

Section 16

COMMUNICATIONS

This section presents statistics on the usage, finances, and operations of the various communications media: postal service, telephone, telegraph, radio, television, newspapers and periodicals, and books.

Hawaii is served by all major communications media. In 1980 it had 76 post offices handling 298 million pieces of mail and accounting for postal receipts in excess of \$58 million. There were 712,000 telephones in service (double the number a dozen years earlier), 304,000 telephone homes, 1.96 billion local calls originated, 11.2 million completed interisland calls, and 31.8 million incoming and outgoing transpacific calls. Telegraph messages to and from Hawaii in 1979 totaled 263,000. The 37 commercial, public and educational radio stations in the Islands early in 1981 included 25 on the regular broadcast band and 12 FM stations. The State also had 12 television stations (10 commercial and 2 public), including satellites but excluding translators. Ten cable TV companies served 129,000 subscribers. An estimated 97 percent of all households had television sets, and evening programs in May 1981 were watched by an average of 170,000 households. Island publishers printed seven daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the three English-language dailies averaged 219,000 in 1978-1979, compared with 206,600 at the beginning of the decade.

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, A. C. Nielsen Co., 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: 1980, Section 19.

Table 346.-- POSTAL SERVICE: 1970 TO 1980

[For fiscal years ended June 30 through 1976 and September 30 thereafter.]

Fiscal year	Number of post offices <u>1/</u>	Gross postal receipts (\$1,000)	Pieces of mail <u>2/</u> (millions)
1970	80	20,840	187
1971	80	21,976	201
1972	78	23,434	215
1973	77	27,100	226
1974	76	29,663	233
1975	76	33,549	238
1976	76	37,433	242
1977	76	43,790	249
1978	76	49,198	267
1979	76	55,267	276
1980	76	58,413	298

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

2/ Originating in Hawaii. Mail originating elsewhere is excluded.

Source: U.S. Postal Service, Honolulu, records; 1970 Annual Report of the Postmaster General, pp. 90 and 110.

Table 347.-- NUMBER OF POST OFFICES, BY ISLANDS:
SEPTEMBER 30, 1980

[Includes all 1st-, 2nd-, and 4th-class post offices;
excludes branches and stations.]

Island	Post offices
State total	76
Hawaii	28
Maui	10
Lanai	1
Molokai	5
Oahu	17
Kauai	15
Niihau	-
Other islands	-

Source: U.S. Postal Service, Honolulu, data supplied
February 23, 1981.

Table 348.-- 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 349.-- TELEPHONES IN SERVICE AND RESIDENCE
MAIN STATIONS: 1970 TO 1980

[Data before 1971 exclude Defense Administrative Telephone System (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	
1970	414,165	339,952	74,213	199,333
1971 ^{1/}	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
1980	712,095	555,790	156,305	303,928

^{1/} Defense Administrative Telephone System (DATS) included beginning in 1971.
Source: Hawaiian Telephone Company, records.

Table 350.-- TELEPHONE CALLS: 1973 TO 1980

[In thousands.]

Year	Local <u>1/</u>		Interisland		Transpacific (paid)	
	Originating	Completed	Paid <u>2/</u>	Completed	Outgoing	Incoming and outgoing <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
1980	1,957,427	1,468,070	10,652	11,239	17,199	31,804

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 351.-- TELEPHONE SERVICE, BY ISLANDS: 1980

Island	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	712,095	303,928	79,565	11,238,672	17,198,756
Oahu	555,790	237,019	61,141	5,173,118	13,710,542
DATS <u>3/</u>	26,029	-	12,178
Other Oahu	529,761	237,019	48,963
Other Islands	156,305	66,909	18,424	6,065,554	3,488,214
Hawaii	66,405	29,293	8,100	2,563,150	1,258,462
Maui	56,118	23,093	6,313	2,271,493	1,609,847
Lanai	901	634	101
Molokai	3,607	1,678	413
Kauai	29,274	12,211	3,497	1,230,911	619,905

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

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

3/ Defense Administrative Telephone System.

Source: Hawaiian Telephone Company, records.

Table 352.-- COMMERCIAL AND PUBLIC OR EDUCATIONAL RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION: JANUARY 1, 1981

Kind of station	Commercial stations	Public or educational stations
Radio, AM	25	-
Radio, FM	11	1
Television, except satellites ..	4	2
Television satellites	6	-

Source: Federal Communications Commission, Broadcast Bureau, Policy and Rules Division, Policy Analysis Branch, information supplied June 5, 1981.

