

## 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 1991 it had 144 post offices and stations handling 473 million pieces of mail and accounting for postal receipts of \$151 million. There were 586,000 telephone access lines in service, 398,000 telephone homes, and uncounted millions of local, interisland, and transpacific calls in 1990. The 55 commercial, public and educational radio stations in the Islands in 1991 included 27 on the regular broadcast band and 28 FM stations. The State also had 21 television stations (19 commercial and 2 public), including satellites but excluding translators. Eight cable TV companies served 310,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in May 1991 numbered 180,000 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 1990-1991. 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: 1991, Section 18.

Table 447.-- POSTAL SERVICE: 1987 TO 1991

[Years ended September 30]

Subject	1987	1988	1989	1990	1991
Post offices, Sept. 30 .....	75	75	74	74	74
Stations, Sept. 30 <u>1/</u> .....	69	72	74	70	70
Gross postal receipts (\$1,000)	107,946	119,740	129,177	136,087	151,429
Pieces of mail <u>2/</u> (millions) .	394	400	434	463	473

1/ Includes both classified and contract stations (see following table).

2/ Originating in Hawaii. Excludes mail originating elsewhere.

Source: U.S. Postal Service, records.

Table 448.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:  
SEPTEMBER 30, 1991

Island	Total	Post offices				Stations	
		1st class	2nd class	3rd class	4th class	Classified <u>1/</u>	Contract <u>2/</u>
State total ..	144	34	29	10	1	34	36
Hawaii .....	36	9	14	2	1	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 29, 1991.

Table 449.-- TELEPHONE ACCESS LINES, BY ISLAND AND TYPE: 1981 TO 1990

[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
1990 ....	586,065	427,017	159,048	397,762	143,631	44,672

Source: GTE Hawaiian Telephone Company, data provided April 29, 1991.

Table 450.-- RESIDENTIAL TELEPHONES IN SERVICE, BY ISLANDS: 1989 AND 1990

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

Islands	1989	1990
State total .....	670,330	692,106
Oahu .....	494,611	504,215
Other islands .....	175,719	187,890

Source: GTE Hawaiian Telephone Company, data provided April 29, 1991.

Table 451.-- LOCAL TELEPHONE CALLS: 1979 TO 1989

[In thousands. Data not available after 1989]

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 452.-- HAWAIIAN TELEPHONE COMPANY OPERATIONS: 1988 TO 1990

Subject	1988	1989	1990
Operating revenues (\$1,000) .....	494,590	512,144	539,283
Net income (\$1,000) .....	49,520	48,340	51,963
Net investment in property, plant, and equipment (\$1,000) .....	889,192	899,751	944,095
Total assets (\$1,000) .....	1,032,628	1,070,670	1,121,529
Access lines <sup>1/</sup> .....	543,303	612,286	645,627
Total salaries and wages (\$1,000) .....	154,198	146,099	154,222
Number of employees .....	4,189	4,260	4,185

<sup>1/</sup> Data for 1989 and 1990 include intrastate private line loops, not reported for earlier years.

Source: GTE Hawaiian Tel 1990 Annual Report, p. 24.

Table 453.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES:  
1970 TO 1990

Subject	1970	1975	1980	1985	1990
Companies, Dec. 31 .....	6	10	10	9	8
Subscribers, Dec. 31 (1,000) .....	12.1	54.6	128.7	220.4	310.3
Revenue <u>1/</u> (mil. dol.) .....	...	...	16.2	33.0	54.7

1/ Gross revenue 1980, and basic service revenue thereafter.  
Source: Hawaii State Department of Commerce and Consumer Affairs,  
Cable Television Division, records.

Table 454.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,  
BY COUNTIES: 1989 AND 1990

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Basic service revenue (\$1,000)	
	1989	1990	1989	1990	1989	1990
State total	8	8	292,638	310,258	52,449	54,660
Hawaii .....	3	3	26,248	30,700	5,486	6,052
Maui .....	2	2	36,825	38,885	5,910	6,438
Honolulu .....	2	2	217,415	224,768	38,281	38,305
Kauai .....	2	3	12,150	15,905	2,772	3,865

1/ State totals are unduplicated figures; one company provided  
service to three counties.

