

# 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 1995:

<i>Basic cable</i>	\$122
<i>Books</i>	\$81
<i>Home video</i>	\$79
<i>Recorded music</i>	\$57
<i>Daily newspapers</i>	\$50
<i>Magazines</i>	\$36
<i>On-line/Internet access services</i>	\$16

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 910 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.

**No. 886. Communications Industry—Finances: 1992 to 1995**

[In millions of dollars. Covers 420 publicly reporting companies with revenues of over \$1 million in 11 communication industry segments]

INDUSTRY	REVENUE				OPERATING INCOME			
	1992	1993	1994	1995	1992	1993	1994	1995
<b>Total</b> . . . . .	<b>131,306</b>	<b>138,350</b>	<b>153,703</b>	<b>173,931</b>	<b>17,714</b>	<b>19,454</b>	<b>22,016</b>	<b>24,108</b>
Television & radio broadcasting <sup>1</sup> . . . . .	19,591	20,376	22,670	24,672	2,430	3,295	4,370	4,703
Television network companies . . . . .	13,324	13,598	14,927	15,876	1,433	2,024	2,639	2,587
TV & radio station broadcasters . . . . .	6,267	6,779	7,743	8,796	998	1,271	1,731	2,116
Subscription video services . . . . .	19,126	20,581	22,799	27,797	3,730	4,023	3,795	4,185
Subscription video services operators . . . . .	13,994	15,001	15,599	19,203	2,845	3,021	2,768	2,805
Cable and pay-per-view networks . . . . .	5,132	5,580	7,200	8,594	885	1,003	1,027	1,379
Filmed entertainment . . . . .	13,476	14,093	16,393	19,510	1,376	1,230	1,304	1,745
Recorded music . . . . .	7,161	7,445	8,523	9,113	752	799	1,011	1,123
Newspaper publishing . . . . .	18,611	19,046	20,605	22,069	2,604	2,714	3,234	3,055
Book publishing . . . . .	9,561	10,286	11,535	12,124	1,273	1,307	1,308	1,405
Magazine publishing . . . . .	9,398	9,521	9,649	10,374	922	992	1,070	1,192
Consumer magazine . . . . .	7,623	7,795	7,910	8,472	739	820	862	962
Business and professional . . . . .	1,775	1,726	1,739	1,902	183	172	208	229
Business information services . . . . .	19,116	20,578	23,285	26,683	2,917	3,239	3,842	4,415
Advertising agencies <sup>2</sup> . . . . .	7,761	7,812	8,334	9,266	710	710	838	981
Interactive digital media <sup>3</sup> . . . . .	1,236	1,685	2,342	3,508	151	163	183	189
Miscellaneous communications . . . . .	6,271	6,928	7,568	8,814	850	983	1,061	1,116

<sup>1</sup> Excludes agency commissions. <sup>2</sup> Net revenue including only commissions, fees, and other income, not gross billings.

<sup>3</sup> Software for consumer data and transactions, consumer reference, education, games, home shopping, and infomercials.

Source: Veronis, Suhler & Associates Inc., New York, NY, *Communications Industry Report*, annual (copyright).

**No. 887. Media Usage and Consumer Spending: 1990 to 2000**

[Estimates of time spent were derived using rating data for television and radio, survey research and consumer purchase data for recorded music, newspapers, magazines, books, home video, admissions for movies, and consumer on-line/Internet access services. Adults 18 and older except for recorded music, movies in theaters, and video games where estimates include persons 12 and older]

ITEM	1990	1991	1992	1993	1994	1995	1996, proj.	1997, proj.	1998, proj.	1999, proj.	2000, proj.
<b>HOURS PER PERSON PER YEAR</b>											
Total . . . . .	3,267	3,257	3,329	3,302	3,402	3,401	3,421	3,437	3,469	3,497	3,540
Television:											
Total . . . . .	1,470	1,495	1,510	1,535	1,560	1,575	1,595	1,610	1,625	1,640	1,650
Network stations . . . . .	780	838	914	920	919	836	832	810	808	783	775
Independent stations . . . . .	340	227	159	162	172	183	196	213	216	223	224
Basic cable <sup>2</sup> . . . . .	260	340	359	375	388	468	480	497	507	536	550
Pay cable . . . . .	90	90	78	78	81	88	87	90	94	98	101
Radio . . . . .	1,135	1,115	1,150	1,082	1,102	1,091	1,082	1,067	1,057	1,047	1,047
Recorded music . . . . .	235	219	233	248	294	289	290	296	315	331	357
Daily newspapers . . . . .	175	169	172	170	169	165	163	161	160	159	158
Consumer magazines . . . . .	90	88	85	85	84	84	83	82	81	81	81
Consumer books . . . . .	95	98	100	99	102	99	102	104	105	106	107
Home video <sup>3</sup> . . . . .	42	43	46	49	52	53	54	55	56	56	57
Movies in theaters . . . . .	12	11	11	12	12	12	12	12	12	12	12
Home video games . . . . .	12	18	19	19	22	24	27	31	34	37	39
Consumer on-line/ Internet access . . . . .	1	1	2	2	3	7	11	16	21	25	28
Educational software . . . . .	(Z)	(Z)	1	1	2	2	2	3	3	3	4
<b>CONSUMER SPENDING PER PERSON PER YEAR (dollars)</b>											
Total . . . . .	365.43	378.74	403.06	428.15	455.49	485.56	523.27	559.45	592.76	624.08	649.35
Television:											
Total . . . . .	87.90	94.41	101.18	108.23	108.33	121.82	133.25	142.42	150.61	158.14	165.58
Network stations <sup>1</sup> . . . . .	-	-	-	-	-	-	-	-	-	-	-
Independent stations . . . . .	-	-	-	-	-	-	-	-	-	-	-
Basic cable <sup>2</sup> . . . . .	87.90	94.41	101.18	108.23	108.33	121.82	133.25	142.42	150.61	158.14	165.58
Pay cable . . . . .	( <sup>4</sup> )	( <sup>5</sup> )	( <sup>6</sup> )	( <sup>7</sup> )	( <sup>8</sup> )	( <sup>9</sup> )	( <sup>10</sup> )	( <sup>11</sup> )	( <sup>12</sup> )	( <sup>13</sup> )	( <sup>14</sup> )
Radio . . . . .	36.64	37.73	43.05	47.42	56.35	56.94	59.21	62.36	66.89	72.41	79.90
Recorded music . . . . .	47.55	46.56	48.54	48.25	49.12	49.85	52.30	54.23	56.14	57.65	59.34
Daily newspapers . . . . .	33.14	33.45	34.26	35.27	36.36	36.10	37.24	38.60	39.90	41.53	43.23
Consumer books . . . . .	63.90	68.19	71.39	75.28	79.69	80.62	85.73	89.87	93.49	97.72	101.57
Home video <sup>3</sup> . . . . .	56.35	58.69	63.23	68.42	74.58	79.10	82.80	87.55	91.95	94.94	96.80
Movies in theaters . . . . .	24.40	23.13	23.24	24.33	25.20	25.39	25.46	25.69	25.91	26.24	26.66
Home video games . . . . .	12.39	12.47	13.08	14.28	15.78	16.86	19.43	22.71	24.14	25.08	26.03
Consumer on-line/ Internet access . . . . .	2.93	3.61	4.39	5.35	7.44	16.24	24.80	32.32	39.61	45.96	45.74
Educational software . . . . .	0.22	0.48	0.70	1.31	2.64	2.64	3.04	3.69	4.11	4.39	4.50

- Represents zero. Z Less than 1 hour. <sup>1</sup> Affiliates of the Fox network are counted as network affiliates for part of 1991 and all latter years, but as independent stations in earlier years. <sup>2</sup> Includes TBS beginning in 1992. <sup>3</sup> Playback of pre-recorded tapes only. <sup>4</sup> Included with basic cable.

Source: Veronis, Suhler & Associates Inc., New York, NY, *Communications Industry Report*, annual (copyright).

