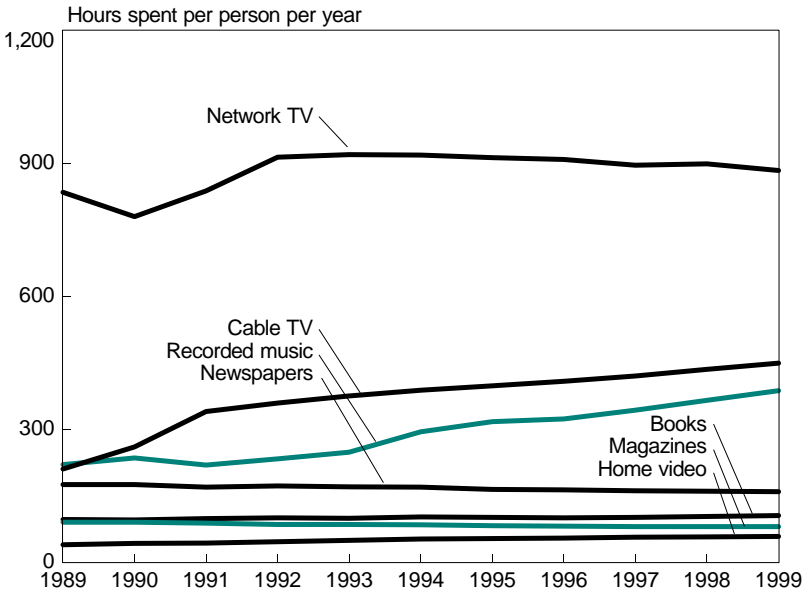
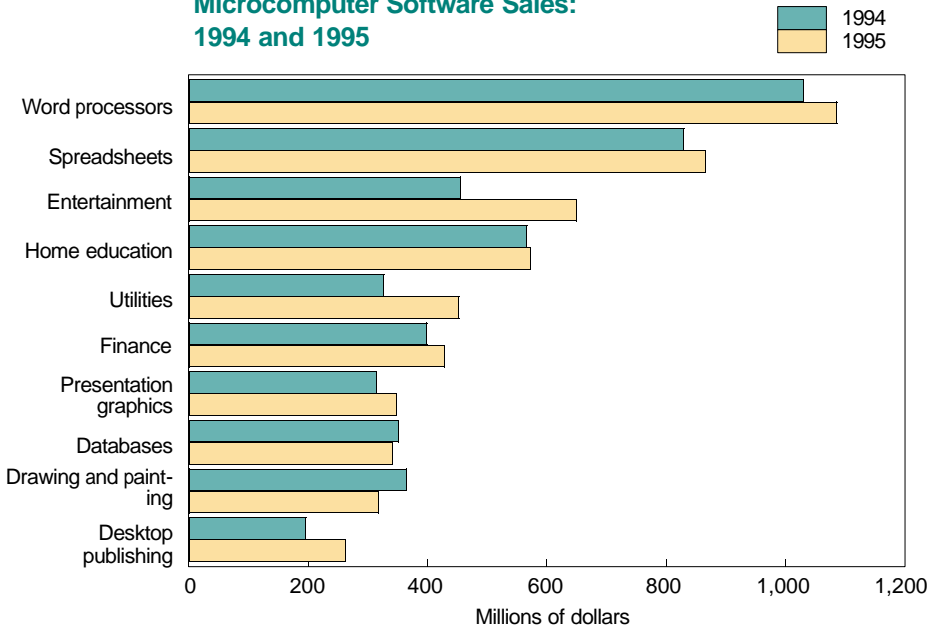


Figure 18.1
Media Usage by Consumers: 1989 to 1999



Note: Data for 1995 to 1999 are projected.
 Source: Chart prepared by U.S. Bureau of the Census. For data, see table 878.

Figure 18.2
Microcomputer Software Sales: 1994 and 1995



Source: Chart prepared by U.S. Bureau of the Census.
 For data, see table 893.

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 Bureau of the Census *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, and so on; 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, and so on. The report presents statistics that are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual*.

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 Bureau of the Census *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

In Brief

Consumer spending per person in 1994:

<i>Basic cable</i>	\$110
<i>Books</i>	\$79
<i>Home video</i>	\$73
<i>Recorded music</i>	\$56
<i>Daily newspapers</i>	\$49
<i>Magazines</i>	\$36
<i>On-line/Internet access services</i>	\$7

accounting practices for those telephone companies which report to the FCC.

Reports filed by the broadcasting industry cover substantially 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 industries, 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 U.S. Bureau of the Census, 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 900 for annual data.)

Advertising—Data on advertising expenditures are compiled primarily by McCann-Erickson, Inc., (see table 907). 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.

Historical statistics—Tabular headnotes provide cross-references, where applicable, to *Historical Statistics of the United States, Colonial Times to 1970*. See Appendix IV.

No. 875. Communications Industry—Summary: 1992

[For establishments with payroll]

INDUSTRY	1987 SIC ¹ code	Establish- ments	Revenue (\$1,000)	Payroll (\$1,000)	Paid employees ²
Communications	48	39,244	230,667,167	47,057,941	1,294,236
Total, except broadcasting and cable ..	481, 2, 9	26,227	174,926,125	36,522,874	943,518
Telephone	481	24,730	171,580,095	35,900,576	928,245
Radiotelephone	4812	3,063	12,269,735	2,091,368	61,077
Other telephone	4813	21,667	159,310,360	33,809,208	867,168
Telegraph communications	482	489	988,142	217,800	5,536
Communication services, n.e.c. ³	489	1,008	2,357,888	404,498	9,373
Broadcasting and cable	483, 4	13,017	55,741,042	10,535,067	350,718
Radio and television broadcasting	483	8,549	28,228,942	6,976,376	221,755
Radio	4832	6,956	6,865,419	2,547,700	112,385
Television	4833	1,593	21,363,523	4,428,676	109,370
Cable and other pay television	484	4,468	27,512,100	3,558,691	128,963

¹1987 Standard Industrial Classification code; see text, section 13. ²For the pay period including March 12.

³N.e.c. means not elsewhere classified.

Source: U.S. Bureau of the Census, *Census of Transportation, Communications, and Utilities*, UC92-A-1.

No. 876. Utilization of Selected Media: 1970 to 1994

ITEM	Unit	1970	1980	1985	1988	1989	1990	1991	1992	1993	1994
Households with—											
Telephone service ¹	Percent	(NA)	93.0	91.8	92.9	93.0	93.3	93.6	93.9	94.2	93.9
Radio ²	Millions	71.4	78.6	87.1	91.1	92.8	94.4	95.5	96.6	97.3	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	5.6	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6
Television ³	Millions	69	76	85	89	90	92	93	92	93	94
Percent of total households	Percent	97.1	97.9	98.1	98.1	98.2	98.2	98.2	98.3	98.3	98.3
Television sets in homes	Millions	105	128	155	168	176	193	193	192	201	211
Average number of sets per home	Number	1.5	1.7	1.8	1.9	1.9	2.1	2.1	2.1	2.2	2.2
Color sets ⁴	Millions	47	63	78	85	87	90	91	91	92	93
Cable television ⁴	Millions	9	15	36	44	48	52	55	55	57	59
Percent of TV households	Percent	12.6	19.9	42.8	49.4	52.8	56.4	58.9	60.2	61.4	62.4
VCR's ⁴	Millions	(NA)	1	18	51	58	63	67	69	72	74
Percent of TV households	Percent	(NA)	1.1	20.8	58.0	64.6	68.6	71.9	75.0	77.1	79.0
Commercial radio stations: ²											
AM	Number	4,463	4,589	⁵ 4,718	4,932	4,975	4,987	4,985	4,961	4,994	4,913
FM	Number	2,767	3,282	⁵ 3,875	4,155	4,269	4,392	4,570	4,785	4,971	5,109
Television stations: ⁶ Total	Number	953	1,011	1,182	1,362	1,403	1,442	1,459	1,481	1,506	1,512
Commercial ³	Number	706	734	883	1,028	1,061	1,092	1,099	1,118	1,137	1,145
VHF	Number	514	516	520	539	545	547	547	551	552	561
UHF	Number	192	218	363	489	516	545	552	567	585	584
Cable television:											
Systems ⁶	Number	3,506	4,225	6,844	8,500	9,050	9,575	10,704	11,075	11,217	11,230
Subscribers served ⁷	Millions	9.8	17.7	39.9	48.6	52.6	54.9	55.8	56.4	57.2	60.5
Daily newspaper circulation ⁸	Millions	61	62	63	63	63	62	61	60	60	60

NA Not available. ¹ For occupied housing units. 1970 and 1980 as of April 1; all other years as of March. Source: U.S. Bureau of the Census, *1970 and 1980 Census of Housing*, vol. 1; and unpublished data. 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*. 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. 877. Multimedia Audiences—Summary: 1996

