

Section 16: Communications



<i>Section Narrative</i>		
16.01	Communication and Related Establishments: 1997	
16.02	Statistical Summary for Information Industries: 1997	
16.03	Number of Post Offices and Stations, by Islands: September 10, 1999	
16.04	Postal Service: 1994 to 1999	
16.05	Telephone Access Lines, by Islands and Type: 1992 to 1999	
16.06	Telephone Access Lines and Non-list and Non-published Numbers in Service: 1996 to 1999	
16.07	Hawaiian Telephone Company Operations: 1995 to 1999	
16.08	Hawaiian Telephone Company Rates for Specified Types of Service, for Honolulu: 1990 to 1999	
16.09	Cellular Telephone Company Revenues, by Islands: 1989 to 1999	
16.10	Percent of Households with a Telephone, Computer, and Internet Use: 1997 and 1998	
16.11	Cable Television Companies, Subscribers, and Revenues, by Counties: 1997 to 1999	
16.12	Radio and Television Broadcasting Stations in Operation, 1930 to 1997, and by Counties, 1996 and 1997	
16.13	Television Households, by Geographic Area: 1998 and 1999	
16.14	Households and Persons Viewing Television by Time of Day: 1995 to 1999	
16.15	Number of Daily Newspapers, by Place of Publication and Language: 1975 to 1999	
16.16	Average Paid Circulation of Daily and Sunday English-Language Newspapers: 1995-96 to 1998-99	
16.17	Postage Rates and Newspaper Prices, for Honolulu: 1989 to 1999	
16.18	Books and Scholarly Journals Published by the University of Hawaii Press: 1989 to 1999	

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, 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: 1999*, Section 18.

Table 16.01-- COMMUNICATION AND RELATED ESTABLISHMENTS: 1997

SIC code	Industry	No. of establishments	No. of employees for week including March 12	Annual Payroll (\$1000)
27	Printing and publishing	179	3,225	113,434
271	Newspapers	23	1,466	60,153
272	Periodicals	36	325	11,268
273	Books	10	1/	(D)
274	Miscellaneous publishing	9	1/	(D)
48	Communication	215	6,550	279,076
481	Telephone	138	4,608	196,041
483	Radio & TV broadcasting	51	1,196	47,076
484	Cable & other pay TV services	17	599	29,155
489	Communication services, n.e.c.	9	147	6,804
5942	Book stores	57	695	10,246
731	Advertising	94	666	22,902
7311	Advertising agencies	66	518	19,149

D Withheld to avoid disclosing data for individual companies.

n.e.c. Not elsewhere classified.

1/ 20-99.

Source: U.S. Census Bureau, *County Business Patterns 1997, Hawaii*, CBP/97-13 (September 1999).

Table 16.02-- STATISTICAL SUMMARY FOR INFORMATION INDUSTRIES: 1997

NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
51	Information, total	458	1,464,152	318,652	8,996
511	Publishing industries	93	273,301	78,970	2,066
5111	Newspaper, periodical, book, & database publishers	77	267,048	76,775	2,005
5112	Software publishers	16	6,253	2,195	61
512	Motion picture & sound recording Industries	108	102,196	20,326	1,496
5121	Motion picture & video industries	99	95,860	19,526	1,473
5122	Sound recording industries	9	6,336	800	23
513	Broadcasting & telecommunications	197	1,057,491	208,563	5,100
5131	Radio & television broadcasting	50	137,679	47,512	1,239
5132	Cable networks & program distribution	18	153,337	29,488	618
5133	Telecommunications	129	766,475	131,563	3,243
514	Information services & data processing services	60	31,164	10,793	334

Source: U. S. Census Bureau, *1997 Economic Census, Information, Geographic Area Series, Hawaii*, EC97551A-HI (October 1999), table 1. Internet site <http://www.census.gov/epcd/www/97EC51.HTM>.

