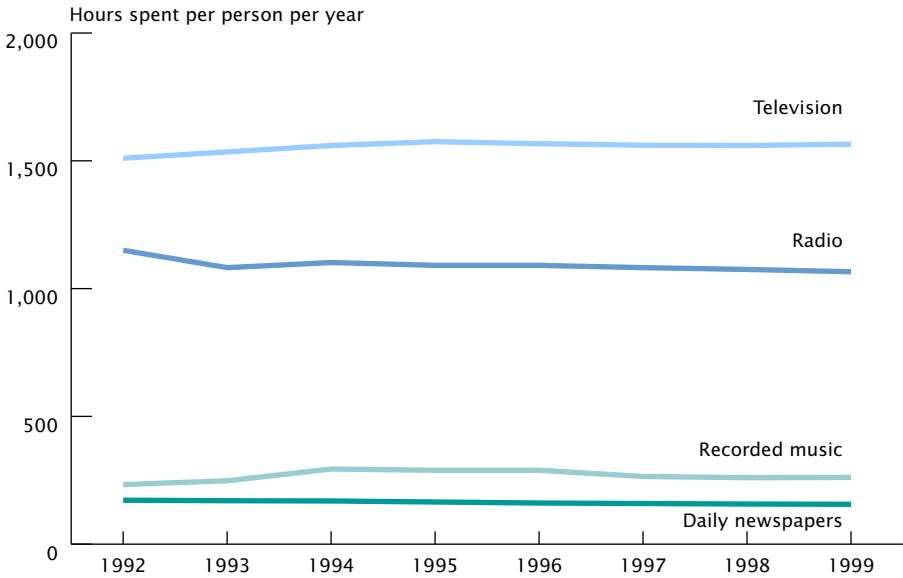
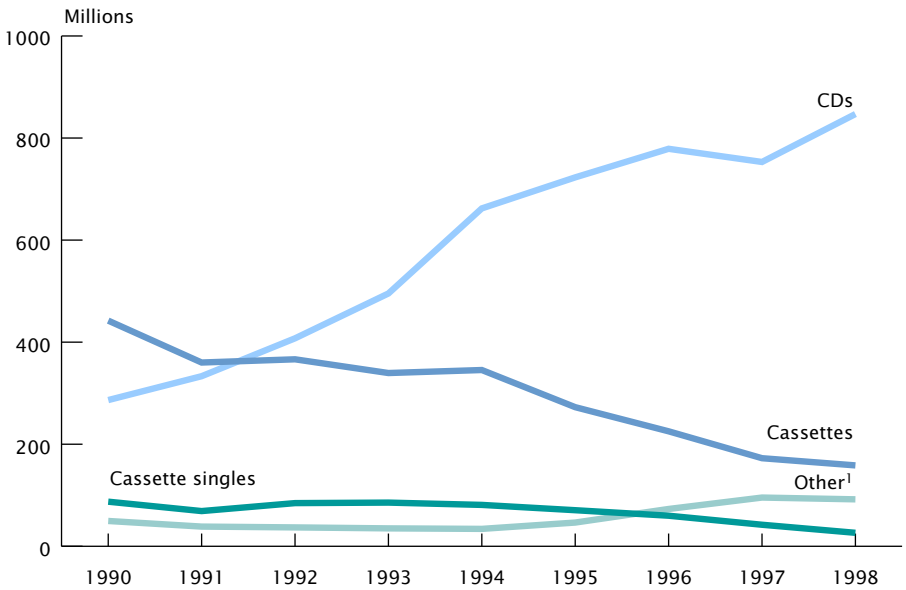


Figure 18.1
Media Usage by Consumers: 1992 to 1999



Source: Chart prepared by U.S. Census Bureau. For data, see Table 920.

Figure 18.2
Shipments of Recording Media: 1990 to 1998



¹ Includes CD singles, vinyl albums and singles, and music video.
 Source: Chart prepared by U.S. Census Bureau. For data, see Table 936.

Section 18

Communications and Information Technology

This section presents statistics on the various communications media: telephone, telegraph, radio, television, newspapers, and periodicals and the usage, finances, and operations of the Postal Service. Expenditure data for advertising in the media are also included.

Communication media—The U.S. Census Bureau's *Annual Survey of Communication Services* (ASCS) covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio, and whether intended to be received aurally or visually. This includes telephone communications, including cellular and other radiotelephone services; telegraph and other message communications, such as electronic mail services, facsimile transmission services, telex services, etc.; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services, such as radar station operations, satellite earth stations, satellite or missile tracking stations, etc. The report presents statistics that are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual*. See text, Section 17, Business.

The Federal Communications Commission (FCC), established in 1934, regulates wire and radio communications. Only the largest carriers and holding companies file annual or monthly financial reports. The FCC has jurisdiction over interstate and foreign communication services but not over intrastate or local services. The gross operating revenues of the telephone carriers reporting annually to the FCC, however, are estimated to cover about 90 percent of the revenues of all U.S. telephone companies. Data are not

comparable with Census Bureau *Annual Survey of Communication Services* because of coverage (ASCS includes all domestic long-distance telephone companies, all local exchange carriers, and all cellular telephone companies) and different accounting practices for those telephone companies which report to the FCC.

Reports filed by the broadcasting industry cover all radio and television stations operating in the United States. The private radio services represent the largest and most diverse group of licensees regulated by the FCC. These services provide voice, data communications, point-to-point, and point-to-multipoint radio communications for fixed and mobile communicators. Major users of these services are small businesses, the aviation industry, the maritime trades, the land transportation industry, manufacturing industry, state and local public safety and governmental authorities, emergency medical service providers, amateur radio operators, and personal radio operations (CB and the General Mobile Radio Service). The FCC also licenses entities as private and common carriers. Private and common carriers provide fixed and land mobile communications service on a for-profit basis. Principal sources of wire, radio, and television data are the FCC's *Annual Report* and its annual *Statistics of Communications Common Carriers*.

Statistics on the printed media are available from the Census Bureau, as well as from various private agencies. The censuses of manufactures (conducted by the Census Bureau every 5 years, for the years ending in "2" and "7") provide statistics on the number and circulation of newspapers and periodicals and on sales of books and pamphlets. Editor & Publisher Co., New York, NY, presents annual data on the

number and circulation of daily and Sunday newspapers in its *International Year Book*. Monthly data on new books and new editions appear in *Publishers Weekly*, issued by R. R. Bowker Company, New York. (See Table 938 for annual data.)

Advertising—Data on advertising expenditures are compiled primarily by McCann-Erickson, Inc., which compiles certain of the data shown (see Table 947). Monthly index figures of advertising in certain media are also published periodically by McCann-Erickson in *Advertising Age*.

The Broadcast Advertisers Reports distinguishes between spot and local advertising primarily on the basis of the type of advertiser to whom the time is sold, rather than how and by whom it is sold. In general, time purchased on behalf of retail or service establishments in the market is considered local, even though the establishments may be part of a national or regional chain. That is, spot advertising promotes a product, while local advertising promotes a given establishment. Network advertising, mutually exclusive of spot and local, is broadcast through the network system.

Postal Service—The Postal Service provides mail processing and delivery

services within the United States. The Postal Reorganization Act of 1970 created the Postal Service, effective July 1971, as an independent establishment of the Federal Executive Branch.

Revenue and cost analysis describes the Postal Service's system of attributing revenues and costs to classes of mail and service. This system draws primarily upon probability sampling techniques to develop estimates of revenues, volumes, and weights, as well as costs by class of mail and special service. The costs attributed to classes of mail and special services are primarily incremental costs which vary in response to changes in volume; they account for roughly 60 percent of the total costs of the Postal Service. The balance represents "institutional costs." Statistics on revenues, volume of mail, and distribution of expenditures are presented in the Postal Service's annual report, *Cost and Revenue Analysis*, and its *Annual Report of the Postmaster General* and its annual *Comprehensive Statement on Postal Operations*.

Statistical reliability—For a discussion of statistical collection and estimation, sampling procedures, and measures of statistical reliability applicable to Census Bureau data, see Appendix III.

No. 917. Gross Domestic Income in Information Technologies (IT) Industries: 1990 to 1999

[In millions of dollars (330,076 represents \$330,076,000,000), except as noted]

Industry	1987 SIC ¹ code	1990			1995			1996			1997			1998			1999		
		est.	est.	est.	est.	est.	est.	est.	est.	est.	est.	est.	est.	est.	est.	est.	est.		
Total all IT industries	(X)	330,076	482,832	543,495	596,645	663,578	729,002												
Percent share of the economy	(X)	5.8	6.6	7.1	7.3	7.8	8.2												
Hardware	(X)	102,677	154,517	171,852	197,375	210,816	229,222												
Computers and equipment	3571,2,5,7	24,660	28,369	30,188	34,475	36,819	40,390												
Computers and equipment wholesale sales	5045 (pt)	33,599	50,756	61,129	69,779	74,559	80,538												
Computers and equipment retail sales	5734 (pt)	1,857	2,841	2,777	3,167	3,383	3,661												
Calculating and office machines, n.e.c. ²	3578, 9	2,242	2,450	2,509	2,675	2,817	3,020												
Electron tubes	3671	1,161	1,197	1,247	1,341	1,425	1,515												
Printed circuit boards	3672	4,403	4,402	5,051	5,536	6,040	6,934												
Semiconductors	3674	15,733	40,632	43,335	54,602	58,588	63,861												
Passive electronic components	3675-9	11,543	15,280	15,055	14,574	15,317	16,619												
Industrial instruments for measurement	3823	2,320	2,514	2,929	3,277	3,529	3,762												
Instruments for measuring electricity	3825	3,299	3,957	4,878	5,200	5,480	5,864												
Laboratory analytical instruments	3826	1,860	2,121	2,754	2,751	2,858	3,058												
Software/services ³	(X)	59,661	104,466	132,032	150,034	172,956	199,282												
Computer programming services	7371	14,903	24,505	29,475	(NA)	(NA)	(NA)												
Prepackaged software	7372	10,615	21,361	27,491	(NA)	(NA)	(NA)												
Computer integrated systems design	7373	9,424	12,758	14,123	(NA)	(NA)	(NA)												
Computer processing and data preparation	7374	10,256	20,493	28,687	(NA)	(NA)	(NA)												
Information retrieval services	7375	2,435	3,668	4,835	(NA)	(NA)	(NA)												
Computer services management	7376	1,369	1,961	2,035	(NA)	(NA)	(NA)												
Computer rental leasing	7377	1,588	1,764	2,204	(NA)	(NA)	(NA)												
Computer maintenance and repair	7378	4,274	6,520	8,417	(NA)	(NA)	(NA)												
Computer related services, n.e.c. ²	7379	3,006	8,730	11,538	(NA)	(NA)	(NA)												
Communications hardware ³	(X)	21,038	30,549	32,211	34,367	36,746	38,992												
Telephone and telegraph equipment	3661	8,272	12,078	14,959	15,767	16,634	17,200												
Radio and TV and communications equip	3663	9,698	14,152	13,687	15,124	16,712	18,467												
Communications services ³	48	146,700	193,300	207,400	214,869	243,060	261,507												
Telephone and telegraph communications	481, 2, 9	119,100	145,200	157,000	158,600	182,253	193,894												
Television broadcasting	4833	12,186	18,386	18,890	20,499	21,493	23,239												
Cable and other pay TV services	4841	10,483	21,691	22,916	26,381	28,865	32,519												

NA Not available. X Not applicable. ¹ 1987 Standard Industrial Classification code. See text, Section 17, Business. ² N.e.c. means not elsewhere classified. ³ Includes other industries, not shown separately.