[In percent, except total. As of spring. For persons 18 years old and over. Represents the percent of persons participating during a specified time period. 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	Accessed Internet ¹
Total	191,663	90.9	75.4	64.1	83.4	81.6	9.4
18 to 24 years old	24,848	89.1	69.2	61.8	91.6	75.8	12.2
25 to 34 years old	42,530	89.4	73.3	63.9	91.0	79.7	12.7
35 to 44 years old	41,652	89.8	75.1	65.9	89.4	82.5	13.0
45 to 54 years old	29,737	90.6	75.6	68.1	86.7	85.9	10.2
55 to 64 years old	21,537	92.3	76.6	67.8	77.8	84.4	3.8
65 years old and over	31,359	95.3	82.4	57.4	59.1	81.6	1.0
Male	91,780	90.9	74.2	65.3	86.0	81.9	11.5
Female	99,882	91.0	76.5	63.0	81.0	81.3	7.4
White	162,526	90.6	74.8	66.2	83.4	83.1	10.0
Black	21,957	92.8	79.5	54.7	84.3	77.1	5.7
Other	7,179	91.6	75.8	45.9	80.1	62.0	6.7
Spanish speaking	14,144	92.2	75.8	50.4	85.3	68.4	7.3
Not high school graduate	36,567	92.0	77.1	48.1	72.9	65.9	1.4
High school graduate	64,414	92.5	78.3	65.6	82.5	80.8	3.4
Attended college	51,083	90.3	73.6	69.6	86.4	86.6	11.9
College graduate	39,600	88.1	71.3	69.4	88.0	90.9	23.4
Employed:							
Full time	104,602	89.0	73.1	67.6	90.6	83.7	13.6
Part time	18,438	89.3	71.7	64.5	87.3	84.9	9.6
Not employed	68,622	94.2	79.9	58.7	71.3	77.5	2.9
Household income:							
Less than \$10,000	18,491	90.8	76.0	41.8	71.8	65.8	1.9
\$10,000 to \$19,999	28,635	94.6	79.9	54.6	75.7	73.8	2.3
\$20,000 to \$29,999	29,109	92.3	78.6	57.8	79.6	78.7	3.4
\$30,000 to \$34,999	14,010	90.7	75.3	65.3	84.8	79.7	5.5
\$35,000 to \$39,999	12,263	92.2	77.9	65.8	86.9	83.3	8.5
\$40,000 to \$49,999	21,774	90.2	76.0	70.1	85.8	84.4	8.4
\$50,000 or more	67,380	88.8	71.2	74.5	89.7	89.7	18.4

¹ In the past 30 days.

Source: Mediarmark Research Inc., New York, NY, *Multimedia Audiences*, spring 1996 (copyright).

No. 880. Telephone and Telegraph Systems: 1980 to 1994

[Covers principal carriers filing annual reports with Federal Communications Commission. Minus sign (-) indicates loss. See *Historical Statistics, Colonial Times to 1970*, series R 46-70 and R 75-88, for data on telegraph systems]

ITEM	Unit	1980	1985	1988	1989	1990	1991	1992	1993	1994
DOMESTIC TELEPHONE ¹										
Carriers ²	Number	59	39	54	53	53	54	56	55	54
Access lines	Million	(NA)	103	122	126	130	137	140	149	157
Miles of wire	Million	1,131	1,313	1,483	1,502	1,528	(NA)	(NA)	(NA)	(NA)
Gross book cost of plant	Bil. dol.	147	195	250	260	265	270	279	289	299
Depreciation reserves ³	Bil. dol.	27	50	85	94	98	102	108	117	127
Ratio to book cost	Percent	18	26	34	36	37	38	39	41	42
Capital stock and premium	Bil. dol.	31	48	45	46	46	47	48	42	42
Operating revenues	Bil. dol.	56	89	100	102	104	106	109	113	117
Operating expenses ⁴	Bil. dol.	37	61	74	77	78	80	81	85	88
Net operating income ⁵	Bil. dol.	10	12	17	16	16	16	17	17	17
Net income	Bil. dol.	7	10	13	12	13	12	12	8	12
Return on investment (domestic and overseas) ⁶	Percent	9	9	10	10	10	9	10	10	10
Employees	1,000	938	(NA)	688	663	648	616	608	592	553
Compensation of employees	Bil. dol.	20	(NA)	25	24	26	25	26	27	26
OVERSEAS TELEPHONE										
Number of overseas calls	Million	200	412	706	1,008	1,201	2,279	2,750	3,136	3,713
Revenue from overseas calls ⁷	Mil. dol.	1,535	1,799	2,573	3,513	4,362	5,835	6,974	7,800	8,140
Ocean cable systems	Number	24	26	26	23	24	26	(NA)	(NA)	(NA)
Communications satellites ⁸	Number	5	6	14	15	16	16	(NA)	(NA)	(NA)
TELEGRAPH ⁹										
Carriers	Number	8	7	6	6	3	3	2	2	2
Revenue messages transmitted	Million	75	42	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Message revenues ¹⁰	Mil. dol.	676	708	483	521	259	219	(NA)	(NA)	(NA)
Total operating revenues	Mil. dol.	1,232	1,367	882	1,019	408	383	317	367	471
Operating revenue deductions	Mil. dol.	1,008	1,292	942	995	447	421	343	416	579
Operating income ¹¹	Mil. dol.	147	102	-56	24	-28	-28	-77	-76	-107
Return on investment ⁶	Percent	16	7	(NA)	(NA)	1	-12	(NA)	(NA)	(NA)

NA Not available. ¹ Includes Virgin Islands, and prior to 1991, Puerto Rico. Excludes intercompany duplications. Gross operating revenues of carriers reporting estimated at 90 percent of all carriers. Beginning 1988, based on new accounting rules; prior years not directly comparable. ² Beginning 1985, number of carriers changed due to change in dollar requirement of reporting carriers from \$1 million to \$100 million. ³ Includes amortization reserves. ⁴ Excludes taxes. ⁵ After tax deductions. ⁶ Ratio of net operating income (after taxes) to average net book cost of communications plant. ⁷ Beginning 1991, includes calls to and from Alaska, Hawaii, Puerto Rico, Canada, and Mexico. ⁸ Excludes contingency and retired satellites. ⁹ Domestic and overseas except for South American and most Caribbean operations of All America Cables and Radio, Inc. ¹⁰ Includes telex service; for domestic telegraph, excludes TWX. ¹¹ After Federal income taxes.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers*, annual; and unpublished data.

No. 881. Telephone Communications—Operating Revenue and Expenses: 1990 to 1994

[Based on a sample of employer firms with one or more establishments that are primarily engaged in providing telephone, voice, and data communication services. For SIC 481. Based on the 1987 Standard Industrial Classification code; see text, section 13]

ITEM	TOTAL (mil. dol.)					PERCENT DISTRIBUTION		
	1990	1991	1992	1993	1994	1990	1993	1994
OPERATING REVENUE								
Total	160,482	164,738	171,578	181,700	195,333	100.0	100.0	100.0
Local service	40,180	41,354	43,341	45,313	46,994	25.0	24.9	24.1
Long-distance service	67,698	69,006	69,446	72,306	77,711	42.2	39.8	39.8
Network access	30,044	29,947	30,998	31,884	33,485	18.7	17.5	17.1
Cellular and other radiotelephone	6,002	6,870	9,181	12,050	15,930	3.7	6.6	8.2
Directory advertising	8,373	8,680	8,923	9,126	9,467	5.2	5.0	4.8
Other	8,185	8,881	9,689	11,021	11,746	5.1	6.1	6.0
OPERATING EXPENSES								
Total	131,493	137,593	143,033	156,573	156,730	100.0	100.0	100.0
Annual payroll	34,903	35,320	35,900	36,801	37,476	26.5	23.5	23.9
Employer contributions to Social Security and other supplemental benefits	8,121	8,924	9,584	9,326	9,245	6.2	6.0	5.9
Access charges	23,214	24,039	24,539	25,510	26,849	17.7	16.3	17.1
Depreciation	22,927	23,600	23,623	24,614	26,535	17.4	15.7	16.9
Lease and rental	3,543	3,867	4,247	4,102	4,917	2.7	2.6	3.1
Purchased repairs	2,977	2,954	2,915	3,125	3,636	2.3	2.0	2.3
Insurance	193	218	222	217	242	0.1	0.1	0.2
Telephone and other purchased communication services	504	544	707	838	1,051	0.4	0.5	0.7
Purchased utilities	1,106	1,150	1,178	1,197	1,312	0.8	0.8	0.8
Purchased advertising	2,328	2,546	2,637	3,277	4,306	1.8	2.1	2.7
Taxes	5,086	5,233	5,194	5,365	5,546	3.9	3.4	3.5
Other	26,591	29,198	32,287	42,201	35,615	20.2	27.0	22.7

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1994 (BC/94)*.

No. 882. Telephone Companies—Summary: 1988 to 1993

[As of Dec. 31 or calendar year, as applicable. January 1, 1988, marked the beginning of significant rules changes in the way local exchange carriers account for assets, liabilities, revenue, expenses, and income. Any comparisons with earlier data would not be meaningful. See also *Historical Statistics, Colonial Times to 1970*, series R 1-12 and 31-45]

ITEM	Unit	INDEPENDENT COMPANIES ¹				ALL TELEPHONE COMPANIES			
		1988	1990	1992	1993	1988	1990	1992	1993
All companies	Number	1,349	1,310	1,308	1,305	1,371	1,332	1,327	1,324
Access lines	Millions	29	32	34	35.4	130	138	145	150.2
Total telephone plant	Bil. dol.	59	65	71	74.1	238	256	272	281.7
Operating revenues	Bil. dol.	21	22	26	26.7	90	90	95	98
Avg. daily conversations ²	Millions	(NA)	(NA)	(NA)	(NA)	1,700	9,515	9,885	10,665
Reporting companies ³	Number	585	594	622	573	607	616	641	592
Access lines	Millions	29	30	32	33.8	130	136	143	148.7
Telephone plant in service	Bil. dol.	57	63	68	70.7	233	251	265	274.8
Depreciation reserves ⁴	Bil. dol.	20	24	27	29	80	95	106	113.8
Operating revenues	Bil. dol.	21	22	24	24.2	86	89	92	95.5
Operating expenses ⁵	Bil. dol.	14	16	16	17.3	61	65	67	70
Net income	Bil. dol.	3	3	4	2	12	12	10	7
Stockholders' equity	Bil. dol.	20	22	24	24.2	76	80	83	79.6
Net income to stockholders equity	Percent	16	15	15	8.3	16	14	12	8.8
Employees	1,000	170	161	152	140	639	606	560	536

NA Not available. ¹ Companies independent of the Bell System, prior to divestiture of January 1984. ² Average business day conversations in 1988. Average business day minutes of use beginning in 1990. ³ Comprises only companies submitting operating information to source cited below. ⁴ Total accumulated depreciation and amortization. ⁵ Excludes Federal income tax.

