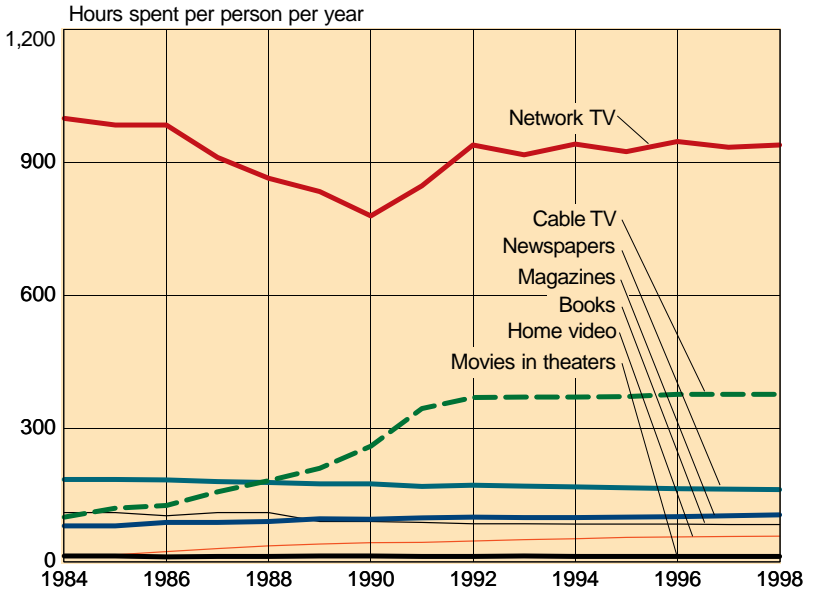
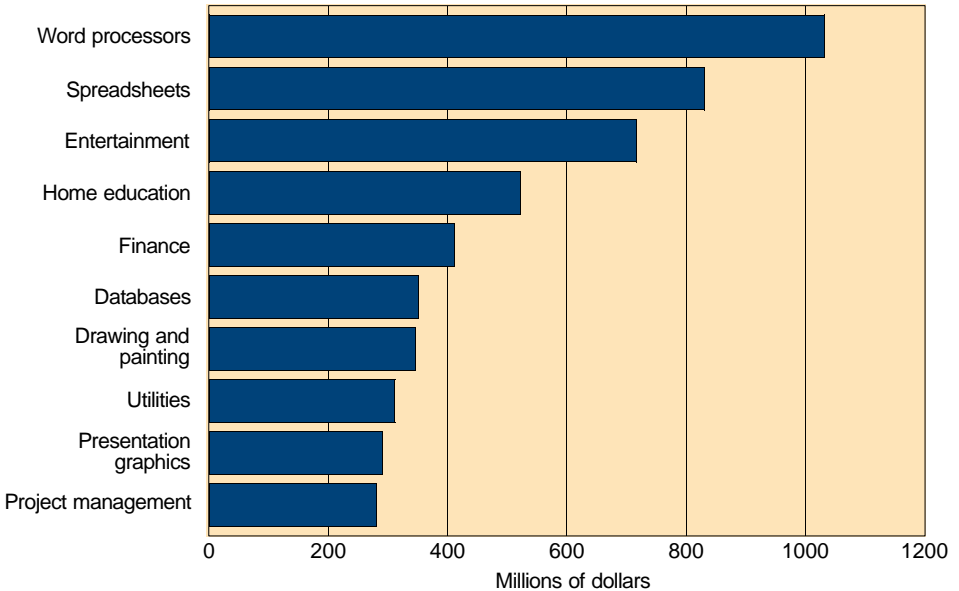


Figure 18.1
Media Usage by Consumers: 1984 to 1998



Note: Data for 1993 to 1998 are projected.
 Source: Chart prepared by U.S. Bureau of the Census. For data, see table 899.

Figure 18.2
Microcomputer Software Sales: 1994



Source: Chart prepared by U.S. Bureau of the Census. For data, see table 914.

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 in 1993:

| | |
|--------------------|-------|
| Basic cable | \$101 |
| Books | \$75 |
| Home video | \$69 |
| Daily newspapers | \$52 |
| Recorded music | \$47 |
| Magazines | \$35 |
| Movies in theaters | \$24 |

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 921 for annual data.)

Advertising.—Data on advertising expenditures are compiled primarily by McCann-Erickson, Inc., (see table 928). 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 Report 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. 896. Communications Industry—Summary: 1992

[For establishments with payroll]

| INDUSTRY | 1987 SIC ¹ code | Establishments | 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 | 9,737 |
| 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. 901. Telephone and Telegraph Systems: 1980 to 1993