No. 918. Information Technologies (IT)—Employment and Wages: 1990 to 1999

[91,098 represents 91,098,000]

Industry	1987 SIC ¹ code	Employment (1,000)			Annual wages and earnings (dol.)		
		1990	1995	1997	1990	1995	1997
Total private	(X)	91,098	97,885	103,120	23,209	27,164	29,787
Total IT-producing industries	(X)	4,018	4,240	4,846	36,774	46,405	52,920
Hardware	(X)	1,574	1,476	1,643	37,597	46,280	53,044
Electronic computers	3571	279	190	196	46,406	59,563	70,286
Computers and equipment wholesalers	5045 (pt)	295	286	329	46,314	54,305	63,346
Computers and equipment retailers	5734 (pt)	71	94	116	29,054	33,780	37,312
Computer storage devices & peripheral equipment	3572, 7	94	105	119	35,938	46,517	58,489
Computer terminals, office & accounting, machines, & office machines, n.e.c. ²	3575, 8, 9	65	58	60	39,259	46,568	52,637
Electron tubes	3671	32	24	23	32,257	41,875	43,067
Semiconductors	3674	240	235	278	38,109	53,801	59,507
Printed circuit boards, electronic capacitors resistors, and coils ³	3672, 5-8	169	187	206	24,209	28,294	31,453
Electronic components, n.e.c. ²	3679	141	135	146	27,051	32,912	35,709
Industrial instruments for measurement	3823	67	64	66	31,697	38,427	43,464
Instruments for measuring electricity	3825	91	71	75	36,802	51,559	59,257
Analytical instruments	3826	30	28	30	34,453	44,193	52,204
Software/services ⁴	(X)	790	1,109	1,433	38,763	50,718	58,688
Computer programming services	7371	151	245	322	41,857	52,731	60,028
Prepackaged software	7372	113	181	230	45,505	63,700	77,422
Computer integrated systems design	7373	98	130	163	43,795	54,711	61,430
Computer processing & data preparation	7374	197	223	249	30,452	39,749	43,660
Information retrieval services	7375	48	57	81	32,704	42,197	49,582
Computer services management, rental & leasing, & maintenance & repair	7376, 7, 9	127	205	309	41,185	51,827	60,365
Computer maintenance & repair	7378	40	49	57	34,296	37,819	40,559
Communications equipment ⁴	(X)	345	337	347	34,283	43,220	49,983
Telephone and telegraph equipment	3661	126	112	120	37,197	49,902	57,440
Radio and TV communications equipment & communications equipment, n.e.c. ²	3663, 9	137	153	156	34,468	42,735	48,461
Communication services ⁴	48	1,309	1,318	1,424	35,239	43,731	47,685
Telephone communications	481	913	900	975	37,230	46,774	50,683
Telephone & telegraph communications	482, 489	37	27	31	39,699	48,539	55,719
Television broadcasting	4833	115	123	128	41,726	47,180	51,421
Cable & other pay TV services	4841	126	156	175	25,994	34,553	37,654

X Not applicable. ¹ 1987 Standard Industrial Classification code. See text, Section 17, Business. ² N.e.c. means not elsewhere classified. ³ Includes transformers and connectors. ⁴ Includes other industries, not shown separately.

Source of Tables 917 and 918: U.S. Department of Commerce, Economics and Statistics Administration, *The Emerging Digital Economy II*, June 1999.

No. 919. Communications Industry—Finances: 1994 to 1997

[In millions of dollars (156,833 represents \$156,833,000,000). Covers publicly reporting media and communications companies with revenues of over \$1 million in 13 media and communication industry segments]

Industry	Revenue				Operating income			
	1994	1995	1996	1997	1994	1995	1996	1997
Total	156,833	175,088	202,629	227,506	23,004	23,481	24,924	28,671
Television broadcasting	21,882	23,006	26,627	30,083	4,277	3,814	4,482	5,448
Television network companies	16,613	17,091	19,812	21,948	3,001	2,290	2,702	3,322
Television station broadcasters	5,269	5,915	6,815	8,136	1,276	1,523	1,779	2,126
Radio broadcasting	1,688	1,928	2,543	3,392	236	284	366	538
Radio station broadcasters	1,546	1,776	2,364	3,144	233	269	348	513
Radio network companies	142	152	179	248	2	15	18	25
Subscription video services	19,663	24,098	29,190	34,358	3,414	3,442	3,252	3,929
Subscription video services operators	15,487	19,143	23,527	27,938	2,744	2,575	2,085	2,626
Cable and pay-per-view networks	4,176	4,954	5,663	6,421	670	867	1,167	1,303
Entertainment	33,328	36,142	43,646	48,396	4,008	4,434	3,906	3,931
Newspaper publishing	19,239	20,698	22,147	24,213	3,074	2,860	3,407	4,710
Consumer book publishing	4,287	4,249	4,435	3,708	512	531	437	281
Consumer magazine publishing	8,276	8,691	9,348	9,546	925	982	1,026	1,221
Consumer Online	625	1,187	2,574	3,793	72	-68	-138	-946
Business-to-business communications	1,994	2,235	2,357	2,563	211	254	278	398
Professional and educational publishing	10,793	12,389	13,153	14,314	1,226	1,377	1,456	1,211
Business information services	18,552	20,987	24,871	28,186	3,150	3,553	4,357	4,862
Financial information	11,369	12,497	14,277	15,300	2,304	2,647	2,920	2,975
Marketing information	3,516	4,156	4,689	5,468	468	379	638	777
Technology information	221	366	496	650	28	50	93	120
Health-care information	395	464	599	729	20	6	-32	18
Other business information companies	3,050	3,504	4,810	6,038	331	471	738	993
Advertising agencies	9,380	10,907	12,334	14,189	896	1,064	984	1,638
Specialty media	7,127	8,571	9,426	10,765	1,005	954	1,112	1,452

Source: Veronis, Suhler & Associates Inc., New York, NY, *Communications Industry Report*, annual (copyright).

No. 920. Media Usage and Consumer Spending: 1992 to 2002

[Estimates of time spent were derived using rating data for television and radio, survey research and consumer purchase data for recorded music, newspapers, magazines, books, home video, admissions for movies, and consumer on-line/Internet access services. Adults 18 and older except for recorded music, movies in theaters, and video games where estimates include persons 12 years old and older]

Item	1992	1993	1994	1995	1996	1997	1998, proj.	1999, proj.	2000, proj.	2001, proj.	2002, proj.
HOURS PER PERSON PER YEAR											
Total	3,324	3,295	3,393	3,391	3,393	3,368	3,368	3,371	3,380	3,391	3,398
Television	1,510	1,535	1,560	1,575	1,567	1,561	1,560	1,565	1,571	1,577	1,575
Broadcast TV	1,073	1,082	1,091	1,019	980	926	882	842	808	778	748
Network stations ¹	914	920	919	836	803	748	704	670	640	616	591
Independent stations	159	162	172	183	177	178	178	172	168	162	157
Subscription video services	437	453	469	556	587	635	678	723	763	799	827
Basic networks ²	359	375	388	468	498	537	580	620	655	690	718
Premium channels	78	78	81	88	89	98	98	103	108	109	109
Radio	1,150	1,082	1,102	1,091	1,091	1,082	1,075	1,066	1,056	1,047	1,040
Recorded music	233	248	294	289	289	265	260	261	269	278	289
Daily newspapers	172	170	169	165	161	159	157	156	154	153	152
Consumer books	100	99	102	99	99	92	95	95	96	97	97
Consumer magazines	85	85	84	84	83	82	82	81	80	80	79
Home video ³	42	43	45	45	49	50	52	53	55	56	58
Movies in theaters	11	12	12	12	12	13	13	13	13	13	13
Home video games	19	19	22	24	26	36	39	42	43	44	46
Consumer on-line Internet access	2	2	3	7	16	28	35	39	43	46	49
CONSUMER SPENDING PER PERSON PER YEAR (dol.)											
Total	395.75	420.22	443.42	466.03	496.87	523.69	559.94	593.12	631.91	670.89	707.55
Television	102.56	110.12	111.87	125.06	138.38	154.70	171.98	187.71	205.75	223.44	240.49
Broadcast TV	-	-	-	-	-	-	-	-	-	-	-
Subscription video services	102.56	110.12	111.87	125.06	138.38	154.70	171.98	187.71	205.75	223.44	240.49
Radio	43.05	47.42	56.35	56.92	57.34	55.42	55.82	57.72	61.64	65.54	68.89
Recorded music	48.54	48.25	49.12	50.08	50.90	50.90	51.74	52.62	53.75	54.66	55.65
Daily newspapers	68.95	72.75	77.62	79.23	80.95	78.03	81.99	84.91	87.84	91.26	94.94
Consumer magazines	34.26	35.27	36.36	36.10	36.80	37.61	38.42	39.51	40.61	41.71	42.81
Home video ³	59.25	64.17	68.96	71.38	76.88	76.25	80.47	85.05	89.03	94.01	98.34
Movies in theaters	23.24	24.33	25.20	25.38	27.05	28.83	30.14	30.69	31.67	32.64	33.60
Home video games	11.51	12.56	11.75	10.54	11.45	16.42	17.19	17.67	18.71	19.49	20.04
Consumer on-line Internet access	4.39	5.35	6.20	11.33	17.13	25.52	32.18	37.25	42.92	48.15	52.79

- Represents zero. ¹ Includes affiliates of the Fox network and, beginning 1995, UPN and WB. ² Includes TBS. ³ Playback of prerecorded tapes only.

Source: Veronis, Suhler & Associates Inc., New York, NY, *Communications Industry Report*, annual (copyright).

No. 921. Utilization of Selected Media: 1970 to 1997

[62.0 represents 62,000,000]

Item	Unit	1970	1980	1985	1990	1992	1993	1994	1995	1996	1997
Households with—											
Telephone service ¹	Percent	87.0	93.0	91.8	93.3	93.9	94.2	93.9	93.9	93.8	93.9
Radio ²	Millions	62.0	78.6	87.1	94.4	96.6	97.3	98.0	98.0	98.0	98.0
Percent of total households	Percent	98.6	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.9	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6
Television ³	Millions	59	76	85	92	92	93	94	95	96	97
Percent of total households	Percent	95.3	97.9	98.1	98.2	98.3	98.3	98.3	98.3	98.3	98.4
Television sets in homes	Millions	81	128	155	193	192	201	211	217	223	229
Average number of sets per home	Number	1.4	1.7	1.8	2.1	2.1	2.2	2.2	2.3	2.3	2.4
Color sets	Millions	21	63	78	90	91	92	93	94	95	97
Cable television ⁴	Millions	4	15	36	52	55	57	59	60	63	64
Percent of TV households	Percent	6.7	19.9	42.8	56.4	60.2	61.4	62.4	63.4	65.3	66.5
VCRs ⁵	Millions	(NA)	1	18	63	69	72	74	77	79	82
Percent of TV households	Percent	(NA)	1.1	20.8	68.6	75.0	77.1	79.0	81.0	82.2	84.2
Commercial radio stations: ²											
AM	Number	4,323	4,589	⁵ 4,718	4,987	4,961	4,994	4,913	4,150	4,857	4,762
FM	Number	2,196	3,282	⁵ 3,875	4,392	4,785	4,971	5,109	5,730	5,419	5,542
Television stations: ⁶ Total	Number	862	1,011	1,182	1,442	1,481	1,506	1,512	1,532	1,533	1,574
Commercial ³	Number	677	734	883	1,092	1,118	1,137	1,145	1,161	1,174	1,177
VHF	Number	501	516	520	547	551	552	561	562	554	588
UHF	Number	176	218	363	545	567	585	584	599	620	619
Cable television:											
Systems ⁶	Number	2,490	4,225	6,844	9,575	11,075	11,217	11,214	11,218	11,119	10,950
Households served ⁷	Millions	4.5	17.7	39.9	54.9	57.2	58.8	60.5	63.0	64.6	65.9
Daily newspaper circulation ⁸	Millions	62	62	63	62	60	60	59	57	57	57

NA Not available. ¹ For occupied housing units. 1970 and 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, *1970 and 1980 Census of Housing*, Vol. 1; thereafter Federal Communications Commission, *Trends in Telephone Service, July 1998*. ² As of December 31, except as noted. Source: Radio Advertising Bureau, New York, NY, through 1992, *Radio Facts*, annual, (copyright); beginning 1993, *Radio Marketing Guide and Fact Book for Advertisers*, annual, (copyright). Number of stations on the air compiled from Federal Communications Commission reports. ³ 1970, as of September of prior year; all other years as of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). ⁴ As of February. Excludes Alaska and Hawaii. Source: See footnote 3. ⁵ As of February 1986. ⁶ As of January 1. Source: Warren Publishing, Washington DC, *Television and Cable Factbook* (copyright). ⁷ Source: Nielsen Media Research, *Nielsen Station Index*, November diary estimates (copyright). ⁸ As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).

Source: Compiled from sources mentioned in footnotes.

