

## 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: 1998*, Section 18.

**Table 16.01-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1996**

<b>SIC code</b>	<b>Industry</b>	<b>No. of establishments</b>	<b>SIC code</b>	<b>Industry</b>	<b>No. of establishments</b>
27	Printing and publishing	187	482	Telegraph & other	2
271	Newspapers	25	483	Radio, TV broadcast	52
272	Periodicals	30	484	Cable, other pay TV	17
273	Books	12	489	Commun. services, n.e.c.	8
274	Miscell. publishing	13	5942	Book stores	66
48	Communication	219	731	Advertising	76
481	Telephone	136	7311	Advertising agencies	51

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, *County Business Patterns 1996, Hawaii*, CBP-96-13 (November 1998), table 1b.

**Table 16.02-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:  
SEPTEMBER 12, 1998**

Island	Total	Cost Ascertainment Group (CAG) 1/				Stations	
		A-G 2/	H-J 3/	K 4/	L 5/	Classified 6/	Contract 7/
State total	130	35	25	12	-	35	23
Hawaii	33	9	11	5	-	2	6
Maui	12	9	1	-	-	2	0
Lanai	1	-	1	-	-	-	-
Molokai	5	1	-	4	-	-	-
Oahu	59	12	4	1	-	28	14
Kauai	20	4	8	2	-	3	3
Niihau 8/	-	-	-	-	-	-	-

1/ Changes in CAG assignments are made at the beginning of the Postal fiscal year (September to August). They are determined by the gross revenue from the prior fiscal year as follows: Gross revenue is divided by a revenue unit factor. The revenue unit factor represents the average revenue from mail and special services, including fees, per one thousand pieces of originating mail and special services transactions. CAGs range from A to L.

2/ Formerly called First-class offices.

3/ Formerly called Second-class offices.

4/ Formerly called Third-class offices.

5/ Formerly called Fourth-class offices.

6/ Staffed by career postal employees.

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

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

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

**Table 16.03-- POSTAL SERVICE: 1993 TO 1998**

[Years ended September 30]

<b>Subject</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>
Post offices, September 30	72	72	72	72	72	72
Stations, September 30 1/	73	73	73	61	59	58
Gross postal receipts (\$1,000)	161,493	163,493	171,867	172,686	172,714	171,816
Pieces of mail 2/ (millions)	504	518	539	530	549	556

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

2/ Originating in Hawaii.

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

**Table 16.04-- TELEPHONE ACCESS LINES, BY ISLANDS AND TYPE:  
1992 TO 1998**

[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	Switched access lines	By island		By type	
		Oahu	Other islands	Residence	Business
1992	628,222	455,143	173,079	417,595	210,627
1993	648,444	467,858	180,586	429,652	218,792
1994	666,233	477,888	188,345	439,104	227,129
1995	684,820	490,685	194,135	447,188	237,632
1996	705,302	502,745	202,557	454,574	250,728
1997	719,787	509,336	210,451	461,430	258,357
1998	731,519	512,607	218,912	468,218	263,301

Source: GTE Hawaiian Telephone Company, records.

**Table 16.05-- TELEPHONE ACCESS LINES AND NON-LIST AND  
NON-PUBLISHED NUMBERS IN SERVICE: 1995 TO 1998**

[Data include both residence and business telephone numbers]

<b>Category</b>	<b>1995</b>	<b>1996 1/</b>	<b>1997</b>	<b>1998</b>
Access lines	684,826	705,302	719,787	731,519
Non-list and non-published	219,964	229,851	235,818	238,160
Non-list 2/	2,433	2,381	2,236	2,056
Non-published 3/	217,531	227,470	233,582	236,104

1/ Revised.

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

3/ 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: 1994 TO 1998**

<b>Subject</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>
Operating revenues (\$1,000)	604,211	611,760	634,921	642,357	671,300
Operating expenses (\$1,000)	525,373	520,115	518,142	502,275	523,700
Net income (\$1,000)	29,799	-225,518	54,701	60,998	72,900
Net investment in property, plant, and equipment (\$1,000)	1,205,827	809,445	822,473	845,352	854,200
Total assets (\$1,000)	1,527,249	1,154,815	1,200,985	1,306,113	1,328,400
Access lines 1/ 2/	748,330	782,456	826,619	861,079	919,683
Number of employees 1/	3,315	3,043	2,911	2,897	2,980

1/ Includes Micronesian Telecommunications Corporation.

2/ Revised.

Source: GTE Hawaiian Telephone Company, records.

