

## 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 1993 it had 145 post offices and stations handling 504 million pieces of mail and accounting for postal receipts of \$161 million. There were 629,000 telephone access lines in service, 418,000 telephone homes, and uncounted millions of local, interisland, and transpacific calls in 1992. The 60 commercial, public and educational radio stations in the Islands in 1993 included 29 on the regular broadcast band and 31 FM stations. The State also had 22 television stations (20 commercial and 2 public), including satellites but excluding translators. Seven cable TV companies served 324,000 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 ten 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: 1993*, Section 18.

**Table 16.1-- TELEPHONE ACCESS LINES, BY ISLANDS AND TYPE:  
1983 TO 1993**

[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]

Definition 1/ and year	All access lines	By island		By type		
		Oahu	Other islands	Residence	Business	Other types
Old definition:						
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
1992 .....	624,093	451,512	172,581	417,595	152,848	53,650
New definition:						
1992 .....	629,214	455,681	173,533	417,595	157,255	54,364
1993 .....	649,268	468,337	180,931	429,652	162,817	56,799

1/ In 1992, GTE Hawaiian Telephone Company changed its definition of total switched access lines.  
Source: GTE Hawaiian Telephone Company, data provided June 14, 1994.

**Table 16.2-- RESIDENTIAL TELEPHONES IN SERVICE, BY ISLANDS:  
1990 TO 1993**

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

Islands	1990	1991	1992	1993
State total .....	692,106	710,969	726,615	747,594
Oahu .....	504,215	515,228	525,094	537,282
Other islands .....	187,890	195,741	201,522	210,312

Source: GTE Hawaiian Telephone Company, data provided June 14, 1994.

**Table 16.3-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1988 TO 1993**

[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 3/		Monthly charge, indiv. resident line 4/
		Direct dialing 1/	Through operator 2/	Direct dialing 1/	Through operator 2/	
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
1993 .....	0.25	0.94	2.14	0.75	2.80	21.37

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 (\$3.45 for rotary phone), interstate subscriber line charge (\$3.50), hearing impaired relay service fee (\$0.07), and federal and state taxes (\$0.85).

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

**Table 16.4-- TELEPHONE ACCESS LINES AND NON-LIST AND NON-PUBLISHED NUMBERS IN SERVICE: 1989 TO 1993**

[Data include both residence and business telephone numbers]

Category	1989	1990	1991	1992	1993
Access lines .....	555,966	586,065	606,899	629,214	649,268
Non-list and non-published.	146,416	161,608	173,110	182,205	193,282
Non-list 1/ .....	2,511	2,572	2,189	2,215	2,195
Non-published 2/ .....	143,905	159,036	170,921	179,990	191,087

1/ Numbers that are not published in the telephone directory but are available via directory assistance.

2/ Numbers that are not published in the telephone directory and are not available via directory assistance.

Source: GTE Hawaiian Telephone Company data provided June 15, 1994.

**Table 16.5-- HAWAIIAN TELEPHONE COMPANY OPERATIONS:  
1990 TO 1992**

Subject	1990	1991	1992
Operating revenues (\$1,000) .....	539,283	545,910	559,022
Operating expenses (\$1,000).....	443,089	448,917	460,926
Net income (\$1,000).....	51,963	46,698	43,590
Net investment in property, plant, and equipment (\$1,000) .....	944,095	983,243	1,053,127
Total assets (\$1,000) <u>1/</u> .....	1,121,529	1,217,705	1,281,007
Access lines <u>2/</u> .....	630,885	659,844	681,171
Total salaries and wages (\$1,000) .....	154,222	153,261	167,366
Number of employees .....	4,185	4,099	3,887

1/ Prior years's data exclude deferred income tax benefits.

2/ Prior year's data have been restated to the current year presentation.

Source: *GTE Hawaiian Tel 1992 Annual Report*.

**Table 16.6-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:  
SEPTEMBER 30, 1993**

Island	Total	Post offices			Stations	
		1st class	2nd class	3rd class	Classified <u>1/</u>	Contract <u>2/</u>
State total .....	145	34	29	9	34	39
Hawaii.....	36	8	15	2	2	9
Maui.....	18	8	2	-	2	6
Lanai.....	1	-	1	-	-	-
Molokai.....	5	1	-	4	-	-
Oahu.....	65	12	4	1	28	20
Kauai.....	20	5	7	2	2	4
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 16.7-- POSTAL SERVICE: 1989 TO 1993**

[Years ended September 30]

Subject	1989	1990	1991	1992	1993
Post offices, September 30 .....	74	74	74	73	72
Stations, September 30 <u>1/</u> .....	74	70	70	70	73
Gross postal receipts (\$1,000) .....	129,177	136,087	151,429	158,134	161,493
Pieces of mail <u>2/</u> (millions).....	434	463	473	478	504

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

2/ Originating in Hawaii. Excludes mail originating elsewhere.