No. 922. Multimedia Audiences—Summary: 1998

[In percent, except total (197,462 represents 197,462,000). As of spring. For persons 18 years old and over. Represents the percent of persons participating during the prior week, except as indicated. Based on sample and subject to sampling error; see source for details]

Item	Total population (1,000)	Television viewing	Television prime time viewing	Cable viewing	Radio listening	Newspaper reading ¹	Accessed Internet ²
Total	197,462	91.9	77.5	69.7	83.8	80.0	32.5
18 to 24 years old	24,807	89.8	71.6	65.4	91.4	74.4	42.6
25 to 34 years old	40,154	91.2	76.7	69.8	91.2	76.6	38.8
35 to 44 years old	44,393	91.1	77.1	71.3	90.1	82.0	40.8
45 to 54 years old	33,700	91.3	78.0	74.5	86.0	83.7	40.0
55 to 64 years old	22,149	92.7	79.8	71.3	77.1	81.7	20.2
65 years old and over	32,260	95.7	81.8	64.5	62.2	80.8	6.1
Male	94,827	92.3	77.5	71.0	85.5	80.5	34.8
Female	102,635	91.6	77.5	68.5	82.2	79.6	30.4
White	165,867	91.7	77.4	71.4	84.2	81.0	33.8
Black	23,257	95.8	81.2	63.4	83.4	75.5	20.1
Other	8,338	85.0	69.8	54.5	77.1	72.9	40.1
Spanish speaking	20,223	93.3	78.8	52.4	84.9	66.4	22.9
Not high school graduate	35,715	93.6	79.4	54.3	73.1	63.7	5.7
High school graduate	66,168	92.7	78.6	72.3	82.9	79.7	18.0
Attended college	52,173	91.4	76.2	72.7	88.7	83.8	44.0
College graduate	43,406	90.1	76.0	74.8	88.1	89.5	62.8
Employed:							
Full time	112,029	91.0	76.4	73.0	91.0	82.2	42.1
Part time	16,927	90.4	72.6	71.2	87.2	83.2	42.1
Not employed	68,506	93.8	80.6	64.0	71.2	75.6	14.4
Household income:							
Less than \$10,000	15,015	92.9	78.0	47.2	70.2	61.3	11.5
\$10,000 to \$19,999	25,752	93.7	78.6	57.3	72.1	70.8	8.6
\$20,000 to \$29,999	26,135	93.0	79.6	63.1	79.3	75.2	15.0
\$30,000 to \$34,999	12,590	91.2	77.2	68.5	81.9	79.4	19.9
\$35,000 to \$39,999	12,034	92.8	79.8	67.9	84.1	82.0	25.1
\$40,000 to \$49,999	22,008	91.5	76.7	73.4	86.2	80.9	30.0
\$50,000 or more	83,928	91.0	76.4	79.0	90.8	87.3	52.6

¹ In the past 4 weeks. ² In the last 30 days.

Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences*, spring 1999 (copyright).

No. 923. Internet Access and Usage and Online Service Usage: 1999

[For persons 18 years old and over (197,462 represents 197,462,000). As of spring. Based on sample and subject to sampling error; see source for details]

Item	Have Internet access					Used the Internet in the last 30 days			Used any online service in the past 30 days
	Total adults	Any Online/Internet usage	Home or work	Home only	Work only	Home or work	Home only	Work only	
Total adults (1,000)	197,462	67,228	83,677	53,719	38,930	64,144	44,913	31,101	53,052
PERCENT DISTRIBUTION									
Age:									
18 to 34 years old	32.9	40.6	39.3	34.1	35.3	40.7	36.7	34.9	41.0
35 to 54 years old	39.5	49.2	47.9	52.4	56.1	49.2	52.3	57.4	49.2
55 years old and over	27.6	10.2	12.8	13.4	8.6	10.0	11.1	7.7	9.9
Sex:									
Male	48.0	51.0	49.3	50.5	53.1	51.4	52.5	55.4	50.7
Female	52.0	49.0	50.7	49.5	46.9	48.6	47.5	44.6	49.3
Household size:									
1 to 2 persons	46.4	36.7	37.4	34.8	40.1	36.8	35.6	40.3	36.1
3 to 4 persons	38.9	47.9	46.8	48.4	46.9	48.0	48.6	47.3	48.4
5 or more persons	14.7	15.4	15.8	16.8	13.0	15.2	15.8	12.4	15.5
Any child in household	42.3	49.1	48.7	50.5	49.3	48.8	49.8	49.3	49.6
Marital status:									
Single	23.3	27.5	26.6	21.6	22.1	27.5	23.4	21.5	28.1
Married	57.5	62.1	62.2	68.9	66.2	62.3	67.7	67.3	61.9
Other	19.2	10.3	11.3	9.6	11.6	10.1	8.9	11.2	10.1
Educational attainment:									
Graduated college plus	22.0	41.7	37.8	42.9	51.1	42.5	45.7	55.1	41.1
Attended college	26.4	35.6	34.6	33.2	30.5	35.8	33.8	30.0	35.5
Did not attend college	51.6	22.8	27.5	23.9	18.4	21.8	20.5	14.9	23.3
Household income:									
Less than \$50,000	57.5	32.0	34.8	27.2	24.8	31.1	26.9	22.8	30.9
\$50,000 to \$74,000	20.7	27.5	27.4	27.3	28.9	27.8	27.1	28.3	26.6
\$75,000 to \$149,000	18.5	33.7	31.6	37.2	38.1	34.0	37.5	40.0	35.2
\$150,000 or more	3.3	6.8	6.3	8.3	8.2	7.1	8.5	8.9	7.2

Source: Mediarmk Research Inc., New York, NY, *CyberStats, spring 99* (copyright). Internet site <<http://www.mediamark.com>> (accessed 10 May 1999).

No. 924. Use of Home Computers: 1997

[In percent, except persons using computers (81,013 represents 81,013,000). As of October. Based on the Current Population Survey and subject to sampling error; see text, Section 1, Population, and Appendix III]

Characteristic	Persons using computers (1,000)	Per- cent of total	Frequency of use per week				Computer capabilities ¹			
			6 or 7 days	4 or 5 days	2 or 3 days	1 day or less	CD-ROM drive	Printer	Modem	Internet
Total ²	81,013	30.3	23.4	20.1	32.6	24.0	71.3	85.5	71.1	52.1
Sex:										
Male	41,260	31.6	27.1	20.1	30.6	22.2	72.1	85.5	71.7	52.9
Female	39,753	29.1	19.6	20.0	34.6	25.8	70.6	85.6	70.5	51.2
Age:										
Under 5 years old	1,675	8.5	12.2	16.3	38.1	33.5	71.9	83.3	74.5	53.8
5 to 9 years old	7,599	37.1	11.8	17.6	44.2	26.4	74.7	83.8	71.5	50.5
10 to 14 years old	9,500	48.7	21.1	21.8	38.0	19.1	75.5	87.9	70.6	50.3
15 to 19 years old	8,395	43.1	24.7	22.4	32.4	20.5	73.7	88.0	69.9	52.3
20 to 24 years old	4,975	28.5	28.3	20.2	28.9	22.6	69.5	83.4	69.8	53.0
25 to 29 years old	5,963	31.7	26.1	22.3	30.0	21.7	70.1	80.4	75.8	58.4
30 to 39 years old	15,393	35.8	24.2	20.6	32.0	23.2	71.9	84.5	72.8	53.5
40 to 49 years old	15,346	38.3	24.3	18.8	30.3	26.6	73.9	87.4	73.0	54.4
50 to 59 years old	7,679	28.5	26.6	19.8	28.0	25.7	66.5	86.2	67.6	50.7
60 to 69 years old	3,162	16.2	29.7	17.5	24.1	28.6	61.0	86.8	63.5	42.3
70 years old and over	1,327	5.9	29.4	17.8	25.4	27.5	59.0	86.1	60.4	38.6
Race/ethnicity:										
White, non-Hispanic	68,026	35.5	23.5	20.2	32.1	24.3	72.4	87.1	72.8	53.7
Black, non-Hispanic	4,943	14.7	20.8	20.5	37.6	21.2	58.2	75.2	57.7	40.3
Hispanic	4,081	13.5	23.3	17.3	36.4	23.1	69.1	78.2	60.8	44.4
Family income:										
Less than \$5,000	1,517	13.3	31.1	16.7	26.8	25.3	63.2	81.9	66.2	44.6
\$5,000 to \$9,999	1,575	8.1	24.8	19.6	29.4	26.1	59.6	81.0	56.7	40.5
\$10,000 to \$14,999	2,197	9.7	26.2	17.7	31.4	24.8	55.9	74.5	54.7	38.7
\$15,000 to \$19,999	2,084	12.0	25.9	20.4	29.9	23.8	60.5	77.8	60.0	42.7
\$20,000 to \$24,999	3,645	17.1	25.1	18.9	31.4	24.5	59.9	80.9	58.1	38.8
\$25,000 to \$29,999	4,174	21.0	23.3	19.3	33.3	24.1	62.2	77.6	61.0	42.0
\$30,000 to \$34,999	5,003	25.7	22.5	20.5	32.9	24.1	66.4	82.6	64.1	43.7
\$35,000 to \$39,999	5,367	29.1	22.7	18.5	34.1	24.7	65.9	84.3	66.3	46.1
\$40,000 to \$49,999	9,627	35.4	22.2	19.5	33.3	25.1	68.2	86.0	67.6	46.4
\$50,000 to \$74,999	21,685	44.6	22.1	20.2	32.5	25.1	73.9	87.2	74.3	53.9
\$75,000 and over	24,138	58.0	24.1	21.1	32.8	22.0	80.9	89.8	81.1	64.5

¹ For the most recently purchased computers for those with more than one. ² Includes other races, not shown separately. Source: U.S. National Center for Education Statistics, *Digest of Education Statistics, 1999*.

No. 925. Telecommunications Industry—Carriers and Revenue: 1993 to 1997

[Revenue in millions of dollars (165,342 represents \$165,342,000,000). Data based on carrier filings to the FCC. Because of reporting changes, data for 1997 are not strictly comparable with previous years; see source for details]

Category	Carriers					Telecommunications revenue				
	1993	1994	1995	1996	1997	1993	1994	1995	1996	1997
Total ¹	2,709	2,847	3,058	3,832	3,604	165,342	174,890	190,076	211,782	231,168
Local service providers.	1,464	1,574	1,675	2,028	2,066	95,595	99,011	103,792	109,273	108,568
Incumbent local exchange carriers (ILECs)	1,281	1,347	1,347	1,376	1,410	95,228	98,431	102,820	107,905	105,154
Pay telephone providers	163	197	271	533	509	175	300	349	357	933
Competitors of ILECs	20	30	57	119	147	191	281	623	1,011	2,481
CAPs and CLECs ²	20	30	57	94	129	191	281	623	1,011	1,919
Local resellers	(3)	(3)	(3)	8	11	(3)	(3)	(3)	(3)	206
Other local exchange carriers	(3)	(3)	(3)	13	3	(3)	(3)	(3)	(3)	157
Private carriers	(3)	(3)	(3)	(3)	2	(3)	(3)	(3)	(3)	112
Shared tenant service providers	(3)	(3)	(3)	4	2	(3)	(3)	(3)	(3)	87
Wireless service providers ⁴	924	907	930	1,217	969	10,179	14,197	18,627	25,900	33,030
Telephony ⁵	798	790	792	853	732	9,215	13,259	17,208	23,778	29,944
Paging service providers	126	117	138	200	137	(3)	(3)	(3)	(3)	2,861
Toll service providers	321	366	453	587	569	64,393	70,466	76,447	86,896	89,570
Interexchange carriers	83	97	130	149	151	61,118	66,381	70,938	79,057	79,080
Operator service providers	35	29	25	27	32	695	536	500	461	603
Prepaid service providers	(3)	(3)	8	16	18	(3)	(3)	16	238	519
Satellite service carriers	(3)	(3)	(3)	22	13	(3)	(3)	(3)	(3)	1,011
Toll resellers	171	206	260	345	340	1,869	2,840	4,220	6,564	8,010
Other toll carriers	32	34	30	28	15	711	709	773	577	348

¹ Revenue data include adjustments, not shown separately. Through 1996, revenue data include some non-telecommunications revenue, formerly reported as local exchange wireless revenue. ² Competitive access providers and competitive local exchange carriers. ³ Data not available separately. ⁴ Includes specialized mobile radio services and other services, not shown separately. ⁵ Cellular service, personal communications service, and specialized mobile radio.