Source: United States Telephone Association, Washington, DC, *Statistics of the Local Exchange Carriers*, annual (copyright).

No. 883. Percent of Households with Telephone Service: 1984 and 1994

[Annual averages of quarterly data. Based on Current Population Survey; see text, section 1, and Appendix III]

CHARACTERISTIC	1984				1994			
	All races	White	Black	Hispanic ¹	All races	White	Black	Hispanic ¹
Total	92	93	80	81	94	95	86	86
Age of householder:								
15 to 24 years old ²	77	80	58	61	84	86	74	72
25 to 54 years old	92	93	80	83	93	95	85	86
55 to 59 years old	95	96	87	87	96	96	91	89
60 to 64 years old	95	96	87	87	96	97	90	92
65 to 69 years old	96	97	88	90	97	97	92	93
70 years old and over	95	96	88	84	97	97	92	92
Household size:								
1 person	88	90	75	73	92	93	82	82
2 to 3 persons	93	95	82	82	95	96	88	87
4 to 5 persons	93	94	82	84	94	96	87	88
6 or more persons	87	90	76	79	89	91	82	83
Household level:								
Under \$5,000	71	75	63	55	76	80	69	66
\$5,000 to \$7,499	83	86	75	70	83	85	77	73
\$7,500 to \$9,999	87	88	77	75	87	89	81	81
\$10,000 to \$12,499	90	91	81	80	90	91	82	83
\$12,500 to \$14,999	92	93	85	87	92	93	86	85
\$15,000 to \$19,999	(NA)	(NA)	(NA)	(NA)	94	94	87	88
\$15,000 to \$17,499	94	94	89	88	(NA)	(NA)	(NA)	(NA)
\$17,500 to \$19,999	95	96	92	91	(NA)	(NA)	(NA)	(NA)
\$20,000 to \$24,999	97	97	93	93	95	96	90	91
\$25,000 to \$29,999	98	98	95	96	97	97	94	92
\$30,000 to \$34,999	99	99	97	99	97	98	94	92
\$35,000 to \$39,999	99	99	98	98	98	98	94	95
\$40,000 to \$49,999	99	99	97	99	99	99	97	96
\$50,000 to \$74,999	99	100	98	100	(NA)	(NA)	(NA)	(NA)
\$50,000 to \$59,999	(NA)	(NA)	(NA)	(NA)	99	99	96	100
\$60,000 to \$74,999	(NA)	(NA)	(NA)	(NA)	99	99	100	98
\$75,000 and over	99	99	97	98	99	99	99	99
Labor force status of persons, 15 years old and over: ³								
Total civilian noninstitutional population	93	94	83	83	95	96	88	87
Employed	94	95	86	86	96	96	90	89
Unemployed	82	84	75	74	88	90	81	84
Not in labor force	92	94	81	80	93	95	85	86

NA Not available. ¹ Persons of Hispanic origin may be of any race. ² 16 to 24 years old in 1984. ³ 16 years old and over in 1984.

Source: Federal Communications Commission, *Telephone Subscription in the U.S.*, April 1995.

No. 884. Cellular Telephone Industry: 1988 to 1995

[Calendar year data, except as noted. Based on a survey mailed to all cellular systems. For 1994 data, the universe was 1,581 systems and the response rate was 85 percent]

ITEM	UNIT	1988	1989	1990	1991	1992	1993	1994	1995
Systems	Number	517	584	751	1,252	1,506	1,529	1,581	1,627
Subscribers	1,000	2,069	3,509	5,283	7,557	11,033	16,009	24,134	33,786
Cell sites ¹	Number	3,209	4,169	5,616	7,847	10,307	12,805	17,920	22,663
Employees	Number	11,400	15,927	21,382	26,327	34,348	39,775	53,902	68,165
Service revenue	Mil. dol.	1,959	3,340	4,548	5,708	7,822	10,891	14,229	19,081
Roamer revenue ²	Mil. dol.	89	294	456	704	974	1,360	1,830	2,542
Capital investment	Mil. dol.	3,274	4,480	6,282	8,672	11,262	13,946	18,939	24,800
Average monthly bill ³	Dollars.	98.02	89.30	80.90	72.74	68.68	61.48	56.21	51.00
Average length of call ³	Minutes	2.26	2.48	2.20	2.38	2.58	2.41	2.24	2.15

NA Not available. ¹ The basic geographic unit of a cellular system. A city or county is divided into smaller "cells," each of which is equipped with a lowpowered 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 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 For 6 months ending December 31.

Source: Cellular Telecommunications Industry Association, Washington, DC, *State of the Cellular Industry*, annual, (copyright).

No. 885. Private Radio Stations Authorized, by Class: 1990 to 1994

[In thousands. As of September 30. Includes Puerto Rico and Virgin Islands. See also *Historical Statistics, Colonial Times to 1970*, series R 140-148]

CLASS	1990	1992	1993	1994	CLASS	1990	1992	1993	1994
Private radio services ¹	2,880	2,956	3,007	2,995	Railroad	16	18	18	18
Personal	528	611	655	682	Taxicab	6	6	5	5
General mobile	32	28	27	31	Interurban property	6	6	6	7
Amateur and disaster	496	583	628	652	Other	12	12	11	10
Aviation	251	210	199	192	Marine	623	634	664	688
Aircraft	210	193	182	173	Ship	607	619	648	668
Aeronautical and fixed	12	12	13	13	Alaskan	2	2	2	2
Civil air patrol	24	(Z)	(Z)	(Z)	Coastal and other	13	13	14	15
Other	5	5	5	5	Public safety	235	245	251	252
Industrial	865	840	828	795	Police	51	53	54	55
Power	46	48	49	50	Fire	44	46	47	48
Business	628	27	591	563	Forestry conservation	11	12	12	17
Petroleum	27	603	26	25	Highway maintenance	15	16	16	12
Forest products	12	12	12	11	Special emergency	41	41	40	38
Special industrial	114	110	108	103	Other	73	78	81	83
Other	39	41	43	43	Operational fixed services ²	33	36	37	38
Land transportation	40	41	41	40					

Z Fewer than 500. ¹ Includes items not shown separately. Each license, construction permit, or combination construction permit and license is counted one as station; therefore, a station might include a transmitter and many mobile units. ² Includes microwave operations.

Source: U.S. Federal Communications Commission, *Annual Report*; and unpublished data.

No. 886. Radio and Television Broadcasting Services—Finances: 1990 to 1994

[In millions of dollars. Based on a sample of taxable employer firms with one of 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 13]

ITEM	TOTAL (SIC 483)			RADIO (SIC 4832)			TELEVISION (SIC 4833)		
	1990	1993	1994	1990	1993	1994	1990	1993	1994
Operating revenue	28,017	28,281	31,064	6,954	7,231	7,980	21,063	21,050	23,084
Station time sales	19,019	19,227	21,352	6,397	6,693	7,397	12,622	12,534	13,955
Network compensation	549	444	455	105	87	95	444	357	360
National/regional advertising	7,226	6,922	7,794	1,522	1,433	1,646	5,704	5,489	6,148
Local advertising	11,244	11,861	13,103	4,770	5,173	5,656	6,474	6,688	7,447
Network time sales	7,905	8,053	8,702	305	285	338	7,600	7,768	8,364
Other	1,093	1,001	1,010	252	253	245	841	748	765
Operating expenses	24,145	23,448	25,038	6,317	6,257	6,769	17,828	17,191	18,269
Annual payroll	6,333	6,641	7,178	2,428	2,535	2,709	3,905	4,106	4,469
Employer contributions to Social Security and other supplemental benefits	998	1,118	1,197	326	356	362	672	762	835
Broadcast rights	7,642	7,172	7,396	264	235	236	7,378	6,937	7,160
Music license fees	373	339	347	159	161	181	214	178	166
Depreciation	1,345	1,187	1,192	477	431	441	868	756	751
Lease and rental	469	469	487	197	207	228	272	262	259
Purchased repairs	232	233	257	79	79	83	153	154	174
Insurance	143	156	168	64	67	73	79	89	95
Telephone and other purchased communication services	240	234	251	115	115	122	125	119	129
Purchased utilities	246	253	269	99	98	106	147	155	163
Purchased advertising	947	808	942	368	310	367	579	498	575
Taxes	176	184	200	60	69	72	116	115	128
Other	5,001	4,654	5,154	1,681	1,594	1,789	3,320	3,060	3,365

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1994 (BC/94)*.

