

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 143 post offices and stations handling 478 million pieces of mail and accounting for postal receipts of \$158 million. There were 607,000 telephone access lines in service, 409,000 telephone homes, and uncounted millions of local, interisland, and transpacific calls in 1991. The 58 commercial, public and educational radio stations in the Islands in 1992 included 28 on the regular broadcast band and 30 FM stations. The State also had 22 television stations (20 commercial and 2 public), including satellites but excluding translators. Eight cable TV companies served 321,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in May 1992 numbered 93,000 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 1991-1992. 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: 1992, Section 18.

Table 456.-- POSTAL SERVICE: 1988 TO 1992

[Years ended September 30]

Subject	1988	1989	1990	1991	1992
Post offices, September 30 ...	75	74	74	74	73
Stations, September 30 ^{1/}	72	74	70	70	70
Gross postal receipts (\$1,000)	119,740	129,177	136,087	151,429	158,134
Pieces of mail ^{2/} (millions) .	400	434	463	473	478

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

^{2/} Originating in Hawaii. Excludes mail originating elsewhere.

Source: U.S. Postal Service, Honolulu District, records.

Table 457.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
SEPTEMBER 30, 1992

Island	Total	Post offices			Stations	
		1st class	2nd class	3rd class	Classi- fied ^{1/}	Con- tract ^{2/}
State total ..	143	34	29	10	34	36
Hawaii	36	8	15	2	2	9
Maui	18	8	2	-	2	6
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	63	12	4	1	28	18
Kauai	20	5	7	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, records.

Table 458.-- TELEPHONE ACCESS LINES, BY ISLAND AND TYPE: 1981 TO 1991

[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
1991	606,899	440,216	166,683	408,603	149,209	49,087

Source: GTE Hawaiian Telephone Company, data provided May 5, 1992.

Table 459.-- RESIDENTIAL TELEPHONES IN SERVICE, BY ISLANDS:
1989 TO 1991

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

Islands	1989	1990	1991
State total	670,330	692,106	710,969
Oahu	494,611	504,215	515,228
Other islands	175,719	187,890	195,741

Source: GTE Hawaiian Telephone Company, data provided May 5, 1992.

Table 460.-- HAWAIIAN TELEPHONE COMPANY OPERATIONS: 1989 TO 1991

Subject	1989	1990	1991
Operating revenues (\$1,000)	512,144	539,283	545,910
Operating expenses (\$1,000)	426,562	443,089	448,917
Net income (\$1,000)	48,340	51,963	46,698
Net investment in property, plant, and equipment (\$1,000)	899,751	944,095	983,243
Total assets (\$1,000)	1,070,670	1,121,529	1,217,705
Access lines ^{1/}	594,642	629,715	658,521
Total salaries and wages (\$1,000)	146,099	154,222	153,261
Number of employees	4,260	4,185	4,099

Source: GTE Hawaiian Tel 1991 Annual Report, p. 24.

Table 461.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1990 AND 1991

County	Number of companies Dec. 31 ^{1/}		Subscribers, Dec. 31		Basic service revenue (\$1,000)	
	1990	1991	1990	1991	1990	1991
State total	8	8	310,258	320,657	54,660	61,843
Hawaii	3	3	30,700	29,410	6,052	7,205
Maui	2	2	38,885	40,785	6,438	7,651
Honolulu	2	2	224,768	231,817	38,305	42,825
Kauai	3	3	15,905	18,645	3,865	4,161

^{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 462.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES:
1970 TO 1991

Subject	1970	1975	1980	1985	1990	1991
Companies, Dec. 31	6	10	10	9	8	8
Subscribers, Dec. 31 (1,000) .	12.1	54.6	128.7	220.4	310.3	320.7
Revenue <u>1/</u> (mil. dol.)	16.2	33.0	54.7	61.8

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

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

Table 463.-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION,
1932 TO 1992, AND BY COUNTIES, 1992

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1932: Jan. 1	2	-	-	-	-	-
1947: Jan. 1	5	-	-	-	-	-
1962: Jan. 1	20	1	9	-	1	-
1977: Jan. 1	25	7	10	-	1	2
1992: June 30	28	26	20	-	4	2
COUNTIES: 1992						
Hawaii	5	7	6	-	-	-
Maui	4	6	5	-	1	1
Honolulu <u>2/</u>	17	11	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, September 30, 1992.