[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 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 |
|---|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| DOMESTIC TELEPHONE ¹ | | | | | | | | | | |
| Carriers ² | Number | 59 | 39 | 37 | 54 | 53 | 53 | 54 | 56 | 55 |
| Access lines | Million | (NA) | 103 | 111 | 122 | 126 | 130 | 137 | 140 | 147 |
| Miles of wire | Million | 1,131 | 1,313 | 1,371 | 1,483 | 1,502 | 1,528 | (NA) | (NA) | (NA) |
| Gross book cost of plant | Bil. dol. | 127 | 195 | 222 | 250 | 260 | 265 | 270 | 279 | 282 |
| Depreciation reserves ³ | Bil. dol. | 27 | 50 | 70 | 85 | 94 | 98 | 102 | 108 | 117 |
| Ratio to book cost | Percent | 18 | 26 | 31 | 34 | 36 | 37 | 38 | 39 | 41 |
| Capital stock and premium | Bil. dol. | 31 | 48 | 43 | 45 | 46 | 46 | 47 | 48 | 42 |
| Operating revenues | Bil. dol. | 56 | 89 | 95 | 100 | 102 | 104 | 106 | 122 | 126 |
| Operating expenses ⁴ | Bil. dol. | 37 | 61 | 66 | 74 | 77 | 78 | 80 | 95 | 98 |
| Net operating income ⁵ | Bil. dol. | 10 | 12 | 15 | 17 | 16 | 16 | 16 | 17 | 17 |
| Net income | Bil. dol. | 7 | 10 | 11 | 13 | 12 | 13 | 12 | 12 | 8 |
| Return on investment (domestic and overseas) ⁶ | Percent | 9 | 9 | 10 | 10 | 10 | 10 | 9 | 10 | 10 |
| Employees | 1,000 | 938 | (NA) | (NA) | 688 | 663 | 648 | 616 | 608 | 592 |
| Compensation of employees | Bil. dol. | 20 | (NA) | (NA) | 25 | 24 | 26 | 25 | 26 | 27 |
| OVERSEAS TELEPHONE | | | | | | | | | | |
| Number of overseas calls | Million | 200 | 412 | 580 | 706 | 1,008 | 1,201 | 2,279 | 2,750 | 3,095 |
| Revenue from overseas calls ⁷ | Mill. dol. | 1,535 | 1,799 | 2,127 | 2,573 | 3,513 | 4,362 | 5,835 | 6,974 | 7,704 |
| Ocean cable systems | Number | 24 | 26 | 26 | 26 | 23 | 24 | 26 | (NA) | (NA) |
| Communications satellites ⁸ | Number | 5 | 6 | 11 | 14 | 15 | 16 | 16 | (NA) | (NA) |
| TELEGRAPH ⁹ | | | | | | | | | | |
| Carriers | Number | 8 | 7 | 7 | 6 | 6 | 3 | 3 | 2 | 2 |
| Revenue messages transmitted | Million | 75 | 42 | 25 | (NA) | (NA) | (NA) | (NA) | (NA) | (NA) |
| Message revenues ¹⁰ | Mill. dol. | 676 | 708 | 594 | 483 | 521 | 259 | 219 | (NA) | (NA) |
| Total operating revenues | Mill. dol. | 1,232 | 1,367 | 1,076 | 882 | 1,019 | 408 | 383 | 317 | 367 |
| Operating revenue deductions | Mill. dol. | 1,006 | 1,282 | 1,125 | 942 | 995 | 447 | 421 | 343 | 416 |
| Operating income | Mill. dol. | 147 | 102 | 48 | -56 | 24 | -28 | -28 | -77 | -76 |
| Return on investment ⁶ | Percent | 16 | 7 | -3 | -6 | 4 | 1 | -12 | (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. 902. Telephone Communications—Operating Revenue and Expenses: 1989 to 1993

[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 | | |
|---|-------------------|----------------|----------------|----------------|----------------|----------------------|--------------|--------------|
| | 1989 | 1990 | 1991 | 1992 | 1993 | 1990 | 1992 | 1993 |
| OPERATING REVENUE | | | | | | | | |
| Total | 151,195 | 157,075 | 161,241 | 167,936 | 177,843 | 100.0 | 100.0 | 100.0 |
| Local service | 37,371 | 39,327 | 40,476 | 42,421 | 44,351 | 25.0 | 25.3 | 24.9 |
| Long-distance service | 64,496 | 66,261 | 67,542 | 67,972 | 70,771 | 42.2 | 40.5 | 39.8 |
| Network access | 29,251 | 29,406 | 29,311 | 30,340 | 31,207 | 18.7 | 18.1 | 17.5 |
| Cellular and other radiotelephone | 4,400 | 5,875 | 6,724 | 8,986 | 11,795 | 3.7 | 5.4 | 6.6 |
| Directory advertising | 7,708 | 8,195 | 8,496 | 8,734 | 8,932 | 5.2 | 5.2 | 5.0 |
| Other | 7,969 | 8,011 | 8,692 | 9,483 | 10,787 | 5.1 | 5.6 | 6.1 |
| OPERATING EXPENSES | | | | | | | | |
| Total | 124,789 | 128,527 | 134,600 | 139,999 | 153,770 | 100.0 | 100.0 | 100.0 |
| Annual payroll | 29,209 | 30,782 | 31,149 | 31,661 | 32,455 | 23.9 | 22.6 | 21.1 |
| Employer contributions to Social Security and other supplemental benefits | 6,995 | 7,162 | 7,870 | 8,452 | 8,225 | 5.6 | 6.0 | 5.3 |
| Access charges | 23,576 | 23,769 | 24,614 | 25,126 | 26,121 | 18.5 | 17.9 | 17.0 |
| Depreciation | 23,227 | 23,474 | 24,164 | 24,190 | 25,203 | 18.3 | 17.3 | 16.4 |
| Lease and rental | 3,734 | 3,628 | 3,959 | 4,348 | 4,200 | 2.8 | 3.1 | 2.7 |
| Purchased repairs | 2,838 | 3,048 | 3,025 | 2,985 | 3,198 | 2.4 | 2.1 | 2.1 |
| Insurance | 196 | 197 | 223 | 228 | 223 | 0.2 | 0.2 | 0.1 |
| Telephone and other purchased communication services | 433 | 517 | 557 | 724 | 858 | 0.4 | 0.5 | 0.6 |
| Purchased utilities | 1,125 | 1,132 | 1,177 | 1,207 | 1,226 | 0.9 | 0.9 | 0.8 |
| Purchased advertising | 1,933 | 2,383 | 2,607 | 2,700 | 3,356 | 1.9 | 1.9 | 2.2 |
| Taxes | 5,032 | 5,208 | 5,358 | 5,319 | 5,494 | 4.1 | 3.8 | 3.6 |
| Other | 26,491 | 27,227 | 29,897 | 33,059 | 43,211 | 21.2 | 23.6 | 28.1 |