Source: U.S. Federal Communications Commission, *Trends in Telephone Service*, February 1999.

No. 926. Telephone Systems—Summary: 1985 to 1997

[112 represents 112,000,000. Covers principal carriers filing annual reports with Federal Communications Commission]

Item	Unit	1985	1990	1991	1992	1993	1994	1995	1996	1997
LOCAL EXCHANGE CARRIERS ¹										
Carriers ²	Number	55	51	52	54	53	52	53	51	51
Access lines	Millions	112	130	137	140	149	157	166	178	194
Business access lines	Millions	31	36	38	39	41	42	46	49	53
Residential access lines	Millions	79	89	91	93	96	98	101	104	108
Other access lines (public, mobile, special)	Millions	2	6	7	8	13	17	19	25	33
Number of local calls (originating)	Billions	365	402	416	434	447	465	484	504	522
Number of toll calls (originating)	Billions	(NA)	63	67	72	78	83	94	95	101
Gross book cost of plant	Bil. dol.	191	240	246	254	264	272	284	296	309
Depreciation and amortization reserves	Bil. dol.	49	89	93	99	107	116	127	138	149
Net plant	Bil. dol.	142	151	153	155	156	157	157	158	160
Total assets	Bil. dol.	162	180	184	187	192	196	197	198	198
Total stockholders equity	Bil. dol.	63	74	76	77	73	72	72	74	72
Operating revenues	Bil. dol.	73	84	86	87	90	93	96	101	103
Local revenues	Bil. dol.	32	37	38	40	42	43	46	50	52
Operating expenses ³	Bil. dol.	48	62	63	64	66	70	72	74	75
Net operating income ⁴	Bil. dol.	13	14	14	14	14	13	14	16	16
Net income	Bil. dol.	9	11	10	9	5	9	11	13	12
Employees	(1,000)	(NA)	569	538	527	507	474	447	437	435
Compensation of employees	Bil. dol.	(NA)	23	22	22	23	22	21	23	22
Average monthly residential local telephone rate ⁵	Dollars	(NA)	19.24	19.77	19.72	19.95	19.81	20.01	19.95	19.88
Average monthly single-line business telephone rate ⁵	Dollars	(NA)	41.21	42.12	42.29	42.57	41.64	41.80	41.81	41.67
LONG DISTANCE CARRIERS										
Number of carriers with presubscribed lines	Number	(NA)	325	388	414	436	511	583	621	(NA)
Number of presubscribed lines	Millions	(NA)	132	135	139	143	148	153	159	(NA)
Total toll service revenues	Bil. dol.	43	52	54	58	62	67	74	82	89
Interstate switched access minutes	Bil. min.	167	307	328	350	371	401	432	468	497
INTERNATIONAL TELEPHONE SERVICE ⁶										
Number of U.S. billed calls	Millions	411	984	1,371	1,643	1,926	2,313	2,821	3,485	4,229
Number of U.S. billed minutes	Millions	3,446	8,030	8,986	10,156	11,393	13,393	15,837	19,119	22,586
U.S. billed revenues	Mil. dol.	3,487	8,042	9,096	10,179	11,353	12,255	13,990	14,079	15,125
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,358	5,280	5,798	6,835	7,649	7,966	9,053	8,433	9,689
Revenue from private-line service	Mil. dol.	172	201	303	313	356	440	506	649	840
Revenue from resale service	Mil. dol.	(NA)	167	440	511	593	1,120	1,687	3,457	4,088

NA Not available. ¹ Gross operating revenues, gross plant, and total assets of reporting carriers estimated at more than 90 percent of total industry. New accounting rules became effective in 1990; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1991, Puerto Rico. ² The reporting threshold for carriers is \$100 million. ³ Excludes taxes. ⁴ After tax deductions. ⁵ Based on surveys conducted by FCC. ⁶ Beginning 1991, includes calls to and from Alaska, Hawaii, Puerto Rico, Canada, and Mexico.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers*, annual.

No. 927. Telephone Communications—Operating Revenue and Expenses: 1990 to 1997

[Based on a sample of employer firms with one or more establishments that are primarily engaged in providing telephone, voice, and data communication services (**160,482 represents \$160,482,000,000**). For SIC 481. Based on the 1987 Standard Industrial Classification code; see text, Section 17, Business]

Item	Total (mil. dol.)					Percent distribution		
	1990	1994	1995	1996	1997	1990	1995	1997
Operating revenue	160,482	199,259	216,296	238,063	256,116	100.0	100.0	100.0
Local service	40,180	46,662	49,349	53,403	57,065	25.0	22.8	22.3
Long-distance service	67,698	81,037	86,834	94,039	98,528	42.2	40.1	38.5
Network access	30,044	32,988	34,131	36,101	37,447	18.7	15.8	14.6
Cellular and other radiotelephone	6,002	16,848	22,837	28,520	33,453	3.7	10.6	13.1
Directory advertising	8,373	9,439	9,850	10,214	10,764	5.2	4.6	4.2
Other	8,185	12,285	13,295	15,786	18,859	5.1	6.1	7.4
Operating expenses	131,493	164,936	180,538	192,349	212,490	100.0	100.0	100.0
Annual payroll	34,903	38,106	40,721	42,087	44,524	26.5	22.6	21.0
Employer contributions to social security and other supplemental benefits	8,121	9,347	9,184	9,611	10,263	6.2	5.1	4.8
Access charges	23,214	30,047	33,748	36,018	39,781	17.7	18.7	18.7
Depreciation	22,927	28,578	31,651	32,937	37,589	17.4	17.5	17.7
Lease and rental	3,543	4,037	3,919	4,492	5,310	2.7	2.2	2.5
Purchased repairs	2,977	4,413	4,907	5,243	6,533	2.3	2.7	3.1
Insurance	193	261	304	336	371	0.1	0.2	0.2
Tele. & other purchased comm. serv.	504	1,321	1,858	2,030	2,373	0.4	1.0	1.1
Purchased utilities	1,106	1,562	1,770	1,961	2,174	0.8	1.0	1.0
Purchased advertising	2,328	3,835	3,607	4,534	5,624	1.8	2.0	2.6
Taxes	5,086	6,603	7,539	7,978	9,021	3.9	4.2	4.2
Other	26,591	36,826	41,330	45,122	48,927	20.2	22.9	23.0

Source: U.S. Census Bureau, *Annual Survey of Communication Services*.

No. 928. Cellular Telephone Industry: 1990 to 1998

[**Calendar year data, except as noted (5,283 represents 5,283,000)**. Based on a survey mailed to all cellular, personal communications services, and enhanced special mobile radio systems. For 1998 data, the universe was 3,073 systems and the response rate was 94 percent]

Item	Unit	1990	1992	1993	1994	1995	1996	1997	1998
Systems	Number	751	1,506	1,529	1,581	1,627	1,740	2,228	3,073
Subscribers	1,000	5,283	11,033	16,009	24,134	33,786	44,043	55,312	69,209
Cell sites ¹	Number	5,616	10,307	12,805	17,920	22,663	30,045	51,600	65,887
Employees	Number	21,382	34,348	39,775	53,902	68,165	84,161	109,387	134,754
Service revenue	Mil. dol.	4,548	7,822	10,891	14,229	19,081	23,635	27,486	33,133
Roamer revenue ²	Mil. dol.	456	974	1,360	1,830	2,542	2,781	2,974	3,501
Capital investment	Mil. dol.	6,282	11,262	13,946	18,939	24,080	32,574	46,058	60,543
Average monthly bill ³	Dollars	80.90	68.68	61.48	56.21	51.00	47.70	42.78	39.43
Average length of call ³	Minutes	2.20	2.58	2.41	2.24	2.15	2.32	2.31	2.39

¹ The basic geographic unit of a wireless PCS or cellular system. A city or county is divided into smaller "cells," each of which is equipped with a low-powered radio transmitter/receiver. The cells can vary in size depending upon terrain, capacity demands, etc. By controlling the transmission power, the radio frequencies assigned to one cell can be limited to the boundaries of that cell. When a wireless PCS or cellular phone moves from one cell toward another, a computer at the Switching Office monitors the movement and at the proper time, transfers or hands off the phone call to the new cell and another radio frequency. ² Service revenue generated by subscribers' calls outside of their system areas. ³ As of December 31.

Source: Cellular Telecommunications Industry Association, Washington, DC, *Semi-annual Wireless Survey* (copyright).

No. 929. Radio and Television Broadcasting Services—Finances: 1990 to 1997

[In millions of dollars (**28,017 represents \$28,017,000,000**). Based on a sample of taxable employer firms with one or more establishments primarily engaged in broadcasting to the public, except cable and other pay television services. Based on the 1987 Standard Industrial Classification Code; see text, Section 17, Business]

Item	Total (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	1990	1995	1997	1990	1995	1997	1990	1995	1997
Operating revenue	28,017	34,319	38,985	6,954	8,518	10,193	21,063	25,801	28,792
Station time sales	19,019	22,450	25,379	6,397	7,779	9,287	12,622	14,671	16,092
Network compensation	549	564	644	105	71	85	444	493	559
National/regional advertising	7,226	8,166	8,891	1,522	1,765	2,002	5,704	6,401	6,889
Local advertising	11,244	13,720	15,844	4,770	5,943	7,200	6,474	7,777	8,644
Network time sales	7,905	10,319	11,701	3,005	464	553	7,600	9,855	11,148
Other	1,093	1,550	1,905	252	275	353	841	1,275	1,552
Operating expenses	24,145	28,038	30,648	6,317	6,997	8,154	17,828	21,041	22,944
Annual payroll	6,333	7,933	8,848	2,428	2,864	3,304	3,905	5,069	5,544
Employer contributions to social security & other supplemental benefits	998	1,303	1,397	326	361	416	672	942	981
Broadcast rights	7,642	8,260	8,801	264	304	303	7,378	7,956	8,498
Music license fees	373	405	467	159	204	249	214	201	218
Depreciation	1,345	1,324	1,548	477	403	491	868	921	1,057
Lease and rental	469	538	609	197	226	266	272	312	343
Purchased repairs	232	300	310	79	76	81	153	224	229
Insurance	143	168	164	64	69	76	79	99	88
Tele. & other purchased comm. serv.	240	278	300	115	123	140	125	155	160
Purchased utilities	246	281	280	99	104	110	147	177	170
Purchased advertising	947	1,115	1,353	368	409	454	579	706	899
Taxes	176	217	210	60	71	78	116	146	132
Other	5,001	5,916	6,361	1,681	1,783	2,186	3,320	4,133	4,175

Source: U.S. Census Bureau, *Annual Survey of Communication Services*.

No. 930. Copyright Registration, by Subject Matter: 1990 to 1998

[In thousands (643.5 represents 643,500). For years ending September 30. Comprises claims to copyrights registered for both U.S. and foreign works]

Subject matter	1990	1995	1997	1998	Subject matter	1990	1995	1997	1998
Total	643.5	609.2	569.2	558.6	Sound recordings	37.5	34.0	35.7	31.6
Monographs ¹	179.7	196.0	176.4	189.3	Renewals	51.8	30.6	28.6	25.4
Semiconductor chip products	1.0	0.8	1.0	0.9	Musical works ²	185.3	163.6	154.4	142.4
Serials	111.5	88.7	83.3	72.6	Works of the visual arts ³	76.7	95.5	89.6	96.0

¹ Includes computer software and machine readable works. ² Includes dramatic works, accompanying music, choreography, pantomimes motion pictures, and filmstrips. ³ Two-dimensional works of fine and graphic art, including prints and art reproductions; sculptural works; technical drawings and models; photographs; commercial prints and labels; works of applied arts, cartographic works, and multimedia works.

Source: The Library of Congress, Copyright Office, *Annual Report*.

