
Section 18

Communications and Information Technology

This section presents statistics on the various communications media: telephone, computers, Internet, 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 publishing 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, through 1992, for the years ending in "2" and "7") provide statistics on newspapers, periodicals, books, and pamphlets. Beginning 1997, these data are collected in the information

sector of the economic census. See Section 32. 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 928 for annual data.)

Advertising—Data on advertising expenditures are compiled primarily by McCann-Erickson, Inc., which compiles certain of the data shown (see Table 937). 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. 906. Gross Domestic Income in Information Technologies (IT) Industries: 1992 to 2000

[In millions of dollars (\$371,080 represents \$371,080,000,000), except as noted]

Industry	1987 SIC ¹ code	1992	1995	1998 est.	1999 est.	2000 est.
Total all IT industries	(X)	371,080	491,292	665,530	746,092	814,727
Percent share of the economy	(X)	5.9	6.7	7.6	8.0	8.3
Hardware	(X)	110,050	155,409	210,914	226,214	243,506
Computers and equipment, calc. machines	3571,2,5,7pt., 3578,9pt	24,102	31,036	39,211	42,622	46,330
Computers and equipment wholesale sales	5045pt	39,743	51,114	75,084	81,106	88,162
Computers and equipment retail sales	5734pt	1,915	2,861	3,407	3,687	4,008
Electron tubes	3671	1,053	1,206	1,317	1,402	1,493
Printed circuit boards	3672	3,556	4,406	5,527	5,604	5,683
Semiconductors	3674	18,308	40,836	57,055	60,763	64,713
Passive electronic components	3675,6,7,8,9pt, 3661pt	13,494	15,310	12,072	12,881	13,744
Industrial instruments for measurement	3823	2,552	2,526	4,874	5,215	5,580
Instruments for measuring electricity	3825pt	3,493	3,981	8,383	8,953	9,562
Laboratory analytical instruments	3826	1,835	2,134	3,986	3,982	4,233
Software/services ²	(X)	75,490	111,350	185,609	213,986	245,644
Computer programming services	7371	18,624	26,120	47,796	55,013	62,715
Prepackaged software	7372	14,555	22,768	34,497	40,016	46,419
Computer integrated systems design	7373	11,814	13,599	24,692	28,420	32,598
Computer processing and data preparation	7374	12,554	21,844	28,062	32,300	37,048
Information retrieval services	7375	2,879	3,910	8,977	10,333	11,852
Computer services management	7376	1,910	2,090	2,942	3,386	3,884
Computer rental leasing	7377	1,528	1,880	2,944	3,389	3,887
Computer maintenance and repair	7378	4,989	6,949	10,029	11,544	13,241
Computer related services, n.e.c. ³	7379	4,406	9,305	21,261	24,472	28,069
Communications hardware ²	(X)	23,970	30,775	46,710	49,151	51,816
Telephone and telegraph equipment	3661pt,3577pt,3679pt	10,251	12,139	21,807	22,592	23,405
Radio and TV and communications equip	3663, 3679pt,3699	10,134	14,310	20,642	22,252	23,987
Communications services ²	(X)	161,570	193,758	222,298	256,740	273,761
Telephone and telegraph communications	481, 2, 9	129,960	145,491	159,712	189,400	199,109
Television broadcasting	4833	11,649	18,442	22,740	23,520	26,551
Cable and other pay TV services	4841	14,992	21,778	29,798	32,266	35,231

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

No. 907. Information Technologies (IT)—Employment and Wages: 1992 to 1998

[89,956 represents 89,956,000]

Industry	1987 SIC ¹ code	Employment (1,000)			Annual wages per worker (dol.)		
		1992	1995	1998	1992	1995	1998
Total private	(X)	89,956	97,885	106,007	25,400	27,200	31,400
Total IT-producing industries	(X)	3,875	4,240	5,156	41,300	46,400	58,000
Hardware	(X)	1,436	1,475	1,708	42,400	46,300	58,000
Electronic computers	3571	242	190	200	52,400	59,600	83,900
Computers and equipment wholesalers	5045pt	277	285	367	52,500	54,300	69,700
Computers and equipment retailers	5734pt	75	94	126	32,200	33,800	40,400
Computer storage devices & peripheral equipment	3572,7	91	105	119	41,200	46,500	57,400
Computer terminals, office & accounting machines, & office machines, n.e.c. ²	3575,8,9	58	58	61	43,300	46,600	56,900
Electron tubes	3671	27	24	20	38,400	41,900	46,400
Semiconductors	3674	217	235	284	44,500	53,800	64,400
Printed circuit boards, electronic capacitors	3672,5-8	157	187	208	25,700	28,300	32,900
Electronic components, n.e.c. ²	3679	127	135	148	29,700	32,900	37,500
Industrial instruments for measurement	3823	61	64	67	35,100	38,400	46,400
Instruments for measuring electricity	3825	76	71	77	42,500	51,600	62,900
Analytical instruments	3826	28	28	32	38,700	44,200	54,300
Software/services ³	(X)	854	1,110	1,625	44,300	50,700	65,300
Computer programming services	7371	169	245	370	46,200	52,700	64,700
Prepackaged software	7372	131	181	252	57,000	63,700	94,100
Computer integrated systems design	7373	103	130	178	48,600	54,700	65,400
Computer processing & data preparation	7374	204	223	254	34,400	39,700	45,800
Information retrieval services	7375	45	57	98	36,700	42,200	63,700
Computer maintenance & repair	7378	43	49	60	36,600	37,800	41,200
Computer services management, rental & leasing, & maintenance & repair	7376,7,9	141	205	387	46,000	51,800	64,100
Communications equipment ³	(X)	317	337	353	38,900	43,200	53,700
Telephone and telegraph equipment	3661	110	112	126	42,400	49,900	62,400
Radio and TV communications equipment & communications equipment, n.e.c. ²	3663,9	129	153	156	39,100	42,700	52,100
Communication services ³	(X)	1,269	1,318	1,469	38,600	43,700	50,900
Telephone communications	481	885	900	1,007	41,400	46,800	53,700
Telephone & telegraph communications	482,489	26	27	35	41,700	48,500	56,200
Television broadcasting	4833	115	123	131	41,400	47,200	54,600
Cable & other pay TV services	4841	131	156	181	29,600	34,600	42,200

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.

Source of Tables 906 and 907: U.S. Department of Commerce, Economics and Statistics Administration, *The Digital Economy*, June 2000.

No. 908. Communications Industry—Finances: 1995 to 1998

[The complete publication including this copyright table is available from the U.S. Government Printing Office and the National Technical Information Service]

No. 909. Media Usage and Consumer Spending: 1993 to 2003

[The complete publication including this copyright table is available from the U.S. Government Printing Office and the National Technical Information Service]

No. 910. Utilization of Selected Media: 1970 to 1998

[62.0 represents 62,000,000]

Item	Unit	1970	1980	1985	1990	1993	1994	1995	1996	1997	1998
Households with—											
Telephone service ¹	Percent .	87.0	93.0	91.8	93.3	94.2	93.9	93.9	93.8	93.9	94.1
Radio ²	Millions .	62.0	78.6	87.1	94.4	97.3	98.0	98.0	98.0	98.0	(NA)
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 .	5.1	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	93	94	95	96	97	98
Percent of total households	Percent .	95.3	97.9	98.1	98.2	98.3	98.3	98.3	98.3	98.4	98.3
Television sets in homes	Millions .	81	128	155	193	201	211	217	223	229	235
Average number of sets per home	Number .	1.4	1.7	1.8	2.1	2.2	2.2	2.3	2.3	2.4	2.4
Color set households	Millions .	21	63	78	90	92	93	94	95	97	98
Cable television ⁴	Millions .	4	15	36	52	57	59	60	63	64	66
Percent of TV households	Percent .	6.7	19.9	42.8	56.4	61.4	62.4	63.4	65.3	66.5	67.2
VCRs ⁴	Millions .	(NA)	1	18	63	72	74	77	79	82	83
Percent of TV households	Percent .	(NA)	1.1	20.8	68.6	77.1	79.0	81.0	82.2	84.2	84.6
Commercial radio stations: ²											
AM	Number .	4,323	4,589	⁵ 4,718	4,987	4,994	4,913	4,150	4,857	4,762	4,793
FM	Number .	2,196	3,282	⁵ 3,875	4,392	4,971	5,109	5,730	5,419	5,542	5,662
Television stations: ⁶ Total	Number .	862	1,011	1,197	1,442	1,506	1,512	1,532	1,533	1,574	1,572
Commercial	Number .	677	734	883	1,092	1,138	1,145	1,161	1,174	1,205	1,204
VHF	Number .	501	516	520	547	552	561	562	554	560	562
UHF	Number .	176	218	363	545	586	584	599	620	645	642
Cable television: ⁷											
Systems	Number .	2,490	4,225	6,844	9,575	11,217	11,214	11,218	11,119	10,950	10,845
Households served ⁸	Millions .	4.5	17.7	39.9	54.9	58.8	60.5	63.0	64.6	65.9	67.4
Daily newspaper circulation ⁹	Millions .	62.1	62.2	62.8	62.3	59.8	59.3	58.2	57.0	56.7	55.9

