

# No. HS-42. Selected Communications Media: 1920 to 2001

[27.8 represents 27,800,000]

State	Percent of households with—			Percent of TV households with —		Commercial television stations <sup>5</sup>		Cable television		Daily newspapers <sup>8</sup>	
	Telephone service <sup>1</sup>	Radio <sup>2</sup>	Television <sup>3</sup>	Cable TV	VCRs	VHF	UHF	Systems (number) <sup>6</sup>	Households served (mil.) <sup>7</sup>	Number	Circulation (mil.)
1920 . . . . .	35.0	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,042	27.8
1921 . . . . .	35.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,028	28.4
1922 . . . . .	35.6	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,033	29.8
1923 . . . . .	37.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,036	31.5
1924 . . . . .	37.8	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,014	33.0
1925 . . . . .	38.7	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,008	33.7
1926 . . . . .	39.2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,001	36.0
1927 . . . . .	39.7	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,949	38.0
1928 . . . . .	40.8	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,939	38.0
1929 . . . . .	41.6	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,944	39.4
1930 . . . . .	40.9	39	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,942	39.6
1931 . . . . .	39.2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,923	38.8
1932 . . . . .	33.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,913	36.4
1933 . . . . .	31.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,911	35.2
1934 . . . . .	31.4	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,929	36.7
1935 . . . . .	31.8	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,950	38.2
1936 . . . . .	33.1	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,989	40.3
1937 . . . . .	34.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,983	41.4
1938 . . . . .	34.6	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,936	39.6
1939 . . . . .	35.6	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,888	39.7
1940 . . . . .	36.9	73	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,878	41.1
1941 . . . . .	39.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,857	42.1
1942 . . . . .	42.2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,787	43.4
1943 . . . . .	45.0	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,754	44.4
1944 . . . . .	45.1	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,744	46.0
1945 . . . . .	46.2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,749	48.4
1946 . . . . .	51.4	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,763	50.9
1947 . . . . .	54.9	89	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,769	51.7
1948 . . . . .	58.2	89	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,781	52.3
1949 . . . . .	60.2	90	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,780	52.8
1950 . . . . .	61.8	91	9.0	(NA)	(NA)	98	-	(NA)	(NA)	1,772	53.8
1951 . . . . .	64.0	92	23.5	(NA)	(NA)	107	-	(NA)	(NA)	1,773	54.0
1952 . . . . .	66.0	92	34.2	(NA)	(NA)	108	-	(NA)	(NA)	1,786	54.0
1953 . . . . .	68.0	95	44.7	(NA)	(NA)	120	6	(NA)	(NA)	1,785	54.5
1954 . . . . .	69.6	94	55.7	(NA)	(NA)	233	121	(NA)	(NA)	1,765	55.1
1955 . . . . .	71.5	94	64.5	(NA)	(NA)	297	114	(NA)	(NA)	1,760	56.1
1956 . . . . .	73.8	94	71.8	(NA)	(NA)	344	97	(NA)	(NA)	1,761	57.1
1957 . . . . .	75.5	94	78.6	(NA)	(NA)	381	90	(NA)	(NA)	1,755	57.8
1958 . . . . .	76.4	94	83.2	(NA)	(NA)	411	84	(NA)	(NA)	1,751	57.4
1959 . . . . .	78.0	94	85.9	(NA)	(NA)	433	77	(NA)	(NA)	1,755	58.3
1960 . . . . .	78.3	94	87.1	(NA)	(NA)	440	75	(NA)	(NA)	1,763	58.9
1961 . . . . .	78.9	93	88.8	(NA)	(NA)	451	76	(NA)	(NA)	1,761	59.3
1962 . . . . .	80.2	93	90.0	(NA)	(NA)	458	83	(NA)	(NA)	1,760	59.8
1963 . . . . .	81.4	93	91.3	(NA)	(NA)	466	91	(NA)	(NA)	1,754	58.9
1964 . . . . .	82.8	94	92.3	(NA)	(NA)	476	88	(NA)	(NA)	1,763	60.4
1965 . . . . .	84.6	95	92.6	2.3	(NA)	481	88	(NA)	(NA)	1,751	60.4
1966 . . . . .	86.3	96	93.0	3.3	(NA)	486	99	(NA)	(NA)	1,754	61.4
1967 . . . . .	87.1	95	93.6	3.9	(NA)	492	118	(NA)	(NA)	1,749	61.6
1968 . . . . .	88.5	94	94.6	4.7	(NA)	499	136	(NA)	(NA)	1,752	62.5
1969 . . . . .	89.8	96	95.0	5.7	(NA)	499	163	(NA)	(NA)	1,758	62.1
1970 . . . . .	90.5	99	95.3	6.7	(NA)	501	176	2,490	3.9	1,748	62.1
1971 . . . . .	91.0	99	95.5	7.7	(NA)	503	179	2,639	4.6	1,749	62.2
1972 . . . . .	92.0	99	95.8	9.2	(NA)	508	185	2,841	5.7	1,761	62.5
1973 . . . . .	94.0	99	96.4	10.2	(NA)	510	187	2,991	6.6	1,774	63.1
1974 . . . . .	94.0	99	96.9	11.6	(NA)	513	184	3,158	7.7	1,768	61.9
1975 . . . . .	95.0	99	97.1	12.6	(NA)	514	192	3,506	8.6	1,756	60.7
1976 . . . . .	95.0	99	97.4	14.5	(NA)	511	190	3,681	10.1	1,762	61.0
1977 . . . . .	96.0	99	97.4	15.9	(NA)	515	196	3,832	11.3	1,766	61.5
1978 . . . . .	97.0	99	97.6	17.1	0.3	515	201	3,875	12.5	1,756	62.0
1979 . . . . .	98.0	99	97.7	18.3	0.5	515	209	4,150	13.6	1,763	62.2
1980 . . . . .	93.0	99	97.9	19.9	1.1	516	218	4,225	15.2	1,745	62.2
1981 . . . . .	(NA)	99	98.1	22.3	1.8	519	237	4,375	17.8	1,730	61.4
1982 . . . . .	(NA)	99	98.1	29.8	3.1	517	260	4,825	24.3	1,711	62.5
1983 . . . . .	(NA)	99	98.1	34.0	5.5	519	294	5,600	28.3	1,701	62.6
1984 . . . . .	91.8	99	98.1	39.3	10.7	523	318	6,200	32.9	1,688	63.1