No. 887. Copyright Registration, by Subject Matter: 1990 to 1995

[In thousands. For years ending **September 30**. Comprises claims to copyrights registered for both U.S. and foreign works. See also *Historical Statistics Colonial Times to 1970*, series W 82-95]

SUBJECT MATTER	1990	1993	1994	1995	SUBJECT MATTER	1990	1993	1994	1995
Total	643.5	564.9	530.4	609.2	Sound recordings	37.5	32.4	35.9	34.0
Monographs	179.7	185.8	163.0	196.0	Renewals ²	51.8	37.7	33.3	30.6
Semiconductor chip products	1.0	1.0	1.0	0.8	Musical works ³	185.3	152.3	136.1	163.6
Serials	111.5	82.6	75.0	88.7	Works of the visual arts	76.7	73.5	86.1	95.5

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. 888. Public Television Programming: 1980 to 1992

[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	1980	1982	1984	1986	1988	1990	1992
Stations broadcasting	281	291	303	305	322	341	349
Number of broadcasters ¹	160	164	169	178	186	193	198
Average annual hours per broadcaster	5,128	5,421	5,542	5,650	6,135	6,392	6,303
BROADCAST HOURS, PERCENT DISTRIBUTION							
Program content	100	100	100	100	100	100	100
General	87	87	88	86	85	86	90
News and public affairs ²	12	12	14	16	16	18	17
Information and skills	23	25	26	30	32	32	29
Cultural	22	23	20	21	18	19	18
General children's and youth's	9	8	8	7	6	6	15
Sesame Street	16	15	15	11	12	11	11
Other	6	5	6	2	1	1	1
Instructional ³	15	14	13	15	16	14	12
Children and youth	14	13	12	(NA)	(NA)	(NA)	9
Adult	1	1	1	(NA)	(NA)	(NA)	3
Producer	100	100	100	100	100	100	100
Local	7	7	6	5	5	5	5
Any public TV source	46	46	44	38	27	32	35
Consortium	3	3	3	3	10	10	1
Children's TV Workshop	17	16	16	4 ²⁹	16	15	14
Independent producer	8	11	9	(⁴)	19	19	25
Foreign producer, international coproduction	13	10	13	15	14	12	11
Commercial producer	3	4	3	6	4	4	5
Other	4	4	5	4	4	3	4
Distributor	100	100	100	100	100	100	100
Local distribution only	7	6	6	5	6	6	5
Public broadcasting service	70	67	65	64	62	59	63
Regional public television network	8	11	13	14	18	24	23
Other	16	16	16	17	14	11	9

NA Not available. ¹ Beginning 1990, only broadcasters in the 50 U.S. States were surveyed. In prior years, the stations in the outlying areas were also included. ² Beginning 1988, 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 Independent producer included with Children's TV Workshop for 1986.

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

No. 889. Public Broadcasting Systems—Income, by Source: 1980 to 1994

[In millions of dollars, 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	1980	1985	1990	1991	1992	1993	1994	PERCENT DISTRIBUTION		
								1980	1990	1994
CPB-qualified public radio stations ¹	217	288	318	373	391	400	(NA)	(X)	(X)	(X)
Public television stations	290	317	341	349	349	352	(NA)	(X)	(X)	(X)
Total income	705	1,096	1,581	1,721	1,790	1,790	1,795	100	100	100
Federal government	193	179	267	333	374	370	330	27	17	18
State and local government ²	272	358	474	503	485	475	510	39	30	28
Subscribers and auction/marathon	102	248	364	384	404	412	420	15	23	23
Business and industry	72	171	262	290	300	285	301	10	17	17
Foundation	24	43	71	70	80	100	97	3	5	5
Other	43	97	143	139	148	149	137	6	9	8

NA Not available. X Not applicable. ¹ Includes CPB-supported developmental grantees/stations, and excludes repeater stations. 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, 1994*; and unpublished data.

No. 890. Cable Television—Systems and Subscribers: 1970 to 1995

[Subscribers in thousands, except percent. Estimated]

YEAR (As of Jan. 1)	Sys- tems	Sub- scribers	YEAR (As of Jan. 1)	Sys- tems	Sub- scribers	SUBSCRIBER SIZE-GROUP	NUMBER OF 1—		PERCENT OF 1—	
							Sys- tems	Sub- scribers	Sys- tems	Sub- scribers
1970	2,490	4,500	1985	6,600	32,000	1995, total 2	10,495	59,289	100	100
1975	3,506	9,800	1986	7,600	37,500	50,000 and over	256	26,631	2	45
1976	3,681	10,800	1987	7,900	41,100	20,000 to 49,999	437	13,461	4	23
1977	3,832	11,900	1988	8,500	44,000	10,000 to 19,999	512	7,208	5	12
1978	3,875	13,000	1989	9,050	47,500	5,000 to 9,999	658	4,522	6	8
1979	4,150	14,100	1990	9,575	50,000	3,000 to 4,999	421	1,736	4	3
1980	4,225	16,000	1991	10,704	51,000	1,000 to 3,499	1,968	3,743	19	6
1981	4,375	18,300	1992	11,075	53,000	500 to 999	1,458	1,043	14	2
1982	4,825	21,000	1993	11,100	55,000	250 to 499	1,513	542	14	1
1983	5,600	25,000	1994	11,200	57,000	Less than 250	3,272	403	31	1
1984	6,200	30,000	1995	11,126	58,000					

1 As of October 1. 2 Excludes 631 systems not available by subscriber size-group.

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

No. 891. Cable and Pay TV—Summary: 1970 to 1994

[Cable TV for calendar year. Pay TV as of Dec. 31 of year shown]

YEAR	CABLE TV				PAY TV				Percent of homes passed by cable with pay TV	Percent of homes with cable TV with pay TV
	Avg. basic sub- scribers (1,000)	Avg. monthly basic rate (dol.)	Revenue 1 (mil. dol.)		Units 2 (1,000)		Monthly rate (dol.)			
			Total	Basic	Total 3	Pay cable	Total pay 3	Pay cable		
1970	5,100	5.50	345	337	(X)	(X)	(X)	(X)	(X)	(X)
1980	17,500	7.69	2,549	1,615	10,389	9,144	9.09	8.80	28	51
1985	35,500	9.73	8,938	4,145	31,063	30,596	10.46	10.42	47	84
1988	44,200	13.86	13,595	7,351	39,127	38,819	10.25	10.18	50	85
1989	47,500	15.21	15,678	8,670	41,234	41,095	10.26	10.21	50	83
1990	50,520	16.78	17,855	10,169	41,656	41,505	10.43	10.38	48	80
1991	52,600	18.10	19,463	11,414	43,314	39,900	10.35	10.27	45	75
1992	54,300	19.08	21,045	12,433	44,714	40,700	10.18	10.06	45	74
1993	56,200	19.39	22,782	13,528	46,397	41,500	9.27	9.11	46	73
1994	58,500	21.62	22,786	15,164	51,000	45,000	8.62	8.37	49	75

X Not applicable. 1 Includes installation revenue, subscriber revenue, and nonsubscriber revenue. 2 Individual program services sold to subscribers. 3 Includes multipoint distribution service (MDS) and satellite TV (STV). 4 Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate. 5 Direct broadcast satellite average rate not included.

Source: Paul Kagan Associates Inc., Carmel, CA, *The Cable TV Financial Databook*, annual, (copyright); *The Kagan Census of Cable and Pay TV*, 1991, and *The Cable TV Investor*, June 1995.

No. 892. Cable and Pay TV—Revenue and Expenses: 1990 to 1994

[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 13]

ITEM	TOTAL (mil. dol.)				PERCENT DISTRIBUTION			
	1990	1991	1992	1993	1994	1990	1993	1994
Revenue	22,165	23,895	26,653	29,333	30,563	100.0	100.0	100.0
Advertising	1,882	2,100	2,491	2,873	3,353	8.5	9.8	11.0
Program revenue	3,816	4,112	4,423	4,868	5,626	17.2	16.6	18.4
Basic service	10,933	11,985	13,532	14,851	14,477	49.3	50.6	47.3
Pay-per-view and other premium service	4,351	4,465	4,708	5,190	5,346	19.6	17.7	17.5
Installation fees	302	324	390	436	469	1.4	1.5	1.6
Other cable and pay TV revenue	881	909	1,109	1,115	1,292	4.0	3.8	4.2
Operating expenses	19,354	20,154	21,232	22,852	23,915	100.0	100.0	100.0
Annual payroll	2,816	2,973	3,533	3,861	4,011	14.5	16.9	16.8
Employer contributions to Social Security and other supplemental benefits	588	667	801	886	957	3.0	3.9	4.0
Program and production costs 1	5,926	6,317	6,763	7,447	7,926	30.6	32.6	33.1
Depreciation	3,611	3,634	3,704	3,917	4,087	18.7	17.1	17.1
Lease and rental payments	513	516	589	633	652	2.7	2.8	2.7
Purchased repairs	343	341	373	406	399	1.8	1.8	1.7
Insurance	110	115	145	166	167	0.6	0.7	0.7
Telephone, other purchased communications	133	139	158	180	200	0.7	0.8	0.8
Purchased utilities	188	201	220	241	255	1.0	1.1	1.1
Purchased advertising	467	472	537	588	683	2.4	2.6	2.9
Taxes	310	332	408	437	454	1.6	1.9	1.9
Other operating expenses	4,349	4,447	4,001	4,090	4,124	22.5	17.9	17.2

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

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1994*, (BC/94).