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*, annual. ² As of December 31, except as noted. Source: Radio Advertising Bureau, New York, NY, through 1990, *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: See footnote 3. ⁷ As of January 1. Source: Warren Publishing, Washington DC, *Television and Cable Factbook* (copyright). ⁸ Source: Nielsen Media Research, New York, NY, *Nielsen Station Index*, November diary estimates (copyright). ⁹ 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. 911. Multimedia Audiences—Summary: 2000

[In percent, except total (199,438 represents 199,438,000). 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 ¹	Radio listening	Newspaper reading	Accessed Internet ²
Total	199,438	93.5	82.1	71.3	84.0	79.3	45.4
18 to 24 years old	25,691	92.2	73.8	68.6	90.6	73.3	58.7
25 to 34 years old	39,066	92.4	81.3	71.1	90.6	77.0	53.3
35 to 44 years old	44,791	92.4	81.1	71.9	89.7	80.5	53.8
45 to 54 years old	34,774	93.7	83.5	74.7	87.5	83.5	54.8
55 to 64 years old	22,711	94.7	85.6	76.4	80.8	82.4	35.1
65 years old and over	32,404	96.5	86.7	65.4	61.1	78.1	10.7
Male	95,691	94.3	82.3	72.0	85.3	79.3	47.1
Female	103,747	92.8	81.8	70.6	82.8	79.2	43.8
White	167,002	93.4	82.0	72.6	84.4	80.0	46.8
Black	23,628	95.9	84.9	67.3	84.1	77.3	33.1
Asian	5,507	92.2	77.4	49.8	74.6	68.3	53.5
Other	3,301	88.3	74.4	68.2	78.1	72.0	46.4
Spanish speaking	21,359	93.5	81.6	55.9	84.6	66.3	34.1
Not high school graduate	35,260	94.8	82.7	56.6	73.0	60.0	11.6
High school graduate	66,360	94.5	84.6	71.8	82.7	78.8	31.0
Attended college	52,878	93.6	80.6	76.2	89.3	87.7	59.5
College graduate	44,940	91.1	79.4	76.1	88.1	89.7	76.5
Employed:							
Full time	113,259	92.7	81.0	74.6	91.1	82.0	56.8
Part time	17,176	92.2	78.7	70.9	89.2	82.1	55.1
Not employed	69,003	95.3	84.6	65.9	71.0	74.1	24.2
Household income:							
Less than \$10,000	14,292	93.6	81.6	47.7	68.0	58.7	14.6
\$10,000 to \$19,999	24,406	95.3	84.2	55.8	71.2	68.6	14.2
\$20,000 to \$29,999	25,327	94.8	84.3	63.8	78.7	73.9	24.5
\$30,000 to \$39,999	24,055	94.0	82.2	70.4	84.7	77.2	37.5
\$40,000 to \$49,999	21,816	92.8	82.6	73.9	86.4	79.5	44.1
\$50,000 or more	89,542	92.7	80.7	80.9	90.7	87.5	67.1

¹ In the past 7 days. ² In the last 30 days.

Source: Mediabank Research Inc., New York, NY, *Multimedia Audiences*, spring 2000 (copyright).

No. 912. 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. 913. Internet Access and Usage and Online Service Usage: 2000

[For persons 18 years old and over (199,438 represents 199,438,000). As of spring. Based on sample and subject to sampling error; see source for details]

Item	Total adults	Any online/Internet usage	Have Internet access			Used the Internet in the last 30 days			Used any online service in the past 30 days
			Home or work	Home only	Work only	Home or work	Home only	Work only	
Total adults (1,000)	199,438	90,458	112,949	77,621	50,476	86,289	65,471	40,449	75,409
PERCENT DISTRIBUTION									
Age:									
18 to 34 years old	32.5	39.7	37.9	35.1	34.9	39.8	36.6	34.6	40.3
35 to 54 years old	39.9	47.7	46.0	49.4	55.4	47.7	49.6	56.3	47.4
55 years old and over	27.6	12.7	16.2	15.5	9.7	12.5	13.8	9.1	12.3
Sex:									
Male	48.0	49.8	48.5	49.3	52.3	49.8	50.1	52.7	49.3
Female	52.0	50.2	51.5	50.7	47.7	50.2	49.9	47.3	50.7
Household size:									
1 to 2 persons	47.9	40.2	41.0	37.9	41.8	40.4	39.0	42.6	39.5
3 to 4 persons	36.9	44.4	43.3	45.9	44.6	44.3	45.6	44.4	44.5
5 or more persons	15.2	15.4	15.7	16.2	13.6	15.3	15.4	13.0	16.1
Any child in household	42.1	47.7	47.0	48.7	48.0	47.3	48.3	46.7	47.9
Marital status:									
Single	23.7	27.5	26.0	23.4	22.6	27.7	24.5	23.3	28.4
Married	57.2	61.6	61.1	66.2	65.3	61.4	65.7	65.1	60.6
Other	19.1	10.9	12.9	10.3	12.0	10.9	9.7	11.6	10.9
Educational attainment:									
Graduated college plus	22.5	38.0	33.6	38.6	49.2	38.8	41.6	53.1	37.8
Attended college	26.5	34.8	33.7	34.0	30.6	35.0	34.4	30.2	35.0
Did not attend college	51.0	27.2	32.8	27.3	20.3	26.2	24.1	16.7	27.2
Household income:									
Less than \$50,000	55.1	33.6	38.3	29.9	23.3	32.9	28.4	20.8	32.9
\$50,000 to \$74,999	20.7	26.2	25.7	26.9	27.4	26.2	26.5	26.8	26.0
\$75,000 to \$149,999	20.1	32.6	29.4	34.7	39.6	33.1	36.4	41.8	33.1
\$150,000 or more	4.1	7.6	6.7	8.5	9.7	7.8	8.7	10.7	8.0

Source: Mediarmark Research Inc., New York, NY, *CyberStats*, spring 2000 (copyright). Internet site <<http://www.mediarmark.com>> (accessed 23 May 2000).

No. 914. Households With Computers and Internet Access by Selected Characteristic: 1998

[In percent. Based on survey and subject to sampling error; for details, see source]

Characteristic	Households with computers				Households with Internet			
	Total	Rural ¹	Urban ¹	Central city ¹	Total	Rural ¹	Urban ¹	Central city ¹
All households	42.1	39.9	42.9	38.5	26.2	22.2	27.5	24.5
Age of householder:								
Under 25 years old	32.3	27.7	33.3	34.0	20.5	13.3	22.0	22.8
25 to 34 years old	46.0	42.4	46.9	43.5	30.1	24.2	31.6	28.8
35 to 44 years old	54.9	55.2	54.8	48.5	34.1	30.2	35.4	31.3
45 to 54 years old	54.7	52.8	55.3	49.2	35.0	30.8	36.5	30.7
55 years old or over	25.8	23.3	26.7	23.0	14.6	12.4	15.4	13.8
Householder race/ethnicity:								
White ²	46.6	42.0	48.5	47.4	29.8	23.7	32.4	32.3
Black ²	23.2	17.9	23.8	21.8	11.2	³ 7.1	11.7	10.2
Asian, Indian, Eskimo, Aleut ²	34.3	26.8	38.7	³ 35.6	18.9	³ 12.8	22.5	³ 20.2
Asian or Pacific Islander ²	55.0	³ 40.6	55.6	50.5	36.0	³ 24.7	36.5	33.3
Hispanic	25.5	23.2	25.7	21.4	12.6	9.8	12.9	10.2
Education of householder:								
Elementary	7.9	6.3	8.7	7.7	3.1	1.8	3.7	3.4
Some high school	15.7	17.2	15.0	12.7	6.3	6.1	6.4	5.2
High school graduate of GED	31.2	33.2	30.3	25.6	16.3	15.5	16.6	13.7
Some college	49.3	51.7	48.6	43.7	30.2	29.6	30.4	26.4
BA degree or more	68.7	69.7	68.5	65.8	48.9	47.0	49.4	47.7
Household income:								
Under \$5,000	15.9	11.9	16.9	15.7	8.1	4.3	9.1	9.5
\$5,000 to \$9,000	12.3	8.1	13.6	12.9	6.1	2.9	7.2	6.8
\$10,000 to \$14,999	15.9	13.8	16.6	17.9	7.4	6.0	7.9	8.1
\$15,000 to \$19,999	21.2	22.1	20.8	21.8	9.8	8.4	10.3	11.0
\$20,000 to \$24,999	25.7	24.7	26.1	26.6	12.1	10.0	12.9	14.4
\$25,000 to \$34,999	35.8	34.0	36.5	38.3	19.1	15.4	20.4	22.5
\$35,000 to \$49,999	50.2	51.0	50.0	50.2	29.5	26.4	30.6	31.8
\$50,000 to \$74,999	66.3	64.2	67.1	65.4	43.9	38.7	45.7	44.0
\$75,000 and over	79.9	76.5	80.8	77.3	60.3	53.7	62.0	59.7
Region of residence: ⁴								
Northeast	41.3	47.8	39.5	30.4	26.7	29.7	25.9	18.7
Midwest	42.9	41.1	43.6	37.7	25.4	21.5	26.9	24.0
South	38.0	34.6	39.6	36.7	23.5	19.0	25.6	22.6
West	48.9	47.0	49.2	47.4	31.3	26.2	32.0	31.8

¹ See text, Section 1, Population, and Appendix II. ² Non-Hispanic. ³ Figure does not meet standards of reliability or precision. ⁴ For composition of regions, see map inside front cover.
Source: U.S. Dept. of Commerce, National Telecommunications and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 1999.