See footnotes at end of table.

# No. HS-42. Selected Communications Media: 1920 to 2001—Con.

[27.8 represents 27,800,000]

State	Percent of households with—			Percent of TV households with —		Commercial television stations <sup>5</sup>		Cable television		Daily newspapers <sup>8</sup>	
	Telephone service <sup>1</sup>	Radio <sup>2</sup>	Television <sup>3</sup>	Cable TV	VCRs	VHF	UHF	Systems (number) <sup>6</sup>	Households served (mil.) <sup>7</sup>	Number	Circulation (mil.)
1985 . . . . .	91.8	99	98.1	42.8	20.9	520	363	6,600	36.3	1,676	62.8
1986 . . . . .	92.2	99	98.1	45.6	36.0	522	397	7,500	39.2	1,657	62.5
1987 . . . . .	92.5	99	98.1	47.7	48.7	524	444	7,900	41.7	1,645	62.8
1988 . . . . .	92.9	99	98.1	49.4	58.1	539	489	8,500	43.8	1,642	62.7
1989 . . . . .	93.0	99	98.2	52.8	64.6	545	516	9,050	47.8	1,626	62.6
1990 . . . . .	93.3	99	98.2	56.4	68.6	547	545	9,575	51.9	1,611	62.3
1991 . . . . .	93.6	99	98.2	58.9	71.9	547	551	10,704	54.9	1,586	60.7
1992 . . . . .	93.9	99	98.3	60.2	75.0	551	567	11,035	55.5	1,570	60.2
1993 . . . . .	94.2	99	98.3	61.4	77.1	552	586	11,108	57.2	1,556	59.8
1994 . . . . .	93.9	99	98.3	62.4	79.0	561	584	11,214	58.8	1,548	59.3
1995 . . . . .	93.9	99	98.3	63.4	81.0	562	599	11,218	60.5	1,533	58.2
1996 . . . . .	93.8	99	98.3	65.3	82.2	554	620	11,119	62.6	1,520	57.0
1997 . . . . .	93.9	99	98.4	66.5	84.2	555	640	10,950	64.5	1,509	56.7
1998 . . . . .	94.1	99	98.3	67.2	84.6	561	660	10,845	65.8	1,489	56.2
1999 . . . . .	94.0	99	98.2	67.5	84.6	561	682	10,700	67.1	1,483	56.0
2000 . . . . .	94.6	99	98.2	68.0	85.1	567	721	10,243	68.6	1,480	55.8
2001 . . . . .	94.6	99	98.2	68.0	86.2	572	737	9,926	69.5	1,468	55.6
Highest value . .	(X)	99	98.4	68.0	86.2	572	737	11,218	69.5	2,042	63.1
Lowest value . .	31.3	39	9.0	2.3	0.3	98	6	2,490	3.9	1,468	27.8

- Represents zero. NA Not available. X Not applicable. <sup>1</sup> Through 1970, unpublished data from the U.S. Federal Communications Commission (FCC), American Telephone and Telegraph Company, and selected U.S. Census Bureau reports. Beginning 1971, Federal Communications Commission (FCC). 1983 and later years FCCs *Trends in Telephone Service*, August 2001. Data beginning 1980, not comparable to previous years. <sup>2</sup> 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. <sup>3</sup> 1950-1969, as of January; 1970 through 1979, 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). <sup>4</sup> As of February. Excludes Alaska and Hawaii. Source: See footnote 3. <sup>5</sup> Source: Beginning 1997, Federal Communications Commission, unpublished data. 1997 and 1998 as of December; beginning 1999, as of September. For prior years data, see footnote 3. <sup>6</sup> As of January 1. Source: Warren Communications, Washington DC, *Television and Cable Factbook* (copyright). <sup>7</sup> Source: Television Bureau of Advertising, *Trends in Television*, annual (copyright). <sup>8</sup> 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.