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services*, (BC/93).

No. 904. 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 | 99 | 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 Subscribership in the U.S.*, April 1995.

No. 906. Private Radio Stations Authorized, by Class: 1990 to 1993

[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 | 1991 | 1992 | 1993 | CLASS | 1990 | 1991 | 1992 | 1993 |
|-------------------------------------|-------|-------|-------|------|---|------|------|------|------|
| Private radio services ¹ | 2,880 | 2,935 | 2,956 | 3007 | Railroad | 16 | 17 | 18 | 18 |
| Personal | 528 | 566 | 611 | 655 | Taxicab. | 6 | 6 | 6 | 5 |
| General mobile | 32 | 31 | 28 | 27 | Interurban property | 6 | 6 | 6 | 6 |
| Amateur and disaster | 496 | 535 | 583 | 628 | Other | 12 | 12 | 12 | 11 |
| Aviation | 251 | 241 | 210 | 199 | Marine | 623 | 641 | 634 | 664 |
| Aircraft | 210 | 200 | 193 | 182 | Ship | 607 | 626 | 619 | 648 |
| Aeronautical and fixed | 12 | 12 | 12 | 13 | Alaskan | 2 | 2 | 2 | 2 |
| Civil air patrol | 24 | 24 | (Z) | (Z) | Coastal and other | 13 | 13 | 13 | 14 |
| Other | 5 | 5 | 5 | 5 | Public safety | 235 | 240 | 245 | 251 |
| Industrial | 865 | 854 | 840 | 828 | Police | 51 | 52 | 53 | 54 |
| Power | 46 | 47 | 48 | 49 | Fire | 44 | 45 | 46 | 47 |
| Business | 628 | 616 | 27 | 591 | Forestry conservation | 11 | 12 | 12 | 12 |
| Petroleum | 27 | 27 | 603 | 26 | Highway maintenance | 15 | 16 | 16 | 16 |
| Forest products | 12 | 12 | 12 | 12 | Special emergency | 41 | 41 | 41 | 40 |
| Special industrial | 114 | 112 | 110 | 108 | Other | 73 | 75 | 78 | 81 |
| Other | 39 | 40 | 41 | 43 | Operational fixed services ² | 33 | 35 | 36 | 37 |
| Land transportation | 40 | 41 | 41 | 41 | | | | | |

Z Less 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. 1991 data exclude restricted permits. ² Includes microwave operations.

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

No. 907. Radio and Television Broadcasting Services—Finances: 1990 to 1993

[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 | 1992 | 1993 | 1990 | 1992 | 1993 | 1990 | 1992 | 1993 |
| Operating revenue | 29,134 | 28,968 | 29,408 | 7,347 | 7,180 | 7,640 | 21,787 | 21,788 | 21,768 |
| Station time sales | 19,815 | 19,357 | 20,031 | 6,759 | 6,630 | 7,072 | 13,056 | 12,727 | 12,959 |
| Network compensation | 570 | 476 | 461 | 111 | 100 | 92 | 459 | 376 | 369 |
| National/regional advertising | 7,508 | 6,993 | 7,189 | 1,608 | 1,387 | 1,514 | 5,900 | 5,606 | 5,675 |
| Local advertising | 11,737 | 11,888 | 12,381 | 5,040 | 5,143 | 5,466 | 6,697 | 6,745 | 6,915 |
| Network time sales | 8,183 | 8,510 | 8,332 | 322 | 292 | 301 | 7,861 | 8,218 | 8,031 |
| Other | 1,136 | 1,101 | 1,045 | 266 | 258 | 267 | 870 | 843 | 778 |
| Operating expenses | 25,101 | 25,102 | 24,403 | 6,670 | 6,485 | 6,610 | 18,431 | 18,617 | 17,793 |
| Annual payroll | 6,745 | 7,024 | 7,073 | 2,583 | 2,627 | 2,697 | 4,162 | 4,397 | 4,376 |
| Employer contributions to Social Security and other supplemental benefits | 1,064 | 1,161 | 1,192 | 347 | 365 | 379 | 717 | 796 | 813 |
| Broadcast rights | 7,823 | 7,919 | 7,342 | 277 | 220 | 247 | 7,546 | 7,699 | 7,095 |
| Music license fees | 386 | 383 | 351 | 167 | 157 | 169 | 219 | 226 | 182 |
| Depreciation | 1,388 | 1,304 | 1,225 | 500 | 471 | 452 | 888 | 833 | 773 |
| Lease and rental | 484 | 468 | 485 | 206 | 201 | 217 | 278 | 267 | 268 |
| Purchased repairs | 239 | 233 | 240 | 83 | 81 | 83 | 156 | 152 | 157 |
| Insurance | 148 | 163 | 161 | 67 | 69 | 70 | 81 | 94 | 91 |
| Telephone and other purchased communication services | 249 | 245 | 243 | 121 | 122 | 121 | 128 | 123 | 122 |
| Purchased utilities | 254 | 265 | 262 | 104 | 107 | 103 | 150 | 158 | 159 |
| Purchased advertising | 978 | 824 | 835 | 386 | 330 | 326 | 592 | 494 | 509 |
| Taxes | 182 | 193 | 190 | 63 | 68 | 72 | 119 | 125 | 118 |
| Other | 5,161 | 4,920 | 4,804 | 1,766 | 1,667 | 1,674 | 3,395 | 3,253 | 3,130 |