No. 915. Households With Telephones, Computers, or Internet Access: 1998

[In percent. Based on survey and subject to sampling error; for details, see source]

State	Telephones	Computers	Internet access	State	Telephones	Computers	Internet access
United States	94.1	42.1	26.2	Missouri	96.2	41.8	24.3
Alabama	93.6	34.3	21.6	Montana	94.7	40.9	21.5
Alaska	95.7	62.4	44.1	Nebraska	95.8	42.9	22.9
Arizona	92.9	44.3	29.3	Nevada	93.1	41.6	26.5
Arkansas	88.7	29.8	14.7	New Hampshire	95.6	54.2	37.1
California	95.1	47.5	30.7	New Jersey	95.1	48.1	31.3
Colorado	95.4	55.3	34.5	New Mexico	87.1	42.2	25.8
Connecticut	95.1	43.8	31.8	New York	95.1	37.3	23.7
Delaware	96.6	40.5	25.1	North Carolina	93.6	35.0	19.9
District of Columbia	91.0	41.4	24.2	North Dakota	97.5	40.2	20.6
Florida	92.3	39.5	27.8	Ohio	95.8	40.7	24.6
Georgia	91.4	35.8	23.9	Oklahoma	89.6	37.8	20.4
Hawaii	93.2	42.3	27.9	Oregon	96.0	51.3	32.7
Idaho	94.1	50.0	27.4	Pennsylvania	96.7	39.3	24.9
Illinois	91.8	42.7	26.5	Rhode Island	94.6	41.0	27.1
Indiana	93.9	43.5	26.1	South Carolina	92.6	35.7	21.4
Iowa	96.0	41.4	21.8	South Dakota	91.0	41.6	23.9
Kansas	94.5	43.7	25.7	Tennessee	93.4	37.5	21.3
Kentucky	92.9	35.9	21.1	Texas	91.6	40.9	24.5
Louisiana	91.1	31.1	17.8	Utah	94.6	60.1	35.8
Maine	96.5	43.4	26.0	Vermont	94.8	48.7	31.8
Maryland	97.2	46.3	31.0	Virginia	92.3	46.4	27.9
Massachusetts	95.5	43.4	28.1	Washington	95.5	56.3	36.6
Michigan	94.9	44.0	25.4	West Virginia	93.5	28.3	17.6
Minnesota	98.0	47.6	29.0	Wisconsin	96.4	43.0	25.1
Mississippi	90.3	25.7	13.6	Wyoming	94.0	46.1	22.7

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 1999.

No. 916. Telecommunications Industry—Carriers and Revenue: 1994 to 1998

[Revenue in millions of dollars (174,890 represents \$174,890,000,000). Data based on carrier filings to the FCC. Because of reporting changes, data beginning 1997 are not strictly comparable with previous years; see source for details]

Category	Carriers					Telecommunications revenue				
	1994	1995	1996	1997	1998	1994	1995	1996	1997	1998
Total ¹	2,847	3,058	3,832	3,604	4,144	174,890	190,076	211,782	231,168	246,392
Local service providers	1,574	1,675	2,028	2,066	2,239	99,011	103,792	109,273	108,568	113,369
Incumbent local exchange carriers (ILECs) ²	1,347	1,347	1,376	1,410	1,348	98,431	102,820	107,905	105,154	108,234
Pay telephone providers	197	271	533	509	615	300	349	357	933	1,101
Competitors of ILECs	30	57	119	147	276	281	623	1,011	2,481	4,034
CAPs and CLECs ³	30	57	94	129	212	281	623	1,011	1,919	3,348
Local resellers	(4)	(4)	8	11	54	(4)	(4)	(4)	206	410
Other local exchange carriers	(4)	(4)	13	3	10	(4)	(4)	(4)	157	36
Private carriers	(4)	(4)	(4)	2	(4)	(4)	(4)	(4)	112	147
Shared tenant service providers	(4)	(4)	4	2	(4)	(4)	(4)	(4)	87	93
Wireless service providers ⁵	907	930	1,217	969	1,258	14,197	18,627	25,900	33,030	37,032
Telephony ⁶	790	792	853	732	808	13,259	17,208	23,778	29,944	33,139
Paging service providers	117	138	200	137	303	(4)	(4)	(4)	2,861	3,161
Toll service providers	366	453	587	569	647	70,466	76,447	86,896	89,570	95,992
Interexchange carriers	97	130	149	151	171	66,381	70,938	79,057	79,080	83,443
Operator service providers	29	25	27	32	24	536	500	461	603	590
Prepaid service providers	(4)	8	16	18	20	(4)	16	238	519	888
Satellite service carriers	(4)	(4)	22	13	13	(4)	(4)	(4)	1,011	475
Toll resellers	206	260	345	340	388	2,840	4,220	6,564	8,010	9,885
Other toll carriers	34	30	28	15	31	709	773	577	348	710

¹ Revenue data include adjustments, not shown separately. Through 1996, revenue data include some nontelecommunications revenue, formerly reported as local exchange wireless revenue. ² Fewer ILECs filed in 1998 than in 1997 because of consolidation of study areas. ³ Competitive access providers and competitive local exchange carriers. ⁴ Data not available separately. ⁵ Includes specialized mobile radio services and other services, not shown separately. ⁶ Cellular service, personal communications service, and specialized mobile radio.

Source: U.S. Federal Communications Commission, *Trends in Telephone Service*, March 2000.

No. 917. Telephone Systems—Summary: 1985 to 1998

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

Item	Unit	1985	1990	1992	1993	1994	1995	1996	1997	1998
LOCAL EXCHANGE CARRIERS ¹										
Carriers ²	Number	55	51	54	53	52	53	51	51	52
Access lines	Millions	112	130	140	149	157	166	178	194	205
Business access lines	Millions	31	36	39	41	42	46	49	53	57
Residential access lines	Millions	79	89	93	96	98	101	104	108	110
Other access lines (public, mobile, special)	Millions	2	6	8	13	17	19	25	33	38
Number of local calls (originating)	Billions	365	402	434	447	465	484	504	522	544
Number of toll calls (originating)	Billions	(NA)	63	72	78	83	94	95	101	97
Gross book cost of plant	Bil. dol.	191	240	254	264	272	284	296	309	325
Depreciation and amortization reserves	Bil. dol.	49	89	99	107	116	127	138	149	163
Net plant	Bil. dol.	142	151	155	156	157	157	158	160	161
Total assets	Bil. dol.	162	180	187	192	196	197	198	198	200
Total stockholders equity	Bil. dol.	63	74	77	73	72	72	74	72	70
Operating revenues	Bil. dol.	73	84	87	90	93	96	101	103	108
Local revenues	Bil. dol.	32	37	40	42	43	46	50	52	55
Operating expenses ³	Bil. dol.	48	62	64	66	70	72	74	75	78
Net operating income ⁴	Bil. dol.	13	14	14	14	13	14	16	16	18
Net income	Bil. dol.	9	11	9	5	9	11	13	12	12
Employees	(1,000)	(NA)	569	527	507	474	447	437	435	436
Compensation of employees	Bil. dol.	(NA)	23	22	23	22	21	23	22	23
Average monthly residential local telephone rate ⁵	Dollars	(NA)	19.24	19.72	19.95	19.81	20.01	19.95	19.88	19.76
Average monthly single-line business telephone rate ⁵	Dollars	(NA)	41.21	42.29	42.57	41.64	41.80	41.81	41.67	41.28
LONG DISTANCE CARRIERS										
Number of carriers with presubscribed lines	Number	(NA)	325	414	436	511	583	621	(NA)	(NA)
Number of presubscribed lines	Millions	(NA)	132	139	143	148	153	159	(NA)	(NA)
Total toll service revenues	Bil. dol.	43	52	58	62	67	74	82	89	94
Interstate switched access minutes	Bil. min.	167	307	350	371	401	432	468	497	519
INTERNATIONAL TELEPHONE SERVICE ⁵										
Number of U.S. billed calls	Millions	411	984	1,643	1,926	2,313	2,821	3,485	4,229	4,547
Number of U.S. billed minutes	Millions	3,446	8,030	10,156	11,393	13,393	15,837	19,119	22,586	24,369
U.S. billed revenues	Mil. dol.	3,487	8,042	10,179	11,353	12,255	13,990	14,079	15,125	14,320
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,358	5,280	6,835	7,649	7,966	9,053	8,433	9,689	9,561
Revenue from private-line service	Mil. dol.	172	201	313	356	440	506	649	840	936
Revenue from resale service	Mil. dol.	(NA)	167	511	593	1,120	1,687	3,457	4,088	4,794