No. 893. Microcomputer Software Sales: 1994 and 1995

[In millions of dollars. Estimated North American retail sales. Figures may not add to totals because individual applications and totals are derived independently]

APPLICATION	1994					1995				
	Total	PC/MS-DOS	Windows	Macintosh	Other	Total	PC/MS-DOS	Windows	Macintosh	Other
Total	6,717.8	1,132.5	4,441.2	1,225.1	103.8	7,525.3	717.4	5,654.3	1,054.7	98.9
Entertainment	454.8	182.1	190.6	82.0	(B)	649.1	288.0	274.2	86.9	(B)
Home education	566.2	171.7	324.4	116.3	8.4	571.6	36.3	423.6	108.9	2.9
Finance	398.5	116.2	233.6	46.5	(B)	427.7	82.3	294.8	50.7	(B)
Word processors	1,029.3	95.3	826.9	94.0	13.1	1,085.7	25.5	987.3	63.5	9.3
Spreadsheets	829.2	62.2	689.3	69.0	8.7	865.2	12.3	803.4	46.8	2.8
Databases	350.1	29.6	279.5	41.1	1.3	340.4	9.2	305.3	25.1	(B)
Integrated	130.2	6.8	75.1	48.4	(B)	132.1	2.1	84.7	45.3	(B)
Utilities	326.6	104.1	154.7	50.5	15.3	452.4	76.2	297.9	51.6	26.7
Presentation graphic	314.2	9.5	258.7	45.0	1.0	347.1	1.5	315.0	29.9	(B)
Drawing and painting	364.3	(B)	119.6	209.9	10.6	317.0	(B)	150.5	159.0	7.5
Desktop publishing	195.5	(B)	123.2	72.2	(B)	262.0	(B)	179.4	82.6	(B)
Other graphics	313.2	38.0	211.3	67.6	1.3	364.1	17.2	278.3	68.2	(B)
Project management	172.1	18.6	139.5	14.0	(B)	188.7	7.6	164.2	16.8	(B)
Personal info. manager	163.9	4.4	135.9	23.4	(B)	232.6	1.0	204.0	27.3	(B)
Languages and tools	176.9	17.1	143.4	13.7	2.9	249.3	8.6	231.6	8.0	1.2
Other productivity	816.9	160.7	458.1	174.3	36.0	1,040.3	149.5	660.1	184.1	46.5

B Base figure too small to meet statistical standards for reliability of a derived figure.

Source: Software Publishers Association, Washington, DC, *SPA Software Sales Report*, News Release, April 19, 1996.

No. 894. Recording Media—Manufacturers' Shipments and Value: 1975 to 1994

[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]

YEAR	UNIT SHIPMENTS ¹ (mil.)					MANUFACTURERS' VALUE (mil. dol.)				
	Vinyl singles	Albums-LP's/EP's	CD's	Cassettes	Cassette singles	Vinyl singles	Albums-LP's/EP's	CD's	Cassettes	Cassette singles
1975 . . .	164.0	257.0	(X)	16.2	(X)	211.5	1,485.0	(X)	98.8	(X)
1980 . . .	164.3	322.8	(X)	110.2	(X)	269.3	2,290.3	(X)	776.4	(X)
1984 . . .	131.5	204.6	5.8	332.0	(X)	298.7	1,548.8	103.3	2,383.9	(X)
1985 . . .	120.7	167.0	22.6	339.1	(X)	281.0	1,280.5	389.5	2,411.5	(X)
1986 . . .	93.9	125.2	53.0	344.5	(X)	228.1	983.0	930.1	2,499.5	(X)
1987 . . .	82.0	107.0	102.1	410.0	25.1	203.3	793.1	1,593.6	2,959.7	2 ¹⁴ 3.3
1988 . . .	65.6	72.4	149.7	450.1	22.5	180.4	532.2	2,089.9	3,385.1	57.3
1989 . . .	36.6	34.6	207.2	446.2	76.2	116.4	220.3	2,587.7	3,345.8	194.6
1990 . . .	27.6	11.7	286.5	442.2	87.4	94.4	86.5	3,451.6	3,472.4	257.9
1991 . . .	22.0	4.8	333.3	360.1	69.0	63.9	29.4	4,337.7	3,019.6	230.4
1992 . . .	19.8	2.3	407.5	336.4	84.6	66.4	13.5	5,326.5	3,116.3	298.8
1993 . . .	15.1	1.2	495.4	339.5	85.6	51.2	10.6	6,511.4	2,915.8	298.5
1994 . . .	11.7	1.9	662.1	345.4	81.1	47.2	17.8	8,464.5	2,976.4	274.9

X Not applicable. ¹ Net units, after returns. ² Represents 6 months of sales.

Source: Recording Industry Association of America, Washington, DC, *Inside the Recording Industry: A Statistical Overview-1994 Update*.

No. 895. Publishing Industry—Summary: 1987 to 1994

[In millions of dollars, except as noted. Number in parentheses represents Standard Industrial Classification code; see text, section 13]

ITEM	NEWSPAPERS (SIC 2711)			PERIODICALS (SIC 2721)			BOOKS (SIC 2731)		
	1987	1992	1994	1987	1992	1994	1987	1992	1994
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 (1,000)	435	417	410	110	116	116	70	80	87
Payroll	9,025	10,506	10,585	2,983	4,075	4,274	1,860	2,676	2,936
Value of receipts	31,849	34,124	35,837	17,329	22,034	21,723	12,620	16,731	19,419
Cost of materials	7,533	6,874	7,018	5,873	6,201	5,903	3,663	5,338	5,827
Value added ²	24,311	27,247	28,818	11,452	15,833	15,821	9,111	11,494	13,681
New capital expends.	1,523	1,667	1,330	246	234	307	240	327	283
Fixed assets, gross assets	14,028	20,042	(NA)	2,528	2,769	(NA)	1,680	2,402	(NA)
Inventories, Dec. 31	857	767	759	902	1,067	1,095	2,091	2,944	3,027

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. Bureau of the Census, *1992 Census of Manufactures, Industry Reports*, series MC92-I-27A (P) and *Annual Survey of Manufactures*.

No. 896. Newspapers and Periodicals—Number, by Type: 1980 to 1995

[Data refer to year of compilation of the Directory cited as the source, i.e., generally to year preceding year shown. See also *Historical Statistics, Colonial Times to 1970*, series R 232-243]

TYPE	1980	1985	1987	1988	1989	1990	1991	1992	1993	1994	1995
Newspapers ¹	9,620	9,134	9,031	10,088	10,457	11,471	11,689	11,339	12,597	12,513	12,246
Semiweekly	537	517	510	555	567	579	574	562	639	661	705
Weekly	7,159	6,811	6,750	7,438	7,622	8,420	8,546	8,293	9,177	9,067	9,011
Daily	1,744	1,701	1,646	1,745	1,773	1,788	1,781	1,755	1,850	1,831	1,710
Periodicals ¹	10,236	11,090	11,593	11,229	11,556	11,092	11,239	11,143	11,863	12,136	11,179
Weekly	1,716	1,367	1,400	880	828	553	511	466	485	487	513
Semi-monthly ²	645	801	858	619	622	435	412	371	199	209	216
Monthly	3,985	4,088	4,031	4,192	4,445	4,239	4,340	4,326	4,545	4,494	4,067
Bimonthly	1,114	1,361	1,402	1,558	1,880	2,087	2,116	2,143	2,359	2,475	2,568
Quarterly	1,444	1,759	1,984	2,245	2,513	2,758	2,861	3,024	3,199	3,370	3,621

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

Source: Gale Research Inc., *1995 Gale Directory of Publications and Broadcast Media*, 127th edition; and earlier editions (copyright).

No. 897. Daily and Sunday Newspapers—Number and Circulation: 1970 to 1995

[Number of newspapers as of **February 1** the following year. Circulation figures as of **September 30** of year shown. For English language newspapers only. See also *Historical Statistics, Colonial Times to 1970*, series R 224-231]

TYPE	1970	1975	1980	1985	1987	1988	1989	1990	1991	1992	1993	1994	1995
NUMBER													
Daily: Total ¹	1,748	1,756	1,745	1,676	1,645	1,642	1,626	1,611	1,586	1,570	1,556	1,548	1,533
Morning	334	339	387	482	511	529	530	559	571	596	623	635	656
Evening	1,429	1,436	1,388	1,220	1,166	1,141	1,125	1,084	1,042	996	954	935	891
Sunday	586	639	736	798	820	840	847	863	875	891	884	886	888
CIRCULATION (mil.)													
Daily: Total ¹	62.1	60.7	62.2	62.8	62.8	62.7	62.6	62.3	60.7	60.1	59.8	59.3	58.2
Morning	25.9	25.5	29.4	36.4	39.1	40.5	40.7	41.3	41.5	42.4	43.1	43.4	44.3
Evening	36.2	35.2	32.8	26.4	23.7	22.2	21.9	21.0	19.2	17.8	16.7	15.9	13.9
Sunday	49.2	51.1	54.7	58.8	60.1	61.5	62.0	62.6	62.1	62.2	62.6	62.3	61.2
PER CAPITA CIRCULATION²													
Daily: Total ¹	0.30	0.28	0.27	0.26	0.26	0.26	0.25	0.25	0.24	0.24	0.23	0.23	0.22
Morning	0.13	0.12	0.13	0.15	0.16	0.17	0.16	0.17	0.16	0.17	0.17	0.17	0.17
Evening	0.18	0.16	0.14	0.11	0.10	0.09	0.09	0.08	0.08	0.07	0.06	0.06	0.05
Sunday	0.24	0.24	0.24	0.25	0.25	0.25	0.25	0.25	0.25	0.24	0.24	0.24	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. Bureau of the Census estimated resident population as of July 1.

