

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.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, Hawaii State Department of Commerce and Consumer Affairs, GTE Hawaiian Telephone Company, Audit Bureau of Circulations, and the Nielsen Station Index. Earlier figures appear in *Historical Statistics of Hawaii*, Section 18. Data on communications for other states and for the nation as a whole are presented in the *Statistical Abstract of the United States: 1997*, Section 18.

Table 16.01-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1995

SIC code	Industry	No. of establishments	SIC code	Industry	No. of establishments
27	Printing and publishing	184	482	Telegraph & other	3
271	Newspapers	27	483	Radio, TV broadcast	55
272	Periodicals	27	484	Cable, other pay TV	19
273	Books	14	489	Commun. services, n.e.c.	7
274	Miscell. publishing	11	5942	Book stores	67
48	Communication	220	731	Advertising	76
481	Telephone	130	7311	Advertising agencies	63

Source: U.S. Bureau of the Census, *County Business Patterns 1995, Hawaii*, CBP-95-13 (October 1997), table 1b.

**Table 16.02-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
SEPTEMBER 30, 1997**

Island	Total	Post offices			Stations	
		1st class	2nd class	3rd class	Classified 1/	Contract 2/
State total	131	33	27	12	34	25
Hawaii	34	7	13	5	2	7
Maui	13	9	1	-	2	1
Lanai	1	-	1	-	-	-
Molokai	5	1	-	4	-	-
Oahu	58	12	4	1	27	14
Kauai	20	4	8	2	3	3
Niihau 3/	-	-	-	-	-	-

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: 1992 TO 1997

[Years ended September 30]

Subject	1992	1993	1994	1995	1996	1997
Post offices, September 30	73	72	72	72	72	72
Stations, September 30 1/	70	73	73	73	61	59
Gross postal receipts (\$1,000)	158,134	161,493	163,493	171,867	172,686	172,714
Pieces of mail 2/ (millions)	478	504	518	539	530	549

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:
1986 TO 1996**

[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	Switched access lines	By island		By type		
		Oahu	Other islands	Residence	Business	Other types
Old definition:						
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
1995	684,826	490,658	194,168	447,188	237,638	
1996	703,879	501,999	201,880	454,574	249,305	

1/ In 1992, GTE Hawaiian Telephone Company changed its definition of total switched access lines.
Source: GTE Hawaiian Telephone Company, data provided Sept. 19, 1996.

**Table 16.05-- TELEPHONE ACCESS LINES AND NON-LIST AND
NON-PUBLISHED NUMBERS IN SERVICE: 1993 TO 1996**

[Data include both residence and business telephone numbers]

Category	1993	1994	1995	1996
Access lines	649,268	666,246	684,826	703,879
Non-list and non-published	193,282	206,537	219,964	227,162
Non-list 1/	2,195	2,498	2,433	2,378
Non-published 2/	191,087	204,039	217,531	224,784

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, records.

**Table 16.06-- HAWAIIAN TELEPHONE COMPANY OPERATIONS:
1993 TO 1996**

Subject	1993	1994	1995	1996
Operating revenues (\$1,000)	576,433	604,211	611,760	634,921
Operating expenses (\$1,000)	564,713	525,373	520,115	518,142
Net income (\$1,000)	-5,042	2/ 29,799	-225,518	54,701
Net investment in property, plant, and equipment (\$1,000)	1,145,673	1,205,827	809,445	822,473
Total assets (\$1,000)	1,425,045	1,527,249	1,154,815	1,200,985
Access lines 1/	2/ 722,114	2/ 748,343	2/ 782,462	825,196
Number of employees 1/	2/ 3,329	2/ 3,315	2/ 3,043	2,911

1/ Includes Micronesian Telecommunications Corporation.

2/ Revised.

Source: GTE Hawaiian Tel 1996 Form 10-K/Form M.

**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 3/		Monthly charge, indiv. resident line 4/
		Direct dialing 1/	Through operator 2/	Direct dialing 1/	Through operator 2/	
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: GTE Hawaiian Telephone Company, records, and AT&T Communications, Inc., records.