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services*, (BC/93).

No. 908. Copyright Registration, by Subject Matter: 1990 to 1994

[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 | 1992 | 1993 | 1994 | SUBJECT MATTER | 1990 | 1992 | 1993 | 1994 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------------------------------|-------|-------|-------|-------|
| Total | 643.5 | 606.2 | 564.9 | 530.3 | Sound recordings | 37.5 | 33.1 | 32.4 | 36.1 |
| Monographs | 179.7 | 190.2 | 185.8 | 162.6 | Renewals ² | 51.8 | 49.1 | 37.7 | 33.3 |
| Semiconductor chip products | 1.0 | 0.9 | 1.0 | 1.1 | Musical works ³ | 185.3 | 162.1 | 152.3 | 136.1 |
| Serials | 111.5 | 92.9 | 82.6 | 75.1 | Works of the visual arts | 76.7 | 78.0 | 73.5 | 86.1 |

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. 909. Public Television Programming: 1980 to 1992

[For fiscal years; 1988 to 1992 surveys used 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 ² | 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 | (¹) | 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. 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. 910. Public Broadcasting Systems—Income, by Source: 1980 to 1993

[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 | 1989 | 1990 | 1991 | 1992 | 1993 | PERCENT DISTRIBUTION | | |
|--|------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------|------------|------------|
| | | | | | | | | 1980 | 1990 | 1993 |
| CPB-qualified public radio stations ¹ | 217 | 288 | 313 | 318 | 373 | 391 | 400 | (X) | (X) | (X) |
| Public television stations | 290 | 317 | 340 | 341 | 349 | 349 | 352 | (X) | (X) | (X) |
| Total income | 705 | 1,096 | 1,549 | 1,581 | 1,721 | 1,790 | 1,790 | 100 | 100 | 100 |
| Federal government | 193 | 179 | 264 | 267 | 333 | 374 | 370 | 27 | 17 | 21 |
| State and local government ² | 272 | 358 | 454 | 474 | 503 | 485 | 475 | 39 | 30 | 27 |
| Subscribers and auction/marathon | 102 | 248 | 347 | 364 | 384 | 404 | 412 | 15 | 23 | 23 |
| Business and industry | 72 | 171 | 242 | 262 | 290 | 300 | 301 | 10 | 17 | 17 |
| Foundation | 24 | 43 | 69 | 71 | 70 | 80 | 100 | 3 | 5 | 6 |
| Other | 43 | 97 | 173 | 143 | 139 | 148 | 132 | 6 | 9 | 7 |

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, 1993*; and unpublished data.

No. 913. Cable and Pay TV—Revenue and Expenses: 1989 to 1993

[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 | | |
|--|-------------------|---------------|---------------|---------------|---------------|----------------------|--------------|--------------|
| | 1989 | 1990 | 1991 | 1992 | 1993 | 1990 | 1992 | 1993 |
| Revenue | 17,513 | 20,312 | 21,897 | 24,424 | 26,881 | 100.0 | 100.0 | 100.0 |
| Advertising | 1,349 | 1,725 | 1,924 | 2,283 | 2,633 | 8.5 | 9.3 | 9.8 |
| Program revenue | 2,723 | 3,497 | 3,768 | 4,053 | 4,461 | 17.2 | 16.6 | 16.6 |
| Basic service | 8,760 | 10,019 | 10,983 | 12,401 | 13,609 | 49.3 | 50.8 | 50.6 |
| Pay-per-view and other premium service | 3,734 | 3,987 | 4,092 | 4,314 | 4,756 | 19.6 | 17.7 | 17.7 |
| Installation fees | 250 | 277 | 297 | 357 | 400 | 1.4 | 1.5 | 1.5 |
| Other cable and pay TV revenue | 697 | 807 | 833 | 1,016 | 1,022 | 4.0 | 4.1 | 3.8 |
| Operating expenses | (NA) | 17,694 | 18,433 | 19,457 | 20,948 | 100.0 | 100.0 | 100.0 |
| Annual payroll | (NA) | 2,748 | 2,902 | 3,448 | 3,768 | 15.5 | 17.7 | 18.0 |
| Employer contributions to Social Security and other supplemental benefits | (NA) | 574 | 651 | 782 | 865 | 3.2 | 4.0 | 4.1 |
| Program and production costs | (NA) | 5,340 | 5,693 | 6,094 | 6,711 | 30.2 | 31.3 | 32.0 |
| Depreciation | (NA) | 3,254 | 3,274 | 3,338 | 3,529 | 18.4 | 17.2 | 16.8 |
| Lease and rental payments | (NA) | 462 | 465 | 531 | 570 | 2.6 | 2.7 | 2.7 |
| Purchased repairs | (NA) | 309 | 307 | 336 | 366 | 1.7 | 1.7 | 1.7 |
| Insurance | (NA) | 99 | 104 | 131 | 150 | 0.6 | 0.7 | 0.7 |
| Telephone, other purchased communications | (NA) | 120 | 125 | 142 | 162 | 0.7 | 0.7 | 0.8 |
| Purchased utilities | (NA) | 169 | 181 | 198 | 217 | 1.0 | 1.0 | 1.0 |
| Purchased advertising | (NA) | 421 | 425 | 484 | 530 | 2.4 | 2.5 | 2.5 |
| Taxes | (NA) | 279 | 299 | 368 | 394 | 1.6 | 1.9 | 1.9 |
| Other operating expenses | (NA) | 3,919 | 4,007 | 3,605 | 3,686 | 22.1 | 18.6 | 17.8 |

