

COMMUNICATIONS

This section presents statistics on the usage, finances, and operations of the Postal Service and of various communications media: telephone, telegraph, radio, television, newspapers, periodicals, and books. Sections 12 and 15 contain employment and payrolls data for communications establishments.

Hawaii is served by all major communications media. In 1987 it had 144 post offices and stations handling 394 million pieces of mail and accounting for postal receipts in excess of \$102 million. There were 493,000 telephone access lines in service, 351,000 telephone homes, about 2.35 billion local calls originated, 12 million completed interisland calls (in 1981), and 32 million incoming and outgoing transpacific calls (in 1980). Telegraph messages to and from Hawaii in 1984 totaled 112,000. The 47 commercial, public and educational radio stations in the Islands in 1987 included 27 on the regular broadcast band and 20 FM stations. The State also had 16 television stations (14 commercial and 2 public), including satellites but excluding translators. Nine cable TV companies served 231,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in February 1987 numbered 200,000 households. Island publishers printed nine 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 188,000 in 1986-1987.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, the 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: 1987, Section 18.

Table 471.-- POSTAL SERVICE: 1970 TO 1987

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

Fiscal year	Number, end of fiscal year <u>1/</u>		Gross postal receipts (\$1,000)	Pieces of mail <u>2/</u> (millions)
	Post offices	Stations		
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
1981	76	...	67,055	293
1982	76	...	77,424	290
1983	76	<u>3/</u> 50	80,943	305
1984	76	<u>4/</u> 54	84,733	317
1985	76	64	94,975	339
1986	76	67	102,440	360
1987	75	69	107,946	394

1/ Includes all 1st-, 2nd-, 3rd-, and 4th-class post offices and both classified and contract stations (classified stations are those staffed by career postal employees; contract stations, those operated under a contractual agreement between the Postal Service and an individual contractor). Station counts not available before 1983.

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

3/ April 15.

4/ June 30.

Source: U.S. Postal Service, Honolulu Field Division, records.

Table 472.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
OCTOBER 26, 1987

Island	Total	Post offices <u>1/</u>			Stations	
		1st class	2nd class	3rd class	Classified <u>2/</u>	Contract <u>3/</u>
State total ..	144	33	27	15	30	39
Hawaii	35	9	11	7	2	6
Maui	17	7	3	-	1	6
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	66	12	4	1	26	23
Kauai	20	4	8	3	1	4
Niihau	-	-	-	-	-	-

1/ There are no fourth-class post offices in the State.

2/ Staffed by career postal employees.

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

Source: U.S. Postal Service, Honolulu Field Division, data supplied October 26, 1987.

Table 473.-- RESIDENCES, POST OFFICE BOXES, AND BUSINESSES
SERVED BY THE U.S. POSTAL SERVICE, BY ISLANDS: 1987

[As of September 15]

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Residences ...	310,529	23,743	23,282	-	165	257,465	5,874
P. O. boxes ..	93,974	26,307	13,966	876	1,703	37,098	14,024
Businesses ...	27,049	2,843	2,948	-	-	20,309	949

Source: U.S. Postal Service, San Mateo Postal Data Center, records.

Table 474.-- TELEPHONE ACCESS LINES, BY ISLAND AND TYPE: 1981 TO 1986

[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	All access lines	By island		By type		
		Oahu	Other islands	Residence	Business	Other types
1981	431,893	324,968	106,925	314,355	95,000	22,538
1982	445,452	334,150	111,302	323,588	98,691	23,173
1983	458,339	342,094	116,245	332,051	102,923	23,365
1984	472,229	348,936	123,293	339,296	107,830	25,103
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

* Revised from Data Book 1986, table 449.

Source: Hawaiian Telephone Company, data provided April 20, 1987.

Table 475.-- TELEPHONES IN SERVICE AND RESIDENCE AND BUSINESS MAIN STATIONS: 1976 TO 1981

[As of December 31. Because of deregulation of the telephone industry, these series became subject to disclosure rules that precluded their publication after 1981]

Year	Telephones in service			Residence main stations	Business main stations
	State total	Oahu	Other islands		
1976	596,952	480,937	116,015	262,982	66,357
1977	627,848	501,914	125,934	273,860	67,869
1978	659,141	523,472	135,669	285,948	71,892
1979	684,812	539,582	145,230	296,433	76,533
1980	712,095	555,790	156,305	303,928	79,565
1981	728,352	563,630	164,722	311,430	81,499

Source: Hawaiian Telephone Company, records; Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records.

Table 476.-- TELEPHONE CALLS: 1976 TO 1986

[In thousands]

Year	Local <u>1/</u>		Interisland <u>2/</u>		Transpacific (paid) <u>2/</u>	
	Originating	Completed	Paid <u>3/</u>	Completed	Outgoing	Incoming and outgoing <u>4/</u>
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	28,076
1980	1,957,427	1,468,070	10,652	11,239	17,199	31,609
1981	1,857,938	1,393,454	11,316	11,993	(NA)	(NA)
1982	1,892,430	1,419,322	(NA)	(NA)	(NA)	(NA)
1983	1,928,486	1,446,365	(NA)	(NA)	(NA)	(NA)
1984	2,050,778	1,538,084	(NA)	(NA)	(NA)	(NA)
1985	2,225,943	1,669,457	(NA)	(NA)	(NA)	(NA)
1986	2,350,538	1,671,223	(NA)	(NA)	(NA)	(NA)

NA Not available.