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 1992, 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 1992, 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. 918. Telephone Communications—Finances: 1990 to 1998

[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	1995	1996	1997	1998	1990	1995	1998
Operating revenue	160,482	216,296	238,063	256,116	284,515	100.0	100.0	100.0
Local service	40,180	49,349	53,403	57,065	63,276	25.0	22.8	22.3
Long-distance service	67,698	86,834	94,039	98,528	104,149	42.2	40.1	36.6
Network access	30,044	34,131	36,101	37,447	40,430	18.7	15.8	14.2
Cellular and other radio/telephone	6,002	22,837	28,520	33,453	41,908	3.7	10.6	14.7
Directory advertising	8,373	9,850	10,214	10,764	11,982	5.2	4.6	4.2
Other	8,185	13,295	15,786	18,859	22,771	5.1	6.1	8.0
Operating expenses	131,493	180,538	192,349	212,490	239,657	100.0	100.0	100.0
Annual payroll	34,903	40,721	42,087	44,524	49,194	26.5	22.6	20.5
Employer contributions to Social Security and other supplemental benefits	8,121	9,184	9,611	10,263	11,423	6.2	5.1	4.8
Access charges	23,214	33,748	36,018	39,781	43,964	17.7	18.7	18.3
Depreciation	22,927	31,651	32,937	37,589	42,448	17.4	17.5	17.7
Lease and rental	3,543	3,919	4,492	5,310	6,496	2.7	2.2	2.7
Purchased repairs	2,977	4,907	5,243	6,533	7,001	2.3	2.7	2.9
Insurance	193	304	336	371	397	0.1	0.2	0.2
Tele. and other purchased comm. serv.	504	1,858	2,030	2,373	2,791	0.4	1.0	1.2
Purchased utilities	1,106	1,770	1,961	2,174	2,372	0.8	1.0	1.0
Purchased advertising	2,328	3,607	4,534	5,624	6,431	1.8	2.0	2.7
Taxes	5,086	7,539	7,978	9,021	9,953	3.9	4.2	4.1
Other	26,591	41,330	45,122	48,927	57,187	20.2	22.9	23.9

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

No. 919. Cellular Telephone Industry: 1990 to 1999

[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 1999 data, the universe was 3,518 systems and the response rate was 91 percent]

Item	Unit	1990	1993	1994	1995	1996	1997	1998	1999
Systems	Number	751	1,529	1,581	1,627	1,740	2,228	3,073	3,518
Subscribers	1,000	5,283	16,009	24,134	33,786	44,043	55,312	69,209	86,047
Cell sites ¹	Number	5,616	12,805	17,920	22,663	30,045	51,600	65,887	81,698
Employees	Number	21,382	39,775	53,902	68,165	84,161	109,387	134,754	155,817
Service revenue	Mil. dol.	4,548	10,891	14,229	19,081	23,635	27,486	33,133	40,018
Roamer revenue ²	Mil. dol.	456	1,360	1,830	2,542	2,781	2,974	3,501	4,085
Capital investment	Mil. dol.	6,282	13,946	18,939	24,080	32,574	46,058	60,543	71,265
Average monthly bill ³	Dollars	80.90	61.48	56.21	51.00	47.70	42.78	39.43	41.24
Average length of call ³	Minutes	2.20	2.41	2.24	2.15	2.32	2.31	2.39	2.38

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. 920. Radio and Television Broadcasting Services—Finances: 1990 to 1998

[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	1998	1990	1995	1998	1990	1995	1998
Operating revenue	28,017	34,319	42,462	6,954	8,518	11,206	21,063	25,801	31,256
Station time sales	19,019	22,450	27,672	6,397	7,779	10,253	12,622	14,671	17,419
Network compensation	549	564	645	105	71	83	444	493	563
National/regional advertising	7,226	8,166	9,700	1,522	1,765	2,274	5,704	6,401	7,426
Local advertising	11,244	13,720	17,326	4,770	5,943	7,896	6,474	7,777	9,430
Network time sales	7,905	10,319	12,721	305	464	638	7,600	9,855	12,083
Other	1,093	1,550	2,069	252	275	316	841	1,275	1,754
Operating expenses	24,145	28,038	33,618	6,317	6,997	8,747	17,828	21,041	24,870
Annual payroll	6,333	7,933	9,897	2,428	2,864	3,462	3,905	5,069	6,435
Employer contributions to social security & other supplemental benefits	998	1,303	1,540	326	361	431	672	942	1,109
Broadcast rights	7,642	8,260	9,923	264	304	352	7,378	7,956	9,571
Music license fees	373	405	500	159	204	272	214	201	228
Depreciation	1,345	1,324	1,636	477	403	583	868	921	1,053
Lease and rental	469	538	673	197	226	282	272	312	391
Purchased repairs	232	300	317	79	76	90	153	224	227
Insurance	143	168	158	64	69	72	79	99	86
Tele. and other purchased comm. serv.	240	278	344	115	123	156	125	155	188
Purchased utilities	246	281	288	99	104	110	147	177	178
Purchased advertising	947	1,115	1,429	368	409	468	579	706	961
Taxes	176	217	233	60	71	88	116	146	145
Other	5,001	5,916	6,680	1,681	1,783	2,381	3,320	4,133	4,298

¹ Includes network compensation fees.

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

No. 921. Copyright Registration by Subject Matter: 1990 to 1999

[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	1998	1999	Subject matter	1990	1995	1998	1999
Total	643.5	609.2	558.6	594.5	Sound recordings	37.5	34.0	31.6	38.0
Monographs ¹	179.7	196.0	189.3	207.5	Renewals	51.8	30.6	25.4	23.8
Semiconductor chip products	1.0	0.8	0.9	0.5	Musical works ²	185.3	163.6	142.4	155.2
Serials	111.5	88.7	72.6	75.6	Works of the visual arts ³	76.7	95.5	96.0	93.6

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. 922. 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 ³	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	52 ⁹	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. "The Electric Company" was one such program. ⁴ Prior to 1986, "Consortium." ⁵ Independent producer included with Children's TV Workshop for 1986.

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

No. 923. Public Broadcasting Systems—Income by Source: 1990 to 1998

[In millions of dollars (1,581 represents \$1,581,000,000), 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	1990	1993	1994	1995	1996 ¹	1997	1998, prel.	Percent distribution		
								1990	1995	1998
CPB-qualified public radio stations ²	318	400	403	407	408	694	(NA)	(X)	(X)	(X)
Public television stations	341	352	351	351	352	352	(NA)	(X)	(X)	(X)
Total revenue	1,581	1,790	1,795	1,917	1,956	1,935	2,041	100	100	100
Corporation for Public Broadcasting	229	253	275	286	275	260	250	15	15	12
Federal grants and contracts	38	116	55	53	64	62	70	2	3	3
State and local tax based ³	474	475	510	560	518	536	560	30	29	27
Private	840	945	955	1,018	1,099	1,077	1,162	53	53	57

NA Not available. X Not applicable. ¹ Not comparable with previous years due to different reporting standards. ² Through 1996 includes CPB-supported developmental grantees/stations and excludes repeater stations; beginning 1997 reflects a count of full-powered transmitters. ³ Includes income received from state and other public colleges and universities.

Source: Corporation for Public Broadcasting (CPB), Washington, DC, *Public Broadcasting Revenue*, Internet site <<http://www.cpb.org/research/reports/revenue/reports/fy1998/>> (accessed 08 May 2000); and unpublished data.