No. 931. Public Television Programming: 1984 to 1996

[For October through September seasons. General programming is directed at the general community. Instructional programming is directed at students in the classroom or otherwise in the general context of formal education]

Item	1984	1986	1988	1990	1992	1994	1996
Stations broadcasting	303	305	322	341	349	349	352
Number of broadcasters ¹	169	178	186	193	198	198	201
Average annual hours per broadcaster	5,542	5,650	6,135	6,392	6,303	6,500	6,758
BROADCAST HOURS, PERCENT DISTRIBUTION							
Program content	100	100	100	100	100	100	100
General	88	86	85	86	90	92	92
News and public affairs ²	14	16	16	18	17	19	19
Information and skills	26	30	32	32	29	27	29
Cultural	20	21	18	19	18	16	17
General children's and youth's	8	7	6	6	15	20	20
Sesame Street	15	11	12	11	11	9	8
Other	6	2	1	1	1	1	1
Instructional ³	13	15	16	14	12	9	8
Children and youth	12	(NA)	(NA)	(NA)	9	6	5
Adult	1	(NA)	(NA)	(NA)	3	3	3
Producer	100	100	100	100	100	100	100
Local	6	5	5	5	4	5	5
Any public TV source	44	38	27	32	31	33	36
U.S. Coproduction ⁴	3	3	10	10	6	6	6
Children's TV Workshop	16	5 ²	16	15	14	12	9
Independent producer	9	(⁵)	19	19	25	26	27
Foreign producer, international coproduction	13	15	14	12	11	10	10
Commercial producer	3	6	4	4	5	5	4
Other	5	4	4	3	4	4	4
Distributor	100	100	100	100	100	100	100
Local distribution only	6	5	6	6	5	4	5
Public broadcasting service	65	64	62	59	63	63	63
Regional public television network	13	14	18	24	23	23	25
Other	16	17	14	11	9	9	8

NA Not available. ¹ Beginning 1988, only broadcasters in the 50 U.S. States were surveyed. In prior years, the stations in the outlying areas were also included. ² Beginning 1986, this category includes "Business or Consumer." ³ Some general audience programs with instructional applications were double counted if aired during school hours when school was in session. ⁴ "The Electric Company" was one such program. ⁵ Prior to 1986, "Consortium". ⁶ Independent producer included with Children's TV Workshop for 1986.

Source: Corporation for Public Broadcasting, Washington, DC, *Programming Survey*, biennial.

No. 932. Public Broadcasting Systems—Income, by Source: 1980 to 1997

[In millions of dollars (705 represents \$705,000,000), except number of stations and percents. Stations as of Dec. 31; fiscal year data for income. Includes nonbroadcast income]

Number of stations and income source									Percent distribution		
	1980	1985	1990	1994	1995	1996	1997	1980	1990	1997	
CPB-qualified public radio stations ¹	217	288	318	403	407	408	694	(X)	(X)	(X)	
Public television stations	290	317	341	351	351	352	352	(X)	(X)	(X)	
Total income	705	1,096	1,581	1,795	1,917	1,956	1,935	100	100	100	
Federal government	193	179	267	330	338	339	322	27	17	17	
State and local government ²	272	358	474	510	560	518	537	39	30	28	
Subscribers and auction/marathon	102	248	364	420	447	477	493	15	23	25	
Business and industry	72	171	262	301	294	291	280	10	17	14	
Foundation	24	43	71	97	109	159	111	3	5	6	
Other	43	97	143	137	169	172	192	6	9	10	

X Not applicable. ¹ Through 1996 includes CPB-supported developmental grantees/stations, and excludes repeater stations; beginning 1997 reflects a count of full-powered transmitters. ² Includes income received from state and other public colleges and universities.

Source: Corporation for Public Broadcasting (CPB), Washington, DC, *Public Broadcasting Income, Fiscal Year, 1997*; and unpublished data.

No. 933. Cable Television—Systems and Subscribers: 1970 to 1998

[Subscribers in thousands (4,500 represents 4,500,000), except percent. Estimated]

Year (As of Jan. 1)	Systems		Year (As of Jan. 1)	Systems		Subscriber size-group	Number of 1—		Percent of 1—	
	Sys- tems	Sub- scribers		Sys- tems	Sub- scribers		Sys- tems	Sub- scribers	Sys- tems	Sub- scribers
1970	2,490	4,500	1989	9,050	47,500	1998, total 2	10,719	64,463	100	100
1975	3,506	9,800	1990	9,575	50,000	50,000 and over	273	32,519	3	50
1980	4,225	16,000	1991	10,704	51,000	20,000 to 49,999	449	13,582	4	21
1982	4,825	21,000	1992	11,075	53,000	10,000 to 19,999	483	6,867	5	11
1983	5,600	25,000	1993	11,100	55,000	5,000 to 9,999	641	4,494	6	7
1984	6,200	30,000	1994	11,200	57,000	3,500 to 4,999	385	1,619	4	3
1985	6,600	32,000	1995	11,126	58,000	1,000 to 3,499	1,868	3,550	17	6
1986	7,600	37,500	1996	11,119	60,280	500 to 999	1,370	987	13	2
1987	7,900	41,100	1997	10,950	64,050	250 to 499	1,352	485	13	1
1988	8,500	44,000	1998	10,845	64,170	Less than 250	3,054	360	28	1

¹ As of October 1. ² Total number of systems includes 844 not available by subscriber size-group.

Source: Warren Publishing, Inc., Washington, DC, *Television & Cable Factbook*, annual, (copyright).

No. 934. Cable and Pay TV—Summary: 1980 to 1998

[Cable TV for calendar year (17,500 represents 17,500,000). Pay TV as of Dec. 31 of year shown]

Year	Cable TV				Pay TV					
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Revenue ¹ (mil. dol.)		Units ² (1,000)		Monthly rate (dol.)		Percent of homes passed by cable with pay TV	Percent of homes with cable TV with pay TV
			Total	Basic	Total ³	Pay cable	Total pay ³	Pay cable		
1980	17,500	7.69	2,609	1,615	8,581	7,336	8.91	8.62	26	47
1985	35,440	9.73	8,831	4,138	29,885	29,418	10.29	10.25	46	82
1990	50,520	16.78	17,582	10,174	39,902	39,751	10.35	10.30	46	77
1995	60,900	23.07	25,556	16,860	53,323	44,473	8.54	8.54	50	74
1997	64,210	26.48	30,784	20,405	65,630	46,445	8.29	8.00	51	74
1998, est.	65,400	27.43	33,656	21,509	70,100	47,300	8.29	8.20	50	73

¹ Includes installation revenue, subscriber revenue, and nonsubscriber revenue; excludes telephony and high-speed access. ² Individual program services sold to subscribers. ³ Includes multipoint distribution service (MDS), satellite TV (STV), multipoint multichannel distribution service (MMDS), satellite master antenna TV (SMATV), C-band satellite, and DBS satellite. ⁴ Direct broadcast satellite average rate not included.

Source: Paul Kagan Associates Inc., Carmel, CA, *The Cable TV Financial Databook*, annual, 1998 (copyright); and *The Pay TV Newsletter*, March 31, 1996, and August 31, 1998.

No. 935. Cable and Pay TV—Revenue and Expenses: 1990 to 1997

[In millions of dollars (22,165 represents \$22,165,000,000), except percent. Based on a sample of taxable employer firms with one or more establishments that are primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. For SIC 4841. Based on the 1987 Standard Industrial Classification code; see text, Section 17, Business]

Item	Total					Percent distribution		
	1990	1994	1995	1996	1997	1990	1995	1997
Revenue	22,165	29,304	32,541	37,027	41,499	100.0	100.0	100.0
Advertising	1,882	3,597	4,466	5,007	5,627	8.5	13.7	13.6
Program revenue	3,816	4,714	4,843	5,438	6,313	17.2	14.9	15.2
Basic service	10,933	14,547	16,310	18,621	21,134	49.3	50.1	50.9
Pay-per-view and other premium service	4,351	4,662	5,068	5,696	5,906	19.6	15.6	14.2
Installation fees	302	427	445	508	555	1.4	1.4	1.3
Other cable and pay TV revenue	881	1,357	1,409	1,757	1,964	4.0	4.3	4.7
Operating expenses	19,354	23,492	26,428	30,471	35,600	100.0	100.0	100.0
Annual payroll	2,816	3,931	4,519	5,061	6,027	14.5	17.1	17.2
Employer contributions to Social Security and other supplemental benefits	588	915	1,000	1,150	1,293	3.0	3.8	3.7
Program and production costs ¹	5,926	8,333	9,442	11,239	12,839	30.6	35.7	36.6
Depreciation	3,611	3,934	4,433	4,990	6,117	18.7	16.8	17.4
Lease and rental payments	513	648	682	764	836	2.7	2.6	2.4
Purchased repairs	343	459	555	615	648	1.8	2.1	1.8
Insurance	110	162	175	190	213	0.6	0.7	0.6
Telephone, other purchased communications	133	225	283	321	350	0.7	1.1	1.0
Purchased utilities	188	210	215	241	265	1.0	0.8	0.8
Purchased advertising	467	708	891	1,062	1,153	2.4	3.4	3.3
Taxes	310	424	429	436	470	1.6	1.6	1.3
Other operating expenses	4,349	3,543	3,804	4,402	4,849	22.5	14.4	13.8

¹ Includes costs from basic cable, pay-per-view, premium services, in-house programs, and other program and production costs.

Source: U.S. Census Bureau, *Annual Survey of Communication Services*.

No. 936. Recording Media—Manufacturers' Shipments and Value: 1982 to 1998

[577.4 represents 577,400,000. Domestic shipments based on reports of manufacturers representing more than 85 percent of the market. Domestic value data based on list prices of records and other media]

Medium	1982	1985	1990	1993	1994	1995	1996	1997	1998
UNIT SHIPMENTS ¹ (mil.)									
Total ²	577.4	653.0	865.7	955.6	1,122.7	1,112.7	1,137.2	1,063.4	1,124.3
CDs	(X)	22.6	286.5	495.4	662.1	722.9	778.9	753.1	847.0
CD singles	(X)	(X)	1.1	7.8	9.3	21.5	43.2	66.7	56.0
Cassettes	182.3	339.1	442.2	339.5	345.4	272.6	225.3	172.6	158.5
Cassette singles	(X)	(X)	87.4	85.6	81.1	70.7	59.9	42.2	26.4
Albums—LPs and EPs	243.9	167.0	11.7	1.2	1.9	2.2	2.9	2.7	3.4
Vinyl singles	137.2	120.7	27.6	15.1	11.7	10.2	10.1	7.5	5.4
Music video	(X)	(X)	9.2	11.0	11.2	12.6	16.9	18.6	27.2
VALUE (mil. dol.)									
Total ²	3,641.6	4,378.8	7,541.1	10,046.6	12,068.5	12,320.3	12,533.8	12,236.8	13,723.5
CDs	(X)	389.5	3,451.6	6,511.4	8,464.5	9,377.4	9,934.7	9,915.1	11,416.0
CD singles	(X)	(X)	6.0	45.8	56.1	110.9	184.1	272.7	213.2
Cassettes	1,384.5	2,411.5	3,472.4	2,915.8	2,976.4	2,303.6	1,905.3	1,522.7	1,419.9
Cassette singles	(X)	(X)	257.9	298.5	274.9	236.3	189.3	133.5	94.4
Albums—LPs and EPs	1,925.1	1,280.5	86.5	10.6	17.8	25.1	36.8	33.3	34.0
Vinyl singles	283.0	281.0	94.4	51.2	47.2	46.7	47.5	35.6	25.7
Music video	(X)	(X)	172.3	213.3	231.1	220.3	236.1	323.9	508.0

X Not applicable. ¹ Net units, after returns. ² Includes discontinued media.

Source: Recording Industry Association of America, Washington, DC, Internet site <<http://www.riaa.com>> (accessed March 30 1999).

No. 937. Publishing Industry—Summary: 1987 to 1996

[In millions of dollars (9,025 represents \$9,025,000,000), except as noted. Number in parentheses represents Standard Industrial Classification code; see text, Section 17, Business]

Item	Newspapers (SIC 2711)			Periodicals (SIC 2721)			Books (SIC 2731)		
	1987	1992	1996	1987	1992	1996	1987	1992	1996
Establishments	9,091	8,679	(NA)	4,020	4,699	(NA)	2,298	2,644	(NA)
With 20 or more employees	2,617	2,629	(NA)	876	991	(NA)	424	500	(NA)
Employees (1,000)	435	417	403	110	116	121	70	80	85
Payroll	9,025	10,506	11,199	2,983	4,075	4,665	1,860	2,676	3,128
Value of receipts	31,849	34,124	39,171	17,329	22,034	24,930	12,620	16,731	21,363
Cost of materials	7,533	6,874	8,483	5,873	6,201	6,940	3,663	5,338	6,601
Value added ²	24,311	27,247	30,692	11,452	15,833	17,982	9,111	11,494	14,792
New capital expenditures	1,523	1,667	1,277	246	234	311	240	327	365
Fixed assets, gross assets	14,028	20,042	(NA)	2,528	2,769	(NA)	1,680	2,402	(NA)
Inventories, Dec. 31	857	767	894	902	1,067	1,216	2,091	2,944	3,320

NA Not available. ¹ Represents the average number of production workers plus the number of other employees in mid-March. ² By manufacture, derived by subtracting the cost of materials, supplies, containers, fuel, purchased electricity, and contract work from the value of shipments. This result is then adjusted by the addition of value added by merchandising operations, plus the net change in finished goods and work-in-process inventories between the beginning and the end of the year.