## No. 888. Utilization of Selected Media: 1970 to 1995

ITEM	Unit	1970	1980	1985	1989	1990	1991	1992	1993	1994	1995
Households with—											
Telephone service <sup>1</sup>	Percent	87.0	93.0	91.8	93.0	93.3	93.6	93.9	94.2	93.9	93.9
Radio <sup>2</sup>	Millions	62.0	78.6	87.1	92.8	94.4	95.5	96.6	97.3	98.0	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	5.1	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6
Television <sup>3</sup>	Millions	59	76	85	90	92	93	92	93	94	95
Percent of total households	Percent	95.3	97.9	98.1	98.2	98.2	98.2	98.3	98.3	98.3	98.3
Television sets in homes	Millions	81	128	155	176	193	193	192	201	211	217
Average number of sets per home	Number	1.4	1.7	1.8	1.9	2.1	2.1	2.1	2.2	2.2	2.3
Color sets <sup>4</sup>	Millions	21	63	78	87	90	91	91	92	93	94
Cable television <sup>4</sup>	Millions	4	15	36	48	52	55	55	57	59	60
Percent of TV households	Percent	6.7	19.9	42.8	52.8	56.4	58.9	60.2	61.4	62.4	63.4
VCR's <sup>4</sup>	Millions	(NA)	1	18	58	63	67	69	72	74	77
Percent of TV households	Percent	(NA)	1.1	20.8	64.6	68.6	71.9	75.0	77.1	79.0	81.0
Commercial radio stations: <sup>2</sup>											
AM	Number	4,323	4,589	54,718	4,975	4,987	4,985	4,961	4,994	4,913	4,150
FM	Number	2,196	3,282	53,875	4,269	4,392	4,570	4,785	4,971	5,109	5,730
Television stations: <sup>6</sup> Total	Number	862	1,011	1,182	1,403	1,442	1,459	1,481	1,506	1,512	1,532
Commercial <sup>3</sup>	Number	677	734	883	1,061	1,092	1,099	1,118	1,137	1,145	(NA)
VHF	Number	501	516	520	545	547	547	551	552	561	(NA)
UHF	Number	176	218	363	516	545	552	567	585	584	(NA)
Cable television:											
Systems <sup>6</sup>	Number	2,490	4,225	6,844	9,050	9,575	10,704	11,075	11,217	11,214	11,218
Households served <sup>7</sup>	Millions	4.5	17.7	39.9	52.6	54.9	55.8	56.4	57.2	60.5	63.0
Daily newspaper circulation <sup>8</sup>	Millions	62	62	63	63	62	61	60	60	59	58

NA Not available. <sup>1</sup> 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. <sup>2</sup> As of December 31, except as noted. Source: Radio Advertising Bureau, New York, NY, through 1992. *Radio Facts*, annual, (copyright); beginning 1993, *Radio Marketing Guide and Fact Book for Advertisers*, annual, (copyright). Number of stations on the air compiled from Federal Communications Commission reports. <sup>3</sup> 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). <sup>4</sup> As of February. Excludes Alaska and Hawaii. Source: See footnote 3. <sup>5</sup> As of February 1986. <sup>6</sup> As of January 1. Source: Warren Publishing, Washington DC, *Television and Cable Factbook*. <sup>7</sup> Source: Nielsen Media Research, *Nielsen Station Index*, November diary estimates (copyright). <sup>8</sup> As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual, (copyright).

Source: Compiled from sources mentioned in footnotes.

## No. 889. Multimedia Audiences—Summary: 1997

[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 <sup>1</sup>
<b>Total</b>	<b>193,462</b>	<b>92.36</b>	<b>77.63</b>	<b>67.38</b>	<b>82.75</b>	<b>82.25</b>	<b>15.06</b>
18 to 24 years old	24,658	90.60	71.22	64.80	91.52	76.88	21.54
25 to 34 years old	41,962	90.41	76.76	64.47	90.56	81.27	19.72
35 to 44 years old	42,970	91.36	76.86	70.57	88.74	84.31	19.23
45 to 54 years old	30,865	92.97	78.10	72.05	84.50	85.57	16.59
55 to 64 years old	21,197	93.27	78.86	68.75	77.94	82.96	7.71
65 years old and over	31,810	96.47	83.48	63.48	58.89	81.24	1.65
Male	92,674	92.40	77.05	68.73	84.66	83.21	18.31
Female	100,788	92.33	78.16	66.14	80.94	81.37	12.07
White	163,736	92.24	78.12	69.47	82.84	82.84	15.69
Black	22,435	94.13	75.88	56.71	85.30	80.38	7.36
Other	7,290	89.64	71.89	53.44	72.18	74.83	24.43
Spanish speaking	17,144	94.63	80.78	49.41	84.06	68.26	9.53
Not high school graduate	36,235	94.65	79.82	53.21	70.00	65.98	2.14
High school graduate	65,024	93.66	79.45	69.70	82.27	82.53	4.98
Attended college	51,120	91.15	75.81	71.74	87.96	85.98	20.92
College graduate	41,082	89.81	75.07	71.41	88.15	91.53	35.11
Employed:							
Full-time	107,008	90.91	76.12	70.86	90.27	84.86	20.50
Part-time	17,702	91.31	71.49	68.51	86.33	83.64	17.26
Not employed	68,752	94.89	81.55	61.68	70.04	77.83	6.02
Household income:							
Less than \$10,000	17,063	93.52	81.23	45.19	70.03	65.33	5.14
\$10,000 to \$19,999	27,851	94.45	80.25	57.10	70.96	72.27	4.57
\$20,000 to \$29,999	28,213	93.94	79.23	63.83	79.18	80.38	6.04
\$30,000 to \$34,999	13,418	91.49	77.70	73.21	90.50	88.34	20.70
\$35,000 to \$39,999	12,654	93.27	80.04	68.69	85.55	81.30	10.70
\$40,000 to \$49,999	22,067	93.33	77.74	73.67	87.98	86.26	15.25
\$50,000 or more	72,195	90.37	74.95	76.81	90.10	89.54	26.89

<sup>1</sup> In the last 30 days.

Source: Mediabank Research Inc., New York, NY, *Multimedia Audiences*, spring 1997 (copyright).

## No. 890. Internet Access and Usage, and Online Service Usage: 1997

[As of spring. For persons 18 years old and over. For composition regions, see table 26. Based on sample and subject to sampling error; see source for details]

ITEM	Total adults	Any Online/Internet usage	HAVE INTERNET ACCESS			USED THE INTERNET IN THE LAST 30 DAYS			Used any online service in the past 30 days
			Home or work	Home only	Work only	Home or work	Home only	Work only	
<b>Total adults (1,000)</b> . . . . .	<b>193,462</b>	<b>31,686</b>	<b>46,305</b>	<b>25,500</b>	<b>22,931</b>	<b>29,127</b>	<b>16,640</b>	<b>13,806</b>	<b>23,494</b>
PERCENT DISTRIBUTION									
Age:									
18 to 34 years old . . . . .	34.4	46.4	43.2	39.6	37.4	46.6	44.5	38.9	45.7
35 to 54 years old . . . . .	38.2	46.1	47.2	49.8	54.7	45.9	47.4	54.2	46.4
55 years old and over . . . . .	27.4	7.5	9.6	10.6	7.9	7.4	8.1	6.9	7.8
Sex:									
Male . . . . .	47.9	57.4	52.9	54.7	54.6	58.2	60.8	59.7	57.7
Female . . . . .	52.1	42.6	47.1	45.3	45.4	41.8	39.2	40.3	42.3
Census region:									
Northeast . . . . .	20.2	21.0	21.6	22.8	21.7	20.9	20.6	20.5	23.6
Midwest . . . . .	23.4	22.8	22.7	22.2	22.9	22.2	21.8	20.8	23.2
South . . . . .	35.0	28.3	31.1	31.0	29.2	28.6	30.2	30.3	28.9
West . . . . .	21.3	27.9	24.6	24.0	26.2	28.3	27.3	28.4	24.3
Household size:									
1 to 2 persons . . . . .	44.7	35.7	34.8	31.9	37.0	36.3	35.7	38.6	33.9
3 to 4 persons . . . . .	40.0	49.2	48.9	50.9	47.3	48.9	49.4	45.6	50.1
5 or more persons . . . . .	15.3	15.1	16.2	17.1	15.7	14.8	14.9	15.8	16.1
Any child in household . . . . .	42.1	46.4	47.8	50.0	49.5	45.9	47.4	48.2	47.6
Marital status:									
Single . . . . .	22.8	32.1	28.6	24.6	22.7	32.2	28.5	24.5	31.3
Married . . . . .	58.4	59.0	61.7	67.5	66.6	59.0	64.4	65.8	60.2
Other . . . . .	18.8	8.9	9.7	7.9	10.7	8.7	7.1	9.7	8.5
Educational attainment:									
Graduated college plus . . . . .	21.2	48.9	42.8	46.9	54.1	49.5	52.2	63.3	49.3
Attended college . . . . .	26.4	36.9	35.9	35.4	30.7	36.7	35.4	27.2	36.5
Did not attend college . . . . .	52.3	14.2	21.2	17.8	15.3	13.8	12.4	9.5	14.2
Household income:									
Less than \$50,000 . . . . .	62.7	33.7	35.6	28.1	29.2	33.4	29.0	24.9	31.8
\$50,000 to \$74,000 . . . . .	19.6	26.0	26.7	27.4	26.9	25.7	25.9	27.4	27.2
\$75,000 to \$149,000 . . . . .	15.2	33.5	31.7	37.3	36.7	34.1	37.5	39.2	33.6
\$150,000 or more . . . . .	2.5	6.7	5.9	7.2	7.3	6.8	7.6	8.4	7.5

Source: Mediamark Research Inc., New York, NY, *CyberStats, spring 97* (copyright). Internet site <<http://www.mediamart.com/pages/freedata.htm>> (accessed 21 April 1997).

