Table 1120. **Cellular Telecommunications Industry: 1990 to 2006**

[**Calendar year data, except as noted (5,283 represents 5,283,000).** Based on a survey sent to all facilities-based cellular, personal communications services, and enhanced special mobile radio (ESMR) systems. The number of operational systems beginning 2000 differs from that reported for previous periods as a result of the consolidated operation of ESMR systems in a broader service area instead of by a city-to-city basis]

Item	Unit	1990	1995	2000	2002	2003	2004	2005	2006
Systems	Number	751	1,627	2,440	2,846	3,123	(NA)	(NA)	(NA)
Subscribers	1,000	5,283	33,786	109,478	140,766	158,722	182,140	207,896	233,041
Cell sites [1]	Number	5,616	22,663	104,288	139,338	162,986	175,725	183,689	195,613
Employees	Number	21,382	68,165	184,449	192,410	205,629	226,016	233,067	253,793
Service revenue	Mil. dol.	4,548	19,081	52,466	76,508	87,624	102,121	113,538	125,457
Roamer revenue [2]	Mil. dol.	456	2,542	3,883	3,896	3,766	4,210	3,786	3,494
Capital investment [3]	Mil. dol.	6,282	24,080	89,624	126,922	145,867	173,794	199,025	223,449
Average monthly bill [4]	Dollars	80.90	51.00	45.27	48.40	49.91	50.64	49.98	50.56
Average length of call [4]	Minutes	2.20	2.15	2.56	2.73	2.87	3.05	3.00	3.03

NA Not available. [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] Beginning 2005, cumulative capital investment figure reached by summing the incremental capital investment in year shown with cumulative capital investment of prior year. [4] As of December 31.

Source: CTIA-The Wireless Association®, Washington, DC, *Semi-annual Wireless Survey* (copyright).