1/ The number of local calls is affected as central offices are being converted to Electronic Common Control (ECC). ECC records call attempts after the first digit is dialed. Non-ECC offices record the call attempts when the handset is lifted. Also significant in 1981 were an estimated 17 million fewer calls due to the implementation of Directory Assistance Charging. Because of these fundamental changes in data collection, more recent figures are not comparable to earlier years.

2/ As a result of deregulation of the telephone industry, these series became subject to disclosure rules after 1980 or 1981, and regular publication of annual data was discontinued.

3/ Excludes uncollectables.

4/ Includes calls paid in Hawaii and elsewhere.

Source: Hawaiian Telephone Company, records; Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records.

Table 477.-- TELEPHONE SERVICE, BY ISLANDS: 1981

[As a result of deregulation of the telephone industry, the series shown in this table became subject to disclosure rules after 1981, and regular publication of annual data was discontinued]

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
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	...
Oahu	563,630	241,261	62,304	5,539,848
Kauai	31,096	12,804	3,688	1,370,085

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

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

Table 478.-- TELEGRAPH MESSAGES: 1980 TO 1985

[After 1984, U.S. carriers were no longer required to report traffic for service between Hawaii and the Mainland, and statistics for later years are accordingly incomplete]

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
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
1982 ..	168,501	88,325	27,951	60,374	80,176	31,227	48,949
1983 ..	145,990	71,428	21,739	49,689	74,562	21,777	52,785
1984 ..	112,440	47,765	15,061	32,704	64,675	16,024	48,651
1985 ..	(NA)	(NA)	6,208	(NA)	(NA)	6,265	(NA)

NA Not available.

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

Table 479.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1985 AND 1986

County	Number of companies Dec. 31 1/		Subscribers, Dec. 31		Basic service revenue (\$1,000)	
	1985	1986	1985	1986	1985	1986
State total	9	9	220,443	231,335	33,020	33,761
Hawaii	3	4	18,433	20,188	4,182	3,356
Maui	2	2	20,013	18,545	2,226	2,996
Honolulu	3	2	173,129	182,736	24,706	25,455
Kauai	2	2	8,868	9,866	1,906	1,954

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

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

Table 480.-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION,
1927 TO 1987, AND BY COUNTIES, 1987

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1927: Jan. 1	1	-	-	-	-	-
1942: Jan. 1	4	-	-	-	-	-
1957: Jan. 1	14	1	6	-	2	-
1972: Jan. 1	25	5	10	-	1	2
1987: June 30	27	18	14	-	2	2
COUNTIES: 1987						
Hawaii	4	4	4	-	-	-
Maui	3	6	3	-	-	1
Honolulu <u>2/</u>	18	7	7	-	2	1
Kauai	2	1	-	-	-	-

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, July 10, 1987.

Table 481.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA: 1986 AND 1987

Subject	January 1986			January 1987		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	336,000	258,700	77,300	340,900	260,900	80,000
With television .	324,820	251,070	73,750	330,080	253,800	76,280
Percent	96.7	97.1	95.4	96.8	97.3	95.4

Source: *Nielsen Station Index, Honolulu, Hawaii*, February 1986 and February 1987, table 1.

Table 482.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY TIME OF DAY:
1980 TO 1987

[In thousands. Mean number of viewers, Sunday through Saturday.
For 1974-1979, see Data Book 1985, table 436]

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 <u>1/</u>	Persons <u>2/</u>	Households <u>1/</u>	Persons <u>2/</u>
1980: Feb.	78	105	169	258
May	74	101	156	240
Nov.	73	128	150	300
1981: Feb.	75	134	158	319
May	79	137	164	320
Nov.	85	146	165	327
1982: Feb.	81	139	166	327
May	75	129	148	293
Nov.	84	142	174	335
1983: Feb.	86	147	182	357
May	85	142	174	330
Nov.	88	147	176	334
1984: Feb.	86	149	182	354
May	82	139	163	317
Nov.	93	158	188	357
1985: Feb.	90	150	187	360
May	87	143	175	332
Nov.	92	156	190	361
1986: Feb.	91	158	194	377
May	88	144	179	331
Nov.	95	154	193	355
1987: Feb.	93	158	200	386
May	90	152	182	351

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, issued three times annually.