## No. 891. Telephone Companies—Summary: 1988 to 1995

[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]

ITEM	Unit	INDEPENDENT COMPANIES <sup>1</sup>				ALL TELEPHONE COMPANIES			
		1988	1990	1994	1995	1988	1990	1994	1995
All companies . . . . .	Number . . . . .	1,349	1,310	1,314	1,312	1,371	1,332	1,333	1,331
Access lines . . . . .	Millions . . . . .	29	32	37	40	130	138	158	166
Total telephone plant . . . . .	Bill. dol. . . . .	59	65	82	86	238	256	296	308
Operating revenues . . . . .	Bill. dol. . . . .	21	22	30	30	90	90	103	105
Avg. daily conversations <sup>2</sup> . . . . .	Millions . . . . .	(NA)	(NA)	(NA)	(NA)	1,700	9,515	11,158	11,641
Reporting companies <sup>3</sup> . . . . .	Number . . . . .	585	594	563	568	607	616	582	587
Access lines . . . . .	Millions . . . . .	29	30	35	37	130	136	156	163
Telephone plant in service . . . . .	Bill. dol. . . . .	57	63	74	77	233	251	284	296
Depreciation reserves <sup>4</sup> . . . . .	Bill. dol. . . . .	20	24	31	34	80	95	123	134
Operating revenues . . . . .	Bill. dol. . . . .	21	22	25	26	86	89	98	101
Operating expenses <sup>5</sup> . . . . .	Bill. dol. . . . .	14	16	18	20	61	65	74	77
Net income . . . . .	Bill. dol. . . . .	3	3	4	3	12	12	10	11
Stockholders' equity . . . . .	Bill. dol. . . . .	20	22	25	26	76	80	79	79
Net income to stockholders equity . . . . .	Percent . . . . .	16	15	16	13	16	14	13	14
Employees . . . . .	1,000 . . . . .	170	161	135	132	639	606	501	477

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

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

## No. 892. Telephone Systems: 1985 to 1995

[Covers principal carriers filing annual reports with Federal Communications Commission]

ITEM	Unit	1985	1988	1989	1990	1991	1992	1993	1994	1995
		<b>LOCAL EXCHANGE CARRIERS<sup>1</sup></b>								
Carriers <sup>2</sup>	Number	55	52	51	51	52	54	53	52	53
Access lines	Millions	112	122	126	130	137	140	149	157	166
Business access lines	Millions	31	32	34	36	38	39	41	42	46
Residential access lines	Millions	79	85	87	89	91	93	96	98	101
Other access lines (public, mobile, special)	Millions	2	5	5	6	7	8	13	17	19
Number of local calls (originating)	Billions	365	379	389	402	416	434	447	465	484
Number of toll calls (originating)	Billions	(NA)	(NA)	(NA)	63	67	72	78	83	94
Gross book cost of plant	Bil. dol.	191	224	233	240	246	254	264	272	284
Depreciation and amortization reserves	Bil. dol.	49	75	84	89	93	99	107	116	127
Net plant	Bil. dol.	142	149	150	151	153	155	156	157	157
Total assets	Bil. dol.	162	174	177	180	184	187	192	196	197
Total stockholders equity	Bil. dol.	63	71	72	74	76	77	73	72	72
Operating revenues	Bil. dol.	73	81	83	84	86	87	90	93	96
Local revenues	Bil. dol.	32	34	35	37	38	40	42	43	46
Operating expenses <sup>3</sup>	Bil. dol.	48	58	60	62	63	64	66	70	72
Net operating income <sup>4</sup>	Bil. dol.	13	15	14	14	14	14	14	13	14
Net income	Bil. dol.	9	11	10	11	10	9	5	9	11
Employees	(1,000)	(NA)	602	592	569	538	527	507	474	447
Compensation of employees	Bil. dol.	(NA)	21	21	23	22	22	23	22	21
Average monthly residential local telephone rate <sup>5</sup>	Dollars	14.54	16.57	17.53	17.79	18.66	18.70	18.94	19.07	19.54
Average monthly single-line business telephone rate <sup>5</sup>	Dollars	38.39	40.12	41.25	41.21	42.12	42.29	42.57	41.64	41.77
<b>LONG DISTANCE CARRIERS</b>										
Number of carriers with presubscribed lines	Number	(NA)	253	302	325	388	414	436	511	583
Number of presubscribed lines	Millions	(NA)	124	128	132	135	139	143	148	153
Total toll service revenues	Bil. dol.	43	47	51	52	54	58	62	67	72
Interstate switched access minutes	Bil. min.	167	245	277	307	328	350	371	401	432
<b>INTERNATIONAL TELEPHONE SERVICE<sup>6</sup></b>										
Number of U.S. billed calls	Millions	411	687	835	984	1,371	1,643	1,926	2,313	2,821
Number of U.S. billed minutes	Millions	3,446	5,679	6,751	8,030	8,986	10,156	11,393	13,393	15,837
U.S. billed revenues	Mil. dol.	3,487	5,800	6,901	8,042	9,096	10,179	11,353	12,255	13,990
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,358	3,772	4,503	5,280	5,798	6,835	7,649	7,966	9,053
Revenue from private-line service	Mil. dol.	172	194	208	201	303	313	356	440	516
Revenue from resale service	Mil. dol.	(NA)	65	113	167	440	511	593	1,120	1,687

NA Not available. <sup>1</sup> Gross operating revenues, gross plant, and total assets of reporting carriers estimated at more than 90 percent of total industry. New accounting rules became effective in 1988; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1991, Puerto Rico. <sup>2</sup> The reporting threshold for carriers is \$100 million. <sup>3</sup> Excludes taxes. <sup>4</sup> After tax deductions. <sup>5</sup> Based on surveys conducted by FCC. <sup>6</sup> Beginning 1991, includes calls to and from Alaska, Hawaii, Puerto Rico, Canada, and Mexico.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers*, annual.

## No. 893. Telephone Communications—Operating Revenue and Expenses: 1990 to 1995

[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	1992	1993	1994	1995	1990	1994	1995
<b>OPERATING REVENUE</b>								
<b>Total</b>	<b>160,482</b>	<b>171,578</b>	<b>181,700</b>	<b>195,333</b>	<b>209,963</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Local service	40,180	43,341	45,313	46,994	49,954	25.0	24.1	23.8
Long-distance service	67,698	69,446	72,306	77,711	81,666	42.2	39.8	38.9
Network access	30,044	30,998	31,884	33,485	34,963	18.7	17.1	16.7
Cellular and other radiotelephone	6,002	9,181	12,050	15,930	21,037	3.7	8.2	10.0
Directory advertising	8,373	8,923	9,126	9,467	9,911	5.2	4.8	4.7
Other	8,185	9,689	11,021	11,746	12,432	5.1	6.0	5.9
<b>OPERATING EXPENSES</b>								
<b>Total</b>	<b>131,493</b>	<b>143,033</b>	<b>156,573</b>	<b>156,730</b>	<b>167,434</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Annual payroll	34,903	35,900	36,801	37,476	39,737	26.5	23.9	23.7
Employer contributions to Social Security and other supplemental benefits	8,121	9,584	9,326	9,245	9,039	6.2	5.9	5.4
Access charges	23,214	24,539	25,510	26,849	28,669	17.7	17.1	17.1
Depreciation	22,927	23,623	24,614	26,535	28,307	17.4	16.9	16.9
Lease and rental	3,543	4,247	4,102	4,917	5,238	2.7	3.1	3.1
Purchased repairs	2,977	2,915	3,125	3,636	3,612	2.3	2.3	2.2
Insurance	193	222	217	242	271	0.1	0.2	0.2
Telephone and other purchased communication services	504	707	838	1,051	1,334	0.4	0.7	0.7
Purchased utilities	1,106	1,178	1,197	1,312	1,366	0.8	0.8	0.8
Purchased advertising	2,328	2,637	3,277	4,306	4,460	1.8	2.7	2.7
Taxes	5,086	5,194	5,365	5,546	5,844	3.9	3.5	3.5
Other	26,591	32,287	42,201	35,615	39,557	20.2	22.7	23.6

