

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 1995 it had 146 post offices and stations handling 539 million pieces of mail and accounting for postal receipts of \$172 million. There were 666,000 telephone access lines in service, 439,000 telephone homes, and uncounted millions of local, interisland, and transpacific calls in 1994. The 62 commercial, public and educational radio stations in the Islands in 1995 included 29 on the regular broadcast band and 33 FM stations. The State also had 22 television stations (20 commercial and 2 public), including satellites but excluding translators. In 1994, seven cable TV companies served 330,000 subscribers. An estimated 97 percent of all households in the State had television sets, and the average prime-time TV audience in February 1995 numbered 107,000 households. Island publishers printed 6 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 186,000 in 1994-1995. Statistics on fax machines 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: 1995*, Section 18.

Table 16.01-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1993

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	196	482	Telegraph & other.....	3
271	Newspapers.....	25	483	Radio, TV broadcast.....	51
272	Periodicals.....	27	484	Cable, other pay TV.....	13
273	Books	15	489	Commun. services, n.e.c.	8
274	Miscell. publishing....	11	5942	Book stores	64
48	Communication.....	204	731	Advertising	78
481	Telephone.....	129	7311	Advertising agencies	64

Source: U.S. Bureau of the Census, *County Business Patterns 1993, Hawaii*, CBP-93-13 (August 1995), table 1b.

Table 16.02-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS: SEPTEMBER 15, 1995

Island	Total	Post offices			Stations	
		1st class	2nd class	3rd class	Classified <u>1/</u>	Contract <u>2/</u>
State total.....	146	34	27	11	36	38
Hawaii	36	8	13	4	2	9
Maui	18	8	2	-	2	6
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	66	13	3	1	29	20
Kauai.....	20	4	8	2	3	3
Niihau <u>3/</u>	-	-	-	-	-	-

1/ Staffed by career postal employees.

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

3/ Niihau is served by the Makaweli Post Office on Kauai.

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

Table 16.03-- POSTAL SERVICE: 1990 TO 1995

[Years ended September 30]

Subject	1990	1991	1992	1993	1994	1995
Post offices, September 30	74	74	73	72	72	72
Stations, September 30 <u>1/</u>	70	70	70	73	73	73
Gross postal receipts (\$1,000)	136,087	151,429	158,134	161,493	163,984	171,867
Pieces of mail <u>2/</u> (millions)	463	473	478	504	518	539

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 16.04-- TELEPHONE ACCESS LINES, BY ISLANDS AND TYPE:
1984 TO 1994**

[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 <u>1/</u> and year	All access lines	By island		By type		
		Oahu	Other islands	Residence	Business	Other types
Old definition:						
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
1994.....	666,246	477,844	188,402	439,104	164,172	62,970

1/ In 1992, GTE Hawaiian Telephone Company changed its definition of total switched access lines.

Source: GTE Hawaiian Telephone Company, data provided April 5, 1995.

Table 16.05-- TELEPHONE ACCESS LINES AND NON-LIST AND NON-PUBLISHED NUMBERS IN SERVICE: 1989 TO 1994

[Data include both residence and business telephone numbers]

Category	1989	1990	1991	1992	1993	1994
Access lines.....	555,966	586,065	606,899	629,214	649,268	666,246
Non-list and non-published	146,416	161,608	173,110	182,205	193,282	206,537
Non-list <u>1/</u>	2,511	2,572	2,189	2,215	2,195	2,498
Non-published <u>2/</u>	143,905	159,036	170,921	179,990	191,087	204,039

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 April 5, 1995.

Table 16.06-- HAWAIIAN TELEPHONE COMPANY OPERATIONS: 1991 TO 1993

Subject	1991	1992	1993
Operating revenues (\$1,000)	545,910	559,022	564,889
Operating expenses (\$1,000).....	449,700	461,640	548,891
Net income (\$1,000)	46,698	43,590	-5,042
Net investment in property, plant, and equipment (\$1,000)	983,243	1,053,127	1,145,673
Total assets (\$1,000)	1,224,682	1,281,007	1,421,536
Access lines <u>1/</u>	659,844	681,171	725,029
Number of employees <u>1/</u>	4,099	3,887	3,320

1/ Includes Micronesia (198 employees and 13,618 access lines in 1993).

Source: *GTE Hawaiian Tel 1993 Annual Report*.

Table 16.07-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1990 TO 1995

[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>	
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
1994.....	0.25	0.94	2.14	(NA)	(NA)	22.19
1995.....	0.25	0.85	2.05	0.84	4.04	22.86

NA Not available.

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 for 1995 basic phone rate (\$14.40), standard desk phone (\$3.95), interstate subscriber charge (\$3.50), TRS (Telephone Relay Service) charge (\$0.09), 911 surcharge (\$0.28), and federal, PUC, and state taxes \$0.64.