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

Table 455.-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION,  
1931 TO 1991, AND BY COUNTIES, 1991

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1931: Jan. 1 .....	2	-	-	-	-	-
1946: Jan. 1 .....	4	-	-	-	-	-
1961: Jan. 1 .....	18	1	8	-	1	-
1976: Jan. 1 .....	26	6	10	-	1	2
1991: June 30 .....	27	24	19	-	4	2
COUNTIES: 1991						
Hawaii .....	5	6	6	-	-	-
Maui .....	3	6	4	-	1	1
Honolulu <u>2/</u> .....	17	10	9	-	3	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 25, 1991.

Table 456.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA: 1990 AND 1991

Subject	January 1990			January 1991		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households ....	361,400	273,300	88,100	370,300	279,200	91,100
With television .	350,920	266,440	84,480	359,670	272,220	87,450
Percent .....	97.1	97.5	95.9	97.1	97.5	96.0

Source: Nielsen Station Index, Honolulu, Hawaii, February 1990 and February 1991, table 1.

Table 457.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY TIME OF DAY:  
1989 TO 1991

[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>
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
Nov. ....	86	135	177	306
1991: Feb. ....	83	126	184	317
May .....	85	133	180	316

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 458.-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1989

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	187	482	Telegraph & other .....	4
271	Newspapers .....	17	483	Radio, TV broadcast ...	38
272	Periodicals .....	23	484	Cable, other pay TV ...	14
273	Books .....	8	489	Commun. services, n.e.c	18
274	Miscell. publishing .	10	5942	Book stores .....	56
48	Communication .....	115	5731	Advertising .....	66
481	Telephone .....	36	7311	Advertising agencies	47

Source: U.S. Bureau of the Census, County Business Patterns 1989, Hawaii, CBP-89-13 (October 1991), table 1b.

Table 459.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1988 TO 1991

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
1991 .....	1,024	705	53	12	365,790	2,721,480

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 460.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1987-88 TO 1990-91

[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	1987-88	1988-89	1989-90	1990-91
<b>Daily:</b>				
Honolulu Advertiser 1/ .....	93,088	98,025	98,400	101,220
Honolulu Star-Bulletin 2/ .....	97,950	96,074	92,811	89,704
Hawaii Tribune-Herald (Hilo) 3/ .....	20,328	20,360	20,354	20,486
West Hawaii Today (Kailua-Kona) 4/ ..	8,820	9,757	10,781	11,733
Maui News (Wailuku) 3/ .....	15,805	16,722	17,861	18,170
Garden Island (Lihue) 5/ .....	9,525	8,737	8,664	8,246
<b>Sunday morning:</b>				
Sunday Star-Bulletin and Advertiser .	203,358	203,752	200,798	200,199
Hawaii Tribune-Herald (Hilo) .....	23,209	23,146	23,291	23,879
West Hawaii Today (Kailua-Kona) .....	8,961	10,025	11,576	12,684
Maui News (Wailuku) .....	16,326	17,660	19,405	19,939
Garden Island (Lihue) .....	9,528	8,899	9,157	8,552

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 461.-- POSTAGE RATES AND NEWSPAPER PRICES, FOR  
HONOLULU: 1981 TO 1991

[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			
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
1991 .....	29	23	19	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: 1990, p. 549, as updated by Postal Service Customer Information. Newspaper rates from Hawaii Newspaper Agency.

Table 462.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1981 TO 1991

[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>	
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
1991 <u>4/</u>	0.25	1.35	2.00	0.75	2.50	13.50

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 1991, the monthly rental charge for a standard dial desk-top telephone was \$3.00, and the federal subscriber line charge was \$3.50.

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

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