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

**No. 894. Cellular Telephone Industry: 1989 to 1996**

[Calendar year data, except as noted. Based on a survey mailed to all cellular, personal communications services, and enhanced special mobile radio systems. For 1996 data, the universe was 1,740 systems and the response rate was 82 percent]

ITEM	UNIT	1989	1990	1991	1992	1993	1994	1995	1996
Systems	Number	584	751	1,252	1,506	1,529	1,581	1,627	1,740
Subscribers	1,000	3,509	5,283	7,557	11,033	16,009	24,134	33,786	44,043
Cell sites <sup>1</sup>	Number	4,169	5,616	7,847	10,307	12,805	17,920	22,663	30,045
Employees	Number	15,927	21,382	26,327	34,348	39,775	53,902	68,165	84,161
Service revenue	Mil. dol.	3,340	4,548	5,708	7,822	10,891	14,229	19,081	23,635
Roamer revenue <sup>2</sup>	Mil. dol.	294	456	704	974	1,360	1,830	2,542	2,781
Capital investment	Mil. dol.	4,480	6,282	8,672	11,262	13,946	18,939	24,080	32,574
Average monthly bill <sup>3</sup>	Dollars	89.30	80.90	72.74	68.68	61.48	56.21	51.00	47.70
Average length of call <sup>3</sup>	Minutes	2.48	2.20	2.38	2.58	2.41	2.24	2.15	2.32

<sup>1</sup> 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. <sup>2</sup> Service revenue generated by subscribers' calls outside of their system areas. <sup>3</sup> As of December 31.

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

**No. 895. Wireless Bureau Stations Authorized, by Class: 1995**

[In thousands. For calendar year. Includes Puerto Rico and the Virgin Islands]

CLASS	Number of stations	CLASS	Number of stations
Total	2,431	Video production	1
Aviation:		Relay press	1
Aircraft	128	Telephone maintenance	5
Ground	12	Land transportation:	
Marine:		Railroad	7
Ship	631	Taxicab	2
Coast	11	Automobile emergency	3
Public safety:		Interurban passenger	1
Police	28	Interurban property	3
Fire	23	Urban passenger	1
Local Government	40	Urban property	1
Highway maintenance	9	Miscellaneous:	
Forestry conservation	7	220 MHz	4
Special emergency	19	800/900 MHz base	32
Emergency medical	1	800/900 MHz mobile	113
Industrial:		Broadcast auxiliary	19
Special industrial	46	General mobile	14
Business	282	Interactive video	
Power	24	data (IVDS)	1
Petroleum	12	Amateur	864
Manufacturers	15	Microwave Part 94	40
Forest products	4	Microwave auxiliary	
Radiolocation	4	broadcast	21

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

**No. 896. Radio and Television Broadcasting Services—Finances: 1990 to 1995**

[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	1994	1995	1990	1994	1995	1990	1994	1995
Operating revenue	28,017	31,064	33,920	6,954	7,980	8,765	21,063	23,084	25,155
Station time sales	19,019	21,352	23,590	6,397	7,397	8,105	12,622	13,955	15,485
Network compensation	549	455	566	105	95	100	444	360	466
National/regional advertising	7,226	7,794	8,713	1,522	1,646	1,926	5,704	6,148	6,787
Local advertising	11,244	13,103	14,311	4,770	5,656	6,079	6,474	7,447	8,232
Network time sales	7,905	8,702	9,118	305	338	356	7,600	8,364	8,762
Other	1,093	1,010	1,212	252	245	304	841	765	908
Operating expenses	24,145	25,038	26,698	6,317	6,769	7,253	17,828	18,269	19,445
Annual payroll	6,333	7,178	7,861	2,428	2,709	2,940	3,905	4,469	4,921
Employer contributions to Social Security and other supplemental benefits	998	1,197	1,288	326	362	412	672	835	876
Broadcast rights	7,642	7,396	7,770	264	236	292	7,378	7,160	7,478
Music license fees	373	347	409	159	181	201	214	166	208
Depreciation	1,345	1,192	1,316	477	441	486	868	751	830
Lease and rental	469	487	514	197	228	239	272	259	275
Purchased repairs	232	257	279	79	83	86	153	174	193
Insurance	143	168	172	64	73	75	79	95	97
Telephone and other purchased communication services	240	251	272	115	122	132	125	129	140
Purchased utilities	246	289	282	99	106	112	147	163	170
Purchased advertising	947	942	1,071	368	367	409	579	575	662
Taxes	176	200	231	60	72	90	116	128	141
Other	5,001	5,154	5,233	1,681	1,789	1,779	3,320	3,365	3,454

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

**No. 897. Copyright Registration, by Subject Matter: 1990 to 1996**

[In thousands. For years ending September 30. Comprises claims to copyrights registered for both U.S. and foreign works]

SUBJECT MATTER	1990	1994	1995	1996	SUBJECT MATTER	1990	1994	1995	1996
<b>Total</b> . . . . .	<b>643.5</b>	<b>530.4</b>	<b>609.2</b>	<b>550.4</b>	Sound recordings . . . . .	37.5	35.9	34.0	29.9
Monographs . . . . .	179.7	163.0	196.0	187.2	Renewals . . . . .	51.8	33.3	30.6	23.7
Semiconductor chip products . . . . .	1.0	1.0	0.8	0.8	Musical works . . . . .	185.3	136.1	163.6	133.5
Serials . . . . .	111.5	75.0	88.7	83.4	Works of the visual arts . . . . .	76.7	86.1	95.5	91.6

<sup>1</sup> Includes computer software and machine readable works. <sup>2</sup> Includes dramatic works, accompanying music, choreography, pantomimes motion pictures, and filmstrips. <sup>3</sup> 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. 898. Public Television Programming: 1980 to 1994**

[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	1984	1986	1988	1990	1992	1994
Stations broadcasting . . . . .	281	303	305	322	341	349	349
Number of broadcasters . . . . . <sup>1</sup>	160	169	178	186	193	198	198
Average annual hours per broadcaster . . . . .	5,128	5,542	5,650	6,135	6,392	6,303	6,500
<b>BROADCAST HOURS, PERCENT DISTRIBUTION</b>							
Program content . . . . .	100	100	100	100	100	100	100
General . . . . .	87	88	86	85	86	90	92
News and public affairs . . . . . <sup>2</sup>	12	14	16	16	18	17	19
Information and skills . . . . .	23	26	30	32	32	29	27
Cultural . . . . .	22	20	21	18	19	18	16
General children's and youth's . . . . .	9	8	7	6	6	15	20
Sesame Street . . . . .	16	15	11	12	11	11	9
Other . . . . .	6	6	2	1	1	1	1
Instructional . . . . . <sup>3</sup>	15	13	15	16	14	12	9
Children and youth . . . . .	14	12	(NA)	(NA)	(NA)	9	6
Adult . . . . .	1	1	(NA)	(NA)	(NA)	3	3
Producer . . . . .	100	100	100	100	100	100	100
Local . . . . .	7	6	5	5	5	4	5
Any public TV source . . . . .	46	44	38	27	32	31	33
U.S. Coproduction . . . . . <sup>4</sup>	3	3	3	10	10	6	6
Children's TV Workshop . . . . .	17	16	5 <sup>29</sup>	16	15	14	12
Independent producer . . . . .	8	9	( <sup>5</sup> )	19	19	25	26
Foreign producer, international coproduction . . . . .	13	13	15	14	12	11	10
Commercial producer . . . . .	3	3	6	4	4	5	5
Other . . . . .	4	5	4	4	3	4	4
Distributor . . . . .	100	100	100	100	100	100	100
Local distribution only . . . . .	7	6	5	6	6	5	4
Public broadcasting service . . . . .	70	65	64	62	59	63	63
Regional public television network . . . . .	8	13	14	18	24	23	23
Other . . . . .	16	16	17	14	11	9	9

NA Not available. <sup>1</sup> Beginning 1988, only broadcasters in the 50 U.S. States were surveyed. In prior years, the stations in the outlying areas were also included. <sup>2</sup> Beginning 1986, this category includes "Business or Consumer." <sup>3</sup> 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. <sup>4</sup> Prior to 1986, "Consortium". <sup>5</sup> Independent producer included with Children's TV Workshop for 1986.