Table 464.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA: 1991 AND 1992

Subject	January 1991			January 1992		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	370,300	279,200	91,100	366,900	271,500	95,400
With television .	359,670	272,220	87,450	356,760	264,960	91,800
Percent	97.1	97.5	96.0	97.2	97.6	96.2

Source: Nielsen Station Index, Honolulu, Hawaii, February 1991 and February 1992, table I.

Table 465.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY TIME OF DAY:
1990 TO 1992

[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>
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
Nov.	151	211	100	140
1992: Feb.	149	209	90	126
May	160	224	93	130

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 466.-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1990

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	196	482	Telegraph & other	3
271	Newspapers	19	483	Radio, TV broadcast ...	41
272	Periodicals	24	484	Cable, other pay TV ...	11
273	Books	5	489	Commun. services, n.e.c	19
274	Miscell. publishing .	12	5942	Book stores	57
48	Communication	115	731	Advertising	76
481	Telephone	37	7311	Advertising agencies	52

Source: U.S. Bureau of the Census, County Business Patterns 1990, Hawaii, CBP-90-13 (November 1992), table 1b.

Table 467.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1988 TO 1992

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
1992	1,072	717	48	12	350,274	2,611,388

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 468.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1988-89 TO 1991-92

[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	1988-89	1989-90	1990-91	1991-92
Daily:				
Honolulu Advertiser 1/	98,025	98,400	101,220	103,114
Honolulu Star-Bulletin 2/	96,074	92,811	89,704	87,809
Hawaii Tribune-Herald (Hilo) 3/	20,360	20,354	20,486	20,193
West Hawaii Today (Kailua-Kona) 4/ ..	9,757	10,781	11,733	11,698
Maui News (Wailuku) 3/	16,722	17,861	18,170	18,494
Garden Island (Lihue) 3/	8,737	8,664	8,246	7,478
Sunday morning:				
Sunday Star-Bulletin and Advertiser .	203,752	200,798	200,199	200,378
Hawaii Tribune-Herald (Hilo)	23,146	23,291	23,879	23,999
West Hawaii Today (Kailua-Kona)	10,025	11,576	12,684	12,971
Maui News (Wailuku)	17,660	19,405	19,939	20,822
Garden Island (Lihue)	8,899	9,157	8,552	8,058

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Afternoons, Monday through Friday.

4/ Mornings, Monday through Friday.

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

Table 469.-- POSTAGE RATES AND NEWSPAPER PRICES, FOR
HONOLULU: 1982 TO 1992

[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			
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
1992	29	23	19	35	150

^{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: 1992, p. 550, as updated by Postal Service Customer Information. Newspaper rates from Hawaii Newspaper Agency.

Table 470.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1987 TO 1992

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

Year	Local call, pay phone	Honolulu to Hilo		Honolulu to California <u>3/</u>		Monthly charge, indiv. resident line <u>4/</u>
		Direct dialing <u>1/</u>	Through operator <u>2/</u>	Direct dialing <u>1/</u>	Through operator <u>2/</u>	
1987 ..	0.25	1.11	2.00	0.98	2.53	18.89
1988 ..	0.25	1.04	2.00	0.92	2.47	19.51
1989 ..	0.25	1.00	2.00	0.76	3.26	20.43
1990 ..	0.25	0.98	2.00	0.78	3.50	20.31
1991 ..	0.25	1.35	2.00	0.75	2.50	20.28
1992 ..	0.25	0.94	2.00	0.75	2.58	20.27

1/ Daytime calls, first three minutes.

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

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

4/ Includes primary service charge (\$13.50 in 1992), desk phone rental (\$2.50 for rotary phone), interstate subscriber line charge (\$3.50), hearing impaired relay service fee (\$0.08), and federal and state taxes (\$0.69).

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