

## **COMMUNICATIONS**

This section presents statistics on the usage, finances, and operations of the Postal Service and of various communications media: telephone, 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 1989 it had 148 post offices and stations handling 434 million pieces of mail and accounting for postal receipts of \$129 million. There were 530,000 telephone access lines in service, 375,000 telephone homes, about 2.5 billion local calls originated, and uncounted millions of interisland and transpacific calls in 1988. The 49 commercial, public and educational radio stations in the Islands in 1989 included 28 on the regular broadcast band and 21 FM stations. The State also had 19 television stations (17 commercial and 2 public), including satellites but excluding translators. Eight cable TV companies served 307,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in May 1989 numbered 178,000 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 194,000 in 1988-1989. Statistics on fax machines and cellular telephones are unavailable.

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: 1989, Section 18.

Table 445.-- POSTAL SERVICE: 1970 TO 1989

[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
1989 .....	74	74	129,177	434

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 Division, records.

Table 446.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:  
OCTOBER 19, 1989

Island	Total	Post offices <u>1/</u>			Stations	
		1st class	2nd class	3rd class	Classi- fied <u>2/</u>	Con- tract <u>3/</u>
State total ..	148	34	28	12	34	40
Hawaii .....	36	9	13	4	2	8
Maui .....	18	8	2	-	2	6
Lanai .....	1	-	1	-	-	-
Molokai .....	5	1	-	4	-	-
Oahu .....	67	12	4	1	28	22
Kauai .....	21	4	8	3	2	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 Division, data supplied October 19, 1989.

Table 447.-- 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 448.-- TELEPHONE ACCESS LINES, BY ISLAND AND TYPE: 1981 TO 1988

[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
1988 ....	530,022	395,685	134,337	375,238	123,409	31,375

Source: Hawaiian Telephone Company, data provided May 15, 1989.

Table 449.-- LOCAL TELEPHONE CALLS: 1978 TO 1988

[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
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	1,671,233
1981 ....	1,857,938	1,393,454	1987 ....	2,404,035	1,718,885
1982 ....	1,892,430	1,419,322	1988 ....	2,514,066	1,810,128
1983 ....	1,928,486	1,446,365			

Source: Hawaiian Telephone Company, records.

Table 450.-- HAWAIIAN TELEPHONE COMPANY OPERATIONS: 1986 TO 1988

Subject	1986	1987	1988
Operating revenues (\$1,000) .....	440,198	458,361	494,590
Net income (\$1,000) .....	53,001	55,091	49,520
Investment in telephone plant (\$1,000) ..	1,295,424	1,369,130	1,365,093
Total assets (\$1,000) .....	988,121	1,034,040	1,032,628
Invested capital (\$1,000) .....	657,049	698,237	706,428
Access lines .....	491,973	517,937	543,303
Central offices .....	96	96	80
Miles of wire .....	3,273,924	3,365,412	3,452,497
Average daily local calls .....	6,435,932	6,614,688	6,872,612
Total salaries and wages (\$1,000) .....	135,856	146,136	154,198
Number of employees .....	4,330	4,485	4,189

Source: GTE Hawaiian Tel, 1988 Annual Report, p. 23.

Table 451.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1987 AND 1988

County	Number of companies Dec. 31 1/		Subscribers, Dec. 31		Basic service revenue (\$1,000)	
	1987	1988	1987	1988	1987	1988
State total	8	8	265,029	307,432	39,114	43,416
Hawaii .....	3	3	23,059	24,867	3,718	3,897
Maui .....	2	2	21,401	36,603	3,805	3,971
Honolulu .....	2	2	195,438	212,672	29,350	33,063
Kauai .....	2	2	11,009	11,323	2,242	2,485

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 452.-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION,  
1929 TO 1989, AND BY COUNTIES, 1989

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1929: Jan. 1 .....	2	-	-	-	-	-
1944: Jan. 1 .....	4	-	-	-	-	-
1959: Jan. 1 .....	15	1	7	-	2	-
1974: Jan. 1 .....	25	7	10	-	1	2
1989: June 30 .....	28	19	17	-	2	2
COUNTIES: 1989						
Hawaii .....	5	4	5	-	-	-
Maui .....	3	6	3	-	-	1
Honolulu <u>2/</u> .....	18	8	9	-	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 17, 1989.

Table 453.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA: 1988 AND 1989

Subject	January 1989			January 1988		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households .....	351,800	267,200	84,600	343,300	261,900	81,400
With television .	341,810	260,600	81,210	333,380	255,460	77,920
Percent .....	97.2	97.5	96.0	97.1	97.5	95.7

Source: Nielsen Station Index, Honolulu, Hawaii, February 1988 and February 1989, table 1.

Table 454.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY TIME OF DAY:  
1987 TO 1989

[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>
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
Nov. ....	89	143	179	319
1989: Feb. ....	91	143	195	343
May .....	84	134	178	324

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, Daypart Summary, issued three times annually.

Table 455.-- 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 456.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE  
NEWSPAPERS: 1985-86 TO 1988-89

[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	1985-86	1986-87	1987-88	1988-89
<b>Daily:</b>				
Honolulu Advertiser <u>1/</u> .....	84,782	88,551	93,088	98,025
Honolulu Star-Bulletin <u>2/</u> .....	102,734	99,724	97,950	96,074
Hawaii Tribune-Herald (Hilo) <u>3/</u> .....	19,946	20,290	20,328	20,360
West Hawaii Today (Kailua-Kona) <u>4/</u> ..	7,680	8,298	8,820	9,757
Maui News (Wailuku) <u>3/</u> .....	15,506	15,199	15,805	16,722
Garden Island (Lihue) <u>5/</u> .....	9,479	9,500	9,525	8,737
<b>Sunday morning:</b>				
Sunday Star-Bulletin and Advertiser .	195,344	199,684	203,358	203,752
Hawaii Tribune-Herald (Hilo) .....	22,663	22,944	23,209	23,146
West Hawaii Today (Kailua-Kona) .....	7,431	8,273	8,961	10,025
Maui News (Wailuku) .....	14,684	15,117	16,326	17,660
Garden Island (Lihue) .....	8,884	9,300	9,528	8,899

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).

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



Table 457.-- 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 456.

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

Table 458.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1987 TO 1989

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		
1987 ....	826	643	43	8	279,017	1,497,901
1988 ....	868	672	42	6	324,185	1,962,537
1989 ....	918	701	50	9	402,606	2,222,341

1/ As of June 30. Excludes journals.

2/ Year ended June 30.

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

Table 459.-- POSTAGE RATES AND NEWSPAPER PRICES, FOR  
HONOLULU: 1979 TO 1989

[In cents. As of July 1]

Year	Domestic first-class postage rates			Newspaper price <sup>1/</sup>	
	Letters		Postal and post cards	Daily	Sunday
	First ounce	Each added ounce			
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
1989 .....	25	20	15	35	125

<sup>1/</sup> 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: 1989, p. 543, as updated.  
Newspaper rates from nameplates.

Table 460.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1979 TO 1989

[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>	
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
1989 <u>4/</u>	0.25	1.00	2.00	0.76	3.26	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 1989, the monthly rental charge for a standard dial desk-top telephone was \$2.70, and the federal subscriber line charge was \$3.20.

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

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