Source: Corporation for Public Broadcasting, Washington, DC, *PTV Programming Survey*, biennial.**No. 899. Public Broadcasting Systems—Income, by Source: 1980 to 1995**

[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	1992	1993	1994	1995	PERCENT DISTRIBUTION		
								1980	1990	1995
CPB-qualified public radio stations . . . . . <sup>1</sup>	217	288	318	391	400	403	407	(X)	(X)	(X)
Public television stations . . . . .	290	317	341	349	352	351	351	(X)	(X)	(X)
<b>Total income</b> . . . . .	<b>705</b>	<b>1,096</b>	<b>1,581</b>	<b>1,790</b>	<b>1,790</b>	<b>1,795</b>	<b>1,917</b>	<b>100</b>	<b>100</b>	<b>100</b>
Federal government . . . . .	193	179	267	374	370	330	338	27	17	18
State and local government . . . . . <sup>2</sup>	272	358	474	485	475	510	560	39	30	29
Subscribers and auction/marathon . . . . .	102	248	364	404	412	420	447	15	23	23
Business and industry . . . . .	72	171	262	300	285	301	294	10	17	15
Foundation . . . . .	24	43	71	80	100	97	109	3	5	6
Other . . . . .	43	97	143	148	149	137	169	6	9	9

X Not applicable. <sup>1</sup> Includes CPB-supported developmental grantees/stations, and excludes repeater stations. <sup>2</sup> Includes income received from State and other public colleges and universities.

Source: Corporation for Public Broadcasting (CPB), Washington, DC, *Public Broadcasting Income, Fiscal Year, 1995*; and unpublished data.



## No. 900. Cable Television—Systems and Subscribers: 1970 to 1996

[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 <sup>1</sup> —		PERCENT OF <sup>1</sup> —	
							Sys- tems	Sub- scribers	Sys- tems	Sub- scribers
1970 . . . . .	2,490	4,500	1986 . . . . .	7,600	37,500	1996, total <sup>2</sup> . . . . .	10,524	61,708	100	100
1975 . . . . .	3,506	9,800	1987 . . . . .	7,900	41,100	50,000 and over . . . . .	263	28,715	2	47
1977 . . . . .	3,832	11,900	1988 . . . . .	8,500	44,000	20,000 to 49,999 . . . . .	446	13,558	4	22
1978 . . . . .	3,875	13,000	1989 . . . . .	9,050	47,500	10,000 to 19,999 . . . . .	507	7,258	5	12
1979 . . . . .	4,150	14,100	1990 . . . . .	9,575	50,000	5,000 to 9,999 . . . . .	666	4,789	6	8
1980 . . . . .	4,225	16,000	1991 . . . . .	10,704	51,000	3,500 to 4,999 . . . . .	401	1,677	4	3
1981 . . . . .	4,375	18,300	1992 . . . . .	11,075	53,000	1,000 to 3,499 . . . . .	1,968	3,731	18	6
1982 . . . . .	4,825	21,000	1993 . . . . .	11,100	55,000	500 to 999 . . . . .	1,457	1,045	13	2
1983 . . . . .	5,600	25,000	1994 . . . . .	11,200	57,000	250 to 499 . . . . .	1,494	537	14	1
1984 . . . . .	6,200	30,000	1995 . . . . .	11,126	58,000	Less than 250 . . . . .	3,322	400	30	1
1985 . . . . .	6,600	32,000	1996 . . . . .	11,119	60,280					

<sup>1</sup> As of October 1. <sup>2</sup> Excludes 631 systems not available by subscriber size-group.Source: Warren Publishing, Inc., Washington, DC, *Television & Cable Factbook*, annual, (copyright).

## No. 901. Cable and Pay TV—Summary: 1970 to 1996

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

YEAR	CABLE TV				PAY TV					
	Avg. basic sub- scribers (1,000)	Avg. monthly basic rate (dol.)	Revenue <sup>1</sup> (mil. dol.)		Units <sup>2</sup> (1,000)		Monthly rate (dol.)		Percent of homes passed by cable with pay TV	Percent of homes with cable TV with pay TV
			Total	Basic	Total <sup>3</sup>	Pay cable	Total pay <sup>3</sup>	Pay cable		
1970 . . . . .	5,100	5.50	345	337	(X)	(X)	(X)	(X)	(X)	(X)
1980 . . . . .	17,500	7.69	2,567	1,615	10,389	9,144	8.91	8.62	26	47
1985 . . . . .	35,500	9.73	8,821	4,145	30,367	29,900	10.29	10.25	46	82
1990 . . . . .	50,520	16.78	17,656	10,169	40,051	39,900	10.35	10.30	46	77
1991 . . . . .	52,600	18.10	19,530	11,414	43,314	39,900	10.35	10.27	45	75
1992 . . . . .	54,300	19.08	21,237	12,433	46,814	42,800	10.29	10.17	48	78
1993 . . . . .	56,200	<sup>4</sup> 19.39	23,019	13,528	47,897	43,000	9.27	9.11	48	75
1994 . . . . .	58,500	21.62	23,245	15,164	49,800	43,100	<sup>5</sup> 9.08	8.83	47	72
1995 . . . . .	60,900	23.07	25,013	16,858	57,891	46,800	<sup>5</sup> 8.74	8.50	51	75
1996, est. . . . .	62,800	24.41	27,644	18,395	64,826	48,000	<sup>5</sup> 8.59	8.35	51	76

X Not applicable. <sup>1</sup> Includes installation revenue, subscriber revenue, and nonsubscriber revenue. <sup>2</sup> Individual program services sold to subscribers. <sup>3</sup> Includes multipoint distribution service (MDS) and satellite TV (STV). <sup>4</sup> Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate. <sup>5</sup> 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*, 1996, and *The Cable TV Investor*, February 1997.

## No. 902. Cable and Pay TV—Revenue and Expenses: 1990 to 1995

[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	1992	1993	1994	1995	1990	1994	1995
<b>Revenue . . . . .</b>	<b>22,165</b>	<b>26,653</b>	<b>29,333</b>	<b>30,563</b>	<b>34,382</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Advertising . . . . .	1,882	2,491	2,873	3,353	4,045	8.5	11.0	11.8
Program revenue . . . . .	3,816	4,423	4,868	5,626	6,341	17.2	18.4	18.4
Basic service . . . . .	10,933	13,532	14,851	14,477	16,262	49.3	47.4	47.3
Pay-per-view and other premium service . . . . .	4,351	4,708	5,190	5,346	5,908	19.6	17.5	17.2
Installation fees . . . . .	302	390	436	469	514	1.4	1.5	1.5
Other cable and pay TV revenue . . . . .	881	1,109	1,115	1,292	1,312	4.0	4.2	3.8
<b>Operating expenses . . . . .</b>	<b>19,354</b>	<b>21,232</b>	<b>22,852</b>	<b>23,915</b>	<b>27,110</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Annual payroll . . . . .	2,816	3,533	3,861	4,011	4,650	14.5	16.8	17.2
Employer contributions to Social Security and other supplemental benefits . . . . .	588	801	886	957	1,071	3.0	4.0	4.0
Program and production costs <sup>1</sup> . . . . .	5,926	6,763	7,447	7,926	8,806	30.6	33.1	32.5
Depreciation . . . . .	3,611	3,704	3,917	4,087	4,687	18.7	17.1	17.3
Lease and rental payments . . . . .	513	589	633	652	691	2.7	2.7	2.5
Purchased repairs . . . . .	343	373	406	399	458	1.8	1.7	1.7
Insurance . . . . .	110	145	166	167	184	0.6	0.7	0.7
Telephone, other purchased communications . . . . .	133	158	180	200	241	0.7	0.8	0.9
Purchased utilities . . . . .	188	220	241	255	287	1.0	1.1	1.1
Purchased advertising . . . . .	467	537	588	683	848	2.4	2.9	3.1
Taxes . . . . .	310	408	437	454	477	1.6	1.9	1.8
Other operating expenses . . . . .	4,349	4,001	4,090	4,124	4,710	22.5	17.2	17.4

<sup>1</sup> 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*.