No. 924. Recording Media—Manufacturers' Shipments and Value: 1982 to 1999

[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	1994	1995	1996	1997	1998	1999
UNIT SHIPMENTS¹ (mil.)									
Total²	577.4	653.0	865.7	1,122.7	1,112.7	1,137.2	1,063.4	1,124.3	1,160.6
CDs	(X)	22.6	286.5	662.1	722.9	778.9	753.1	847.0	938.9
CD singles	(X)	(X)	1.1	9.3	21.5	43.2	66.7	56.0	55.9
Cassettes	182.3	339.1	442.2	345.4	272.6	225.3	172.6	158.5	123.6
Cassette singles	(X)	(X)	87.4	81.1	70.7	59.9	42.2	26.4	14.2
Albums—LPs and EPs	243.9	167.0	11.7	1.9	2.2	2.9	2.7	3.4	2.9
Vinyl singles	137.2	120.7	27.6	11.7	10.2	10.1	7.5	5.4	5.3
Music video	(X)	(X)	9.2	11.2	12.6	16.9	18.6	27.2	19.8
DVDs ³	(X)	(X)	(X)	(X)	(X)	(X)	(X)	0.5	2.5
VALUE (mil. dol.)									
Total²	3,641.6	4,378.8	7,541.1	12,068.0	12,320.3	12,533.8	12,236.8	13,723.5	14,584.5
CDs	(X)	389.5	3,451.6	8,464.5	9,377.4	9,934.7	9,915.1	11,416.0	12,816.3
CD singles	(X)	(X)	6.0	56.1	110.9	184.1	272.7	213.2	222.4
Cassettes	1,384.5	2,411.5	3,472.4	2,976.4	2,303.6	1,905.3	1,522.7	1,419.9	1,061.6
Cassette singles	(X)	(X)	257.9	274.9	236.3	189.3	133.5	94.4	48.0
Albums—LPs and EPs	1,925.1	1,280.5	86.5	17.8	25.1	36.8	33.3	34.0	31.8
Vinyl singles	283.0	281.0	94.4	47.2	46.7	47.5	35.6	25.7	27.9
Music video	(X)	(X)	172.3	231.1	220.3	236.1	323.9	508.0	376.7
DVDs ³	(X)	(X)	(X)	(X)	(X)	(X)	(X)	12.2	66.3

X Not applicable. ¹ Net units, after returns. ² Includes discontinued media. ³ Included in music videos for 1999.

Source: Recording Industry Association of America, Washington, DC, Internet site <<http://www.riaa.com>> (accessed 02 August 2000).

No. 925. Cable Television—Systems and Subscribers: 1970 to 2000

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

Year (As of Jan. 1)	Subscribers		Year (As of Jan. 1)	Subscribers		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	1991	10,704	51,000	1999, total ²	10,466	66,054	100	100
1975	3,506	9,800	1992	11,075	53,000	50,000 and over	279	33,600	3	51
1980	4,225	16,000	1993	11,100	55,000	20,000 to 49,999	442	13,976	4	21
1984	6,200	30,000	1994	11,200	57,000	10,000 to 19,999	481	6,982	5	11
1985	6,600	32,000	1995	11,126	58,000	5,000 to 9,999	651	4,516	6	7
1986	7,600	37,500	1996	11,119	60,280	3,500 to 4,999	394	1,740	4	3
1987	7,900	41,100	1997	10,950	64,050	1,000 to 3,499	1,842	3,469	18	5
1988	8,500	44,000	1998	10,845	64,170	500 to 999	1,324	956	13	1
1989	9,050	47,500	1999	10,700	65,500	250 to 499	1,290	463	12	1
1990	9,575	50,000	2000	10,400	66,500	Less than 250	3,051	352	29	1

¹ As of October 1. ² Total number of systems includes 712 not available by subscriber size-group.

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

No. 926. Cable and Pay TV—Revenue and Expenses: 1990 to 1998

[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	1995	1996	1997	1998	1990	1995	1998
Total and other pay TV revenue	22,165	32,541	37,027	41,499	46,945	100.0	100.0	100.0
Advertising	1,882	4,466	5,007	5,627	6,643	8.5	13.7	14.2
Program revenue	3,816	4,843	5,438	6,313	7,473	17.2	14.9	15.9
Basic service	10,933	16,310	18,621	21,134	24,255	49.3	50.1	51.7
Pay-per-view and other premium service	4,351	5,068	5,696	5,906	5,994	19.6	15.6	12.8
Installation fees	302	445	508	555	619	1.4	1.4	1.3
Other cable and pay TV revenue	881	1,409	1,757	1,964	1,960	4.0	4.3	4.2
Total operating expenses	19,354	26,428	30,471	35,060	41,606	100.0	100.0	100.0
Annual payroll	2,816	4,519	5,061	6,027	7,337	14.5	17.1	17.6
Employer contributions to Social Security and other supplemental benefits	588	1,000	1,150	1,293	1,581	3.0	3.8	3.8
Program and production costs ¹	5,926	9,442	11,239	12,839	14,920	30.6	35.7	35.9
Depreciation	3,611	4,433	4,990	6,117	7,246	18.7	16.8	17.4
Lease and rental payments	513	682	764	836	998	2.7	2.6	2.4
Purchased repairs	343	555	615	648	740	1.8	2.1	1.8
Insurance	110	175	190	213	236	0.6	0.7	0.6
Telephone, other purchased communications	133	283	321	350	389	0.7	1.1	0.9
Purchased utilities	188	215	241	265	318	1.0	0.8	0.8
Purchased advertising	467	891	1,062	1,153	1,402	2.4	3.4	3.4
Taxes	310	429	436	470	499	1.6	1.6	1.2
Other operating expenses	4,349	3,804	4,402	4,849	5,941	22.5	14.4	14.3

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. 927. Cable and Pay TV—Summary: 1975 to 1999

[Cable TV for calendar year (9,800 represents 9,800,000). 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.)		
			Total	Basic	Total pay ³	Pay cable	Non-cable delivered premium	All pay weighted average ⁴	Pay cable	Noncable delivered premium
1975	9,800	6.50	804	764	194	194	(NA)	(NA)	7.85	(NA)
1976	11,000	6.45	932	851	611	568	(NA)	7.96	7.87	(NA)
1977	12,200	6.86	1,207	1,004	1,138	1,047	(NA)	8.03	7.92	(NA)
1978	13,400	7.13	1,513	1,147	2,473	2,182	(NA)	8.16	8.01	(NA)
1979	15,000	7.40	1,942	1,332	5,157	4,480	(NA)	8.54	8.24	(NA)
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1981	21,100	7.99	3,675	2,023	14,310	12,239	(NA)	9.16	8.92	(NA)
1982	25,250	8.30	5,032	2,515	19,395	17,007	(NA)	9.49	9.30	(NA)
1983	29,430	8.61	6,485	3,041	24,515	22,818	(NA)	9.82	9.70	(NA)
1984	32,800	8.98	7,738	3,534	28,815	27,754	(NA)	10.03	9.96	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1986	38,170	10.67	9,955	4,887	31,033	30,668	(NA)	10.35	10.31	(NA)
1987	41,160	12.18	11,563	6,016	33,528	33,232	(NA)	10.25	10.23	(NA)
1988	44,160	13.86	13,409	7,345	37,085	36,777	(NA)	10.24	10.17	(NA)
1989	47,500	15.21	15,378	8,670	39,055	38,916	(NA)	10.25	10.20	(NA)
1990	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1991	52,570	18.10	19,426	11,418	39,983	36,569	(NA)	10.35	10.27	(NA)
1992	54,300	19.08	21,079	12,433	40,893	36,879	(NA)	10.29	10.17	(NA)
1993	56,200	19.39	22,809	13,528	42,010	37,113	(NA)	9.27	9.11	(NA)
1994	58,450	21.62	23,160	15,164	46,428	41,628	4,800	8.23	8.37	6.99
1995	60,900	23.07	25,556	16,860	53,273	44,473	8,800	8.28	8.54	6.99
1996	62,800	24.41	27,951	18,395	59,457	46,057	13,400	8.04	8.35	6.99
1997	64,410	26.48	30,744	20,383	65,200	46,400	18,800	7.92	8.29	6.99
1998, est.	65,420	27.81	33,503	21,830	71,485	47,685	23,800	7.80	8.20	6.99
1999, est.	66,700	28.92	36,919	23,146	77,700	49,200	28,500	7.65	8.09	6.99

NA Not available. 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 Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate.

Source: Paul Kagan Associates Inc., Carmel, CA, *The Cable TV Financial Databook*, annual, 1999 (copyright); and *The Pay TV Newsletter*, May 31, 1999.