Table 353.-- BROADCAST REVENUES AND EXPENDITURES OF COMMERCIAL RADIO AND TELEVISION STATIONS: 1977 TO 1979

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
1979	36	32	12,977,465	13,444,053
Television: <u>2/</u>				
1977	10	6	18,855,099	17,979,561
1978	10	6	23,095,726	19,964,945
1979	10	6	22,333,491	20,930,128

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, information supplied June 5, 1981.

Table 354.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1979 AND 1980

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Gross revenue (\$1,000)	
	1979	1980	1979	1980	1979	1980
State total	10	10	114,790	128,719	13,260	16,191
Hawaii	3	3	12,757	14,296	1,438	1,865
Maui	2	2	7,271	8,853	721	943
Honolulu	5	5	92,526	103,341	10,773	13,024
Kauai	1	1	2,236	2,229	328	359

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 355.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREAS:
JANUARY 1981

Geographic area	Total households	Television households	
		Number	Percent
State total ...	302,500	293,500	97.0
Oahu	236,100	230,480	97.6
Other islands	66,400	63,020	94.9

Source follows next table.

Table 356.-- AVERAGE NUMBER OF TELEVISION VIEWERS, BY TIME OF DAY:
FEBRUARY 1981 AND MAY 1981

[In thousands.]

Time of day	Days of week	Households <u>1/</u>		Persons <u>2/</u>	
		Feb. 1981	May 1981	Feb. 1981	May 1981
7 A.M. to 1 A.M.	Sun.-Sat.	75	79	134	137
7 A.M. to 9 A.M.	Mon.-Fri.	42	46	63	63
9 A.M. to noon	Mon.-Fri.	34	36	46	46
Noon to 3:30 P.M.	Mon.-Fri.	52	53	71	69
3:30 to 6:30 P.M.	Mon.-Fri.	94	107	165	184
6:30 to 10:00 P.M.	Sun.-Sat.	158	164	319	320
7:00 to 10:00 P.M.	Mon.-Fri.	160	170	315	324
10:30 P.M. to midnight ..	Mon.-Fri.	47	52	74	77

1/ Average number of households with a TV set turned on.

2/ Average number of persons, 2 years old and over, in television households that are viewing any station.

Source: A.C. Nielsen Company, Viewers in Profile, Honolulu, HI (Including Satellite/Affiliate Areas) for February 1981 (pp. 5 and 7) and May 1981 (pp. 1, 5, and 7).

Table 357.-- PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE
NEWSPAPERS: 1969-70 TO 1980-81

[Averages for 12-month periods ended March 31.]

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
1969-70	73,055	121,286	170,835	12,208	12,509
1970-71	75,691	125,873	176,607	13,050	13,351
1971-72	74,915	126,027	179,910	13,598	13,994
1972-73	74,248	128,132	184,359	14,187	14,534
1973-74	76,763	130,532	190,037	15,216	15,654
1974-75	75,613	119,691	183,783	15,710	16,303
1975-76	73,834	115,145	183,566	16,386	17,361
1976-77	77,442	118,925	191,903	16,424	17,548
1977-78	79,501	118,883	195,594	16,440	17,950
1978-79	82,958	119,205	201,649	16,964	18,651
1979-80	83,478	118,340	201,445	17,825	19,555
1980-81	83,721	115,814	201,301	(NA)	(NA)

NA Not available.

1/ Published daily, Monday through Saturday.

2/ Published daily, Monday through Friday.

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

Table 358.-- PERIODICALS PUBLISHED IN HAWAII: 1981

Frequency	Newspapers <u>1/</u>		Magazines and other periodicals
	English	Foreign language	
Daily, 5 to 7 times weekly	3	4	-
2 to 4 times weekly	4	-	1
Weekly	1	1	19
Semi-monthly or biweekly	1	1	16
Monthly	-	-	25
2 to 10 times annually	-	-	6

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); Korea Times & Han Kook Ilbo (Korean language); and United Chinese Press (Chinese language). All but the Hawaii Tribune-Herald are published in Honolulu.

Source: Aloha United Way, Hawaii Media Guide, 1981.

Table 359.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY PRESS OF HAWAII: 1979 AND 1980

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		
1979	550	441	34	5	182,598	790,214
1980	588	474	37	5	187,795	894,184

1/ As of June 30.

2/ Year ended June 30.

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

Table 360.-- POSTAGE AND TELEGRAPH RATES AND NEWSPAPER PRICES,
FOR HONOLULU: 1970 TO 1981

[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
1981	18	17	12	21	25	75

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: 1980, p. 582, as updated. Telegraph rates from Federal Communications Commission, records, and telegraph company Honolulu offices. Newspaper rates from mastheads.

Table 361.-- TELEPHONE RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU:
1971 TO 1981

[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>	
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	1.06	1.89	1.64	2.60	11.63
1981 ..	0.15	1.06	1.89	1.64	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.