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

**Table 16.8-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1991 AND 1992**

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Basic service revenue <u>2/</u> (\$1,000)	
	1991	1992	1991	1992	1991	1992
State total .....	8	7	320,657	324,118	61,842	70,285
Hawaii.....	3	3	29,410	29,524	7,205	8,036
Maui.....	2	2	40,785	42,101	7,651	8,077
Honolulu .....	2	2	231,817	236,231	42,825	50,846
Kauai <u>3/</u> .....	3	2	18,645	16,262	4,161	3,327

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

2/ Revenue for Jones Spacelink estimated.

3/ Decline after 1991 reflects Hurricane Iniki.

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

**Table 16.9-- 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 16.10-- 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 1.

**Table 16.11-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, 1930 TO 1993, AND BY COUNTIES, 1992 AND 1993**

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
1992: June 30 <u>2/</u> .....	29	26	20	-	4	2
1993: June 30.....	29	27	20	-	4	2
COUNTIES: 1992 <u>2/</u>						
Hawaii.....	5	7	6	-	-	-
Maui.....	4	6	5	-	1	1
Honolulu <u>3/</u> .....	18	11	9	-	3	1
Kauai.....	2	2	-	-	-	-
COUNTIES: 1993						
Hawaii.....	5	8	6	-	-	-
Maui.....	4	6	5	-	1	1
Honolulu <u>3/</u> .....	18	11	9	-	3	1
Kauai.....	2	2	-	-	-	-

1/ Includes satellites but excludes translators and cable television.

2/ Revised from *Data Book 1992*, table 463.

3/ 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, records.

**Table 16.12-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY  
ENGLISH-LANGUAGE NEWSPAPERS: 1989-90 TO 1992-93**

[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* and *Korea Central Daily*, Korean; and *United Chinese Press*, Chinese]

<b>Newspaper</b>	<b>1989-90</b>	<b>1990-91</b>	<b>1991-92</b>	<b>1992-93</b>
<b>Daily:</b>				
Honolulu Advertiser <u>1/</u> .....	98,400	101,220	103,114	104,665
Honolulu Star-Bulletin <u>2/</u> .....	92,811	89,704	87,809	87,052
Hawaii Tribune-Herald (Hilo) <u>3/</u> .....	20,354	20,486	20,193	(NA)
West Hawaii Today (Kailua-Kona) <u>4/</u>	10,781	11,733	11,698	11,860
Maui News (Wailuku) <u>3/</u> .....	17,861	18,170	18,494	(NA)
Garden Island.(Lihue) <u>3/</u> .....	8,664	8,246	7,478	(NA)
<b>Sunday morning:</b>				
Sunday Star-Bulletin and Advertiser .	200,798	200,199	200,378	197,597
Hawaii Tribune-Herald (Hilo).....	23,291	23,879	23,999	(NA)
West Hawaii Today (Kailua-Kona) ....	11,576	12,684	12,971	13,434
Maui News (Wailuku) .....	19,405	19,939	20,822	(NA)
Garden Island (Lihue) .....	9,157	8,552	8,058	(NA)

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 16.13-- POSTAGE RATES AND NEWSPAPER PRICES, FOR HONOLULU: 1984 TO 1994**

[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			
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
1993 .....	29	23	19	50	150
1994 .....	29	23	19	50	150

<sup>1/</sup> Street sales, for the daily *Honolulu Advertiser* (all years), daily *Honolulu Star-Bulletin* (all years), *Sunday Star-Bulletin and Advertiser* (through Feb. 27, 1993), and Sunday *Honolulu Advertiser* (beginning March 7, 1993).

Source: Postal rates from *Statistical Abstract of the United States: 1993*, p. 560, as updated by Postal Service Customer Information. Newspaper rates from Hawaii Newspaper Agency.

**Table 16.14-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1991**

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	204	482	Telegraph & other.....	4
271	Newspapers .....	19	483	Radio, TV broadcast.....	40
272	Periodicals.....	26	484	Cable, other pay TV .....	14
273	Books .....	8	489	Commun. services, n.e.c	16
274	Miscell. publishing..	17	5942	Book stores .....	60
48	Communication .....	213	731	Advertising.....	82
481	Telephone .....	137	7311	Advertising agencies...	56

Source: U.S. Bureau of the Census, *County Business Patterns 1991, Hawaii*, CBP-91-13 (December 1993), table 1b.

**Table 16.15-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1989 TO 1993**

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		
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
1993 .....	1,123	738	51	12	354,063	2,859,494

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.