No. 928. New Books and Editions Published and Imports by Subject: 1990 to 1998

[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, unless they are juvenile, poetry, bibliographies, or drama titles]

Subject	New books and new editions					Imports				
	1990	1995	1996	1997	1998, prel.	1990	1995	1996	1997	1998, prel.
Total	46,738	62,039	68,175	65,796	56,129	6,414	8,539	9,271	8,369	5,769
Agriculture	514	673	675	871	801	86	97	72	119	65
Art	1,262	2,168	2,033	1,912	1,685	94	273	203	205	124
Biography	1,957	2,658	3,007	3,069	2,657	115	142	221	189	114
Business	1,191	1,843	1,788	1,657	1,456	134	268	238	188	130
Education	1,039	1,526	1,595	1,438	1,224	234	285	280	190	158
Fiction	5,764	7,605	8,573	7,963	7,096	166	251	280	273	148
General works	1,760	2,751	3,027	3,159	2,237	266	367	424	380	248
History	2,243	2,999	3,576	3,713	3,108	329	462	536	512	296
Home economics	758	1,395	1,447	1,593	1,200	19	41	22	22	8
Juvenile	5,172	5,678	5,353	3,683	3,381	103	63	47	54	22
Language	649	732	898	1,056	840	202	263	313	345	223
Law	896	1,230	1,357	1,390	1,189	138	215	264	296	223
Literature	2,049	2,525	3,082	2,729	2,369	242	308	428	331	214
Medicine	3,014	3,510	4,223	4,136	3,676	588	611	720	706	517
Music	289	479	461	433	408	52	73	67	46	40
Philosophy, psychology	1,683	2,068	2,333	2,321	2,104	284	346	393	380	359
Poetry and drama	874	1,407	1,566	1,545	1,125	119	206	231	196	93
Religion	2,285	3,324	3,803	3,857	3,153	176	235	310	278	174
Science	2,742	3,323	3,725	3,942	3,432	1,030	1,068	1,058	996	663
Sociology, economics	7,042	9,362	10,528	10,064	8,970	1,368	2,198	2,392	1,954	1,548
Sports, recreation	973	1,591	1,751	1,691	1,367	75	118	136	127	69
Technology	2,092	2,470	2,629	2,765	1,999	546	487	520	501	294
Travel	495	722	745	809	652	48	162	116	81	39

Source: R. R. Bowker Co., New Providence, NJ, *Publishers Weekly*. (Copyright by R.R. Bowker, A Division of Elsevier, Inc.)

No. 929. Books—Average Retail Prices: 1980 to 1998

[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	1993	1994	1995	1996	1997	1998
Hardcover ¹									
Agriculture	24.64	31.46	42.12	34.98	44.65	47.15	50.00	50.22	49.60
Art	27.55	36.77	54.24	41.84	58.10	49.00	45.00	47.54	43.60
Art and architecture	27.70	35.15	42.18	39.99	39.97	41.23	53.40	46.00	43.22
Biography	19.77	22.20	29.58	28.37	30.43	30.01	31.67	33.50	33.15
Business	22.45	28.84	45.48	37.95	42.72	46.90	52.62	52.89	54.77
Education	17.01	27.28	38.72	38.60	47.98	43.00	47.09	45.57	49.49
Fiction	12.46	15.29	19.83	19.50	20.95	21.47	22.89	21.41	22.25
General works	29.84	37.91	54.77	45.41	60.41	54.11	68.36	59.39	59.65
History	22.78	27.02	36.43	40.78	40.20	42.19	45.62	43.51	43.39
Home economics	13.31	17.50	23.80	20.55	20.49	22.53	23.39	23.32	24.04
Juvenile	8.16	9.95	13.01	13.87	14.59	14.55	15.97	15.64	16.12
Language	22.16	28.68	42.98	34.02	52.09	54.89	58.81	57.59	58.52
Law	33.25	41.70	60.78	53.94	72.72	73.09	88.51	89.15	79.32
Literature	18.70	24.53	35.80	35.30	37.77	38.49	43.28	44.89	45.05
Medicine	34.28	44.36	72.24	49.78	76.30	75.80	81.48	85.92	81.77
Music	21.79	28.79	41.86	41.44	39.27	43.27	39.21	43.58	47.25
Philosophy, psychology	21.70	28.11	40.58	39.44	44.71	45.26	48.40	48.06	50.40
Poetry and drama	17.85	22.14	32.19	31.06	31.56	34.96	34.15	36.76	36.02
Religion	17.61	19.13	31.31	29.16	30.73	34.27	36.62	40.52	35.08
Science	37.45	51.19	74.39	52.71	90.12	93.52	90.63	78.14	72.39
Sociology, economics	31.76	33.33	42.10	41.32	50.24	55.51	53.82	55.05	58.36
Sports, recreation	15.92	23.43	30.52	32.28	33.39	32.14	34.71	32.35	37.21
Technology	33.64	50.37	76.80	56.31	81.03	88.28	91.59	89.96	85.47
Travel	16.80	24.66	30.41	26.22	32.13	38.30	33.99	30.58	36.59
Paperbacks:									
Mass market ²	(NA)	3.63	4.57	5.82	5.70	6.53	6.57	9.31	9.31
Trade	8.60	13.98	17.45	20.56	20.56	21.71	21.41	22.67	22.86

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 Division of Elsevier, Inc.)

No. 930. 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 Division of Elsevier, Inc.)

No. 931. Newspapers and Periodicals—Number by Type: 1980 to 1999

[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	1993	1994	1995	1996	1997	1998	1999
Newspapers ¹	9,620	9,134	11,471	12,597	12,513	12,246	10,466	10,042	10,504	10,521
Semiweekly	537	517	579	639	661	705	612	558	557	560
Weekly	7,159	6,811	8,420	9,177	9,067	9,011	7,655	7,191	7,267	7,471
Daily	1,744	1,701	1,788	1,850	1,831	1,710	1,537	1,582	1,461	1,647
Periodicals ¹	10,236	11,090	11,092	11,863	12,136	11,179	9,843	8,530	12,448	9,893
Weekly	1,716	1,367	553	485	487	513	442	350	382	388
Semi-monthly ²	645	801	435	199	209	216	307	139	262	260
Monthly	3,985	4,088	4,239	4,545	4,494	4,067	3,554	3,067	3,378	3,447
Bimonthly	1,114	1,361	2,087	2,359	2,475	2,568	2,216	1,943	2,184	2,220
Quarterly	1,444	1,759	2,758	3,199	3,370	3,621	3,280	2,893	3,386	3,429

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

Source: Gale Research Inc., Detroit, MI, *2000 Gale Directory of Publications and Broadcast Media*, 133rd edition; and earlier editions (copyright).

No. 932. Daily and Sunday Newspapers—Number and Circulation: 1970 to 1999

[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	1993	1994	1995	1996	1997	1998	1999
NUMBER												
Daily: Total ¹	1,748	1,756	1,745	1,676	1,611	1,556	1,548	1,533	1,520	1,509	1,489	1,483
Morning	334	339	387	482	559	623	635	656	686	705	721	736
Evening	1,429	1,436	1,388	1,220	1,084	954	935	891	846	816	781	760
Sunday	586	639	736	798	863	884	886	888	890	903	898	905
CIRCULATION (mil.)												
Daily: Total ¹	62.1	60.7	62.2	62.8	62.3	59.8	59.3	58.2	57.0	56.7	56.2	56.0
Morning	25.9	25.5	29.4	36.4	41.3	43.1	43.4	44.3	44.8	45.4	45.6	46.0
Evening	36.2	35.2	32.8	26.4	21.0	16.7	15.9	13.9	12.2	11.3	10.5	10.0
Sunday	49.2	51.1	54.7	58.8	62.6	62.3	61.5	60.8	60.5	60.1	59.9	59.9
PER CAPITA CIRCULATION²												
Daily: Total ¹	0.30	0.28	0.27	0.26	0.25	0.23	0.23	0.22	0.21	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	0.06	0.06	0.05	0.05	0.04	0.04	0.04
Sunday	0.24	0.24	0.24	0.25	0.25	0.24	0.24	0.23	0.23	0.23	0.22	0.22

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. 933. Daily Newspapers—Number and Circulation by Size of City: 1980 to 1999

[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 38 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	1999	1980	1985	1990	1995	1999
Morning dailies, total	387	482	559	656	736	29,413	36,361	41,311	44,310	45,997
In cities of—										
1,000,001 or more	20	22	18	25	27	8,795	9,367	6,508	10,173	10,658
500,001 to 1,000,000	27	24	22	22	27	5,705	6,897	4,804	5,587	6,481
100,001 to 500,000	99	121	138	153	155	8,996	12,197	20,051	17,214	16,506
50,001 to 100,000	75	87	100	138	158	2,973	3,653	4,373	5,602	5,827
25,001 to 50,000	64	83	102	115	138	1,701	2,145	3,209	3,150	3,593
Less than 25,000	102	145	179	203	231	1,243	2,099	2,365	2,584	2,933
Evening dailies, total	1,388	1,220	1,084	891	760	32,788	26,407	21,017	13,883	9,982
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	4	4,101	1,626	1,350	1,017	733
100,001 to 500,000	123	102	71	45	36	8,178	6,987	4,687	2,529	1,756
50,001 to 100,000	156	127	94	72	61	4,896	3,942	2,941	2,029	1,571
25,001 to 50,000	246	229	204	158	131	5,106	4,606	4,278	2,819	2,117
Less than 25,000	829	740	696	606	527	7,523	7,075	6,338	5,099	3,803

