

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 1981 it had 76 post offices handling 293 million pieces of mail and accounting for postal receipts in excess of \$67 million. There were 728,000 telephones in service (double the number a dozen years earlier), 311,000 telephone homes, about 2 billion local calls originated, 12 million completed interisland calls, and over 32 million incoming and outgoing transpacific calls. Telegraph messages to and from Hawaii in 1981 totaled 196,000. The 45 commercial, public and educational radio stations in the Islands early in 1982 included 29 on the regular broadcast band and 16 FM stations. The State also had 16 television stations (14 commercial and 2 public), including satellites but excluding translators. Ten cable TV companies served 142,000 subscribers. An estimated 97 percent of all households had television sets, and evening programs in May 1982 were watched by an average of 157,000 households. Island publishers printed eight daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the two English-language dailies on Oahu averaged 196,000 in 1981-1982, compared with 201,000 a decade earlier.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, Division of Consumer Advocacy and CATV Division of the Hawaii State Department of Commerce and Consumer Affairs, 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: 1981, Section 19.

Table 355.-- POSTAL SERVICE: 1971 TO 1981

[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)
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
1981	76	67,055	293

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.

Table 356.-- NUMBER OF POST OFFICES, BY ISLANDS:
SEPTEMBER 30, 1981

[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
January 21, 1982.

Table 357.-- TELEGRAPH MESSAGES: 1971 TO 1981

Year	Total messages	From Hawaii to Mainland			From Mainland to Hawaii		
		Total from Hawaii	Origi- nated in Hawaii	Origi- nated elsewhere	Total to Hawaii	Origi- nated on Mainland	Origi- nated elsewhere
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 <u>1/</u>	385,823	187,130	116,850	70,280	198,693	136,747	61,946
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
1980 ..	222,410	120,785	43,543	77,242	101,625	46,564	55,061
1981 ..	196,350	106,248	34,432	71,816	90,102	37,924	52,178

1/ Corrected from previous editions of the Data Book.

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

Table 358.-- TELEPHONES IN SERVICE AND RESIDENCE
 MAIN STATIONS: 1971 TO 1981

Year	Telephones in service December 31,			Residence main stations, Dec. 31
	State total	Oahu	Other islands	
1971	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
1981	728,352	563,630	164,722	311,430

Source: Hawaiian Telephone Company, records, for 1971 through 1980; Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records, for 1981.

Table 359.-- TELEPHONE CALLS: 1973 TO 1981

[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	<u>4/</u> 28,076
1980	1,957,427	1,468,070	10,652	11,239	17,199	<u>4/</u> 31,609
1981	(NA)	(NA)	11,316	11,993	(NA)	(NA)

NA Not available.

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.

4/ Revised from 1981 edition, table 350.

Source: Hawaiian Telephone Company, records, for 1973 through 1980; Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records, for 1981.

Table 360.-- TELEPHONE SERVICE, BY ISLANDS: 1981

Island	Tele- phones in service, Dec. 31,	Main stations, Dec. 31		Inter- island calls <u>1/</u>
		Residence	Business	
State total ..	728,352	311,430	81,499	11,992,843
Oahu	563,630	241,261	62,304	5,539,848
DATS <u>2/</u>	27,676	-	12,497	...
Other Oahu	535,954	241,261	49,807	...
Other islands	164,722	70,169	19,195	6,452,995
Hawaii	70,183	30,735	8,440	2,698,799
Maui	58,875	24,225	6,524	2,384,111
Lanai	916	646	103	...
Molokai	3,652	1,759	440	...
Kauai	31,096	12,804	3,688	1,370,085

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

2/ Defense Administrative Telephone System.

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

Table 361.-- COMMERCIAL AND NON-COMMERCIAL RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION: JUNE 30, 1982

Kind of station	Commercial stations	Non- commercial stations
Radio, AM	29	-
Radio, FM	14	2
Television	14	2

Source: Federal Communications Commission, Broadcast Bureau, Broadcast Facilities Division, information supplied July 15, 1982.

Table 362.-- BROADCAST REVENUES AND EXPENDITURES OF COMMERCIAL RADIO AND TELEVISION STATIONS: 1979

[The Federal Communications Commission, the source for these statistics, discontinued their compilation after the release of the 1979 data.]

Category	Number of stations		Broadcast revenues (dollars)	Broadcast expenses (dollars)
	In operation	Reporting		
Radio <u>1/</u>	36	32	12,977,465	13,444,053
Television <u>2/</u> ..	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 363.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1980 AND 1981

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Gross revenue (\$1,000)	
	1980	1981	1980	1981	1980	1981
State total	10	10	128,719	141,507	16,191	16,535
Hawaii	3	3	14,296	15,156	1,865	2,038
Maui	2	2	8,853	9,874	943	1,152
Honolulu <u>2/</u>	5	4	103,341	114,325	13,024	12,936
Kauai <u>3/</u>	1	2	2,229	2,152	359	408

1/ State totals are unduplicated figures; one company provided service to both Hawaii and Maui Counties.