## No. 903. Microcomputer Software Sales: 1995 and 1996

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

APPLICATION	1995				1996				
	Total	PC/MS-DOS	Windows <sup>1</sup>	Macintosh	Total	PC/MS-DOS	Windows 32-bit	Windows 16-bit	Macintosh
<b>Total<sup>2</sup> . . . . .</b>	<b>9,772.0</b>	<b>1,041.2</b>	<b>7,333.4</b>	<b>1,520.8</b>	<b>10,580.4</b>	<b>558.2</b>	<b>3,199.6</b>	<b>5,327.5</b>	<b>1,170.8</b>
Entertainment . . . . .	826.2	403.5	317.4	105.3	861.9	303.4	343.3	169.6	45.5
Home creativity . . . . .	300.8	2.9	253.8	44.0	337.7	3.4	118.6	190.5	25.3
Home education . . . . .	939.7	32.5	728.2	185.1	958.3	22.9	102.0	658.2	174.4
Finance . . . . .	397.4	80.7	270.6	46.2	467.8	34.2	8.8	388.7	36.2
Word processors . . . . .	1,085.0	25.0	987.2	63.5	976.3	2.1	373.4	556.7	43.4
Spreadsheets . . . . .	865.2	12.3	803.4	46.8	881.6	2.4	295.9	547.4	35.2
Databases . . . . .	336.6	8.7	302.9	24.2	429.8	4.7	174.1	210.1	40.0
Integrated . . . . .	133.5	2.1	86.9	43.9	107.1	(B)	29.2	48.6	28.5
Utilities . . . . .	621.0	110.9	371.2	101.9	773.9	30.7	288.5	147.0	114.5
Presentation graphic . . . . .	462.9	(B)	427.5	30.4	548.8	(B)	175.2	349.4	24.4
Drawing and painting . . . . .	461.9	(B)	146.7	309.9	343.4	(B)	14.4	153.3	168.7
Desktop publishing . . . . .	357.2	(B)	244.6	112.6	357.9	(B)	95.4	183.5	79.1
Other graphics . . . . .	313.8	22.4	216.1	76.1	275.3	13.5	54.5	138.6	54.3
Project management . . . . .	164.2	6.7	142.9	14.6	171.9	5.4	47.5	112.1	6.9
Personal info. manager . . . . .	395.2	1.9	343.3	49.7	348.8	2.0	86.7	210.4	39.1
Languages and tools . . . . .	361.3	11.8	337.2	8.8	418.0	6.7	135.2	271.2	3.6
Other productivity . . . . .	1,624.7	184.3	1,069.5	279.7	2,321.8	126.3	857.1	992.1	251.8

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

<sup>1</sup> 16- and 32-bit. <sup>2</sup> Includes other software platforms, not shown separately.

Source: Software Publishers Association, Washington, DC, *SPA Software Sales Report*, News Release, March 31, 1997 (copyright).

## No. 904. Recording Media—Manufacturers' Shipments and Value: 1982 to 1996

[Domestic shipments based on reports of manufacturers representing more than 85 percent of the market. Domestic value data based on list prices of records and other media]

MEDIUM	1982	1985	1989	1990	1991	1992	1993	1994	1995	1996
<b>UNIT SHIPMENTS<sup>1</sup> (mil.)</b>										
Total <sup>2</sup> . . . . .	577.4	653.0	806.7	865.7	801.0	895.5	955.6	1,122.7	1,112.7	1,137.2
Vinyl singles . . . . .	137.2	120.7	36.6	27.6	22.0	19.8	15.1	11.7	10.2	10.1
Albums—LP's and EP's . . . . .	243.9	167.0	34.6	11.7	4.8	2.3	1.2	1.9	2.2	2.9
CD's . . . . .	(X)	22.6	207.2	286.5	333.3	407.5	495.4	662.1	722.9	778.9
CD singles . . . . .	(X)	(X)	-0.1	1.1	5.7	7.3	7.8	9.3	21.5	43.2
Music video . . . . .	(X)	(X)	6.1	9.2	6.1	7.6	11.0	11.2	12.6	16.9
Cassette . . . . .	182.3	339.1	446.2	442.2	360.1	366.4	339.5	345.4	272.6	225.3
Cassette singles . . . . .	(X)	(X)	76.2	87.4	69.0	84.6	85.6	81.1	70.7	59.9
<b>MANUFACTURES VALUE (mil. dol.)</b>										
Total <sup>2</sup> . . . . .	3,641.6	4,378.8	6,579.4	7,541.1	7,834.2	9,024.0	10,046.6	12,068.0	12,320.3	12,533.8
Vinyl singles . . . . .	283.0	281.0	116.4	94.4	63.9	66.4	51.2	47.2	46.7	47.5
Albums—LP's and EP's . . . . .	1,925.1	1,280.5	220.3	86.5	29.4	13.5	10.6	17.8	25.1	36.8
CD's . . . . .	(X)	389.5	2,587.7	3,451.6	4,337.7	5,326.5	6,511.4	8,464.5	9,377.4	9,934.7
CD singles . . . . .	(X)	(X)	-0.7	6.0	35.1	45.1	45.8	56.1	110.9	184.1
Music video . . . . .	(X)	(X)	115.4	172.3	118.1	157.4	213.3	231.1	220.3	236.1
Cassettes . . . . .	1,384.5	2,411.5	3,345.8	3,472.4	3,019.6	3,116.3	2,915.8	2,976.4	2,303.6	1,905.3
Cassette singles . . . . .	(X)	(X)	194.6	257.9	230.4	298.8	298.5	274.9	236.3	189.3

X Not applicable. <sup>1</sup> Net units, after returns. <sup>2</sup> Includes discontinued media.

Source: Recording Industry Association of America, Washington, DC, Internet site <<http://www.riaa.com>> (accessed June 25 1997).

## No. 905. Publishing Industry—Summary: 1987 to 1995

[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	1995	1987	1992	1995	1987	1992	1995
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 <sup>1</sup> (1,000) . . . . .	435	417	415	110	116	123	70	80	84
Payroll . . . . .	9,025	10,506	10,095	2,983	4,075	4,572	1,860	2,676	3,022
Value of receipts . . . . .	31,849	34,124	37,372	17,329	22,034	23,905	12,620	16,731	20,604
Cost of materials . . . . .	7,533	6,874	8,479	5,873	6,201	6,616	3,663	5,338	6,303
Value added <sup>2</sup> . . . . .	24,311	27,247	29,254	11,452	15,833	17,365	9,111	11,494	14,557
New capital expends . . . . .	1,523	1,667	1,229	246	234	332	240	327	353
Fixed assets, gross assets . . . . .	14,028	20,042	(NA)	2,528	2,769	(NA)	1,680	2,402	(NA)
Inventories, Dec. 31 . . . . .	857	767	1,116	902	1,067	1,295	2,091	2,944	3,369

NA Not available. <sup>1</sup> Represents the average number of production workers plus the number of other employees in mid-March. <sup>2</sup> 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, and *Annual Survey of Manufactures*.

**No. 906. Newspapers and Periodicals—Number, by Type: 1980 to 1997**

[Data refer to year of compilation of the Directory cited as the source, i.e., generally to year preceding year shown. Data for 1995 and prior years include Canada and Mexico]

TYPE	1980	1985	1989	1990	1991	1992	1993	1994	1995	1996	1997
Newspapers <sup>1</sup> . . . . .	9,620	9,134	10,457	11,471	11,689	11,339	12,597	12,513	12,246	10,466	10,616
Semiweekly . . . . .	537	517	567	579	574	562	639	661	705	612	581
Weekly . . . . .	7,159	6,811	7,622	8,420	8,546	8,293	9,177	9,067	9,011	7,655	7,415
Daily . . . . .	1,744	1,701	1,773	1,788	1,781	1,755	1,850	1,831	1,710	1,537	1,516
Periodicals <sup>1</sup> . . . . .	10,236	11,090	11,556	11,092	11,239	11,143	11,863	12,136	11,179	9,843	11,408
Weekly . . . . .	1,716	1,367	828	553	511	466	485	487	513	442	429
Semi-monthly <sup>2</sup> . . . . .	645	801	622	435	412	371	199	209	216	307	289
Monthly . . . . .	3,985	4,088	4,445	4,239	4,340	4,326	4,545	4,494	4,067	3,554	3,407
Bimonthly . . . . .	1,114	1,361	1,880	2,087	2,116	2,143	2,359	2,475	2,568	2,216	2,102
Quarterly . . . . .	1,444	1,759	2,513	2,758	2,861	3,024	3,199	3,370	3,621	3,280	3,239

<sup>1</sup> Includes other items not shown separately. <sup>2</sup> Includes fortnightly (every 2 weeks).

Source: Gale Research Inc., Detroit, MI, 1997 *Gale Directory of Publications and Broadcast Media*, 129th edition; and earlier editions (copyright).