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

No. 934. Daily and Sunday Newspapers—Number and Circulation, by State: 1999

[Number of newspapers as of February 1 the following year. Circulation as of September 30 (55,979 represents 55,979,000). 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.	1,483	55,979	0.21	905	59,894	MO	43	963	0.18	23	1,236
AL	24	664	0.15	20	736	MT	11	186	0.21	7	190
AK	7	109	0.18	5	127	NE	17	445	0.27	6	418
AZ	16	778	0.16	11	903	NV	9	300	0.17	4	324
AR	30	473	0.19	16	530	NH	12	228	0.19	8	232
CA	91	6,154	0.19	59	6,264	NJ	19	1,383	0.17	16	1,684
CO	29	1,203	0.30	16	1,430	NM	18	290	0.17	13	292
CT	17	746	0.23	13	836	NY	59	6,380	0.35	36	5,442
DE	2	142	0.19	2	171	NC	47	1,349	0.18	38	1,494
DC	2	861	1.66	2	1,136	ND	10	171	0.27	7	176
FL	42	3,007	0.20	37	3,822	OH	84	2,462	0.22	41	2,744
GA	34	1,045	0.13	27	1,352	OK	43	645	0.19	36	792
HI	6	222	0.19	5	255	OR	19	687	0.21	10	720
ID	12	215	0.17	8	236	PA	85	2,773	0.23	40	3,185
IL	68	2,347	0.19	30	2,502	RI	6	229	0.23	3	268
IN	68	1,319	0.22	22	1,279	SC	15	627	0.16	14	738
IA	38	637	0.22	12	646	SD	11	159	0.22	4	136
KS	46	447	0.17	15	405	TN	25	858	0.16	17	1,049
KY	23	614	0.16	14	661	TX	87	2,936	0.15	84	3,933
LA	26	745	0.17	21	825	UT	6	327	0.15	6	368
ME	7	239	0.19	4	197	VT	8	125	0.21	3	99
MD	14	611	0.12	8	889	VA	28	2,692	0.39	18	1,203
MA	32	1,663	0.27	15	1,610	WA	24	1,140	0.20	18	1,283
MI	49	1,740	0.18	26	2,000	WV	22	365	0.20	12	375
MN	25	855	0.18	14	1,154	WI	35	946	0.18	17	1,087
MS	23	391	0.14	18	395	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. 935. 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	\$0.45	³ \$0.39	\$0.40	\$0.45
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	\$12.00						
1991 (Feb. 3) . .	(X)	\$0.29	\$0.23	\$0.19	\$13.95						
1995 (Jan. 1) . .	(X)	\$0.32	\$0.23	\$0.20	\$15.00						
1999 (Jan. 10) . .	(X)	\$0.33	\$0.22	\$0.20	\$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. 936. U.S. Postal Service—Summary: 1980 to 1999

[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	1995	1996	1997	1998	1999
Offices, stations, and branches	39,486	40,067	39,149	38,212	38,019	38,159	38,169
Number of post offices	30,326	28,959	28,392	28,189	28,060	27,952	27,893
Number of stations and branches	9,160	11,108	10,757	10,023	9,959	10,207	10,276
Pieces of mail handled (mil.)	106,311	166,301	180,734	183,440	190,888	196,905	201,576
Domestic ¹	105,348	165,503	179,933	182,386	189,881	195,961	200,613
First class ²	60,276	89,270	96,296	98,216	99,660	100,434	101,937
Express Mail	17	59	57	58	64	66	69
Priority Mail	248	518	869	937	1,068	1,174	1,190
Periodicals (formerly 2d class)	10,220	10,680	10,194	10,126	10,411	10,317	10,274
Standard A (formerly 3d class)	30,381	63,725	71,112	71,686	77,254	82,508	85,662
Standard B (formerly 4th class)	633	663	936	949	988	1,023	1,043
Mailgram	39	14	5	4	5	4	4
U.S. Postal Service	(NA)	538	412	360	377	380	382
Free for the blind	28	35	52	50	53	53	53
International surface	450	166	106	105	97	96	103
International air	513	632	696	949	910	848	860
Employees, total (1,000)	667	843	875	886	893	905	906
Career	643	761	753	761	765	792	798
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)	(Z)	(Z)	(Z)
Field Career	635	747	745	748	755	781	786
Postmasters	29	27	27	26	26	26	26
Supervisors/managers	36	43	35	35	36	37	39
Professional, administrative, and technical	5	10	11	11	11	12	11
Clerks	263	290	274	277	281	294	292
Mail handlers	37	51	57	58	59	62	62
City carriers	187	236	240	238	234	241	242
Motor vehicle operators	6	7	8	8	9	9	9
Rural carriers	33	42	46	48	50	52	55
Special delivery messengers	3	2	2	1	1	(X)	(X)
Building and equipment maintenance	27	33	38	39	40	41	42
Vehicle maintenance	5	5	5	5	6	6	6
Other ³	4	2	2	2	2	2	2
Noncareer	25	83	122	125	128	113	108
Casuals	5	27	26	25	33	26	25
Transitional	(X)	(X)	32	33	27	17	12
Rural substitutes	20	43	50	54	55	56	57
Relief/leave replacements	(X)	12	13	13	13	13	12
Nonbargaining temporary	(X)	(Z)	1	1	1	1	1
Compensation and employee benefits (mil. dol.)	16,541	34,214	41,931	42,676	43,835	45,588	47,322
Avg. salary per employee (dol.) ⁴	24,799	37,570	45,001	44,718	48,793	50,117	48,111
Pieces of mail per employee, (1,000)	159	197	207	207	214	218	222
Total revenue (mil. dol.) ⁵	19,253	40,074	54,509	56,544	58,331	60,116	62,755
Operating postal revenue	17,143	39,201	54,176	56,309	58,133	60,005	62,655
Mail revenue ⁶	16,377	37,892	52,490	54,538	56,267	58,033	60,418
First class mail	10,146	24,023	31,955	33,117	33,398	33,861	34,933
Priority mail ⁷	612	1,555	3,075	3,322	3,857	4,187	4,533
Express mail ⁸	184	630	711	737	825	855	942
Mailgram	15	8	2	2	2	2	2
Periodicals (formerly 2d class)	863	1,509	1,972	2,014	2,068	2,072	2,115
Standard mail A (formerly 3d class)	2,412	8,082	11,792	12,175	12,876	13,702	14,436
Standard mail B (formerly 4th class)	805	919	1,525	1,524	1,628	1,754	1,829
International surface	154	222	205	199	192	184	194
International air	442	941	1,254	1,450	1,423	1,416	1,434
Service revenue	765	1,310	1,687	1,771	1,866	1,972	2,237
Registry ⁹	157	174	118	113	95	89	95
Certified ⁹	120	310	560	559	643	786	377
Insurance ⁹	55	47	52	49	61	73	92
Collection-on-delivery	21	26	21	21	22	18	20
Special delivery ¹⁰	73	6	3	4	1	(X)	(X)
Money orders	95	155	196	221	212	210	228
Other ⁹	244	592	737	803	1,131	1,197	1,425
Operating expenses (mil. dol.) ¹¹	19,413	40,490	50,730	53,113	54,873	57,778	60,631

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. 937. Advertising—Estimated Expenditures, Through Medium: 1990 to 1999

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

Medium	1990	1992	1993	1994	1995	1996	1997	1998	1999, prel.
Total	129,590	132,650	139,540	151,680	162,930	175,230	187,529	201,694	215,229
National	73,380	76,710	80,795	88,250	95,360	103,040	110,232	118,966	127,565
Local	56,210	55,940	58,745	63,430	67,570	72,190	77,297	82,628	87,664
Newspapers	32,281	30,737	32,025	34,356	36,317	38,402	41,670	44,292	46,582
National	3,867	3,602	3,620	3,906	3,996	4,400	5,016	5,402	5,942
Local	28,414	27,135	28,405	30,450	32,321	34,002	36,654	38,890	40,640
Magazines	6,803	7,000	7,357	7,916	8,580	9,010	9,821	10,518	11,096
Broadcast TV	26,616	27,249	28,020	31,133	32,720	36,046	36,893	39,173	41,036
Four TV networks	9,863	10,249	10,209	10,942	11,600	13,081	13,020	13,736	14,698
(Three TV networks)	9,383	9,549	9,369	9,959	10,263	11,423	11,324	12,105	12,890
Syndication	1,109	1,370	1,576	1,734	2,016	2,218	2,438	2,609	2,818
Spot (National)	7,788	7,551	7,800	8,993	9,119	9,803	9,999	10,659	10,925
Spot (Local)	7,856	8,079	8,435	9,464	9,985	10,944	11,436	12,169	12,595
Cable TV	2,457	3,201	3,678	4,302	5,108	6,438	7,237	8,301	9,807
Cable TV networks	1,860	2,227	2,586	3,052	3,535	4,472	5,067	5,827	6,992
Spot (Local)	597	974	1,092	1,250	1,573	1,966	2,170	2,474	2,815
Radio	8,726	8,654	9,457	10,529	11,338	12,269	13,491	15,073	16,930
Network	482	424	458	463	480	523	560	622	655
Spot (National)	1,635	1,505	1,657	1,902	1,959	2,135	2,455	2,823	3,135
Local (Local)	6,609	6,725	7,342	8,164	8,899	9,611	10,476	11,628	13,140
Yellow Pages	8,926	9,320	9,517	9,825	10,236	10,849	11,423	11,998	12,666
National	1,132	1,188	1,230	1,314	1,410	1,555	1,711	1,870	2,000
Local	7,794	8,132	8,287	8,511	8,826	9,294	9,712	10,120	10,666
Direct mail	23,370	25,392	27,266	29,638	32,866	34,509	36,890	39,620	41,601
Business papers	2,875	3,090	3,260	3,358	3,559	3,808	4,109	4,232	4,443
Billboards	1,084	1,030	1,090	1,167	1,263	1,339	1,455	1,576	1,688
National	640	610	605	648	701	743	795	845	895
Local	444	421	485	519	562	596	660	731	793
Internet	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	600	1,050	1,840
Miscellaneous	16,452	16,977	17,870	19,456	20,943	22,560	23,940	25,769	27,540
National	11,956	12,503	13,171	14,384	15,539	16,783	17,751	19,153	20,252
Local	4,496	4,474	4,699	5,072	5,404	5,777	6,189	6,616	7,015