Table 483.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1983-84 TO 1986-87

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

Newspaper	1983-84	1984-85	1985-86	1986-87
Daily:				
Honolulu Advertiser <u>1/</u>	85,593	86,998	84,782	88,551
Honolulu Star-Bulletin <u>2/</u>	111,825	110,045	102,734	99,724
Hawaii Tribune-Herald (Hilo) <u>3/</u>	19,438	19,868	19,946	20,290
West Hawaii Today (Kailua-Kona) <u>4/</u> ..	6,762	7,138	7,680	8,298
Maui News (Wailuku) <u>3/</u>	15,468	15,983	15,506	15,199
Garden Island (Lihue) <u>5/</u>	9,649	9,550	9,479	9,500
Sunday morning:				
Sunday Star-Bulletin and Advertiser .	197,793	198,184	195,344	199,684
Hawaii Tribune-Herald (Hilo)	21,892	22,605	22,663	22,944
West Hawaii Today (Kailua-Kona) <u>6/</u>	6,626	7,431	8,273
Maui News (Wailuku) <u>7/</u>	14,668	14,684	15,117
Garden Island (Lihue) <u>8/</u>	8,900	8,884	9,300

- 1/ Mornings, Monday through Saturday.
- 2/ Afternoons, Monday through Saturday.
- 3/ Afternoons, Monday through Friday.
- 4/ Mornings, Monday through Friday.
- 5/ Afternoons, 4 times weekly (Monday, Tuesday, Wednesday, and Friday).
- 6/ Beginning April 29, 1984.
- 7/ Beginning September 1984.
- 8/ Beginning July 1, 1984.

Source: Audit Bureau of Circulations data provided to DBED by newspaper publishers.

Table 484.-- PERIODICALS PUBLISHED IN HAWAII: 1985

Frequency	Newspapers		Magazines and other periodicals <u>1/</u>
	English	Foreign language	
Daily, 5 to 7 times weekly ...	6	3	-
2 to 4 times weekly	-	-	1
Weekly	9	1	15
Semi-monthly or biweekly	3	3	18
Monthly	2	-	53
1 to 10 times annually	-	-	40

1/ Includes regularly published magazines, company and in-house publications, labor publications, educational publications, military and federal publications, and special interest publications. Does not include publications that are updated as required, or other irregular publications. Not comparable to previous years' data.

Source: Aloha United Way, Hawaii Media Guide, April 1985.

Table 485.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1985 TO 1987

Year	Published titles <u>1/</u>		New books and journals published <u>2/</u>		Volumes sold <u>2/</u>	Book sales revenues <u>2/</u> (dollars)
	Cumulative total	In print	Books	Scholarly journals		
1985	745	580	29	10	235,853	1,229,328
1986	783	610	38	8	270,676	1,435,196
1987	826	643	43	8	279,017	1,497,901

1/ As of June 30.

2/ Year ended June 30.

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

Table 486.-- COMMUNICATION AND COMMUNICATION-RELATED ESTABLISHMENTS:
1985

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	175	482	Telegraph communic. ...	3
271	Newspapers	22	483	Radio, TV broadcast. ..	37
272	Periodicals	19	489	Commun. services, n.e.c	30
273	Books	10	731	Advertising	60
274	Miscell. publishing .	7	7311	Advertising agencies	45
481	Telephone communic. ...	17			

Source: U.S. Bureau of the Census, County Business Patterns 1985, Hawaii, CBP-85-13 (August 1987), pp. 4-9.

Table 487.-- ADVERTISING AGENCIES (SIC 7311), FOR OAHU: 1982

[Includes only establishments with payroll]

Subject	Amount	Subject	Amount (\$1,000)
Establishments	43	Gross sales of (billings for) advertising media	65,624
Receipts (\$1,000)	18,923	Gross billings for advertising materials and other outside production services	21,016
Commission on media sales ..	10,633		
Service fees	3,373		
Other sources	4,917		

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, SC82-I-5 (December 1985), table 6.

Table 488.-- POSTAGE RATES AND NEWSPAPER PRICES, FOR
HONOLULU: 1977 TO 1987

[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			
1977	13	11	9	20	50
1978	15	13	10	20	50
1979	15	13	10	25	60
1980	15	13	10	25	60
1981	18	17	12	25	75
1982	20	17	13	25	100
1983	20	17	13	25	100
1984	20	17	13	25	100
1985	22	17	14	35	100
1986	22	17	14	35	100
1987	22	17	14	35	100

^{1/} 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: 1987, p. 530, as updated.
Newspaper rates from nameplates.

Table 489.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1977 TO 1987

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

Year	Local call, pay phone	Honolulu to Hilo		Honolulu to California		Monthly charge, indiv. res. line <u>3/</u>
		Direct dialing <u>1/</u>	Through operator <u>2/</u>	Direct dialing <u>1/</u>	Through operator <u>2/</u>	
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
1982 ..	0.15	1.05	1.87	1.74	2.63	11.51
1983 ..	0.15	1.07	1.91	1.77	3.37	11.31
1984 ..	0.15	1.07	1.91	1.66	3.25	11.74
1985 ..	0.15	1.14	2.06	1.54	3.13	12.77
1986 <u>4/</u>	0.25	1.45	2.06	1.32	2.91	14.10
1987 <u>4/</u>	0.25	1.11	2.00	0.98	2.53	14.10

1/ Daytime calls, first three minutes.

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

3/ Telephone rental included through February 5, 1983, and excluded thereafter. In 1987, the monthly rental charge for a standard dial desk-top telephone was \$2.15, and the federal subscriber line charge was \$2.00.

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

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