**Table 16.03-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
SEPTEMBER 10, 1999**

Island	Total	Cost Ascertainment Group (CAG) 1/				Stations	
		A-G 2/	H-J 3/	K 4/	L 5/	Classified 6/	Contract 7/
State total	133	35	25	12	-	34	27
Hawaii	33	9	11	5	-	2	6
Maui	14	9	1	-	-	2	2
Lanai	1	-	1	-	-	-	-
Molokai	5	1	-	4	-	-	-
Oahu	61	12	4	1	-	27	17
Kauai	19	4	8	2	-	3	2
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 16.04-- POSTAL SERVICE: 1994 TO 1999

[Years ended September 30]

Subject	1994	1995	1996	1997	1998	1999
Post offices, September 30	72	72	72	72	72	72
Stations, September 30 1/	73	73	61	59	58	61
Gross postal receipts (\$1,000)	163,493	171,867	172,686	172,714	171,816	174,958
Pieces of mail 2/ (millions)	518	539	530	549	556	560

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

2/ Originating in Hawaii.

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

**Table 16.05-- TELEPHONE ACCESS LINES, BY ISLANDS AND TYPE:
1992 TO 1999**

[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 1/	731,519	512,607	218,912	468,218	263,301
1999 1/	737,653	510,591	227,062	473,299	264,354

1/ GTE is not the sole provider of telephone access lines.

Source: GTE Hawaiian Telephone Company, records.

Table 16.06-- TELEPHONE ACCESS LINES, NON-LIST AND NON-PUBLISHED NUMBERS IN SERVICE: 1996 TO 1999

[Data include both residence and business telephone numbers]

Category	1996	1997	1998	1999
Access lines	705,302	719,787	731,519	737,653
Non-list and non-published	229,851	235,818	238,160	242,916
Non-list 1/	2,381	2,236	2,056	1,936
Non-published 2/	227,470	233,582	236,104	240,980

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 16.07-- HAWAIIAN TELEPHONE COMPANY OPERATIONS:
1995 TO 1999**

Subject	1995	1996	1997	1998	1999
Operating revenues (\$1,000)	611,760	634,921	642,357	671,300	679,100
Operating expenses (\$1,000)	520,115	518,142	502,275	523,700	495,000
Net income (\$1,000)	-225,518	54,701	60,998	72,900	96,800
Net investment in property, plant, and equipment (\$1,000)	809,445	822,473	845,352	854,200	835,300
Total assets (\$1,000)	1,154,815	1,200,985	1,306,113	1,328,400	1,357,400
Access lines 1/	782,456	826,619	861,079	919,683	994,456
Number of employees 1/	3,043	2,911	2,897	2,980	2,589

1/ Includes Micronesian Telecommunications Corporation.

Source: GTE Hawaiian Telephone Company, records.

Table 16.08-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1990 TO 1999

[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	0.84	2.04	0.84	4.04	22.86
1996	0.25	0.85	2.04	(NA)	(NA)	20.60
1997	0.25	0.42	1.62	(NA)	(NA)	20.96
1998	0.35	0.42	1.62	(NA)	(NA)	21.05
1999	0.35	0.42	1.62	(NA)	(NA)	20.79

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 1999 basic phone rate (\$14.40), interstate subscriber line charge (\$3.50), Telecommunications Relay Service surcharge (\$0.07), E911 surcharge (\$0.27), Service Provider Number Portability fee (\$0.36), and intrastate surcharge, federal excise tax, PUC service fee, and state general excise tax (\$2.19).

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

Table 16.09-- CELLULAR TELEPHONE COMPANY REVENUES, BY ISLANDS: 1988 TO 1999

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	142,129	(NA)	(NA)	(NA)	(NA)
1999	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/ Annual Utility Financial Reports are due on March 31, 2000, thus, we do not have the 1999 financial data at this time. Additional extension until July 31, 2000, may also be requested.

Source: Hawaii State Public Utilities Commission, records.

