4	8	5	-	1	1
Honolulu 2/	17	15	10	1	2	1
Kauai	2	3	-	-	-	-

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, records; Broadcasting and R.R. Vowker Publications, *Broadcasting & Cable Yearbook 1997*.

**Table 16.11-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA:
1993 AND 1994**

Subject	January 1993			January 1994		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	373,800	275,000	98,800	391,300	285,400	105,900
With television	363,360	268,350	95,010	379,670	278,610	101,060
Percent	97.2	97.6	96.1	97.0	97.6	95.4

Source: *Nielsen Station Index, Honolulu, Hawaii*, February 1993 and February 1994, table 1.

**Table 16.12-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY
TIME OF DAY: 1991 TO 1995**

[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/
1991: Nov.	151	211	100	140
1992: Feb.	149	209	90	126
May	160	224	93	130
Nov.	150	286	92	164
1993: Feb.	176	340	112	202
May	162	308	98	170
Nov.	167	328	97	175
1994: Feb.	160	328	93	164
May	156	284	86	131
Nov.	168	309	102	165
1995: Feb.	170	331	107	187

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: *Nielsen Station Index, Honolulu, Hawaii*, Daypart Summary, issued three times annually.

**Table 16.13-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1991-92 TO 1994-95**

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

Newspaper	1991-92	1992-93	1993-94	1994-95
Daily:				
The Honolulu Advertiser 1/	100,804	104,665	104,461	105,793
Honolulu Star-Bulletin 2/	87,809	87,052	82,489	79,796
Hawaii Tribune-Herald (Hilo) 3/	20,193	20,058	19,688	19,773
West Hawaii Today (Kailua-Kona) 3/	11,698	11,860	11,667	11,559
Maui News (Wailuku) 4/	18,494	18,968	19,222	18,816
Garden Island (Lihue) 4/	7,478	7,558	7,679	(NA)
Sunday morning:				
The Honolulu Advertiser 5/	198,676	197,597	195,577	195,166
Hawaii Tribune-Herald (Hilo)	23,999	24,193	23,088	23,049
West Hawaii Today (Kailua-Kona)	12,971	13,434	13,455	13,516
Maui News (Wailuku)	20,822	21,827	22,246	23,441
Garden Island (Lihue)	8,058	8,075	8,100	(NA)

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

5/ Data through February 27, 1993 are for the *Sunday Star-Bulletin and Advertiser*; beginning March 7, 1993, for the Sunday *Honolulu Advertiser*.

Source: Audit Bureau of Circulations data provided to Hawaii State Department of Business, Economic Development & Tourism by newspaper publishers.

**Table 16.14-- POSTAGE RATES AND NEWSPAPER PRICES, FOR
HONOLULU: 1986 TO 1996**

[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			
1986	22	17	14	35	100
1987	22	17	14	35	100
1988	25	20	15	35	125
1989	25	20	15	35	125
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

1/ Street sales, for *The Honolulu Advertiser* (daily, all years), *Honolulu Star-Bulletin* (daily, all years), the *Sunday Star-Bulletin and Advertiser* (through Feb. 27, 1993), and the *Sunday The Honolulu Advertiser* (beginning March 7, 1993).

Source: Postal rates from *Statistical Abstract of the United States, 1996*, p. 573, as updated by the U.S. Postal Service, Customer Information. Newspaper rates from Hawaii Newspaper Agency.

**Table 16.15-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1989 TO 1994**

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		
1989	918	701	50	9	402,606	2,222,341
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

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.