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

No. 898. Daily Newspapers—Number and Circulation, by Size of City: 1980 to 1995

[Number of newspapers as of **February 1** the following year. Circulation as of **September 30** of year shown. For English language newspapers only. See table 45 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	1994	1995	1980	1985	1990	1994	1995
Morning dailies, total	387	482	559	635	654	29,413	36,361	41,311	43,382	44,310
In cities of—										
1,000,001 or more	20	22	18	27	25	8,795	9,367	6,508	10,144	10,173
500,001 to 1,000,000	27	24	22	23	22	5,705	6,897	4,804	5,174	5,587
100,001 to 500,000	99	121	138	153	153	8,996	12,197	20,051	17,210	17,214
50,001 to 100,000	75	87	100	134	138	2,973	3,653	4,373	5,520	5,602
25,001 to 50,000	64	83	102	106	115	1,701	2,145	3,209	2,935	3,150
Less than 25,000	102	145	179	192	201	1,243	2,099	2,365	2,399	2,584
Evening dailies, total	1,388	1,220	1,084	935	893	32,788	26,407	21,017	15,924	13,883
In cities of—										
1,000,001 or more	11	8	7	8	3	2,984	2,169	1,423	791	390
500,001 to 1,000,000	23	14	12	10	7	4,101	1,626	1,350	1,479	1,017
100,001 to 500,000	123	102	71	48	45	8,178	6,987	4,687	2,929	2,529
50,001 to 100,000	156	127	94	81	72	4,896	3,942	2,941	2,273	2,029
25,001 to 50,000	246	229	204	166	158	5,106	4,606	4,278	2,979	2,819
Less than 25,000	829	740	696	622	608	7,523	7,075	6,338	5,473	5,099

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

No. 899. Daily and Sunday Newspapers—Number and Circulation, by State: 1995

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

STATE	DAILY			SUNDAY		STATE	DAILY			SUNDAY	
	Number	Circulation ¹		Number	Net paid circulation (1,000)		Number	Circulation ¹		Number	Net paid circulation (1,000)
		Net paid (1,000)	Per capita ²					Net paid (1,000)	Per capita ²		
U.S.	1,533	58,193	0.22	888	61,229	MO	44	1,008	0.19	23	1,330
AL	26	743	0.17	18	754	MT	11	196	0.23	7	202
AK	7	113	0.18	4	129	NE	17	470	0.29	6	443
AZ	22	781	0.18	16	917	NV	9	286	0.20	4	317
AR	31	478	0.19	16	530	NH	12	237	0.19	6	200
CA	98	6,094	0.18	62	6,416	NJ	20	1,481	0.18	16	1,776
CO	30	1,057	0.28	11	1,254	NM	18	300	0.17	13	300
CT	18	794	0.23	11	831	NY	69	6,576	0.35	44	5,440
DE	3	150	0.21	2	184	NC	50	1,395	0.19	38	1,518
DC	2	895	1.47	2	1,193	ND	10	181	0.28	7	185
FL	40	3,123	0.21	35	3,972	OH	84	2,621	0.24	37	2,878
GA	35	1,069	0.15	19	1,294	OK	46	696	0.21	39	858
HI	6	239	0.19	5	261	OR	19	683	0.22	10	716
ID	12	225	0.20	8	241	PA	87	2,978	0.24	40	3,331
IL	68	2,487	0.21	31	2,665	RI	6	292	0.25	3	295
IN	71	1,452	0.25	21	1,344	SC	15	639	0.17	14	758
IA	38	677	0.25	12	711	SD	11	167	0.24	4	139
KS	47	491	0.19	15	449	TN	27	906	0.17	16	1,107
KY	23	643	0.17	12	679	TX	89	2,986	0.16	85	4,040
LA	26	750	0.17	21	849	UT	6	317	0.17	6	361
ME	7	258	0.20	4	223	VT	8	129	0.21	3	106
MD	14	647	0.12	7	682	VA	28	2,603	0.39	15	1,010
MA	36	1,825	0.29	14	1,450	WA	24	1,204	0.23	16	1,286
MI	50	2,066	0.21	27	2,366	WV	22	396	0.22	11	402
MN	25	922	0.20	14	1,185	WI	35	1,006	0.20	18	1,190
MS	22	403	0.15	16	396	WY	9	89	0.19	4	66

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. 902. Periodicals—Average Retail Prices: 1991 to 1995

[In dollars]

SUBJECT	1991	1992	1993	1994	1995
Agriculture	221.06	233.13	270.85	284.78	316.45
Anthropology	109.01	118.80	127.57	139.65	156.45
Art and architecture	85.89	91.91	98.61	99.54	104.93
Astronomy	542.66	600.12	740.86	686.52	771.32
Biology	462.61	487.11	561.74	579.79	646.96
Botany	346.43	364.98	438.66	444.69	503.20
Business and economics	159.76	174.88	198.60	213.44	247.35
Chemistry	678.57	806.66	916.54	923.42	1,020.00
Education	97.53	104.42	121.99	127.35	138.91
Engineering and technology	384.37	440.82	492.86	534.42	585.37
Food science	297.32	320.19	375.80	387.76	424.35
General science	234.29	264.80	318.35	341.36	382.69
General works	57.66	61.32	65.80	65.71	69.98
Geography	194.15	221.62	242.65	265.00	290.46
Geology	321.57	356.17	407.51	420.31	467.71
Health sciences	281.40	307.53	345.57	361.87	401.28
History	62.41	68.72	73.04	78.04	85.49
Language and literature	59.00	62.52	67.39	68.89	77.00
Law	71.15	79.68	88.49	90.38	97.33
Library and information science	117.35	132.33	142.50	150.53	167.69
Math and computer science	433.92	473.07	527.78	582.64	637.36
Military and naval science	78.5	90.75	103.63	117.13	136.75
Music	45.66	49.77	54.22	54.24	58.87
Philosophy and religion	72.16	75.47	86.18	87.33	97.54
Physics	744.92	846.84	987.04	1,009.56	1,126.50
Political science	96.85	104.12	118.91	124.93	141.20
Psychology	125.00	140.30	154.36	169.84	189.99
Recreation	59.54	70.05	74.47	80.07	82.62
Sociology	120.58	133.34	146.81	156.13	173.09
Technology	355.94	385.94	436.48	479.57	536.64
Zoology	342.36	367.65	419.29	441.85	498.36

Source: Library Journal, New York, NY, *Library Journal*, April 15, 1995, and earlier issues. (Copyright by Reed Publishing USA.)

No. 903. U.S. Postal Service—Summary: 1980 to 1995

[Employees in thousands; revenue and expenditures in millions of dollars, except as indicated. For fiscal years; see text, section 9. Includes Puerto Rico and all outlying areas. See text, section 18. See also *Historical Statistics, Colonial Times to 1970*, series R 163-171]

ITEM	1980	1985	1989	1990	1991	1992	1993	1994	1995
Number of post offices	30,326	29,557	29,083	28,959	28,912	28,837	28,728	28,657	28,392
Pieces of mail handled (bil.)	106.3	140.1	161.6	166.3	165.9	166.4	171.2	178.0	180.7
First-class, number (bil.) ¹	60.3	72.4	85.9	89.3	90.3	90.8	92.2	95.3	96.4
Percent	56.7	51.7	53.2	53.7	54.4	54.5	53.8	53.3	53.3
Second class (bil.)	8.4	10.4	10.5	10.7	10.4	10.3	10.3	10.2	10.2
Employees, total	667	744	817	819	808	819	818	852	875
Regular	536	586	764	757	746	725	692	729	753
Postmasters	29	28	27	27	27	26	25	27	27
Office supervisors and tech. personnel	36	46	55	53	54	54	42	46	46
Office clerks and mail handlers ²	229	249	345	333	324	318	308	320	331
City carriers and vehicle drivers	160	179	243	240	235	232	221	238	249
Rural carriers	33	35	41	42	43	43	44	45	46
Other	49	48	54	62	64	52	52	53	55
Substitute (part-time)	130	159	53	62	62	84	84	86	90
Transitional	(X)	(X)	(X)	(X)	(X)	10	42	38	32
Compensation and employee benefits (mil. dol.)	16,541	24,349	32,368	34,214	36,076	37,122	38,447	39,609	41,931
Avg. salary per employee (dol.) ³	24,799	29,621	35,045	37,570	39,597	41,509	42,711	44,342	45,001
Pieces of mail per employee, avg	159	188	198	203	205	203	209	209	207
Total revenue ⁴	19,106	28,956	38,920	40,074	44,202	47,105	47,986	49,576	54,509
Operating postal revenue	17,143	27,736	37,979	39,201	43,323	46,151	47,418	49,252	54,176
Stamps, postal cards, etc.	4,287	6,520	8,381	8,638	9,148	10,071	10,357	10,851	11,846
Second-class postage paid in money (pound rates) ⁵	881	1,339	1,519	1,509	1,668	1,751	1,740	1,757	1,971
Other postage paid under permit and meter	10,828	17,747	24,534	25,311	28,019	29,777	30,621	32,079	35,023
Box rents	160	230	362	394	413	457	481	489	532
Miscellaneous	892	1,774	2,959	3,124	3,877	3,941	4,053	4,246	4,635
Money-order revenues	95	126	148	154	148	154	166	154	169
Government appropriations	1,610	970	436	453	562	545	164	131	117
Percent of total revenue	8.4	3.3	1.1	1.1	1.3	1.2	0.3	0.3	0.2
Investment income, net	353	250	504	420	317	409	404	193	216
Mail and service:									
First-class mail ¹	10,146	16,740	23,234	24,023	26,649	28,296	28,828	29,377	31,955
Priority mail ⁶	612	960	1,416	1,555	1,765	2,070	2,300	2,653	3,075
Second-class publishers' mail ⁷	864	1,093	1,519	1,509	1,668	1,751	1,740	1,757	1,972
Third-class mail ⁸	2,412	4,887	7,924	8,082	8,956	9,490	9,817	10,514	11,791
Bulk rate	2,168	4,697	7,668	7,844	8,699	9,209	9,553	10,242	11,550
Single piece rate and fees	244	190	256	238	257	281	264	272	241
Fourth-class mail ⁹	805	763	908	920	1,001	1,186	1,183	1,353	1,525
Zone rate mail (parcels, catalogs, etc.)	500	524	612	655	721	873	882	1,019	1,115
Special fourth-class rate	272	199	235	215	234	266	257	292	360
Library rate and fees	33	40	61	50	46	48	44	42	50
Government mail ¹⁰	745	934	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
International mail ¹¹	596	882	1,081	1,163	1,206	1,276	1,407	1,412	1,459
Special services	518	918	1,314	1,310	1,403	1,434	1,509	1,513	1,687
Express mail	184	544	572	631	668	639	627	671	711
Mailgrams	15	15	10	8	7	8	7	2	2
Other ¹²	2,205	1,220	938	873	879	955	568	323	332
Expenditures ¹³	19,412	29,207	38,370	40,490	43,291	45,653	46,322	48,455	50,730