**No. 907. Daily and Sunday Newspapers—Number and Circulation: 1970 to 1996**

[Number of newspapers as of **February 1** the following year. Circulation figures as of **September 30** of year shown. For English language newspapers only]

TYPE	1970	1975	1980	1985	1988	1989	1990	1991	1992	1993	1994	1995	1996
<b>NUMBER</b>													
Daily: Total <sup>1</sup> . . . . .	1,748	1,756	1,745	1,676	1,642	1,626	1,611	1,586	1,570	1,556	1,548	1,533	1,520
Morning . . . . .	334	339	387	482	529	530	559	571	596	623	635	656	686
Evening . . . . .	1,429	1,436	1,388	1,220	1,141	1,125	1,084	1,042	996	954	935	891	846
Sunday . . . . .	586	639	736	798	840	847	863	875	891	884	886	888	890
<b>CIRCULATION (mil.)</b>													
Daily: Total <sup>1</sup> . . . . .	62.1	60.7	62.2	62.8	62.7	62.6	62.3	60.7	60.1	59.8	59.3	58.2	57.0
Morning . . . . .	25.9	25.5	29.4	36.4	40.5	40.7	41.3	41.5	42.4	43.1	43.4	44.3	44.8
Evening . . . . .	36.2	35.2	32.8	26.4	22.2	21.9	21.0	19.2	17.8	16.7	15.9	13.9	12.2
Sunday . . . . .	49.2	51.1	54.7	58.8	61.5	62.0	62.6	62.1	62.2	62.6	62.3	61.5	60.8
<b>PER CAPITA CIRCULATION <sup>2</sup></b>													
Daily: Total <sup>1</sup> . . . . .	0.30	0.28	0.27	0.26	0.26	0.25	0.25	0.24	0.24	0.23	0.23	0.22	0.21
Morning . . . . .	0.13	0.12	0.13	0.15	0.17	0.16	0.17	0.16	0.17	0.17	0.17	0.17	0.17
Evening . . . . .	0.18	0.16	0.14	0.11	0.09	0.09	0.08	0.07	0.06	0.06	0.06	0.05	0.05
Sunday . . . . .	0.24	0.24	0.24	0.25	0.25	0.25	0.25	0.25	0.24	0.24	0.24	0.23	0.23

<sup>1</sup> All-day newspapers are counted in both morning and evening columns but only once in total. Circulation is divided equally between morning and evening. <sup>2</sup> 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. 908. Daily Newspapers—Number and Circulation, by Size of City: 1980 to 1996**

[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	1995	1996	1980	1985	1990	1995	1996
<b>Morning dailies, total . . . . .</b>	<b>387</b>	<b>482</b>	<b>559</b>	<b>656</b>	<b>686</b>	<b>29,413</b>	<b>36,361</b>	<b>41,311</b>	<b>44,310</b>	<b>44,785</b>
In cities of—										
1,000,001 or more . . . . .	20	22	18	25	26	8,795	9,367	6,508	10,173	10,472
500,001 to 1,000,000 . . . . .	27	24	22	22	24	5,705	6,897	4,804	5,587	5,868
100,001 to 500,000 . . . . .	99	121	138	153	156	8,996	12,197	20,051	17,214	16,862
50,001 to 100,000 . . . . .	75	87	100	138	145	2,973	3,653	4,373	5,602	5,676
25,001 to 50,000 . . . . .	64	83	102	115	117	1,701	2,145	3,209	3,150	3,107
Less than 25,000 . . . . .	102	145	179	203	218	1,243	2,099	2,365	2,584	2,799
<b>Evening dailies, total . . . . .</b>	<b>1,388</b>	<b>1,220</b>	<b>1,084</b>	<b>891</b>	<b>846</b>	<b>32,788</b>	<b>26,407</b>	<b>21,017</b>	<b>13,883</b>	<b>12,198</b>
In cities of—										
1,000,001 or more . . . . .	11	8	7	3	1	2,984	2,169	1,423	390	2
500,001 to 1,000,000 . . . . .	23	14	12	7	7	4,101	1,626	1,350	1,017	867
100,001 to 500,000 . . . . .	123	102	71	45	41	8,178	6,987	4,687	2,529	2,173
50,001 to 100,000 . . . . .	156	127	94	72	69	4,896	3,942	2,941	2,029	1,915
25,001 to 50,000 . . . . .	246	229	204	158	154	5,106	4,606	4,278	2,819	2,647
Less than 25,000 . . . . .	829	740	696	606	574	7,523	7,075	6,338	5,099	4,593

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

**No. 909. Daily and Sunday Newspapers—Number and Circulation, by State: 1996**

[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 newspapers include national circulation]

STATE	DAILY			SUNDAY		STATE	DAILY			SUNDAY	
	Number	Circulation <sup>1</sup>		Number	Net paid circulation (1,000)		Number	Circulation <sup>1</sup>		Number	Net paid circulation (1,000)
		Net paid (1,000)	Per capita <sup>2</sup>					Net paid (1,000)	Per capita <sup>2</sup>		
U.S. . . . .	1,520	56,983	0.21	890	60,798	MO . . . . .	45	1,002	0.18	23	1,316
AL . . . . .	24	694	0.16	18	735	MT . . . . .	11	193	0.22	7	199
AK . . . . .	7	112	0.18	4	127	NE . . . . .	16	455	0.28	6	440
AZ . . . . .	20	711	0.16	16	903	NV . . . . .	9	292	0.20	4	318
AR . . . . .	31	476	0.19	15	523	NH . . . . .	12	241	0.19	7	213
CA . . . . .	98	6,072	0.17	62	6,269	NJ . . . . .	19	1,452	0.18	16	1,737
CO . . . . .	31	1,083	0.28	13	1,244	NM . . . . .	18	298	0.17	13	297
CT . . . . .	18	779	0.23	12	872	NY . . . . .	69	6,528	0.34	45	5,545
DE . . . . .	3	149	0.20	2	173	NC . . . . .	47	1,361	0.18	35	1,487
DC . . . . .	2	890	1.47	2	1,184	ND . . . . .	10	179	0.28	7	184
FL . . . . .	42	3,048	0.20	35	3,884	OH . . . . .	84	2,571	0.23	38	2,823
GA . . . . .	33	1,023	0.14	19	1,272	OK . . . . .	44	667	0.20	37	825
HI . . . . .	6	230	0.18	5	256	OR . . . . .	19	688	0.22	10	715
ID . . . . .	12	221	0.20	8	238	PA . . . . .	87	2,880	0.24	41	3,280
IL . . . . .	68	2,458	0.21	30	2,585	RI . . . . .	6	243	0.23	3	279
IN . . . . .	70	1,408	0.25	21	1,338	SC . . . . .	15	634	0.16	14	751
IA . . . . .	38	662	0.24	11	687	SD . . . . .	11	163	0.23	4	136
KY . . . . .	47	471	0.18	15	431	TN . . . . .	27	889	0.17	16	1,085
KS . . . . .	23	630	0.16	13	676	TX . . . . .	89	2,962	0.15	85	3,997
LA . . . . .	26	738	0.16	21	833	UT . . . . .	6	318	0.16	6	362
ME . . . . .	7	249	0.19	4	206	VT . . . . .	8	128	0.21	3	104
MD . . . . .	14	606	0.11	8	888	VA . . . . .	28	2,668	0.39	15	1,156
MA . . . . .	33	1,751	0.28	14	1,692	WA . . . . .	24	1,184	0.22	16	1,280
MI . . . . .	50	1,777	0.18	26	2,056	WV . . . . .	22	365	0.22	11	386
MN . . . . .	25	914	0.19	14	1,167	WI . . . . .	35	971	0.19	18	1,172
MS . . . . .	22	391	0.14	18	404	WY . . . . .	9	89	0.18	4	67

<sup>1</sup> Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office. <sup>2</sup> 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. 910. New Books and Editions Published and Imports, by Subject: 1990 to 1995**

[Covers listings in Bowker's Weekly Record in year shown, plus titles issued in that year which were listed in following 6 months. Comprises new books (published for first time) and new editions (with changes in text or format). Excludes government publications; books sold only by subscription; dissertations; periodicals and quarterlies; and pamphlets under 49 pages]