NA Not available.

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1993*, (BC/93).

No. 914. Microcomputer Software Sales: 1992 and 1994

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

| APPLICATION | 1992 | | | | | 1994 | | | | |
|----------------------------------|--------------|---------------|--------------|----------------|------------|--------------|---------------|--------------|----------------|-----------|
| | Total | PC/ MS-DOS | Win- dows | Macin- tosh | Other | Total | PC/ MS-DOS | Win- dows | Macin- tosh | Other |
| Total | 5,745 | 2,584 | 1,935 | 990 | 237 | 7,382 | 1,280 | 4,781 | 1,249 | 72 |
| Entertainment | 342 | 267 | 30 | 31 | 14 | 716 | 404 | 219 | 94 | (B) |
| Home education | 146 | 104 | 12 | 23 | 7 | 522 | 120 | 305 | 96 | 2 |
| Finance | 296 | 220 | 45 | 31 | (B) | 411 | 136 | 230 | 45 | (B) |
| Word processors | 830 | 249 | 418 | 144 | 18 | 1,031 | 96 | 827 | 94 | 13 |
| Spreadsheets | 795 | 332 | 344 | 93 | 27 | 830 | 63 | 690 | 69 | 9 |
| Databases | 349 | 267 | 31 | 48 | 2 | 351 | 29 | 280 | 41 | 1 |
| Integrated | 148 | 66 | 29 | 48 | 5 | 135 | 8 | 79 | 48 | (B) |
| Utilities | 322 | 154 | 99 | 68 | (B) | 331 | 104 | 157 | 55 | 15 |
| Presentation graphics | 289 | 94 | 142 | 49 | 4 | 290 | 9 | 235 | 45 | 1 |
| Drawing and painting | 262 | 3 | 145 | 110 | 4 | 346 | (B) | 128 | 210 | 8 |
| Desktop publishing | 141 | 10 | 76 | 54 | (B) | 198 | (B) | 125 | (B) | (B) |
| Other graphics | 264 | 103 | 88 | 70 | 4 | 342 | 36 | 231 | 74 | 1 |
| Project management | (NA) | (NA) | (NA) | (NA) | (NA) | 280 | 29 | 227 | 23 | (B) |
| Personal info. manager | (NA) | (NA) | (NA) | (NA) | (NA) | 151 | 4 | 126 | 21 | (B) |
| Languages and tools | 260 | 79 | 87 | 18 | 75 | 176 | 18 | 142 | 13 | 3 |
| Other productivity | 1,302 | 634 | 389 | 203 | 76 | 1,272 | 224 | 781 | 249 | 18 |

B Base figure too small to meet statistical standards for reliability of a derived figure. NA Not available.

Source: Software Publishers Association, Washington, DC, *SPA Software Sales Report*, News Release, March 22, 1994 and April 3, 1995.

No. 915. 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.) | | | | | MANUFACTURES' 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 | 214.3 |
| 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. 916. Publishing Industry—Summary: 1982 to 1992

[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) | | |
|--|-----------------------|--------|--------|------------------------|--------|--------|------------------|--------|--------|
| | 1982 | 1987 | 1992 | 1982 | 1987 | 1992 | 1982 | 1987 | 1992 |
| Establishments | 8,846 | 9,091 | 8,644 | 3,328 | 4,020 | 4,695 | 2,130 | 2,298 | 2,503 |
| With 20 or more employees | 2,554 | 2,617 | 2,606 | 690 | 876 | 992 | 419 | 424 | 508 |
| Employees ¹ (1,000) | 402 | 435 | 416 | 94 | 110 | 117 | 67 | 70 | 84 |
| Payroll | 6,555 | 9,025 | 10,506 | 1,986 | 2,983 | 4,076 | 1,327 | 1,860 | 2,869 |
| Value of receipts | 21,276 | 31,849 | 32,425 | 11,478 | 17,329 | (NA) | 7,740 | 12,620 | (NA) |
| Cost of materials | 6,006 | 7,533 | 6,937 | 4,568 | 5,873 | 6,214 | 2,420 | 3,663 | 5,350 |
| Value added ² | 15,275 | 24,311 | 27,264 | 6,911 | 11,452 | 15,761 | 5,292 | 9,111 | 11,862 |
| New capital expends. | 1,029 | 1,523 | 1,667 | 195 | 246 | 269 | 174 | 240 | 342 |
| Fixed assets, gross assets | 8,701 | 14,028 | (NA) | 1,370 | 2,528 | (NA) | 1,109 | 1,680 | (NA) |
| Inventories, Dec. 31 | 755 | 857 | 784 | 724 | 902 | 1,084 | 1,380 | 2,091 | 3,008 |

