

Section 16

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 1990 it had 144 post offices and stations handling 463 million pieces of mail and accounting for postal receipts of \$136 million. There were 556,000 telephone access lines in service, 385,000 telephone homes, about 2.6 billion local calls originated, and uncounted millions of interisland and transpacific calls in 1989. The 52 commercial, public and educational radio stations in the Islands in 1990 included 28 on the regular broadcast band and 24 FM stations. The State also had 21 television stations (19 commercial and 2 public), including satellites but excluding translators. Eight cable TV companies served 293,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in May 1990 numbered 174,000 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 1989-1990. 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, and A. C. Nielsen Co. 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: 1990, Section 18.

Table 459.-- POSTAL SERVICE: 1970 TO 1990

[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
1990	74	70	136,087	463

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 460.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
OCTOBER 19, 1990

Island	Total	Post offices			Stations	
		1st class	2nd class	3rd class	Classified <u>1/</u>	Contract <u>2/</u>
State total ..	144	34	28	12	34	36
Hawaii	36	9	13	4	2	8
Maui	17	8	2	-	2	5
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	65	12	4	1	28	20
Kauai	20	4	8	3	2	3
Niihau	-	-	-	-	-	-

1/ Staffed by career postal employees.

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

Source: U.S. Postal Service, Honolulu Division, data supplied October 19, 1990.

Table 461.-- 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 462.-- TELEPHONE ACCESS LINES, BY ISLAND AND TYPE: 1981 TO 1989

[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
1989	555,966	409,904	146,062	385,247	133,620	37,099

Source: GTE Hawaiian Telephone Company, data provided June 12, 1990.

Table 463.-- RESIDENTIAL TELEPHONES IN SERVICE, BY ISLANDS: 1989

[Estimates based on 1987 survey data reporting 1.74 telephones per residence access line]

Islands	Telephones
State total	670,330
Oahu	494,611
Other islands	175,710

Source: GTE Hawaiian Telephone Company, data provided June 12, 1990.

Table 464.-- LOCAL TELEPHONE CALLS: 1979 TO 1989

[In thousands. Data for 1989 are estimates]

Year	Originating	Completed	Year	Originating	Completed
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	1989	2,615,991	1,883,514
1984	2,050,778	1,538,084			

Source: GTE Hawaiian Telephone Company, records.

Table 465.-- HAWAIIAN TELEPHONE COMPANY OPERATIONS: 1987 TO 1989

Subject	1987	1988	1989
Operating revenues (\$1,000)	458,361	494,590	512,144
Net income (\$1,000)	55,091	49,520	48,340
Investment in telephone plant (\$1,000) ..	1,369,130	1,365,093	1,432,328
Total assets (\$1,000)	1,034,040	1,032,628	1,068,215
Invested capital (\$1,000)	699,544	707,305	734,568
Access lines	517,937	543,303	612,286
Central offices	96	80	82
Miles of wire	3,365,412	3,452,497	3,534,481
Average daily local calls	6,614,688	6,872,612	7,148,000
Total salaries and wages (\$1,000)	146,136	154,198	146,099
Number of employees	4,485	4,189	4,260

Source: GTE Hawaiian Tel 1989 Annual Report, p. 22.

Table 466.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES:
1970 TO 1989

Subject	1970	1975	1980	1985	1989
Companies, Dec. 31	6	10	10	9	8
Subscribers, Dec. 31 (1,000)	12.1	54.6	128.7	220.4	292.6
Revenue <u>1/</u> (mil. dol.)	16.2	33.0	52.4

1/ Gross revenue 1980, and basic service revenue thereafter.

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

Table 467.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1988 AND 1989

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Basic service revenue (\$1,000)	
	1988	1989	1988 <u>2/</u>	1989	1988	1989
State total	8	8	285,465	292,638	43,416	52,448
Hawaii	3	3	24,867	26,248	3,897	5,486
Maui	2	2	36,603	36,825	3,971	5,910
Honolulu	2	2	212,672	217,415	33,063	38,281
Kauai	2	2	11,323	12,150	2,485	2,772

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

2/ Revised from Data Book 1989, table 451.

