

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 payroll data for communications establishments.

Hawaii is served by all major communications media. In 1988 it had 147 post offices and stations handling 400 million pieces of mail and accounting for postal receipts of \$120 million. There were 520,000 telephone access lines in service, 364,000 telephone homes, about 2.4 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 1988 included 27 on the regular broadcast band and 20 FM stations. The State also had 18 television stations (16 commercial and 2 public), including satellites but excluding translators. Eight cable TV companies served 265,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in May 1988 numbered 184,000 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 191,000 in 1987-1988.

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: 1988, Section 18.

Table 472.-- POSTAL SERVICE: 1970 TO 1988

[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
1988	75	72	119,740	400

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 473.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
OCTOBER 19, 1988

Island	Total	Post offices <u>1/</u>			Stations	
		1st class	2nd class	3rd class	Classified <u>2/</u>	Contract <u>3/</u>
State total ..	147	35	25	15	32	40
Hawaii	36	10	10	7	2	7
Maui	17	8	2	-	1	6
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	67	12	4	1	28	22
Kauai	21	4	8	3	1	5
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 19, 1988.

Table 474.-- 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 475.-- TELEPHONE ACCESS LINES, BY ISLAND AND TYPE: 1981 TO 1987

[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
1987	520,057	380,227	139,830	363,951	128,197	27,909

Source: Hawaiian Telephone Company, data provided April 14, 1988.

Table 476.-- TELEPHONES IN SERVICE AND RESIDENCE AND BUSINESS MAIN STATIONS: 1977 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		
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 477.-- LOCAL TELEPHONE CALLS: 1977 TO 1987

[In thousands. 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.]

Year	Originating	Completed	Year	Originating	Completed
1977	1,566,869	1,052,936	1983	1,928,486	1,446,365
1978	1,719,200	1,139,829	1984	2,050,778	1,538,084
1979	1,830,954	1,186,458	1985	2,225,943	1,669,457
1980	1,957,427	1,468,070	1986	2,350,538	1,671,223
1981	1,857,938	1,393,454	1987	2,404,035	1,718,885
1982	1,892,430	1,419,322			

Source: Hawaiian Telephone Company, records.

Table 478.-- HAWAIIAN TELEPHONE COMPANY OPERATIONS: 1985 TO 1987

Subject	1985	1986	1987
Operating revenues (\$1,000)	421,143	440,198	458,361
Net income (\$1,000)	49,025	53,001	55,091
Investment in telephone plant (\$1,000) ..	1,263,585	1,295,424	1,369,130
Total assets (\$1,000)	979,696	988,121	1,034,040
Invested capital (\$1,000)	669,269	657,049	697,908
Access lines	478,546	491,973	517,937
Central offices	96	96	96
Miles of wire	3,116,120	3,273,924	3,365,412
Average daily local calls	6,141,405	6,435,932	6,614,688
Total salaries and wages (\$1,000)	129,789	135,856	146,136
Number of employees	4,365	4,330	4,485

Source: 1987 Annual Report GTE Hawaiian Telephone, p. 21.

Table 479.-- 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 480.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1986 AND 1987

County	Number of companies Dec. 31 ^{1/}		Subscribers, Dec. 31		Basic service revenue (\$1,000)	
	1986	1987	1986	1987	1986	1987
State total	9	8	231,335	265,029	33,761	39,114
Hawaii	4	3	20,188	23,059	3,356	3,718
Maui	2	2	18,545	21,401	2,996	3,805
Honolulu	2	2	182,736	195,438	25,455	29,350
Kauai	2	2	9,866	11,009	1,954	2,242

^{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 481.-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION,
1928 TO 1988, AND BY COUNTIES, 1988

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1928: Jan. 1	2	-	-	-	-	-
1943: Jan. 1	4	-	-	-	-	-
1958: Jan. 1	15	1	7	-	2	-
1973: Jan. 1	24	5	10	-	1	2
1988: June 30	27	18	16	-	2	2
COUNTIES: 1988						
Hawaii	4	4	5	-	-	-
Maui	3	6	3	-	-	1
Honolulu <u>2/</u>	18	7	8	-	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 13, 1988.

Table 482.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA: 1987 AND 1988

Subject	January 1987			January 1988		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	340,900	260,900	80,000	343,300	261,900	81,400
With television .	330,080	253,800	76,280	333,380	255,460	77,920
Percent	96.8	97.3	95.4	97.1	97.5	95.7

Source: Nielsen Station Index, Honolulu, Hawaii, February 1987 and February 1988, table 1.

Table 483.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY TIME OF DAY:
1986 TO 1988

[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 <u>1/</u>	Persons <u>2/</u>	Households <u>1/</u>	Persons <u>2/</u>
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
Nov.	87	141	184	335
1988: Feb.	90	150	198	374
May	88	145	184	345

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 484.-- COMMUNICATION AND COMMUNICATION-RELATED ESTABLISHMENTS:
1986

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	168	482	Telegraph communic. ...	4
271	Newspapers	21	483	Radio, TV broadcast. ..	41
272	Periodicals	16	489	Commun. services, n.e.c	29
273	Books	9	731	Advertising	59
274	Miscell. publishing .	8	7311	Advertising agencies	45
481	Telephone communic. ...	19			

Source: U.S. Bureau of the Census, County Business Patterns 1986, Hawaii, CBP-86-13 (August 1988), pp. 4-9.

Table 485.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1984-85 TO 1987-88

[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	1984-85	1985-86	1986-87	1987-88
Daily:				
Honolulu Advertiser 1/	86,998	84,782	88,551	93,088
Honolulu Star-Bulletin 2/	110,045	102,734	99,724	97,950
Hawaii Tribune-Herald (Hilo) 3/	19,868	19,946	20,290	20,328
West Hawaii Today (Kailua-Kona) 4/ ..	7,138	7,680	8,298	8,820
Maui News (Wailuku) 3/	15,983	15,506	15,199	15,805
Garden Island (Lihue) 5/	9,550	9,479	9,500	9,525
Sunday morning:				
Sunday Star-Bulletin and Advertiser .	198,184	195,344	199,684	203,358
Hawaii Tribune-Herald (Hilo)	22,605	22,663	22,944	23,209
West Hawaii Today (Kailua-Kona) 6/ ..	6,626	7,431	8,273	8,961
Maui News (Wailuku) 7/	14,668	14,684	15,117	16,326
Garden Island (Lihue) 8/	8,900	8,884	9,300	9,528

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, Wednesday, Thursday, 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 486.-- PERIODICALS PUBLISHED IN HAWAII: 1985

Frequency	Newspapers		Magazines and other periodicals <u>1/</u>
	English	Foreign language	
Daily, 5 to 7 times weekly <u>2/</u>	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.

2/ For more recent data, see table 485.

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

Table 487.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1986 TO 1988

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		
1986	783	610	38	8	270,676	1,435,196
1987	826	643	43	8	279,017	1,497,901
1988	868	672	42	6	324,185	1,962,537

1/ As of June 30. Excludes journals.

2/ Year ended June 30.

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

Table 488.-- POSTAGE RATES AND NEWSPAPER PRICES, FOR
HONOLULU: 1978 TO 1988

[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			
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
1988	25	20	15	35	125

^{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: 1988, p. 522, as updated.
Newspaper rates from nameplates.

Table 489.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1978 TO 1988

[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>	
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
1988 <u>4/</u>	0.25	1.04	2.00	0.92	2.47	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 1988, the monthly rental charge for a standard dial desk-top telephone was \$2.15, and the federal subscriber line charge was \$2.60.

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

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