2/ Honolulu Television and Communications Corporation purchased Oceanic Cablevision, Inc., and Pacific Cablevision, Inc., on March 31, 1981.

3/ Seven Twenty Limited Partnership was granted a permit on August 4, 1981, but had not begun service by the end of the year.

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

Table 364.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREAS:
JANUARY 1982

Geographic area	Total households	Television households	
		Number	Percent
State total ...	310,700	300,560	96.7
Oahu	242,000	235,660	97.4
Other islands	68,700	64,900	94.5

Source follows next table.

Table 365.-- AVERAGE NUMBER OF TELEVISION VIEWERS, BY TIME OF DAY:
FEBRUARY 1982 AND MAY 1982

[In thousands.]

Time of day	Days of week	Households <u>1/</u>		Persons <u>2/</u>	
		Feb. 1982	May 1982	Feb. 1982	May 1982
7 A.M. to 9 A.M.	Mon.-Fri.	41	38	57	55
9 A.M. to noon	Mon.-Fri.	35	36	46	46
Noon to 3:30 P.M.	Mon.-Fri.	62	56	82	75
3:30 to 5:00 P.M.	Mon.-Fri.	65	64	110	106
5:00 to 6:30 P.M.	Mon. Fri.	144	131	251	232
6:30 to 7:00 P.M.	Mon.-Fri.	162	145	323	286
7:00 to 10:00 P.M.	Mon.-Fri.	170	157	330	308
10:00 to 10:30 P.M.	Mon.-Fri.	141	125	232	213
10:30 P.M. to midnight ..	Mon.-Fri.	62	53	91	79
7 A.M. to 1 A.M.	Sat.-Sun.	81	75	139	129
6:30 to 10:00 P.M.	Sat.-Sun.	166	148	327	293

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 1982 (pp. 5 and 7) and May 1982 (pp. 1, 5, and 7).

Table 366.-- PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1971-72 TO 1981-82

[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	
1971-72 ...	74,915	126,027	179,910	
1972-73 ...	74,248	128,132	184,359	
1973-74 ...	76,763	130,532	190,037	
1974-75 ...	75,613	119,691	183,783	
1975-76 ...	73,834	115,145	183,566	
1976-77 ...	77,442	118,925	191,903	
1977-78 ...	79,501	118,883	195,594	
1978-79 ...	82,958	119,205	201,649	
1979-80 ...	83,478	118,340	201,445	
1980-81 ...	83,721	115,814	201,301	
1981-82 ...	83,825	112,011	197,135	

Year	Hawaii Tribune-Herald		Maui News <u>2/</u>	West Hawaii Today <u>3/</u>
	Daily <u>4/</u>	Sunday		
1971-72 ...	13,598	13,994	(NA)	2,182
1972-73 ...	14,187	14,534	(NA)	4,550
1973-74 ...	15,216	15,654	(NA)	4,746
1974-75 ...	15,710	16,303	(NA)	4,703
1975-76 ...	16,386	17,361	(NA)	4,736
1976-77 ...	16,424	17,548	13,220	4,592
1977-78 ...	16,440	17,950	13,561	4,625
1978-79 ...	16,964	18,651	14,975	5,053
1979-80 ...	17,825	19,555	15,109	5,977
1980-81 ...	18,450	20,104	15,281	6,537
1981-82 <u>5/</u>	18,912	20,531	13,965	6,804

NA Not available.

1/ Published daily, Monday through Saturday.

2/ Published 3 times weekly, September 1970 through May 1981, and 5 times weekly (Monday through Friday) beginning June 1, 1981.

3/ Published weekly, 1968-1974; twice weekly, 1974-1976; 3 times weekly, 1976-1982; and 5 times weekly, (Monday through Friday) beginning March 1, 1982.

4/ Published 5 times weekly, Monday through Friday.

5/ Maui News figure refers to 6-month period ended March 31, 1982.

Source: Hawaii Newspaper Agency, Inc., Hawaii Tribune-Herald, Maui News, and West Hawaii Today.

Table 367.-- 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 were: 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). Since these data were compiled, the Maui News and West Hawaii Today have become dailies and the Hawaii Times has become a weekly.

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

Table 368.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY PRESS OF HAWAII: 1980 AND 1981

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		
1980	588	474	37	5	187,795	894,184
1981	619	469	33	5	211,598	944,386

1/ As of June 30.

2/ Year ended June 30.

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

Table 369.-- 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 370.-- 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.