**Table 16.10-- 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 16.11-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1997 TO 1999

County	Number of companies Dec. 31 1/			Subscribers Dec. 31 2/			Basic service revenue (\$1000)		
	1997	1998	1999	1997	1998	1999	1997	1998	1999
State total	3	4	2	340,438	345,631	358,273	85,099	93,735	103,131
Hawaii	2	2	2	32,926	34,459	34,268	9,486	10,674	12,107
Maui	2	3	3	35,937	37,057	51,835	10,200	11,797	12,719
Honolulu	2	2	2	254,167	256,436	253,981	60,045	65,650	72,522
Kauai	1	1	1	17,408	17,679	18,189	5,369	5,615	5,783

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 16.12-- 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-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREA:
1998 AND 1999**

Subject	January 1998			January 1999		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All households	394,400	(NA)	(NA)	(NA)	(NA)	(NA)
With television	381,820	277,410	104,410	385,790	280,660	105,130
Percent	96.8	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

Source: Hawaii Public Television, *Nielsen Station Index*.

**Table 16.14-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY
TIME OF DAY: 1995 TO 1999**

[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
1999: Feb.	135	252	88	143
May	130	231	82	121
Nov.	112	198	59	88

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: Hawaii Public Television, *Nielsen Station Index*.

Table 16.15-- NUMBER OF DAILY NEWSPAPERS, BY PLACE OF PUBLICATION AND LANGUAGE: 1975 TO 1999

[The earliest daily newspaper in Hawaii, *The Daily Hawaiian Herald*, first appeared September 4, 1866 and was discontinued December 21, 1866. Permanent dailies were initially published in 1882. Five-year statistics from 1885 to 1975 appear in *Historical Statistics of Hawaii* (1977), table 18.5].

Subject	1975	1980	1985	1990	1995	1999
Totals	7	6	9	9	10	10
Language:						
Chinese	2	1	1	1	1	1
English	3	3	6	6	6	6
Hawaiian	-	-	-	-	-	-
Japanese 1/ Korean	2	2	1	1	1	1
	-	-	1	1	2	2
Place of publication:						
Honolulu	6	5	5	5	6	6
Hilo	1	1	1	1	1	1
Kailua-Kona	-	-	1	1	1	1
Kauai	-	-	1	1	1	1
Maui	-	-	1	1	1	1

1/ Includes bilingual papers (Japanese and English).

Source: Aloha United Way, *Hawaii Media Guide* for 1977-1985; *The State of Hawaii Data Book* for 1977-1998; Helen G. Chapin, forthcoming survey.

Table 16.16-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1995-96 TO 1998-99

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

Newspaper	1995-96	1996-97	1997-98	1998-99
Daily:				
The Honolulu Advertiser 1/	105,984	104,960	104,233	104,602
Honolulu Star-Bulletin 2/	76,198	71,418	69,188	67,124
Hawaii Tribune-Herald (Hilo) 3/	19,362	19,079	(NA)	19,069
West Hawaii Today (Kailua-Kona) 3/	11,560	11,334	10,938	11,667
Maui News (Wailuku) 4/	18,379	17,702	17,142	16,970
Garden Island (Lihue) 4/	7,860	7,551	8,352	8,790
Sunday morning:				
The Honolulu Advertiser	193,318	190,475	190,349	188,556
Hawaii Tribune-Herald (Hilo)	23,005	22,894	(NA)	22,851
West Hawaii Today (Kailua-Kona)	13,516	13,668	13,981	14,610
Maui News (Wailuku)	23,860	23,992	24,098	24,220
Garden Island (Lihue)	8,017	7,750	9,293	9,395

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday. The *Maui News* became a morning paper on July 24, 2000.

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

Table 16.17-- POSTAGE RATES AND NEWSPAPER PRICES, FOR HONOLULU: 1989 TO 1999

[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			
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
1999	33	22	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, 1999*, p. 590. Newspaper rates from Hawaii Newspaper Agency.

**Table 16.18-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE
UNIVERSITY OF HAWAII PRESS: 1989 TO 1999**

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
1998	1,486	818	84	12	290,199	3,042,984
1999	1,572	897	83	12	272,407	3,365,336

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.