Source: U.S. Census Bureau, 1992 *Census of Manufactures*, Industry Reports, series MC92-I-27A, and *Annual Survey of Manufactures*.

No. 938. New Books and Editions Published and Imports, by Subject: 1990 to 1997

[Covers listings in Bowker's American Book Publishing Record in year shown, plus titles issued in that year which were listed in following 6 months. Comprises new books (published for first time) and new editions (with changes in text or format). Excludes government publications; books sold only by subscription; dissertations; periodicals and quarterlies; and pamphlets under 49 pages]

Subject	New books and new editions					Imports				
	1990	1994	1995	1996	1997	1990	1994	1995	1996	1997
Total	46,738	51,663	62,039	68,175	64,711	6,414	8,172	8,539	9,271	8,369
Agriculture	514	532	673	675	871	86	87	97	72	119
Art	1,262	1,621	2,168	2,033	1,393	94	205	273	203	205
Biography	1,957	2,197	2,658	3,007	3,043	115	144	142	221	189
Business	1,191	1,616	1,843	1,788	1,642	134	276	268	238	188
Education	1,039	1,310	1,526	1,595	1,442	234	287	285	280	190
Fiction	5,764	5,415	7,605	8,573	8,329	166	247	251	280	273
General works	1,760	2,208	2,751	3,027	3,159	266	331	367	424	380
History	2,243	2,507	2,999	3,576	3,692	329	447	462	536	512
Home economics	758	1,004	1,395	1,447	1,545	19	31	41	22	22
Juvenile	5,172	5,321	5,678	5,353	3,439	103	45	63	47	54
Language	649	700	732	898	1,040	202	199	263	313	345
Law	896	1,168	1,230	1,357	1,383	138	261	215	264	296
Literature	2,049	2,356	2,525	3,082	2,697	242	326	308	428	331
Medicine	3,014	3,147	3,510	4,223	4,055	588	605	611	720	706
Music	289	364	479	461	428	52	49	73	67	46
Philosophy, psychology	1,683	1,741	2,068	2,333	2,209	284	379	346	393	380
Poetry and drama	874	1,065	1,407	1,566	1,537	119	226	206	231	196
Religion	2,285	2,730	3,324	3,803	3,820	176	225	235	310	278
Science	2,742	3,021	3,323	3,725	3,918	1,030	997	1,068	1,058	996
Sociology, economics	7,042	8,038	9,362	10,528	9,968	1,368	2,121	2,198	2,392	1,954
Sports, recreation	973	1,161	1,591	1,751	1,541	75	106	118	136	127
Technology	2,092	2,085	2,470	2,629	2,753	546	465	487	520	501
Travel	495	556	722	745	807	48	113	162	116	81

Source: R. R. Bowker Co., New Providence, NJ, *Publishers Weekly*. (Copyright by R.R. Bowker, A Unit of Cahners Business Information.)

No. 939. Books—Average Retail Prices: 1980 to 1997

[In dollars. Covers listings in Bowker's American Book Publishing Record in year shown, plus titles issued in that year which were listed in following 6 months. Comprises new books (published for first time) and new editions (with changes in text or format)]

Subject	1980	1985	1990	1992	1993	1994	1995	1996	1997
Hardcover ¹									
Agriculture	24.64	31.46	42.12	45.05	34.98	44.65	47.15	50.00	50.27
Art	27.55	36.77	54.24	53.76	41.84	58.10	49.00	45.00	47.54
Art and architecture	27.70	35.15	42.18	44.59	39.99	39.97	41.23	53.40	46.00
Biography	19.77	22.20	29.58	30.41	28.37	30.43	30.01	31.67	33.19
Business	22.45	28.84	45.48	43.91	37.95	42.72	46.90	52.62	52.59
Education	17.01	27.28	38.72	48.77	38.60	47.98	43.00	47.09	45.37
Fiction	12.46	15.29	19.83	20.39	19.50	20.95	21.47	22.89	21.40
General works	29.84	37.91	54.77	56.29	45.41	60.41	54.11	68.36	60.28
History	22.78	27.02	36.43	39.19	40.78	40.20	42.19	45.62	43.50
Home economics	13.31	17.50	23.80	24.88	20.55	20.49	22.53	23.39	23.33
Juvenile	8.16	9.95	13.01	14.46	13.87	14.59	14.55	15.97	15.60
Language	22.16	28.68	42.98	49.68	34.02	52.09	54.89	58.81	57.94
Law	33.25	41.70	60.78	76.21	53.94	72.32	73.09	88.51	89.14
Literature	18.70	24.53	35.80	39.23	35.30	37.77	38.49	43.28	44.88
Medicine	34.28	44.36	72.24	75.22	49.78	76.30	75.80	81.48	85.91
Music	21.79	28.79	41.86	47.37	41.44	39.27	43.27	39.21	43.67
Philosophy, psychology	21.70	28.11	40.58	46.85	39.44	44.71	45.26	48.40	48.05
Poetry and drama	17.85	22.14	32.19	36.76	31.06	31.56	34.96	34.15	36.75
Religion	17.61	19.13	31.31	35.31	29.16	30.73	34.27	36.62	40.52
Science	37.45	51.19	74.39	81.95	52.71	90.12	93.52	90.63	78.13
Sociology, economics	31.76	33.33	42.10	45.53	41.32	50.24	55.51	53.82	55.05
Sports, recreation	15.92	23.43	30.52	34.62	32.28	33.39	32.14	34.71	32.34
Technology	33.64	50.37	76.80	82.18	56.31	81.03	88.28	91.59	89.96
Travel	16.80	24.66	30.41	33.28	26.22	32.13	38.30	33.91	33.58
Paperbacks:									
Mass market ²	(NA)	3.63	4.57	5.22	5.82	5.70	6.53	6.57	6.34
Trade	8.60	13.98	17.45	18.81	20.56	20.56	21.71	21.41	22.56

NA Not available. ¹ Excludes publications of the United States and other governmental units, books sold only by subscription, and dissertations. ² "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc.

Source: R. R. Bowker Co., New Providence, NJ, *The Bowker Annual: Library and Book Trade Almanac*. (Copyright by R.R. Bowker, A Unit of Cahners Business Information.)

No. 940. Periodicals—Average Retail Prices: 1994 to 1998

[In dollars]

Subject	1994	1995	1996	1997	1998
Agriculture	293.56	326.02	383.21	417.56	419.04
Anthropology	143.20	157.10	176.07	189.79	207.45
Art and architecture	87.17	92.24	97.99	101.06	102.30
Astronomy	746.36	840.93	993.03	1,071.36	1,087.53
Biology	556.93	620.18	731.84	824.81	891.40
Botany	422.25	475.10	556.14	607.42	644.47
Business and economics	194.94	227.43	271.13	307.21	339.55
Chemistry	1,006.70	1,106.09	1,319.23	1,467.35	1,577.13
Education	125.39	136.45	150.99	165.03	178.53
Engineering and technology	523.24	575.28	695.69	785.93	866.99
Food science	272.22	308.20	352.20	385.11	440.44
General science	369.40	416.28	487.86	548.10	607.80
General works	63.09	66.73	76.04	80.66	80.53
Geography	305.27	340.79	391.43	452.85	493.93
Geology	469.41	516.08	628.26	703.95	740.14
Health sciences	367.24	403.28	461.07	517.24	573.79
History	76.83	83.27	91.45	95.62	99.26
Language and literature	71.24	77.83	87.34	90.60	92.55
Law	97.22	105.21	119.16	123.80	138.78
Library and information science	136.23	153.58	172.45	181.35	202.30
Math and computer science	566.94	619.31	728.84	805.26	859.91
Military and naval science	133.50	153.75	168.00	184.13	209.50
Music	52.75	57.50	60.89	65.27	67.93
Philosophy and religion	81.48	91.30	101.25	105.99	107.14
Physics	1,035.81	1,144.93	1,358.19	1,510.45	1,601.03
Political science	105.37	119.91	138.24	151.75	166.05
Psychology	163.91	182.67	207.48	234.12	257.69
Recreation	59.82	61.30	68.73	71.54	75.94
Sociology	149.41	156.42	181.84	201.66	222.23
Technology	457.94	519.93	621.97	702.67	775.05
Zoology	421.74	471.55	539.72	594.28	641.06

Source: Library Journal, New York, NY, *Library Journal*, April 15, 1998. (Copyright by R.R. Bowker, A Unit of Cahners Business Information.)

No. 941. Newspapers and Periodicals—Number, by Type: 1980 to 1998

[Data refer to year of compilation of the Directory cited as the source, i.e., generally to year preceding year shown. Data for 1995 and prior years include Canada and Mexico]

Type	1980	1985	1990	1992	1993	1994	1995	1996	1997	1998
Newspapers¹	9,620	9,134	11,471	11,339	12,597	12,513	12,246	10,466	10,042	10,508
Semiweekly	537	517	579	562	639	661	705	612	558	561
Weekly	7,159	6,811	8,420	8,293	9,177	9,067	9,011	7,655	7,191	7,236
Daily	1,744	1,701	1,788	1,755	1,850	1,831	1,710	1,537	1,582	1,527
Periodicals¹	10,236	11,090	11,092	11,143	11,863	12,136	11,179	9,843	8,530	12,036
Weekly	1,716	1,367	553	466	485	487	513	442	350	364
Semimonthly ²	645	801	435	371	199	209	216	307	139	156
Monthly	3,985	4,088	4,239	4,326	4,545	4,494	4,067	3,554	3,067	3,363
Bimonthly	1,114	1,361	2,087	2,143	2,359	2,475	2,568	2,216	1,943	2,168
Quarterly	1,444	1,759	2,758	3,024	3,199	3,370	3,621	3,280	2,893	3,309

¹ Includes other items not shown separately. ² Includes fortnightly (every 2 weeks).

Source: Gale Research Inc., Detroit, MI, *1999 Gale Directory of Publications and Broadcast Media*, 132nd edition; and earlier editions (copyright).

No. 942. Daily and Sunday Newspapers—Number and Circulation: 1970 to 1998

[Number of newspapers as of **February 1** the following year. Circulation figures as of **September 30 of year shown (62.1 represents 62,100,000)**. For English language newspapers only]

Type	1970	1975	1980	1985	1990	1992	1993	1994	1995	1996	1997	1998
NUMBER												
Daily: Total ¹	1,748	1,756	1,745	1,676	1,611	1,570	1,556	1,548	1,533	1,520	1,509	1,489
Morning	334	339	387	482	559	596	623	635	656	686	705	721
Evening	1,429	1,436	1,388	1,220	1,084	996	954	935	891	846	816	781
Sunday	586	639	736	798	863	891	884	886	888	890	903	898
CIRCULATION (mil.)												
Daily: Total ¹	62.1	60.7	62.2	62.8	62.3	60.1	59.8	59.3	58.2	57.0	56.7	56.2
Morning	25.9	25.5	29.4	36.4	41.3	42.4	43.1	43.4	44.3	44.8	45.4	45.6
Evening	36.2	35.2	32.8	26.4	21.0	17.8	16.7	15.9	13.9	12.2	11.3	10.5
Sunday	49.2	51.1	54.7	58.8	62.6	62.2	62.6	62.3	61.5	60.8	60.5	60.1
PER CAPITA CIRCULATION²												
Daily: Total ¹	0.30	0.28	0.27	0.26	0.25	0.24	0.23	0.23	0.22	0.21	0.21	0.21
Morning	0.13	0.12	0.13	0.15	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17
Evening	0.18	0.16	0.14	0.11	0.08	0.07	0.06	0.06	0.05	0.05	0.04	0.04
Sunday	0.24	0.24	0.24	0.25	0.25	0.24	0.24	0.24	0.23	0.23	0.23	0.23

¹ All-day newspapers are counted in both morning and evening columns but only once in total. Circulation is divided equally between morning and evening. ² Based on U.S. Census Bureau estimated resident population as of July 1.