NA Not available.

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

No. 938. Magazine Advertising Revenue by Category: 1998 and 1999

[13,751.5 represents \$13,751,500,000. Represents the volume of advertising in the consumer magazines belonging to the Publishers Information Bureau]

Category	Pages		Volume (mil. dol.)	
	1998	1999	1998	1999
Total ¹	242,419	255,146	13,751.5	15,508.4
Automotive	23,560	24,753	1,699.4	1,843.7
Automotive accessories and equipment	23,333	24,502	1,690.2	1,833.0
Technology ¹	21,253	22,009	1,217.5	1,384.7
Telecommunications	4,047	4,734	237.8	312.2
Computers and software	12,851	13,252	788.8	893.8
Home furnishings and supplies	16,543	17,273	1,035.0	1,185.3
Toiletries and cosmetics ¹	17,572	15,857	1,215.8	1,143.3
Cosmetics and beauty aids	9,357	8,484	597.6	578.5
Personal hygiene and health	3,521	3,238	299.0	286.9
Hair products and accessories ²	3,173	2,589	230.6	185.0
Direct response companies	24,729	22,163	1,204.1	1,121.4
Apparel and accessories	24,891	24,776	1,056.8	1,119.8
Ready-to-wear	13,243	12,771	496.7	499.5
Footwear	3,405	3,349	148.8	158.2
Jewelry and watches	4,212	4,214	207.5	209.9
Financial, insurance and real estate	14,331	16,253	818.1	1,023.0
Financial	11,067	12,557	593.3	756.8
Food and food products ¹	9,876	9,894	945.0	1,003.3
Ingredients, mixes and seasonings	1,715	1,615	183.5	181.6
Prepared foods	1,752	1,919	159.8	194.2
Dairy, produce, meat and bakery goods	3,076	2,809	297.4	287.8
Beverages	1,773	1,854	153.1	165.5
Drugs and remedies	10,491	11,759	824.0	977.3
Medicines and proprietary remedies	9,152	10,272	719.7	849.5
Media and advertising	9,328	11,418	675.1	846.0
Retail ¹	11,745	15,798	536.9	825.8
Retail ³	8,568	12,786	385.7	670.8
Department stores	2,132	1,852	108.4	90.4
Public transportation, hotels, and resorts	13,647	15,231	605.5	705.2
Cigarettes, tobacco, and accessories	5,044	6,034	366.3	481.2
Beer, wine, and liquor	4,752	4,565	277.5	299.4
Liquor	3,759	3,600	220.6	235.2
Local services and amusements	4,177	5,424	185.4	276.9
Sporting goods	10,389	10,503	222.7	240.0
Schools, camps, seminars	2,276	2,353	65.8	76.4

¹ Includes other categories, not shown separately. ² Women's, men's, and unisex. ³ Includes apparel, business, drugs and toiletries, and food and beverage.

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

No. 939. Television—Expenditures for Network Advertising: 1997 to 1999

[In millions of dollars (15,225 represents \$15,225,000,000). See text, this section, for a definition of network advertising]

Product	1997	1998	1999	Product	1997	1998	1999
Total	15,225	16,272	18,003	Financial products and services . . .	230	288	570
Cars and light trucks, factory	2,214	2,130	2,332	Games, toys, hobbycraft (no software)	253	304	297
Apparel	310	281	243	Hair care	388	415	341
Audio and video equipment and supplies	232	293	251	Household equipment, supplies and furnishings	403	467	538
Beer and wine	436	468	434	Household soaps, cleansers and polishes	265	319	282
Candy, gum, snacks	434	441	508	Insurance	184	228	249
Carbonated soft drinks	313	309	355	Medications and supplements: over-the-counter	1,290	1,141	1,128
Other beverages (nonalcoholic)	331	334	301	Motion pictures	718	780	741
Cereals	284	237	249	Pets, pet foods and supplies	128	134	148
Other foods and food products	744	711	704	Prescription medications	97	391	522
Computers—hardware and software	262	341	401	Restaurants, national	1,216	1,131	1,189
Cosmetics	359	382	450	Telephone companies and services	502	578	811
Credit cards and travelers check	330	343	393	Toiletries	633	601	589
Apparel retailers	134	269	325	Travel, hotels, and resorts	155	149	192
Department stores	361	284	260	All other	1,555	1,963	2,435
Discount department stores	157	209	268				
Other retail	311	350	497				

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

No. 940. Television—Estimated Time Charges for National Spot Advertising: 1997 to 1999

[In millions of dollars (10,203 represents \$10,203,000,000). Data represent activity in the top 75 markets monitored by Competitive Media Reporting, currently covering approximately 474 stations. See text, this section, for definitions of types of advertising]

Product	1997	1998	1999	Product	1997	1998	1999
Total	10,203	11,024	10,776	Household equipment, supplies and furnishings	146	131	120
Cars and light trucks, factory, Car and Truck Dealer Assn. ¹ (consumer)	1,032	1,087	981	Insurance	306	380	362
Beer and wine	129	117	134	Internet—ISPs, Web hosts and support	36	39	79
Building materials, equipment and fixtures	82	88	88	Medications and supplements: over-the-counter	188	182	185
Candy, gum, snacks	107	101	98	Motion pictures	381	373	386
Carbonated soft drinks	137	124	140	Organizations	31	88	109
Other beverages (nonalcoholic)	106	92	112	Prescription medications	22	55	90
Bakery goods (fresh, frozen, refriger. etc.)	98	112	105	Print and Internet media	84	90	149
Cereals	200	201	173	Restaurants, local	59	67	76
Other foods	350	340	314	Restaurants, national	1,212	1,255	1,282
Cosmetics	81	82	86	Schools, camps, seminars	153	172	207
Dairy products and substitutes	148	151	154	Telephone companies and services	611	603	631
Financial products and services	421	482	419	Television, cable, satellite, and radio	234	226	217
Fitness and diet programs and spas	119	112	99	Toiletries	108	112	95
Government (nonpolitical)	111	114	120	Travel, hotels, and resorts	402	434	447
				All other	1,229	1,557	912

¹ Sales and leasing.

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. 941. Television—Expenditures for Retail/Local Advertising: 1997 to 1999

[In millions of dollars (4,331 represents \$4,331,000,000). See headnote, Table 940]

Product	1997	1998	1999	Product	1997	1998	1999
Total	4,331	4,461	4,611	Home and building retailers	779	783	846
Amusements and events	290	280	299	Home and building services	184	206	177
Apparel retailers	250	269	289	Hospitals, clinics, and medical centers	203	208	177
Automotive services and gas stations	149	132	115	Legal services	158	162	173
Automotive supply retailers	57	58	51	Miscellaneous services	114	102	92
Business retailers	50	70	74	Optical goods and services	53	50	47
Car and truck dealers	446	456	516	Pet stores and services	23	19	38
Card, gift and book shops	7	16	29	Pharmacies, health, and beauty supply retailers	119	112	109
Consumer electronics stores	209	207	204	Shopping centers and associations	35	29	32
Consumer retail—other	89	89	101	Sporting goods stores	32	29	32
Department stores	262	264	275	Video rental, CD, tape, and record stores	67	113	110
Direct response	55	81	103	Other	105	112	123
Discount department stores	229	241	238				
Food and beverage retailers	365	372	359				

¹ Sales and leasing.

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