

Section 16

COMMUNICATIONS

This section presents statistics on the various communications media: postal service, telephone, telegraph, radio, television, newspaper, and books.

Hawaii is served by all major communications media. In 1979 it had 76 post offices handling 276 million pieces of mail and accounting for postal receipts in excess of \$55 million. There were 685,000 telephones in service (double the number a dozen years earlier), 296,000 telephone homes, 1.8 billion local calls originated, 10 million completed interisland calls, and 28 million incoming and outgoing transpacific calls. Telegraph messages to and from Hawaii in 1978 totaled 272,000. The 35 commercial and educational radio stations in the Islands early in 1980 included 25 on the regular broadcast band and 10 FM stations. The State also had 12 television stations (10 commercial and 2 educational), including satellites but excluding translators. Ten cable TV companies served 115,000 subscribers. More than 96 percent of all households had television sets, and half of the adults surveyed watched three or more hours daily. Island publishers printed six daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the three English-language dailies averaged 216,500 in 1979, compared with 203,500 a decade earlier.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, CATV Division of the Hawaii State Department of Regulatory Agencies, Hawaiian Telephone Company, Audit Bureau of Circulations, and Hawaii Media Guide. Earlier figures appear in Historical Statistics of Hawaii, Section 18. Data on communications for other States and for the nation as a whole are carried in Statistical Abstract of the United States: 1979, Section 19.

Table 302.-- POSTAL SERVICE: 1978 AND 1979

[For fiscal years ended September 30]

Year	Number of post offices at end of period <u>1/</u>	Gross postal receipts (\$1,000)	Pieces of mail handled <u>2/</u> (millions)
1978	76	49,198	267
1979	76	55,267	276

1/ Includes all 1st-, 2nd-, 3rd-, and 4th-class post offices; excludes branches and stations.

2/ Data limited to mail originating in Hawaii; mail originating elsewhere is excluded.

Source: U.S. Postal Service, Pacific District Office, records.

Table 303.-- TELEPHONE CALLS: 1973 TO 1979

[In thousands]

Year	Local <u>1/</u>		Interisland		Transpacific (paid)	
	Originating	Completed	Paid <u>2/</u>	Completed	Hawaii originating	Incoming and out-going <u>3/</u>
1973	1,379,709	931,304	3,754	3,805	3,795	6,814
1974	1,438,381	949,332	4,494	4,564	4,775	8,620
1975	1,395,876	918,486	5,156	5,352	5,908	10,703
1976	1,517,337	1,012,064	5,851	6,140	7,448	13,621
1977	1,566,869	1,052,936	6,838	7,028	9,485	17,103
1978	1,719,200	1,139,829	8,087	8,317	12,232	22,540
1979	1,830,954	1,186,458	9,635	10,040	15,160	28,113

1/ Revised from 1978 edition, table 262. For a discussion of these revisions and annual comparability of data before 1973, see 1979 edition, table 248.

2/ Excludes uncollectables.

3/ Includes calls paid in Hawaii and elsewhere.

Source: Hawaiian Telephone Company, records.

Table 304.-- TELEPHONES IN SERVICE AND RESIDENCE
 MAIN STATIONS: 1969 TO 1979

[Data before 1971 exclude Defense Administrative Telephone Service (DATS), taken over by the Hawaiian Telephone Company in that year.]

Year	Telephones in service, December 31,			Residence main stations, Dec. 31
	State total	Oahu	Other islands	
1969	381,982	314,915	67,067	188,864
1970	414,165	339,952	74,213	199,333
1971 <u>1/</u>	445,995	365,733	80,262	212,983
1972	498,593	412,443	86,150	221,277
1973	523,699	430,612	93,087	231,146
1974	544,718	444,359	100,359	239,923
1975	567,685	460,602	107,083	250,319
1976	596,952	480,937	116,015	262,982
1977	627,848	501,914	125,934	273,860
1978	659,141	523,472	135,669	285,948
1979	684,812	539,582	145,230	296,433

1/ Defense Administrative Telephone System (DATS) included beginning in 1971. DATS telephones in service numbered 4,423 (all on Oahu) as of December 31, 1971.

Source: Hawaiian Telephone Company, records.

Table 305.-- TELEPHONE SERVICE, BY ISLANDS: 1979

Islands	Tele- phones in service, Dec. 31	Main stations, Dec. 31		Inter- island calls <u>1/</u>	Trans- pacific calls <u>2/</u>
		Residence	Business		
State total	684,812	296,433	76,533	10,040,098	15,160,327
Oahu	539,582	233,093	59,366	4,629,652	12,150,247
DATS <u>3/</u>	25,446	-	11,796
Other Oahu ...	514,136	233,093	47,570
Other Islands ..	145,230	63,340	17,167	5,410,446	3,010,080
Hawaii	62,322	27,662	7,408	2,234,362	1,090,390
Maui	51,197	21,821	6,056	2,123,184	1,415,266
Lanai	864	611	104
Molokai	3,436	1,598	396
Kauai	27,411	11,648	3,203	1,052,900	514,424

1/ Number completed, by island of origination. Oahu total includes Lanai and Molokai.