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).

No. 924. U.S. Postal Service—Summary: 1980 to 1994

[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 except Canal Zone. See text, section 18. See also *Historical Statistics, Colonial Times to 1970*, series R 163-171]

| ITEM | 1980 | 1985 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Number of post offices | 30,326 | 29,557 | 29,203 | 29,083 | 28,959 | 28,912 | 28,837 | 28,728 | 28,657 |
| Pieces of mail handled (est.) (bil.) | 106.3 | 140.1 | 161.0 | 161.6 | 166.3 | 165.9 | 166.4 | 171.2 | 177.1 |
| First-class, number (bil.) ¹ | 60.3 | 72.4 | 84.7 | 85.9 | 89.3 | 90.3 | 90.8 | 92.2 | 94.4 |
| Percent | 56.7 | 51.7 | 52.6 | 53.2 | 53.7 | 54.4 | 54.5 | 53.8 | 53.3 |
| Second class (bil.) | 8.4 | 10.4 | 10.4 | 10.5 | 10.7 | 10.4 | 10.3 | 10.3 | 10.2 |
| Employees, total | 667 | 744 | 824 | 817 | 819 | 808 | 819 | 818 | 852 |
| Regular | 536 | 586 | 764 | 764 | 757 | 746 | 725 | 692 | 729 |
| Postmasters | 29 | 28 | 28 | 27 | 27 | 27 | 26 | 25 | 27 |
| Office supervisors and tech. personnel | 36 | 46 | 55 | 55 | 53 | 54 | 54 | 42 | 46 |
| Office clerks and mail handlers ² | 229 | 249 | 347 | 345 | 333 | 324 | 318 | 308 | 320 |
| City carriers and vehicle drivers | 160 | 179 | 243 | 243 | 240 | 235 | 232 | 221 | 238 |
| Rural carriers | 33 | 35 | 39 | 41 | 42 | 43 | 43 | 44 | 45 |
| Other | 49 | 48 | 52 | 54 | 62 | 64 | 52 | 52 | 53 |
| Substitute (part-time) | 130 | 159 | 60 | 53 | 62 | 62 | 84 | 84 | 86 |
| Transitional | (X) | (X) | (X) | (X) | (X) | (X) | 10 | 42 | 38 |
| Compensation and employee benefits (mil. dol.) | 16,541 | 24,349 | 30,749 | 32,368 | 34,214 | 36,076 | 37,122 | 38,447 | 39,609 |
| Avg. salary per employee (dol.) ³ | 24,799 | 29,621 | 33,057 | 35,045 | 37,570 | 39,597 | 41,509 | 42,711 | 44,342 |
| Pieces of mail per employee, avg | 159 | 188 | 195 | 198 | 203 | 205 | 203 | 209 | 208 |
| Total revenue ⁴ | 19,106 | 28,956 | 35,939 | 38,920 | 40,074 | 44,202 | 47,105 | 47,986 | 49,576 |
| Operating postal revenue | 17,143 | 27,736 | 35,036 | 37,979 | 39,201 | 43,323 | 46,151 | 47,418 | 49,252 |
| Stamps, postal cards, etc. | 4,287 | 6,520 | 7,784 | 8,381 | 8,638 | 9,148 | 10,071 | 10,357 | 10,851 |
| Second-class postage paid in money (pound rates) ⁵ | 881 | 1,339 | 1,455 | 1,519 | 1,509 | 1,668 | 1,751 | 1,740 | 1,757 |
| Other postage paid under permit and meter | 10,828 | 17,747 | 22,676 | 24,534 | 25,311 | 28,019 | 29,777 | 30,621 | 32,079 |
| Box rents | 160 | 230 | 296 | 362 | 394 | 413 | 457 | 481 | 489 |
| Miscellaneous | 892 | 1,774 | 2,683 | 2,959 | 3,124 | 3,877 | 3,941 | 4,053 | 4,246 |
| Money-order revenues | 95 | 126 | 142 | 148 | 154 | 148 | 154 | 166 | 154 |
| Government appropriations | 1,610 | 970 | 517 | 436 | 453 | 562 | 545 | 164 | 131 |
| Percent of total revenue | 8.4 | 3.3 | 1.4 | 1.1 | 1.1 | 1.3 | 1.2 | 0.3 | 0.3 |
| Investment income, net | 353 | 250 | 386 | 504 | 420 | 317 | 409 | 404 | 193 |
| Mail and service: | | | | | | | | | |
| First-class mail ¹ | 10,146 | 16,740 | 21,402 | 23,234 | 24,023 | 26,649 | 28,296 | 28,828 | 29,395 |
| Priority mail ⁶ | 612 | 960 | 1,329 | 1,416 | 1,555 | 1,765 | 2,070 | 2,300 | 2,649 |
| Second-class publishers' mail ⁷ | 864 | 1,093 | 1,400 | 1,519 | 1,509 | 1,668 | 1,751 | 1,740 | 1,757 |
| Third-class mail ⁸ | 2,412 | 4,887 | 7,311 | 7,924 | 8,082 | 8,956 | 9,490 | 9,817 | 10,511 |
| Bulk rate | 2,168 | 4,697 | 7,096 | 7,668 | 7,844 | 8,699 | 9,209 | 9,553 | 10,240 |
| Single piece rate and fees | 244 | 190 | 215 | 256 | 238 | 257 | 281 | 264 | 271 |
| Fourth-class mail ⁹ | 805 | 763 | 929 | 908 | 920 | 1,001 | 1,186 | 1,183 | 1,351 |
| Zone rate mail (parcels, catalogs, etc.) | 500 | 524 | 647 | 612 | 655 | 721 | 873 | 882 | 1,017 |
| Special fourth-class rate | 272 | 199 | 223 | 235 | 215 | 234 | 266 | 257 | 292 |
| Library rate and fees | 33 | 40 | 59 | 61 | 50 | 46 | 48 | 44 | 42 |
| Government mail ¹⁰ | 745 | 934 | (NA) | (NA) | (NA) | (NA) | (NA) | (NA) | (NA) |
| International mail ¹¹ | 596 | 882 | 992 | 1,081 | 1,163 | 1,206 | 1,276 | 1,407 | 1,411 |
| Special services | 518 | 918 | 1,136 | 1,314 | 1,310 | 1,403 | 1,434 | 1,509 | 1,506 |
| Express mail | 184 | 544 | 524 | 572 | 631 | 668 | 639 | 627 | 671 |
| Mailgrams | 15 | 15 | 12 | 10 | 8 | 7 | 8 | 7 | 2 |
| Other ¹² | 2,205 | 1,220 | 903 | 938 | 873 | 879 | 955 | 568 | 323 |
| Expenditures ¹³ | 19,412 | 29,207 | 36,119 | 38,370 | 40,490 | 43,291 | 45,653 | 46,322 | 48,455 |