Source: Editor & Publisher Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).

No. 943. Daily Newspapers—Number and Circulation, by Size of City: 1980 to 1998

[Number of newspapers as of **February 1** the following year. Circulation as of **September 30 (29,413 represents 29,413,000)**. For English language newspapers only. See Table 47 for number of cities by population size. All-day newspapers are counted in both morning and evening columns; circulation is divided equally between morning and evening]

Type of daily and population-size class	Number					Net paid circulation (1,000)				
	1980	1985	1990	1995	1998	1980	1985	1990	1995	1998
Morning dailies, total	387	482	559	656	721	29,413	36,361	41,311	44,310	45,643
In cities of—										
1,000,001 or more	20	22	18	25	27	8,795	9,367	6,508	10,173	10,697
500,001 to 1,000,000	27	24	22	22	26	5,705	6,897	4,804	5,587	6,127
100,001 to 500,000	99	121	138	153	154	8,996	12,197	20,051	17,214	16,733
50,001 to 100,000	75	87	100	138	159	2,973	3,653	4,373	5,602	5,831
25,001 to 50,000	64	83	102	115	128	1,701	2,145	3,209	3,150	3,356
Less than 25,000	102	145	179	203	227	1,243	2,099	2,365	2,584	2,900
Evening dailies, total	1,388	1,220	1,084	891	781	32,788	26,407	21,017	13,883	10,539
In cities of—										
1,000,001 or more	11	8	7	3	1	2,984	2,169	1,423	390	1
500,001 to 1,000,000	23	14	12	7	5	4,101	1,626	1,350	1,017	795
100,001 to 500,000	123	102	71	45	36	8,178	6,987	4,687	2,529	1,825
50,001 to 100,000	156	127	94	72	62	4,896	3,942	2,941	2,029	1,611
25,001 to 50,000	246	229	204	158	137	5,106	4,606	4,278	2,819	2,230
Less than 25,000	829	740	696	606	540	7,523	7,075	6,338	5,099	4,077

Source: Editor & Publisher Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).

No. 944. Daily and Sunday Newspapers—Number and Circulation, by State: 1998

[Number of newspapers as of February 1 the following year. Circulation as of September 30 (56,182 represents 56,182,000). For English language newspapers only. New York, Massachusetts, and Virginia Sunday newspapers include national circulation]

State	Daily			Sunday		State	Daily			Sunday	
	Circulation ¹			Number	Net paid circulation ¹ (1,000)		Circulation ¹			Number	Net paid circulation ¹ (1,000)
	Number	Net paid (1,000)	Per capita ²				Number	Net paid (1,000)	Per capita ²		
U.S.	1,489	56,182	0.21	898	60,066	MO	43	1,001	0.18	23	1,269
AL	24	672	0.15	20	742	MT	11	192	0.22	7	194
AK	7	111	0.18	5	130	NE	17	447	0.27	6	424
AZ	16	779	0.17	11	899	NV	9	295	0.17	4	319
AR	30	473	0.19	16	523	NH	12	231	0.19	8	243
CA	93	6,074	0.19	59	6,166	NJ	19	1,409	0.17	16	1,703
CO	29	1,093	0.28	16	1,324	NM	18	296	0.17	13	296
CT	18	764	0.23	12	843	NY	59	6,406	0.35	36	5,478
DE	2	143	0.19	2	176	NC	47	1,365	0.18	37	1,501
DC	2	860	1.64	2	1,137	ND	10	172	0.27	7	178
FL	42	3,019	0.20	36	3,844	OH	84	2,502	0.22	38	2,741
GA	34	1,045	0.14	27	1,355	OK	44	665	0.20	38	808
HI	6	224	0.19	5	257	OR	19	693	0.21	11	732
ID	12	219	0.18	8	234	PA	85	2,838	0.24	40	3,243
IL	68	2,393	0.20	30	2,533	RI	6	232	0.23	3	269
IN	69	1,337	0.23	21	1,291	SC	15	635	0.17	14	748
IA	38	647	0.23	12	656	SD	11	159	0.22	4	135
KS	46	452	0.17	15	413	TN	25	871	0.16	16	1,049
KY	23	620	0.16	14	671	TX	88	2,947	0.15	85	3,953
LA	26	734	0.17	21	820	UT	6	316	0.15	6	359
ME	7	243	0.20	4	199	VT	8	126	0.21	3	102
MD	14	613	0.12	8	889	VA	28	2,690	0.40	17	1,185
MA	32	1,683	0.27	15	1,642	WA	24	1,166	0.20	16	1,257
MI	49	1,670	0.17	26	2,040	WV	22	372	0.21	12	382
MN	25	848	0.18	14	1,154	WI	35	962	0.18	17	1,092
MS	23	394	0.14	18	403	WY	9	87	0.18	4	65

¹ Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office. ² Per capita based on estimated resident population as of July 1.

Source: Editor & Publisher Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).

No. 945. U.S. Postal Service Rates for Letters and Post Cards: 1958 to 1999

[Domestic airmail letters discontinued in 1973 at 13 cents per ounce; superseded by express mail. Prior to February 3, 1991, international airmail rates were based on international zones which have been discontinued. Rates exclude Canada and Mexico]

Domestic mail date rate of change	Surface mail					International air mail date of rate change	Letters				
	Letters						First 1/2 ounce	Second 1/2 ounce	Each added 1/2 ounce	Post cards	Aero-grammes
	Each ounce	First ounce	Each added ounce	Post cards	Express mail ¹						
1958 (Aug. 1) . .	\$0.04	(X)	(X)	\$0.03	(X)	1961 (July 1) . .	(X)	(X)	(X)	\$0.11	\$0.11
1963 (Jan. 7) . .	\$0.05	(X)	(X)	\$0.04	(X)	1967 (May 1) . .	(X)	(X)	(X)	\$0.13	\$0.13
1968 (Jan. 7) . .	\$0.06	(X)	(X)	\$0.05	(X)	1971 (July 1) . .	(X)	(X)	(X)	\$0.13	\$0.13
1971 (May 16) . .	\$0.08	(X)	(X)	\$0.06	(X)	1974 (Mar. 2) . .	(X)	(X)	(X)	\$0.18	\$0.18
1974 (Mar. 2) . .	\$0.10	(X)	(X)	\$0.08	(X)	1976 (Jan. 3) . .	(X)	(X)	(X)	\$0.21	\$0.22
1975 (Sept. 14) . .	(X)	\$0.10	\$0.09	\$0.07	(X)	1981 (Jan. 1) . .	(X)	(X)	(X)	\$0.28	\$0.30
1975 (Dec. 31) . .	² (X)	² \$0.13	² \$0.11	² \$0.09	(X)	1985 (Feb. 17) . .	(X)	(X)	(X)	\$0.33	\$0.36
1978 (May 29) . .	(X)	\$0.15	\$0.13	\$0.10	(X)	1988 (Apr. 17) . .	(X)	(X)	(X)	\$0.36	\$0.39
1981 (Mar. 22) . .	(X)	\$0.18	\$0.17	\$0.12	(X)	1991 (Feb. 3) . .	\$0.50	³ \$0.45	³ \$0.39	\$0.40	\$0.49
1981 (Nov. 1) . .	(X)	\$0.20	\$0.17	\$0.13	\$9.35	1995 (July 9) . .	\$0.60	³ \$0.40	(X)	\$0.40	\$0.45
1985 (Feb. 17) . .	(X)	\$0.22	\$0.17	\$0.14	\$10.75	1999 (Jan. 10) . .	\$0.60	³ \$0.40	(X)	\$0.50	\$0.50
1988 (Apr. 3) . .	(X)	\$0.25	\$0.20	\$0.15	⁴ \$12.00						
1991 (Feb. 3) . .	(X)	\$0.29	\$0.23	\$0.19	⁴ \$13.95						
1995 (Jan. 1) . .	(X)	\$0.32	\$0.23	\$0.20	⁴ \$15.00						
1999 (Jan. 10) . .	(X)	\$0.33	\$0.22	\$0.20	⁴ \$15.75						

X Not applicable. ¹ Post Office to addressee rates. Rates shown are for weights up to 2 pounds, all zones. Beginning Feb. 17, 1985, for weights between 2 and 5 lbs. \$12.85 is charged. Prior to Nov. 1, 1981, rate varied by weight and distances. Over 5 pounds still varies by distance. ² As of October 11, 1975, surface mail service upgraded to level of airmail. ³ Up to the limit of 64 ounces. ⁴ Over 8 ounces and up to 2 pounds.

Source: U.S. Postal Service, "United States Domestic Postage Rate: Recent History," and unpublished data.

No. 946. U.S. Postal Service—Summary: 1980 to 1998

[For fiscal years; see text, Section 9, State and Local Government. (106,311 represents 106,311,000,000). Includes Puerto Rico and all outlying areas. See text, this section]

Item	1980	1990	1994	1995	1996	1997	1998
Offices, stations, and branches	39,486	40,067	39,372	39,149	38,212	38,019	38,159
Number of post offices	30,326	28,959	28,657	28,392	28,189	28,060	27,952
Number of stations and branches	9,160	11,108	10,715	10,757	10,023	9,959	10,207
Pieces of mail handled (mil.)	106,311	166,301	178,039	180,734	183,440	190,888	197,943
Domestic ¹	105,348	165,503	177,177	179,933	182,386	189,881	196,999
First class ²	60,276	89,270	95,333	96,296	98,216	99,660	101,173
Express Mail	17	59	56	57	58	64	66
Priority Mail	248	518	770	869	937	1,068	1,164
Periodicals (formerly 2d class)	10,220	10,680	10,228	10,194	10,126	10,411	10,317
Standard A (formerly 3d class)	30,381	63,725	69,416	71,112	71,686	77,254	82,875
Standard B (formerly 4th class)	633	663	872	936	949	988	971
Mailgram	39	14	5	5	4	5	4
U.S. Postal Service	(NA)	538	449	412	360	377	377
Free for the blind	28	35	50	52	50	53	53
International surface	450	166	123	106	105	97	96
International air	513	632	740	696	949	910	848
Employees, total	667	843	852	875	886	893	905
Career	643	761	729	753	761	765	792
Headquarters	3	2	2	2	2	2	2
Headquarters support	(NA)	6	4	4	4	4	4
Inspection Service	5	4	4	4	4	4	4
Inspector General	(X)	(X)	(X)	(X)	(X)	(Z)	(Z)
Field Career	635	747	720	745	748	755	781
Postmasters	29	27	27	27	26	26	26
Supervisors/managers	36	43	35	35	35	36	37
Professional, administrative, and technical	5	10	11	11	11	11	12
Clerks	263	290	265	274	277	281	294
Mail handlers	37	51	55	57	58	59	62
City carriers	187	236	229	240	238	234	241
Motor vehicle operators	6	7	8	8	8	9	9
Rural carriers	33	42	45	46	48	50	52
Special delivery messengers	3	2	2	2	1	1	(X)
Building and equipment maintenance	27	33	37	38	39	40	41
Vehicle maintenance	5	5	5	5	5	6	2
Other ³	4	1	1	2	2	2	2
Noncareer	25	83	123	122	125	128	113
Casuals	5	27	26	26	25	33	26
Transitional	(X)	(X)	38	32	33	27	17
Rural substitutes	20	43	47	50	54	55	56
Relief/Leave Replacements	(X)	12	13	13	13	13	13
Nonbargaining temporary	(X)	(Z)	1	1	1	1	1
Compensation and employee benefits (mil. dol.)	16,541	34,214	39,609	41,931	42,676	43,835	45,588
Avg. salary per employee (dol.) ⁴	24,799	37,570	44,342	45,001	44,718	48,793	50,117
Pieces of mail per employee, (1,000)	159	197	209	207	207	214	219
Total revenue (mil. dol.) ⁵	19,253	40,074	49,576	54,509	56,544	58,331	60,116
Operating postal revenue	17,143	39,201	49,252	54,176	56,309	58,133	60,005
Mail revenue ⁶	16,377	37,892	47,739	52,490	54,538	56,267	58,039
First class mail	10,146	24,023	29,377	31,955	33,117	33,398	33,983
Priority mail ⁷	612	1,555	2,653	3,075	3,322	3,857	4,150
Express mail ⁸	184	630	671	711	737	825	855
Mailgram	15	8	2	2	2	2	2
Periodicals (formerly 2d class)	863	1,509	1,756	1,972	2,014	2,068	2,072
Standard mail A (formerly 3d class)	2,412	8,082	10,514	11,792	12,175	12,876	13,753
Standard mail B (formerly 4th class)	805	919	1,353	1,525	1,524	1,628	1,626
International surface	154	222	205	205	199	192	184
International air	442	941	1,208	1,254	1,450	1,423	1,416
Service revenue	765	1,310	1,513	1,687	1,771	1,866	1,966
Registry ⁹	157	174	120	118	113	95	89
Certified ⁹	120	310	428	560	559	343	382
Insurance	55	47	53	52	49	61	72
Collection-on-delivery	21	26	17	21	21	22	18
Special delivery ¹⁰	73	6	5	3	4	1	(X)
Money orders	95	155	178	196	221	212	210
Other ⁹	244	592	710	737	803	1,131	1,194
Operating expenses (mil. dol.) ¹¹	19,413	40,490	48,455	50,730	53,113	54,873	57,778