2/ Paid calls originating in Hawaii, by island of origination, Oahu total includes Lanai and Molokai.

3/ Defense Area Telephone Service.

Source: Hawaiian Telephone Company, records.

Table 306.-- TELEGRAPH MESSAGES: 1970 TO 1979

Year	Total messages	From Hawaii to Mainland			From Mainland to Hawaii		
		Total from Hawaii	Originated in Hawaii	Originated elsewhere	Total to Hawaii	Originated on Mainland	Originated elsewhere
1970	567,550	266,811	198,830	67,981	300,739	236,106	64,633
1971	419,188	201,600	135,581	66,019	217,588	154,506	63,082
1972	392,596	189,214	122,792	66,422	203,382	141,682	61,700
1973	385,823	198,693	136,747	61,946	187,130	116,850	70,280
1974	382,281	185,204	100,321	84,883	197,077	125,319	71,758
1975	346,851	166,700	81,986	84,714	180,151	110,390	69,761
1976	307,036	156,235	70,692	85,543	150,801	80,638	70,163
1977	277,748	142,903	61,512	81,391	134,845	70,826	64,019
1978	271,747	137,687	54,505	83,182	134,060	69,055	65,005
1979	262,888	134,265	50,522	83,743	128,623	65,598	63,025

Source: Federal Communications Commission, Common Carrier Bureau, records.

Table 307.-- PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1978 AND 1979

[Averages for six-month periods ended September 30.]

Year	Honolulu Advertiser <u>1/</u>	Honolulu Star-Bulletin <u>1/</u>	Sunday Star-Bulletin and Advertiser	Hawaii Tribune-Herald <u>2/</u>	
				Daily	Sunday
1978	80,659	117,989	198,661	16,709	18,329
1979	81,317	117,729	199,046	17,451	19,123

1/ Published daily, Monday through Saturday.

2/ Published daily, including Sunday.

Source: Audit Bureau of Circulations data supplied by the Hawaii Newspaper Agency, Inc., and the Hawaii Tribune-Herald.

Table 308.-- PERIODICALS PUBLISHED IN HAWAII: 1980

Frequency	Newspapers <u>1/</u>		Magazines and other periodicals
	English	Foreign language	
Daily or 6 times weekly	3	3	-
2 or 3 times weekly	4	-	1
Weekly	1	1	19
Semi-monthly or biweekly	1	-	17
Monthly	-	-	21
2 to 10 times annually	-	-	5

1/ The daily newspapers are: Honolulu Advertiser, Honolulu Star-Bulletin, and Hawaii Tribune-Herald (Hilo), all English-language; Hawaii Hochi and Hawaii Times, both bilingual (Japanese and English); and United Chinese Press, Chinese. All but the Hawaii Tribune-Herald are published in Honolulu.

Source: Aloha United Way, Hawaii Media Guide 1980.

Table 309.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY PRESS OF HAWAII: 1978 AND 1979

Year	Published titles <u>1/</u>		New books and journals published <u>2/</u>		Volumes sold <u>2/</u>	Sales revenues <u>2/</u> (dollars)
	Cumulative total	In print	Books	Scholarly journals		
1978	516	418	46	4	163,686	819,527
1979	550	441	34	5	182,598	790,214

1/ As of June 30.

2/ Year ended June 30.

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

Table 310.-- COMMERCIAL AND EDUCATIONAL RADIO AND TELEVISION
BROADCASTING STATIONS IN OPERATION: JANUARY 1, 1980

Kind of station	Commercial stations	Educational stations
Radio, AM	25	-
Radio, FM	10	1
Television, except satellites ..	4	2
Television satellites	6	-

Source: Federal Communications Commission, Broadcast Bureau, Policy and Rules Division, Policy Analysis Branch, information supplied March 13, 1980.

Table 311.-- BROADCAST REVENUES AND EXPENDITURES OF COMMERCIAL
RADIO AND TELEVISION STATIONS: 1977 AND 1978

Category and year	Number of stations		Broadcast revenues (dollars)	Broadcast expenses (dollars)
	In operation	Reporting		
Radio: <u>1/</u>				
1977	27	27	9,823,082	11,273,172
1978	31	26	11,276,796	12,672,688
Television: <u>2/</u>				
1977	10	6	18,855,099	17,979,561
1978	10	6	23,095,726	19,964,945

1/ AM and FM stations counted as one station.