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. 925. U.S. Postal Service—Volume of Mail, by Class: 1980 to 1994

[In millions, except per capita. For fiscal years; see text section 9. Includes Puerto Rico and all outlying areas except Canal Zone. For definition of classes of mail, see footnotes, table 924. See also *Historical Statistics, Colonial Times to 1970*, series R 172-186]

| CLASS OF MAIL | PIECES OF MAIL | | | | | WEIGHT OF MAIL (lbs.) | | | | |
|---|----------------|----------------|----------------|----------------|----------------|-----------------------|---------------|---------------|---------------|---------------|
| | 1980 | 1990 | 1992 | 1993 | 1994 | 1980 | 1990 | 1992 | 1993 | 1994 |
| Total | 106,311 | 166,301 | 166,443 | 171,220 | 177,062 | 12,958 | 18,826 | 18,368 | 19,598 | 20,976 |
| Domestic | 105,348 | 165,503 | 165,654 | 170,313 | 176,202 | 12,742 | 18,577 | 18,140 | 19,353 | 20,736 |
| 1st class and express ¹ | 60,332 | 89,343 | 90,842 | 92,229 | 94,438 | 2,213 | 3,452 | 3,560 | 3,733 | 3,802 |
| Priority mail | 248 | 518 | 584 | 664 | 728 | 591 | 1,007 | 1,109 | 1,175 | 1,330 |
| 2d class | 10,221 | 10,680 | 10,319 | 10,306 | 10,228 | 3,478 | 4,233 | 3,830 | 4,041 | 4,088 |
| 3d class | 30,381 | 63,725 | 62,547 | 65,773 | 69,400 | 3,240 | 7,648 | 7,123 | 8,007 | 8,797 |
| 4th class | 633 | 663 | 764 | 744 | 871 | 2,661 | 2,109 | 2,397 | 2,284 | 2,618 |
| Penalty | 2,992 | (NA) | (NA) | (NA) | (NA) | 503 | (NA) | (NA) | (NA) | (NA) |
| Franked and free for blind | 540 | 574 | 598 | 596 | 498 | 56 | 127 | 122 | 114 | 100 |
| International | 963 | 798 | 789 | 907 | 860 | 216 | 249 | 228 | 245 | 240 |
| Per capita: ² | | | | | | | | | | |
| Total, all domestic mail ³ | 463 | 662 | 648 | 656 | 671 | 56 | 74 | 71 | 74 | 79 |
| 1st class and express | 265 | 354 | 356 | 355 | 360 | 10 | 14 | 14 | 14 | 14 |
| 2d class | 45 | 43 | 40 | 40 | 39 | 15 | 17 | 15 | 16 | 16 |
| 3d class | 133 | 255 | 244 | 253 | 264 | 14 | 31 | 28 | 31 | 33 |
| 4th class | 3 | 3 | 3 | 3 | 3 | 12 | 8 | 9 | 9 | 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 Jan. 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. 926. 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 | Ex-press mail ¹ | DATE OF RATE CHANGE | Letters | | | Postal and post cards | Ex-press 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 | \$12.00 |
| 1975 (Sept. 14) | (X) | \$0.10 | \$0.09 | \$0.07 | (X) | 1991 (Feb. 3) | (X) | \$0.29 | \$0.23 | \$0.19 | \$13.95 |
| 1975 (Dec. 31) | (X) | \$0.13 | \$0.11 | \$0.09 | (X) | 1995 (Jan. 1) | (X) | \$0.32 | \$0.23 | \$0.20 | \$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. Over 5 pounds still varies by distance. ² As of October 11, 1975, surface mail service upgraded to level of airmail. ³ Over 8 ounces and up to 2 pounds.