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

Table 468.-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION,
1930 TO 1990, AND BY COUNTIES, 1990

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1930: Jan. 1	1	-	-	-	-	-
1945: Jan. 1	4	-	-	-	-	-
1960: Jan. 1	17	1	7	-	2	-
1975: Jan. 1	26	5	10	-	1	2
1990: June 30	28	21	19	-	3	2
COUNTIES: 1990						
Hawaii	5	4	6	-	-	-
Maui	3	6	4	-	1	1
Honolulu <u>2/</u>	18	9	9	-	2	1
Kauai	2	2	-	-	-	-

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 30, 1990.

Table 469.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA: 1989 AND 1990

Subject	January 1989			January 1990		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	351,800	267,200	84,600	361,400	273,300	88,100
With television .	341,810	260,600	81,210	350,920	266,440	84,480
Percent	97.2	97.5	96.0	97.1	97.5	95.9

Source: Nielsen Station Index, Honolulu, Hawaii, February 1989 and February 1990, table 1.

Table 470.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY TIME OF DAY:
1988 TO 1990

[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>
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
Nov.	89	137	180	310
1990: Feb.	88	145	190	353
May	84	129	174	301

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 471.-- COMMUNICATION AND COMMUNICATION-RELATED ESTABLISHMENTS:
1987

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	192	482	Telegraph communication	4
271	Newspapers	20	483	Radio, TV broadcast ...	37
272	Periodicals	18	489	Commun. services, n.e.c	34
273	Books	11	5942	Book stores	59
274	Miscell. publishing .	15	731	Advertising	70
48	Communication	102	7311	Advertising agencies	56
481	Telephone communication	26			

Source: U.S. Bureau of the Census, County Business Patterns 1987, Hawaii, CBP-87-13 (November 1989), table 10.

Table 472.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1988 TO 1990

Year	Published titles <u>1/</u>		New books and journals published <u>3/</u>		Volumes sold <u>3/</u>	Book sales revenues <u>3/</u> (dollars)
	Cumulative total <u>2/</u>	In print	Books	Scholarly journals		
1988	868	672	42	6	324,185	1,962,537
1989	918	701	50	9	402,606	2,222,341
1990	971	703	53	13	422,266	2,591,790

1/ As of June 30. Excludes journals.

2/ Includes books and other media, but not journals.

3/ Year ended June 30.

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

Table 473.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1986-87 TO 1989-90

[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	1986-87	1987-88	1988-89	1989-90
Daily:				
Honolulu Advertiser <u>1/</u>	88,551	93,088	98,025	98,400
Honolulu Star-Bulletin <u>2/</u>	99,724	97,950	96,074	92,811
Hawaii Tribune-Herald (Hilo) <u>3/</u>	20,290	20,328	20,360	20,354
West Hawaii Today (Kailua-Kona) <u>4/</u> ..	8,298	8,820	9,757	10,781
Maui News (Wailuku) <u>3/</u>	15,199	15,805	16,722	17,861
Garden Island (Lihue) <u>5/</u>	9,500	9,525	8,737	8,664
Sunday morning:				
Sunday Star-Bulletin and Advertiser .	199,684	203,358	203,752	200,798
Hawaii Tribune-Herald (Hilo)	22,944	23,209	23,146	23,291
West Hawaii Today (Kailua-Kona)	8,273	8,961	10,025	11,576
Maui News (Wailuku)	15,117	16,326	17,660	19,405
Garden Island (Lihue)	9,300	9,528	8,899	9,157

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 474.-- POSTAGE RATES AND NEWSPAPER PRICES, FOR
HONOLULU: 1980 TO 1990

[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			
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
1990	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: 1989, p. 543, as updated by Postal
Service Customer Information. Newspaper rates from
Hawaii Newspaper Agency.

Table 475.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1980 TO 1990

[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>	
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
1990 <u>4/</u>	0.25	0.98	2.00	0.78	3.50	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 1990, 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.