NA Not available. X Not applicable. ¹ Items mailed at 1st-class rates and weighing 12 ounces or less. ² Includes mobile unit employees. ³ Beginning 1985, for career bargaining unit employees. Includes fringe benefits. ⁴ Net revenues after refunds of postage. Includes operating reimbursements, embossed envelope purchases, indemnity claims, and miscellaneous revenue and expenditure offsets. Shown in year which gave rise to the earnings. ⁵ Includes controlled circulation publications. ⁶ Items otherwise qualified as 1st-class or airmail that exceeds 12 ounces and 8 ounces, respectively. ⁷ Includes mail paid at other than bulk rates. Publishers' mail includes printed publications periodically issued and mailed at a known post office to paid subscribers, such as regular rate newspapers and magazines, and classroom and nonprofit rate publications. See source for further detail. ⁸ Items less than 16 ounces in weight not mailed at either 1st- or 2d-class rates. ⁹ Items not mailed at 1st-, 2d-, or 3d-class rates, except government and international mail. May include parcel post, catalogs weighing 16 ounces or more, books, films, and records. ¹⁰ Penalty and franked. Beginning in 1988 penalty and franked mail are included in their appropriate classes of mail. ¹¹ Mail from United States to foreign countries paid at international mail rates. ¹² Consists of unassignable revenues. ¹³ 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. 904. U.S. Postal Service—Volume of Mail, by Class: 1980 to 1995

[In millions, except per capita. For fiscal years; see text section 9. Includes Puerto Rico and all outlying. For definition of classes of mail, see footnotes, table 903. See also *Historical Statistics, Colonial Times to 1970*, series R 172-186]

CLASS OF MAIL	PIECES OF MAIL					WEIGHT OF MAIL (lbs.)				
	1980	1990	1993	1994	1995	1980	1990	1993	1994	1995
Total	106,311	166,301	171,220	178,039	180,734	12,958	18,826	19,598	21,027	21,926
Domestic	105,348	165,503	170,313	177,177	179,933	12,742	18,577	19,353	20,787	21,677
1st class and express ¹	60,332	89,343	92,229	95,394	96,357	2,213	3,452	3,733	3,846	3,928
Priority mail	248	518	664	770	869	591	1,007	1,175	1,333	1,484
2d class	10,221	10,680	10,306	10,228	10,194	3,478	4,233	4,041	4,088	4,211
3d class	30,381	63,725	65,773	69,416	71,112	3,240	7,648	8,007	8,798	9,234
4th class	633	663	744	872	936	2,661	2,109	2,284	2,621	2,709
Penalty	2,992	(NA)	(NA)	(NA)	(NA)	503	(NA)	(NA)	(NA)	(NA)
US Postal Service and free for blind	540	574	596	499	464	56	127	114	100	112
International	963	798	907	862	801	216	249	245	240	249
Per capita: ²										
Total, all domestic mail ³	463	662	656	675	683	56	74	74	79	82
1st class and express	265	354	355	363	366	10	14	14	15	15
2d class	45	43	40	39	39	15	17	16	16	16
3d class	133	255	253	264	270	14	31	31	33	35
4th class	3	3	3	3	4	12	8	9	10	10

NA Not available. ¹ Includes mailgrams. ² 1980 and 1990 based on April 1 population, including Armed Forces abroad; other years based on estimated total population as of July 1, including Armed Forces abroad. ³ Includes types of mail not shown separately.

Source: U.S. Postal Service, *Annual Report of the Postmaster General*; and unpublished data.

No. 905. U.S. Postal Service Rates for Letters and Post Cards: 1958 to 1995

[Domestic airmail letters, as a separate class of service, discontinued in 1973 at 13 cents per ounce. See also *Historical Statistics Colonial Times to 1970*, series R 188-191]

DATE OF RATE CHANGE	Letters			Postal and post cards	Express mail ¹	DATE OF RATE CHANGE	Letters			Postal and post cards	Express mail ¹
	Each oz.	First oz.	Each added oz.				Each oz.	First oz.	Each added oz.		
1958 (Aug. 1)	\$0.04	(X)	(X)	\$0.03	(X)	1978 (May 29)	(X)	\$0.15	\$0.13	\$0.10	(X)
1963 (Jan. 7)	\$0.05	(X)	(X)	\$0.04	(X)	1981 (Mar. 22)	(X)	\$0.18	\$0.17	\$0.12	(X)
1968 (Jan. 7)	\$0.06	(X)	(X)	\$0.05	(X)	1981 (Nov. 1)	(X)	\$0.20	\$0.17	\$0.13	\$9.35
1971 (May 16)	\$0.08	(X)	(X)	\$0.06	(X)	1985 (Feb. 17)	(X)	\$0.22	\$0.17	\$0.14	\$10.75
1974 (Mar. 2)	\$0.10	(X)	(X)	\$0.08	(X)	1988 (Apr. 3)	(X)	\$0.25	\$0.20	\$0.15	³ \$12.00
1975 (Sept. 14)	(X)	\$0.10	\$0.09	\$0.07	(X)	1991 (Feb. 3)	(X)	\$0.29	\$0.23	\$0.19	³ \$13.95
1975 (Dec. 31)	(X)	\$0.13	\$0.11	\$0.09	(X)	1995 (Jan. 1)	(X)	\$0.32	\$0.23	\$0.20	³ \$15.00

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. Beginning 1995, price varies by weight, not distance. ² As of October 11, 1975, surface mail service upgraded to level of airmail. ³ Over 8 ounces and up to 2 pounds. For 1995, up to 8 oz. is \$10.75.

No. 906. International Air Mail Rates From the United States: 1961 to 1995

[Excludes Canada and Mexico. Zones discontinued as of February 1991]

DATE OF RATE CHANGE	ZONE 1 ¹		ZONE 1 ²		ZONE 1 ³		Postal and post cards	Aero-grammes
	Each 1/2 oz. up to 2 ozs.	Each added 1/2 oz.	Each 1/2 oz. up to 2 ozs.	Each added 1/2 oz.	Each 1/2 oz. up to 2 ozs.	Each added 1/2 oz.		
1961 (July 1)	\$0.13	\$0.13	\$0.15	\$0.15	\$0.25	\$0.25	\$0.11	\$0.11
1967 (May 1)	\$0.15	\$0.15	\$0.20	\$0.20	\$0.25	\$0.25	\$0.13	\$0.13
1971 (July 1)	\$0.17	\$0.17	\$0.21	\$0.21	\$0.21	\$0.21	\$0.13	\$0.13
1974 (March 2)	\$0.21	\$0.17	\$0.26	\$0.21	\$0.26	\$0.21	\$0.18	\$0.18
1976 (January 3)	\$0.25	\$0.21	\$0.31	\$0.26	\$0.31	\$0.26	\$0.21	\$0.22
1981 (January 1)	\$0.35	⁴ \$0.30	\$0.40	⁵ \$0.35	\$0.40	⁵ \$0.35	\$0.28	\$0.30
1985 (February 17)	\$0.39	⁶ \$0.33	\$0.44	⁷ \$0.39	\$0.44	⁷ \$0.39	\$0.33	\$0.36
1988 (April 17) ⁸	\$0.45	\$0.42	\$0.45	\$0.42	\$0.45	\$0.42	\$0.36	\$0.39
1991 (February 3) ^{8,9}	(X)	(X)	(X)	(X)	(X)	(X)	\$0.40	\$0.45
1995 (July 9) ¹⁰	(X)	(X)	(X)	(X)	(X)	(X)	\$0.50	\$0.50

X Not applicable. ¹ Caribbean, Central and South America. The airmail letter rate to South America, 1961 to 1967, was the same as that to Europe. Beginning January 3, 1976, the airmail letter rate to all South American countries except Colombia and Venezuela is the same as Europe; Columbia and Venezuela are included in the first zone. ² Europe and Mediterranean Africa. ³ Rest of world. ⁴ Up to 32 oz.; 30 cents per additional ounce over 32. ⁵ Up to 32 oz.; 35 cents per additional ounce over 32. ⁶ Up to 32 oz.; 33 cents per additional ounce over 32. ⁷ Up to 32 oz.; 39 cents per additional ounce over 32. ⁸ Air letters collapsed to a single schedule. ⁹ First 1/2 ounce=50 cents; second 1/2 ounce=45 cents, 39 cents for each additional 1/2 ounce up to the limit of 64 oz. ¹⁰ First 1/2 ounce=60 cents; 40 cents for each additional 1/2 ounce up to limit of 64 ounces.

Sources of tables 905 and 906: U.S. Postal Service, *"United States Domestic Postage Rate: Recent History;"* and unpublished data.

No. 907. Advertising—Indexes of National Advertising Expenditures, by Medium: 1980 to 1994

[1982-84=100. Based on the average monthly expenditure for those major media which give national coverage. See also *Historical Statistics, Colonial Times to 1970*, series T 472-484]

MEDIUM	1980	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
General index	71	115	121	126	132	141	149	157	151	160	165	182
Network television ¹	72	119	119	124	130	142	150	160	160	172	178	194
Spot television	67	112	123	134	140	146	150	159	145	154	159	184
Magazines	73	115	120	124	131	142	156	159	152	163	171	184
Newspapers	71	112	122	123	127	130	135	140	134	131	131	142

¹ Includes the 3 networks, Fox, cable, and syndication.