NA Not available. X Not applicable. Z Fewer than 500. ¹ Data for 1980 includes penalty and franked mail, not shown separately. ² Items mailed at 1st class rates and weighing 11 ounces or less. ³ Includes discontinued operations, area offices, and nurses. ⁴ For career bargaining unit employees. Includes fringe benefits. ⁵ Net revenues after refunds of postage. Includes operating reimbursements, stamped envelope purchases, indemnity claims, and miscellaneous revenue and expenditure offsets. Shown in year which gave rise to the earnings. ⁶ For 1980, includes penalty and franked mail, not shown separately. Later years have that mail distributed into the appropriate class. ⁷ Provides 2 to 3 day delivery service. ⁸ Overnight delivery of packages weighing up to 70 pounds. ⁹ Beginning 1997, return receipt revenue broken out from registry, certified, and insurance and included in "other." ¹⁰ Special delivery discontinued June 8, 1997. ¹¹ Shown in year in which obligation was incurred.

Source: U.S. Postal Service, *Annual Report of the Postmaster General and Comprehensive Statement on Postal Operations*, annual; and unpublished data.

No. 947. Advertising—Estimated Expenditures, by Medium: 1990 to 1998

[In millions of dollars (129,590 represents \$129,590,000,000). See text, this section for definitions of types of advertising]

Medium	1990	1991	1992	1993	1994	1995	1996	1997	1998, est.
Total	129,590	127,470	132,650	139,540	151,680	162,930	175,230	187,529	200,320
National	73,380	73,270	76,710	80,795	88,250	95,360	103,040	110,232	118,000
Local	56,210	54,200	55,940	58,745	63,430	67,570	72,190	77,297	82,320
Newspapers	32,281	30,409	30,737	32,025	34,356	36,317	38,402	41,670	44,245
National	3,867	3,685	3,602	3,620	3,906	3,996	4,400	5,016	5,390
Local	28,414	26,724	27,135	28,405	30,450	32,321	34,002	36,654	38,855
Magazines	6,803	6,524	7,000	7,357	7,916	8,580	9,010	9,821	10,360
Weeklies	2,864	2,670	2,739	2,850	3,140	3,347	3,581	3,850	4,040
Women's	1,713	1,671	1,853	2,009	2,106	2,236	2,303	2,576	2,705
Monthlies	2,226	2,183	2,408	2,498	2,670	2,997	3,126	3,395	3,615
Farm publications	215	215	231	243	262	283	297	325	340
Television	29,073	28,189	30,450	31,698	35,435	37,828	42,484	44,519	47,990
Four TV networks	9,863	9,533	10,249	10,209	10,942	11,600	13,081	13,020	13,735
Three TV networks	9,383	8,933	9,549	9,369	9,959	10,263	11,423	11,324	12,000
Cable TV networks	1,860	2,024	2,227	2,586	3,052	3,535	4,472	5,454	6,165
Syndication TV	1,109	1,253	1,370	1,576	1,734	2,016	2,218	2,438	2,620
Spot (national)	7,788	7,110	7,551	7,800	8,993	9,119	9,803	9,999	10,675
Spot (local)	7,856	7,565	8,079	8,435	9,464	9,985	10,944	11,436	12,295
Cable (non-network)	597	704	974	1,092	1,250	1,573	1,966	2,172	2,500
Radio	8,726	8,476	8,654	9,457	10,529	11,338	12,269	13,491	14,455
Network	482	490	424	458	463	480	523	560	585
Spot	1,635	1,575	1,505	1,657	1,902	1,959	2,135	2,455	2,660
Local	6,609	6,411	6,725	7,342	8,164	8,899	9,611	10,476	11,210
Yellow Pages	8,926	9,182	9,320	9,517	9,825	10,236	10,849	11,423	11,990
National	1,132	1,162	1,188	1,230	1,314	1,410	1,555	1,711	1,850
Local	7,794	8,020	8,132	8,287	8,511	8,826	9,294	9,712	10,140
Direct mail	23,370	24,460	25,391	27,266	29,638	32,866	34,509	36,890	39,470
Business papers	2,875	2,882	3,090	3,260	3,358	3,559	3,808	4,109	4,395
Outdoor	1,084	1,077	1,031	1,090	1,167	1,263	1,339	1,455	1,585
Miscellaneous	16,237	16,056	16,746	17,627	19,194	20,660	22,263	23,827	25,495

Source: McCann-Erickson, Inc., New York, NY. Compiled for Crain Communications, Inc. in *Advertising Age* (copyright).

No. 948. Magazine Advertising—Expenditures, by Product: 1985 to 1997

[In millions of dollars (4,961 represents \$4,961,000,000). Space cost based on one-time rate; special rates used where applicable. Year-to-year data not strictly comparable, as a few minor publications are added or deleted]

Product	1985	1990	1991	1992	1993	1994	1995	1996	1997
Total	4,961	6,753	6,608	7,186	7,667	9,029	10,212	11,282	12,755
Apparel, footwear, accessories	251	428	419	496	513	544	585	671	757
Automotive, accessories, equipment	549	900	941	1,035	1,064	1,223	1,328	1,447	1,777
Beer, wine, and liquor	240	277	279	247	204	199	220	226	270
Computers, office equipment and stationary	250	283	291	354	364	699	951	1,031	1,088
Business and consumer services	463	516	453	513	625	680	782	902	1,020
Drugs and remedies	135	163	167	299	368	438	479	641	816
Food and food products	342	444	437	459	470	512	677	665	684
Household equipment and supplies	100	118	115	161	141	141	170	169	185
Household furnishings	87	116	123	117	146	166	172	161	187
Jewelry, cameras, optical goods	101	157	157	158	168	183	231	270	297
Mail orders/direct response	328	531	574	617	725	904	962	988	1,099
Publishing and media	188	212	197	202	214	259	292	357	407
Retail	121	255	201	190	219	248	256	321	410
Smoking materials	383	305	265	224	210	288	314	333	307
Toiletries and toilet goods	385	679	640	734	811	880	900	989	1,121
Travel, hotels, and resorts	245	380	346	350	378	449	469	518	571
Other	793	989	1,005	1,030	1,047	1,216	1,425	1,593	1,757

Source: Publishers Information Bureau, Inc., New York, NY, as compiled by Competitive Media Reporting.

No. 949. Television—Expenditures for Network Advertising: 1995 to 1997

[In millions of dollars (12,402 represents \$12,402,000,000). See text, this section, for a definition of network advertising. Beginning 1996, includes WB and UPN]

Product	1995	1996	1997	Product	1995	1996	1997
Total	12,402	14,740	15,225	Home electronics equipment	203	258	233
Apparel, footwear, accessories	340	412	370	Horticulture	37	31	35
Automotive	1,736	1,959	2,323	Household equipment, supplies, and furnishings	382	424	400
Beer and wine	367	391	402	Insurance	143	255	189
Building material, equipment, fixture	62	53	60	Jewelry, cameras, optical goods	123	169	176
Computers, office equipment, and stat.	164	303	380	Laundry soaps, cleansers, polishes	267	250	265
Confectionery, soft drinks	673	722	831	Movies	496	668	718
Consumer services	909	1,022	1,028	Pet products	95	110	126
Department, discount stores	393	463	517	Proprietary medicines	1,088	1,405	1,387
Financial planning services	85	153	177	Publishing and media	31	31	26
Food and food products	1,422	1,385	1,362	Restaurants and drive-ins	1,011	1,254	1,216
Freight, industrial development	69	137	103	Toiletries and toilet goods	1,163	1,265	1,376
Gas, lubricants, etc.	60	78	87	Toys and sporting goods	285	351	336
Home centers and hardware stores	73	82	75	Travel, hotels, and resorts	138	145	141
				Other	587	964	886

Source: Television Bureau of Advertising, Inc., New York, NY (copyright). Data compiled by Competitive Media Reporting, New York, NY.

No. 950. Television—Estimated Time Charges for Spot Advertising: 1995 to 1997

[In millions of dollars (6,586 represents \$6,586,000,000). Data represent activity in the top 75 markets monitored by Competitive Media Reporting, currently covering approximately 382 stations. Data exclude National Syndicated activity. See text, this section, for definitions of types of advertising]

Product	1995	1996	1997	Product	1995	1996	1997
Total	6,586	7,038	7,219	Horticulture	42	46	43
Agriculture and farming	9	11	11	Household equipment, supplies, and furnishings	156	153	142
Apparel, footwear, accessories	59	79	66	Insurance	208	234	270
Automotive	2,457	2,678	2,945	Jewelry, cameras, optical goods	41	44	35
Beer and wine	177	152	123	Laundry soaps, cleaners, polishes	88	83	94
Building material, equipment, fixtures	51	48	66	Pet products	35	44	45
Computers, office equipment, and stationery	45	60	62	Political, unions, religious	53	172	31
Confectionery, soft drinks	285	292	290	Proprietary medicines	168	192	220
Consumer services	699	759	863	Publishing and media	83	85	73
Food and food products	883	830	894	Toiletries and toilet goods	241	246	243
Freight, industrial development	33	48	20	Toys and sporting goods	250	229	191
Gasoline, lubricants, etc.	123	124	118	Travel, hotels, and resorts	193	190	159
Home electronics equipment	151	163	125	Other	56	76	90

Source: Television Bureau of Advertising, Inc., New York, NY (copyright). Data compiled by Competitive Media Reporting, New York, NY, in the top 75 markets.

No. 951. Television—Expenditures for Retail/Local Advertising: 1995 to 1997

[In millions of dollars (6,608 represents \$6,608,000,000). See headnote, Table 950]

Product	1995	1996	1997	Product	1995	1996	1997
Total	6,608	7,167	7,500	Hotels, resorts, U.S.	107	111	132
Amusements, entertainment	188	194	210	Insurance agencies	38	37	41
Appliance stores	309	332	295	Jewelry stores	33	38	40
Auto repair, service stations	103	107	99	Legal services	157	154	168
Auto supply, accessory stores	67	71	94	Leisure time stores and services	225	234	238
Auto, truck dealers	444	482	455	Loan, mortgage companies	75	98	168
Banks, S&L associations	141	172	169	Medical, dental services	181	214	243
Builders, home improvement	44	60	53	Movies	383	387	381
Carpet, floor covering stores	72	70	70	Newspapers	28	30	44
Clothing stores	168	173	178	Office equipment/supply stores	36	26	31
Department stores	226	202	257	Optical services, supplies	70	59	51
Discount department stores	152	171	211	Political	36	260	77
Drug stores	96	116	116	Radio, cable TV	240	220	239
Education services	121	136	158	Realtors, real estate developers	33	36	40
Financial planning services	28	43	58	Rental services (nonauto)	27	29	22
Food stores, supermarkets	291	309	336	Restaurants, drive-ins	1,116	1,138	1,252
Furniture stores	431	439	453	Shoe stores	29	39	50
Gas, electric, water companies	41	45	63	Shopping centers	38	41	40
Health clubs, reducing salons	115	120	118	Sport, hobby, toy stores	61	59	55
Home centers and hardware	180	189	195	Other	478	526	600

Source: Television Bureau of Advertising, Inc., New York, NY (copyright). Data compiled by Competitive Media Reporting, New York, NY, in the top 75 markets.