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

Table 16.08-- CELLULAR TELEPHONE COMPANY REVENUES, BY ISLANDS: 1986 TO 1994

Calendar year	Number of companies	Revenues (\$1,000)				
		Total	Hawaii	Maui	Oahu	Kauai
1986.....	2	2,022	-	-	2,022	-
1987.....	2	7,162	-	-	7,162	-
1988.....	2	12,314	-	-	12,314	-
1989.....	2	21,758	-	-	21,758	-
1990.....	4	38,732	150	-	38,475	107
1991.....	4	48,742	1,734	1,653	44,179	1,176
1992.....	4	62,127	3,184	2,199	54,031	2,713
1993.....	5	76,420	4,618	3,470	63,596	4,736
1994.....	5	95,334	6,712	6,237	77,914	4,471

Source: Public Utilities Commission, records.

Table 16.09-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1993 AND 1994

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31 <u>2/</u>		Basic service revenue (\$1,000)	
	1993	1994	1993	1994	1993	1994
State total	7	7	322,285	329,990	68,485	67,085
Hawaii	3	3	30,601	31,770	7,389	6,587
Maui	2	2	30,662	28,054	9,121	10,085
Honolulu	2	2	243,703	250,841	48,268	46,340
Kauai	2	2	17,319	19,325	3,707	4,073

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

2/ Hawaiian Cablevision has redefined multiunit as expressed by Federal rules.

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

Table 16.10-- RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, 1930 TO 1995, AND BY COUNTIES, 1994 AND 1995

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
1994: June 30.....	29	29	20	1	3	2
1995: June 30.....	29	33	20	1	3	2
COUNTIES: 1994						
Hawaii	5	9	6	-	-	-
Maui	4	6	5	-	1	1
Honolulu <u>2/</u>	18	12	9	1	2	1
Kauai.....	2	2	-	-	-	-
COUNTIES: 1995						
Hawaii	5	10	6	-	-	-
Maui	4	8	5	-	1	1
Honolulu <u>2/</u>	18	13	9	1	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, records.

**Table 16.11-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA:
1993 AND 1994**

Subject	January 1993			January 1994		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households.....	373,800	275,000	98,800	391,300	285,400	105,900
With television	363,360	268,350	95,010	379,670	278,610	101,060
Percent.....	97.2	97.6	96.1	97.0	97.6	95.4

Source: *Nielsen Station Index, Honolulu, Hawaii*, February 1993 and February 1994, table 1.

**Table 16.12-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY
TIME OF DAY: 1991 TO 1995**

[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>
1991: Nov.	151	211	100	140
1992: Feb.	149	209	90	126
May	160	224	93	130
Nov.	150	286	92	164
1993: Feb.	176	340	112	202
May	162	308	98	170
Nov.	167	328	97	175
1994: Feb.	160	328	93	164
May	156	284	86	131
Nov.	168	309	102	165
1995: Feb.	170	331	107	187

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 16.13-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1991-92 TO 1994-95**

[Averages for 12-month periods ended in March. Foreign-language daily newspapers, not included in this table, are the *Hawaii Hochi*, Japanese and English; and *United Chinese Press*, Chinese]

Newspaper	1991-92	1992-93	1993-94	1994-95
Daily:				
Honolulu Advertiser <u>1</u> /.....	100,804	104,665	104,461	105,793
Honolulu Star-Bulletin <u>2</u> /.....	87,809	87,052	82,489	79,796
Hawaii Tribune-Herald (Hilo) <u>3</u> /.....	20,193	20,058	19,688	19,773
West Hawaii Today (Kailua-Kona) <u>3</u> /	11,698	11,860	11,667	11,559
Maui News (Wailuku) <u>4</u> /.....	18,494	18,968	19,222	18,816
Garden Island (Lihue) <u>4</u> /.....	7,478	7,558	7,679	(NA)
Sunday morning:				
Honolulu Advertiser <u>5</u> /.....	198,676	197,597	195,577	195,166
Hawaii Tribune-Herald (Hilo)	23,999	24,193	23,088	23,049
West Hawaii Today (Kailua-Kona)...	12,971	13,434	13,455	13,516
Maui News (Wailuku)	20,822	21,827	22,246	23,441
Garden Island (Lihue).....	8,058	8,075	8,100	(NA)

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

5/ Data through February 27, 1993 are for the *Sunday Star-Bulletin and Advertiser*; beginning March 7, 1993, for the Sunday *Honolulu Advertiser*.

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

Table 16.14-- POSTAGE RATES AND NEWSPAPER PRICES, FOR HONOLULU: 1985 TO 1995

[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			
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
1995.....	32	23	20	50	150

^{1/} 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, 1995*, p. 583, as updated by Postal Service Customer Information. Newspaper rates from Hawaii Newspaper Agency.

**Table 16.15-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1989 TO 1994**

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
1994.....	1,183	772	60	13	378,807	2,960,051

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.