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

No. 908. Advertising—Estimated Expenditures, by Medium: 1980 to 1995

[In millions of dollars. See text, section 18, for definitions of types of advertising. See also *Historical Statistics, Colonial Times to 1970*, series R 106-109, R 123-126, and T 444-471]

MEDIUM	1980	1985	1988	1989	1990	1991	1992	1993	1994	1995 ¹
Total	53,550	94,750	118,050	123,930	128,640	126,400	131,290	138,080	150,030	161,860
National	29,815	53,355	65,610	68,990	72,780	72,635	76,020	80,010	87,325	94,620
Local	23,735	41,395	52,440	54,940	55,860	53,765	55,270	58,070	62,705	67,240
Newspapers	14,794	25,170	31,197	32,368	32,281	30,409	30,737	32,025	34,356	36,760
National	1,963	3,352	3,586	3,720	3,867	3,685	3,602	3,620	3,906	4,180
Local	12,831	21,818	27,611	28,648	28,414	26,724	27,135	28,405	30,450	32,580
Magazines	3,149	5,155	6,072	6,716	6,803	6,524	7,000	7,357	7,916	8,550
Weeklies	1,418	2,297	2,646	2,813	2,864	2,670	2,739	2,850	3,140	3,420
Women's	782	1,294	1,504	1,710	1,713	1,671	1,853	2,009	2,106	2,270
Monthlies	949	1,564	1,922	2,193	2,226	2,183	2,408	2,498	2,670	2,860
Farm publications	130	186	196	212	215	215	231	243	262	285
Television	11,469	21,022	25,686	26,891	28,405	27,402	29,409	30,584	34,167	36,680
TV networks ²	5,130	8,060	9,172	9,110	9,863	9,533	10,249	10,209	10,942	11,490
Cable networks	45	594	942	1,197	1,393	1,521	1,685	1,970	2,321	2,645
Syndication (nat'l) ²	50	520	901	1,288	1,109	1,253	1,370	1,576	1,734	1,940
Spot (national)	3,269	6,004	7,147	7,354	7,788	7,110	7,551	7,800	8,993	9,575
Spot (local)	2,967	5,714	7,270	7,612	7,856	7,565	8,079	8,435	9,464	10,175
Cable (non-network)	8	130	254	330	396	420	475	594	713	855
Radio	3,702	6,490	7,798	8,323	8,726	8,476	8,654	9,457	10,529	11,500
Network	183	365	425	476	482	490	424	458	463	510
Spot	779	1,335	1,418	1,547	1,635	1,575	1,505	1,657	1,902	2,090
Local	2,740	4,790	5,955	6,300	6,609	6,411	6,725	7,342	8,164	8,900
Yellow Pages	2,900	5,800	7,781	8,330	8,926	9,182	9,320	9,517	9,825	10,340
National	330	695	944	1,011	1,132	1,162	1,188	1,230	1,314	1,405
Local	2,570	5,105	6,837	7,319	7,794	8,020	8,132	8,287	8,511	8,935
Direct mail	7,596	15,500	21,115	21,945	23,370	24,460	25,391	27,266	29,638	32,600
Business papers	1,674	2,375	2,610	2,763	2,875	2,882	3,090	3,260	3,358	3,560
Outdoor	578	945	1,064	1,111	1,084	1,077	1,031	1,090	1,167	1,260
Miscellaneous	7,558	12,107	14,531	15,271	15,955	15,773	16,427	17,281	18,812	20,325

¹ Projected from 4 months of data. ² Beginning 1990, Fox included in TV networks, rather than syndication; therefore, data not comparable with previous years.

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

No. 909. Magazine Advertising—Expenditures, by Product: 1980 to 1994

[In millions of dollars. 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	1980	1985	1988	1989	1990	1991	1992	1993	1994
Total	2,846	4,961	5,943	6,611	6,753	6,608	7,186	7,667	8,505
Apparel, footwear, accessories	112	251	363	396	428	419	496	513	540
Automotive, accessories, equipment	230	549	801	881	900	941	1,035	1,064	1,210
Beer, wine, and liquor	239	240	213	255	277	279	247	204	198
Computers, office equipment	79	250	252	284	283	291	354	364	414
Business and consumer services	190	463	466	522	516	453	513	625	657
Drugs and remedies	79	135	145	135	163	167	299	368	434
Food and food products	199	342	377	435	444	437	459	470	511
Household equipment and supplies	65	100	102	104	118	115	161	141	145
Household furnishings	73	87	116	126	116	123	117	146	166
Jewelry, cameras, optical goods	79	101	142	156	157	157	158	168	179
Mail orders/direct response	(NA)	328	467	513	531	574	617	725	832
Publishing and media	146	188	192	191	212	197	202	214	258
Retail	(NA)	121	176	211	255	201	190	219	215
Smoking materials	290	383	352	393	305	265	224	210	285
Toiletries and toilet goods	206	385	554	651	679	640	734	811	853
Travel, hotels, and resorts	123	245	311	374	380	346	350	378	445
Other	736	793	914	984	989	1,005	1,030	1,047	1,163

NA Not available.

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

No. 910. Television—Expenditures for Network Advertising: 1992 to 1994

[In millions of dollars. See text, section 18, for a definition of network advertising]

PRODUCT	1992	1993 ¹	1994 ¹	PRODUCT	1992	1993 ¹	1994 ¹
Total	9,973	10,893	11,893	Home electronics equipment . . .	121	105	150
Apparel, footwear, accessories . . .	305	332	320	Horticulture	26	32	40
Automotive	1,541	1,589	1,696	Household equipment, supplies, and furnishings	307	286	315
Beer and wine	313	330	341	Insurance	142	147	141
Building material, equipment, fixtures	77	64	65	Jewelry, cameras, optical goods . .	118	116	121
Computers, office equipment, and stationery	124	150	187	Laundry soaps, cleansers, polishes	285	348	280
Confectionery, soft drinks	531	941	679	Movies	236	373	446
Consumer services	501	783	916	Pet products	67	73	75
Department, discount stores	318	308	383	Proprietary medicines	882	957	988
Financial planning services	95	99	97	Publishing and media	56	51	50
Food and food products	1,375	1,306	1,429	Restaurants and drive-ins	601	743	839
Freight, industrial development . . .	91	77	61	Toiletries and toilet goods	937	1,064	1,095
Gas, lubricants, etc.	67	57	77	Toys and sporting goods	157	271	305
Home centers and hardware stores	51	58	68	Travel, hotels, and resorts	122	97	181
				Other	527	136	548

¹ Includes the Fox network.

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

No. 911. Television—Estimated Time Charges for Spot Advertising: 1992 to 1994

[In millions of dollars. Data represent activity in the top 75 markets monitored by Competitive Media Reporting, currently covering approximately 382 stations. Beginning 1990, data exclude National Syndicated Activity and therefore are not directly comparable to prior years. See text, section 18, for definitions of types of advertising]

PRODUCT	1992	1993	1994	PRODUCT	1992	1993	1994
Total	5,469	5,619	6,580	Horticulture	40	34	42
Agriculture and farming	12	11	13	Household equipment, supplies, and furnishings	111	139	166
Apparel, footwear, accessories	85	88	84	Insurance	115	135	199
Automotive	1,635	1,820	2,312	Jewelry, cameras, optical goods	25	32	31
Beer and wine	201	196	179	Laundry soaps, cleansers, polishes	110	94	84
Building material, equipment, fixtures	56	58	60	Pet products	28	20	29
Computers, office equipment and stationery	14	16	26	Political, unions, religious	76	46	55
Confectionery, soft drinks	316	308	315	Proprietary medicines	238	177	172
Consumer services	442	498	666	Publishing and media	108	100	95
Food and food products	856	867	963	Toiletries and toilet goods	248	249	276
Freight, industrial development	48	39	34	Toys and sporting goods	245	293	277
Gasoline, lubricants, etc.	134	136	140	Travel, hotels, and resorts	185	140	189
Home electronics equipment	108	83	129	Other	32	40	44

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

No. 912. Television—Expenditures for Retail/Local Advertising: 1992 to 1994

[In millions of dollars. See headnote, table 911]

PRODUCT	1992	1993	1994	PRODUCT	1992	1993	1994
Total	5,271	5,566	6,313	Hotels, resorts, U.S.	69	84	86
Amusements, entertainment	144	151	160	Insurance agencies	20	26	31
Appliance stores	203	231	269	Jewelry stores	21	26	27
Auto repair, service stations	83	84	93	Legal services	113	126	129
Auto supply, accessory stores	40	41	62	Leisure time stores and services . .	147	173	201
Auto, truck dealers	283	338	405	Loan, mortgage companies	38	55	75
Banks, S&L associations	183	187	157	Medical, dental services	141	146	158
Builders, home improvement	24	32	35	Movies	242	296	314
Carpet, floor covering stores	52	58	61	Newspapers	30	29	29
Clothing stores	133	143	163	Office equipment/supply stores . . .	16	18	35
Department stores	213	185	198	Optical services, supplies	56	54	57
Discount department stores	119	119	149	Political	170	69	352
Drug stores	118	101	97	Radio, cable TV	186	192	208
Education services	102	99	105	Realtors, real estate developers . . .	21	25	29
Financial planning services	28	28	25	Rental services (nonauto)	30	28	27
Food stores, supermarkets	316	300	289	Restaurants, drive-ins	892	991	1,075
Furniture stores	268	302	359	Shoe stores	31	33	32
Gas, electric, water companies	41	40	42	Shopping centers	24	28	29
Health clubs, reducing salons	128	140	99	Sport, hobby, toy stores	44	58	64
Home centers and hardware	131	138	172	Other	371	392	415

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