2/ Includes satellites.

Source: Federal Communications Commission, Broadcast Bureau, Policy and Rules Division, Policy Analysis Branch, records.

Table 312.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1978 AND 1979

County	Number of companies Dec. 31 ^{1/}		Subscribers, Dec. 31		Gross revenue (\$1,000)	
	1978	1979	1978	1979	1978	1979
State total	10	10	97,218	114,790	10,686	13,260
Hawaii	3	3	11,436	12,757	1,330	1,438
Maui	2	2	5,167	7,271	551	721
Honolulu	5	5	78,562	92,526	8,564	10,773
Kauai	1	1	2,053	2,236	281	328

^{1/} State total is unduplicated figure; one company provided service to both Hawaii and Maui Counties.

Source: Hawaii State Department of Regulatory Agencies, CATV Division, records.

Table 313.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREAS:
1979-1980

Geographic area	Total households	Television households	
		Number	Percent
State total ...	273,800	265,250	96.9
Oahu	218,800	213,230	97.5
Other islands	55,000	52,020	94.6

Source follows next table.

Table 314.-- AVERAGE NUMBER OF TELEVISION VIEWERS
BY TIME OF DAY: NOVEMBER 1979 AND MAY 1980

(Data refer to the total number of persons 2 years
old and over in television households.)

Time of day	Days of the week	Television viewers	
		November 1979	May 1980
6 A.M. to 2 A.M. ..	Sun.-Sat.	143,350	93,200
6 A.M. to noon	Mon.-Fri.	61,500	47,080
Noon to 6 P.M.	Mon.-Fri.	111,920	98,500
6 P.M. to 9 P.M. ..	Sun.-Sat.	343,810	324,240
9 P.M. to midnight	Sun.-Sat.	181,670	163,640

Source: A. C. Nielsen Company, Media Research
Group, Nielsen Station Index data provided August 25,
1980.

Table 315.-- POSTAGE AND TELEGRAPH RATES AND NEWSPAPER PRICES,
FOR HONOLULU: 1970 TO 1980

(In cents. As of July 1.)

Year	Domestic postage rates <u>1/</u>			Telegraph rate per word <u>2/</u>	Newspaper price <u>3/</u>	
	Letters		Postal and post cards		Daily	Sunday
	First ounce	Each added ounce				
1970	6	6	5	21	10	25
1971	8	8	6	21	15	35
1972	8	8	6	21	15	35
1973	8	8	6	21	15	35
1974	10	10	8	21	20	45
1975	10	10	8	21	20	50
1976	13	11	9	21	20	50
1977	13	11	9	21	20	50
1978	15	13	10	21	20	50
1979	15	13	10	21	25	60
1980	15	13	10	21	25	60

1/ Surface mail rates. Beginning in 1959, first-class mail was routinely airlifted to and from the Mainland, and, effective October 11, 1975, surface mail service was upgraded to the level of airmail throughout the nation. Domestic airmail service was discontinued as of May 1, 1977.

2/ Per full-rate word (non-coded) between Honolulu and the Mainland.

3/ Street sales, for the Honolulu Advertiser, Honolulu Star-Bulletin, and Sunday Star-Bulletin and Advertiser.

Source: Postal rates from Statistical Abstract of the United States: 1979, p. 580. Telegraph rates from Federal Communications Commission, records, and telegraph company Honolulu offices. Newspaper rates from mastheads.

Table 316.-- TELEPHONE RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU:
1970 TO 1980

(In dollars. As of July 1. Including tax.)

Year	Local call, pay phone	Honolulu to Hilo		Honolulu to California		Monthly charge, indiv. res. line
		Direct dialing <u>1/</u>	Through operator <u>2/</u>	Direct dialing <u>1/</u>	Through operator <u>2/</u>	
1970 ..	0.10	...	0.99	...	4.29	9.90
1971 ..	0.10	...	0.99	...	4.29	9.90
1972 ..	0.10	0.99	0.99	4.29	4.29	10.12
1973 ..	0.10	0.97	0.97	3.27	4.25	10.63
1974 ..	0.10	0.97	0.97	2.59	3.40	10.53
1975 ..	0.10	0.96	0.96	2.57	3.37	10.17
1976 ..	0.10	0.95	0.95	2.39	3.34	10.07
1977 ..	0.10	0.94	0.94	1.86	2.84	9.98
1978 ..	0.15	0.94	0.94	1.84	2.81	11.86
1979 ..	0.15	0.90	0.90	1.61	2.55	11.74
1980 ..	0.15	1.04	1.85	1.61	2.60	11.63

1/ Daytime calls, first three minutes. Direct dialing was introduced January 16, 1972.

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

Source: Hawaiian Telephone Company, records.