Table 16.08-- CELLULAR TELEPHONE COMPANY REVENUES, BY ISLANDS: 1987 TO 1997

Calendar year	Number of companies	Revenues (\$1,000)				
		Total	Hawaii	Maui	Oahu	Kauai
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
1995	5	109,746	(NA)	(NA)	(NA)	(NA)
1996	7	123,314	(NA)	(NA)	(NA)	(NA)
1997	8	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

Source: Public Utilities Commission, records. Revenues by island no longer available after 1994.

**Table 16.09-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1995 TO 1997**

County	Number of companies Dec. 31 1/			Subscribers Dec. 31 2/			Basic service revenue (\$1,000)		
	1995	1996	1997	1995	1996	1997	1995	1996	1997
State total	6	4	3	338,838	340,950	340,438	69,722	77,285	85,099
Hawaii	3	2	2	32,223	32,876	32,926	7,020	9,068	9,486
Maui	2	2	2	34,652	35,507	35,937	9,589	9,706	10,200
Honolulu	2	2	2	251,863	252,261	254,167	48,852	53,627	60,045
Kauai	2	2	1	20,100	20,306	17,408	4,261	4,884	5,369

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 1997 AND BY COUNTIES, 1996 AND 1997

Date and county	Commercial stations			Non-commercial stations		
	AM	FM	TV 1/	AM	FM	TV 1/
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
1996: June 30	28	37	21	1	3	2
1997: June 30	28	36	20	1	5	2
COUNTIES: 1996						
Hawaii	5	11	6	-	-	-
Maui	4	8	5	-	1	1
Honolulu 2/	17	15	10	1	2	1
Kauai	2	3	-	-	-	-
COUNTIES: 1997						
Hawaii	5	11	6	-	-	-
Maui	4	9	5	-	1	1
Honolulu 2/	17	14	9	1	3	1
Kauai	2	2	-	-	1	-

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; Broadcasting and R.R. Vowker Publications, *Broadcasting & Cable Yearbook 1997*; Federal Communications Commission, records.

**Table 16.13-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1993-94 TO 1996-97**

[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	1993-94	1994-95	1995-96	1996-97
Daily:				
The Honolulu Advertiser 1/	104,461	105,793	105,984	104,960
Honolulu Star-Bulletin 2/	82,489	79,796	76,198	71,418
Hawaii Tribune-Herald (Hilo) 3/	19,688	19,773	19,362	19,079
West Hawaii Today (Kailua-Kona) 3/	12,281	11,832	11,560	11,334
Maui News (Wailuku) 4/	19,222	18,816	18,379	17,702
Garden Island (Lihue) 4/	7,679	7,874	7,860	7,551
Sunday morning:				
The Honolulu Advertiser 5/	195,577	195,166	193,318	190,475
Hawaii Tribune-Herald (Hilo)	23,088	23,049	23,005	22,894
West Hawaii Today (Kailua-Kona)	13,455	13,621	13,516	13,668
Maui News (Wailuku)	22,246	23,441	23,860	23,992
Garden Island (Lihue)	8,100	7,981	8,017	7,750

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: Data provided by newspaper publishers to Hawaii State Department of Business, Economic Development & Tourism.

**Table 16.14-- POSTAGE RATES AND NEWSPAPER PRICES, FOR
HONOLULU: 1987 TO 1997**

[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			
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
1996	32	23	20	50	175
1997	32	23	20	50	175

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

Source: Postal rates from *Statistical Abstract of the United States, 1997*, p. 577, as updated by the U.S. 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 1997**

Year	Published titles 1/		New books and journals published 3/		Volumes sold 3/	Book sales revenues 3/ (dollars)
	Cumulative total 2/	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
1995	1,257	790	74	13	385,673	3,014,268
1996	1,323	823	54	12	374,168	2,896,316
1997	1,402	833	65	12	322,378	3,182,690

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.