No. 927. International Air Mail Rates From the United States: 1961 to 1991

[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 | \$0.30 | \$0.40 | \$0.35 | \$0.40 | \$0.35 | \$0.28 | \$0.30 |
| 1985 (February 17) | \$0.39 | \$0.33 | \$0.44 | \$0.39 | \$0.44 | \$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 |

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.

Sources of tables 926 and 927: U.S. Postal Service, *"United States Domestic Postage Rate: Recent History;"* and unpublished data.

No. 930. Magazine Advertising—Expenditures, by Product: 1980 to 1993

[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 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Total | 2,846 | 4,961 | 5,390 | 5,943 | 6,611 | 6,753 | 6,608 | 7,186 | 7,625 |
| Apparel, footwear, accessories | 112 | 251 | 323 | 363 | 396 | 428 | 419 | 496 | 511 |
| Automotive, accessories, equipment | 230 | 549 | 678 | 801 | 881 | 900 | 941 | 1,035 | 1,054 |
| Beer, wine, and liquor | 239 | 240 | 208 | 213 | 255 | 277 | 279 | 247 | 203 |
| Computers, office equipment | 79 | 250 | 247 | 252 | 284 | 283 | 291 | 354 | 367 |
| Business and consumer services | 190 | 463 | 491 | 466 | 522 | 516 | 453 | 513 | 621 |
| Drugs and remedies | 79 | 135 | 142 | 145 | 135 | 163 | 167 | 299 | 367 |
| Food and food products | 199 | 342 | 377 | 377 | 435 | 444 | 437 | 459 | 468 |
| Household equipment and supplies | 65 | 100 | 97 | 102 | 104 | 118 | 115 | 161 | 140 |
| Household furnishings | 73 | 87 | 111 | 116 | 126 | 116 | 123 | 117 | 143 |
| Jewelry, cameras, optical goods | 79 | 101 | 121 | 142 | 156 | 157 | 157 | 158 | 167 |
| Mail orders/direct response | (NA) | 328 | 407 | 467 | 513 | 531 | 574 | 617 | 719 |
| Publishing and media | 146 | 188 | 186 | 192 | 191 | 212 | 197 | 202 | 215 |
| Retail | (NA) | 121 | 138 | 176 | 211 | 255 | 201 | 190 | 221 |
| Smoking materials | 290 | 383 | 334 | 352 | 393 | 305 | 265 | 224 | 210 |
| Toiletries and toilet goods | 206 | 385 | 455 | 554 | 651 | 679 | 640 | 734 | 810 |
| Travel, hotels, and resorts | 123 | 245 | 273 | 311 | 374 | 380 | 346 | 350 | 376 |
| Other | 736 | 793 | 802 | 914 | 984 | 989 | 1,005 | 1,030 | 1,033 |

NA Not available.

Source: Publishers Information Bureau, Inc., New York, NY, as compiled by Leading National Advertisers.

No. 931. 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. 932. 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. 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 | Home electronics equipment | 108 | 83 | 129 |
| Agriculture and farming | 12 | 11 | 13 | Horticulture | 40 | 34 | 42 |
| Apparel, footwear, accessories | 85 | 88 | 84 | Household equipment, supplies, and furnishings | 111 | 139 | 166 |
| Automotive | 1,635 | 1,820 | 2,312 | Insurance | 115 | 135 | 199 |
| Beer and wine | 201 | 196 | 179 | Jewelry, cameras, optical goods | 25 | 32 | 31 |
| Building material, equipment, fixtures | 56 | 58 | 60 | Laundry soaps, cleansers, polishes | 110 | 94 | 84 |
| Computers, office equipment and stationery | 14 | 16 | 26 | Pet products | 28 | 20 | 29 |
| Confectionery, soft drinks | 316 | 308 | 315 | Political, unions, religious | 76 | 46 | 55 |
| Consumer services | 442 | 498 | 666 | Proprietary medicines | 238 | 177 | 172 |
| Food and food products | 856 | 867 | 963 | Publishing and media | 108 | 100 | 95 |
| Freight, industrial development | 48 | 39 | 34 | Toiletries and toilet goods | 248 | 249 | 276 |
| Gasoline, lubricants, etc. | 134 | 136 | 140 | Toys and sporting goods | 245 | 293 | 277 |
| | | | | Travel, hotels, and resorts | 185 | 140 | 189 |
| | | | | 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. 933. Television—Expenditures for Retail/Local Advertising: 1992 to 1994

[In millions of dollars. See headnote, table 932]

| 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.