**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: 1988 TO 1998**

Calendar year	Number of companies	Revenues (\$1,000)				
		Total	Hawaii	Maui	Oahu	Kauai
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	130,945	(NA)	(NA)	(NA)	(NA)
1998	10	1/ (NA)	(NA)	(NA)	(NA)	(NA)

NA Not available, because on certain islands there are only two companies that provide cellular telephone service.

1/ Several companies have filed extension requests until July 31, 1999.

Source: Hawaii State Public Utilities Commission, records.

**Table 16.09-- PERCENT OF HOUSEHOLDS WITH A TELEPHONE,  
COMPUTER, AND INTERNET USE: 1997 AND 1998**

Year	Telephone		Computer		Internet use	
	U.S.	Hawaii	U.S.	Hawaii	U.S.	Hawaii
1997	93.8	94.1	36.6	34.6	18.6	(NA)
1998	94.1	93.2	42.1	42.3	26.2	27.9

NA Not available.

Source: National Telecommunications and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 8, 1999 and *Falling Through the Net II: New Data on the Digital Divide*, July 1998; <http://www.ntia.doc.gov/ntiahome/digitaldivide>.

**Table 16.10-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1996 TO 1998**

County	Number of companies Dec. 31 1/			Subscribers Dec. 31 2/			Basic service revenue (\$1,000)		
	1996	1997	1998	1996	1997	1998	1996	1997	1998
State total	4	3	4	340,950	340,438	345,631	77,285	85,099	93,735
Hawaii	2	2	2	32,876	32,926	34,459	9,068	9,486	10,674
Maui	2	2	3	35,507	35,937	37,057	9,706	10,200	11,797
Honolulu	2	2	2	252,261	254,167	256,436	53,627	60,045	65,650
Kauai	2	1	1	20,306	17,408	17,679	4,884	5,369	5,615

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 16.11-- 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 16.12-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA:  
1997 AND 1998**

Subject	January 1997			January 1998		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	393,600	286,300	107,300	394,400	(NA)	(NA)
With television	382,700	279,830	102,870	381,820	277,410	104,410
Percent	97.2	97.7	95.9	96.8	(NA)	(NA)

NA Not available.

Source: *Nielsen Station Index, Honolulu, Hawaii.*

**Table 16.13-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY  
TIME OF DAY: 1995 TO 1998**

[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 1/	Persons 2/	Households 1/	Persons 2/
1995: Feb.	170	331	107	187
May	139	276	82	143
Nov.	158	299	112	188
1996: Feb.	155	288	102	177
May	130	244	75	123
Nov.	146	277	84	133
1997: Feb.	159	299	101	177
May	142	255	78	122
Nov.	133	220	77	110
1998: Feb.	131	242	69	110
May	145	264	80	132
Nov.	130	220	74	110

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 16.14-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY  
ENGLISH-LANGUAGE NEWSPAPERS: 1994-95 TO 1997-98**

[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]

<b>Newspaper</b>	<b>1994-95</b>	<b>1995-96</b>	<b>1996-97</b>	<b>1997-98</b>
Daily:				
The Honolulu Advertiser 1/	105,793	105,984	104,960	104,233
Honolulu Star-Bulletin 2/	79,796	76,198	71,418	69,188
Hawaii Tribune-Herald (Hilo) 3/	19,773	19,362	19,079	(NA)
West Hawaii Today (Kailua-Kona) 3/	11,832	11,560	11,334	10,938
Maui News (Wailuku) 4/	18,816	18,379	17,702	17,142
Garden Island (Lihue) 4/	7,874	7,860	7,551	8,352
Sunday morning:				
The Honolulu Advertiser	195,166	193,318	190,475	190,349
Hawaii Tribune-Herald (Hilo)	23,049	23,005	22,894	(NA)
West Hawaii Today (Kailua-Kona)	13,621	13,516	13,668	13,981
Maui News (Wailuku)	23,441	23,860	23,992	24,098
Garden Island (Lihue)	7,981	8,017	7,750	9,293

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

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

**Table 16.15-- POSTAGE RATES AND NEWSPAPER PRICES, FOR  
HONOLULU: 1988 TO 1998**

[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			
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
1998	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 February 27, 1993), and the *Sunday The Honolulu Advertiser* (beginning March 7, 1993).

Source: Postal rates from *Statistical Abstract of the United States, 1998*, p. 584, as updated by the U.S. Postal Service, Customer Information. Newspaper rates from Hawaii Newspaper Agency.



**Table 16.16-- 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.