SUBJECT	NEW BOOKS AND NEW EDITIONS						IMPORTS					
	1990	1991	1992	1993	1994	1995	1990	1991	1992	1993	1994	1995
<b>Total . . . . .</b>	<b>46,738</b>	<b>48,146</b>	<b>49,276</b>	<b>49,756</b>	<b>51,663</b>	<b>62,039</b>	<b>6,414</b>	<b>5,867</b>	<b>6,506</b>	<b>7,055</b>	<b>8,172</b>	<b>8,539</b>
Agriculture . . . . .	514	523	565	558	532	673	86	81	93	125	87	97
Art . . . . .	1,262	1,283	1,392	1,540	1,621	2,168	94	101	156	225	205	273
Biography . . . . .	1,957	2,120	2,007	2,071	2,197	2,658	115	124	124	136	144	142
Business . . . . .	1,191	1,421	1,367	1,442	1,616	1,843	134	140	126	253	276	268
Education . . . . .	1,039	1,129	1,184	1,247	1,310	1,526	234	176	232	246	287	285
Fiction . . . . .	5,764	5,424	5,690	5,419	5,415	7,605	166	250	246	141	247	251
General works . . . . .	1,760	1,886	2,153	1,870	2,208	2,751	266	252	313	308	331	367
History . . . . .	2,243	2,331	2,322	2,317	2,507	2,999	329	314	348	373	447	462
Home economics . . . . .	758	789	826	881	1,004	1,395	19	23	25	24	31	41
Juvenile . . . . .	5,172	5,111	5,144	5,469	5,321	5,678	103	69	50	45	45	63
Language . . . . .	649	566	617	699	700	732	202	171	164	172	199	263
Law . . . . .	896	1,177	1,063	1,143	1,168	1,230	138	171	197	229	261	215
Literature . . . . .	2,049	2,087	2,227	2,169	2,356	2,525	242	196	274	286	326	308
Medicine . . . . .	3,014	3,027	3,234	3,094	3,147	3,510	588	447	514	532	605	611
Music . . . . .	289	300	346	377	364	479	52	71	69	63	49	73
Philosophy, psychology . . . . .	1,683	1,766	1,806	1,764	1,741	2,068	284	256	291	351	379	346
Poetry and drama . . . . .	874	890	899	1,004	1,065	1,407	119	115	136	167	226	206
Religion . . . . .	2,285	2,389	2,540	2,633	2,730	3,324	176	129	165	186	225	235
Science . . . . .	2,742	2,710	2,729	2,678	3,021	3,323	1,030	795	840	868	997	1,068
Sociology, economics . . . . .	7,042	7,241	7,432	7,502	8,038	9,362	1,368	1,278	1,521	1,652	2,121	2,198
Sports, recreation . . . . .	973	1,063	1,113	1,146	1,161	1,591	75	93	112	144	106	118
Technology . . . . .	2,092	2,421	2,152	2,247	2,085	2,470	546	558	458	476	465	487
Travel . . . . .	495	492	468	487	556	722	48	57	52	53	113	162

Source: R. R. Bowker Co., New York, NY, *Publishers Weekly*. (Copyright by Reed Publishing USA.)

## No. 911. Books—Average Retail Prices: 1980 to 1995

[In dollars. Covers listings in Bowker's Weekly Record in year shown, plus titles issued in that year which were listed in following 6 months. Comprises new books (published for first time) and new editions (with changes in text or format)]

SUBJECT	1980	1985	1989	1990	1991	1992	1993	1994	1995, prel.
Hardcover <sup>1</sup>									
Agriculture . . . . .	24.64	31.46	40.61	42.12	44.17	45.05	34.98	44.65	44.66
Art . . . . .	27.55	36.77	51.17	54.24	57.73	53.76	41.84	58.10	49.88
Art and architecture . . . . .	27.70	35.15	50.30	42.18	44.99	44.59	39.99	39.97	40.52
Biography . . . . .	19.77	22.20	27.34	29.58	27.52	30.41	28.37	30.43	29.69
Business . . . . .	22.45	28.84	37.94	45.48	43.38	43.91	37.95	42.72	44.40
Education . . . . .	17.01	27.28	37.62	38.72	41.26	48.77	38.60	47.98	43.05
Fiction . . . . .	12.46	15.29	18.69	19.83	21.30	20.39	19.50	20.95	21.48
General works . . . . .	29.84	37.91	49.73	54.77	51.74	56.29	45.41	60.41	54.96
History . . . . .	22.78	27.02	37.95	36.43	39.87	39.19	40.78	40.20	41.62
Home economics . . . . .	13.31	17.50	22.17	23.80	24.23	24.88	20.55	20.49	22.92
Juvenile . . . . .	8.16	9.95	13.01	13.01	16.64	14.46	13.87	14.59	17.24
Language . . . . .	22.16	28.68	47.35	42.98	51.71	49.68	34.02	52.09	53.29
Law . . . . .	33.25	41.70	58.62	60.78	64.89	76.21	53.94	72.32	69.69
Literature . . . . .	18.70	24.53	32.74	35.80	36.76	39.23	35.30	37.77	38.31
Medicine . . . . .	34.28	44.36	69.87	72.24	71.44	75.22	49.78	76.30	72.18
Music . . . . .	21.79	28.79	41.73	41.86	41.04	47.37	41.44	39.27	41.83
Philosophy, psychology . . . . .	21.70	28.11	36.55	40.58	42.74	46.85	39.44	44.71	44.22
Poetry and drama . . . . .	17.85	22.14	31.12	32.19	33.29	36.76	31.06	31.56	35.02
Religion . . . . .	17.61	19.13	28.12	31.31	32.33	35.31	29.16	30.73	33.37
Science . . . . .	37.45	51.19	68.90	74.39	80.14	81.95	52.71	90.12	90.66
Sociology, economics . . . . .	31.76	33.33	41.26	42.10	48.43	45.53	41.32	50.24	49.44
Sports, recreation . . . . .	15.92	23.43	29.42	30.52	30.68	34.62	32.28	33.39	32.33
Technology . . . . .	33.64	50.37	71.04	76.80	76.40	82.18	56.31	81.03	85.27
Travel . . . . .	16.80	24.66	31.37	30.41	32.43	33.28	26.22	32.13	39.70
Paperbacks:									
Mass market <sup>2</sup>	(NA)	3.63	4.32	4.57	5.08	5.22	5.82	5.70	5.07
Trade . . . . .	8.60	13.98	17.16	17.45	18.40	18.81	(NA)	(NA)	(NA)

NA Not available. <sup>1</sup> Excludes publications of the United States and other governmental units, books sold only by subscription, and dissertations. <sup>2</sup> "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc.

Source: R. R. Bowker Co., New Providence, NJ, *The Bowker Annual: Library and Book Trade Almanac*. (Copyright by Elsevier Inc.); and Publishers Weekly, New York, NY.

## No. 912. Periodicals—Average Retail Prices: 1991 to 1996

[In dollars]

SUBJECT	1991	1992	1993	1994	1995	1996
Agriculture . . . . .	221.06	238.02	276.38	288.31	321.57	377.51
Anthropology . . . . .	109.01	119.71	128.72	140.86	158.16	173.81
Art and architecture . . . . .	85.89	90.98	97.68	99.52	104.86	111.48
Astronomy . . . . .	542.66	680.69	840.31	765.07	859.08	1,007.22
Biology . . . . .	462.61	457.36	526.24	543.81	608.25	717.43
Botany . . . . .	346.43	351.14	416.77	426.37	480.70	562.71
Business and economics . . . . .	159.76	168.08	190.55	204.51	236.54	280.86
Chemistry . . . . .	678.57	809.53	933.74	949.80	1,045.50	1,239.26
Education . . . . .	97.53	104.21	121.54	126.98	138.59	152.88
Engineering and technology . . . . .	384.37	443.62	493.21	535.18	588.47	715.78
Food science . . . . .	297.32	339.34	389.50	401.81	444.64	515.12
General science . . . . .	234.29	327.08	370.40	393.94	437.83	504.33
General works . . . . .	57.66	61.30	65.92	71.63	75.88	87.82
Geography . . . . .	194.15	235.10	270.29	289.30	325.46	373.52
Geology . . . . .	321.57	389.48	449.09	470.21	522.22	627.13
Health sciences . . . . .	281.40	314.58	353.16	371.00	413.30	486.35
History . . . . .	62.41	65.13	69.60	74.15	81.87	88.94
Language and literature . . . . .	59.00	62.94	68.06	69.73	76.52	86.92
Law . . . . .	71.15	80.70	91.39	93.86	101.25	113.02
Library and information science . . . . .	117.35	128.81	139.28	147.78	165.37	182.13
Math and computer science . . . . .	433.92	473.21	530.80	584.06	638.54	749.84
Military and naval science . . . . .	78.5	90.75	103.63	117.13	136.75	151.00
Music . . . . .	45.66	50.05	54.68	54.72	59.47	62.58
Philosophy and religion . . . . .	72.16	77.75	88.19	89.23	99.72	110.90
Physics . . . . .	744.92	857.15	1,005.03	1,031.59	1,141.05	1,354.80
Political science . . . . .	96.85	103.30	118.08	124.29	140.58	162.62
Psychology . . . . .	125.00	141.64	156.12	171.66	192.08	217.51
Recreation . . . . .	59.54	68.17	71.41	77.25	79.79	89.89
Sociology . . . . .	120.58	133.98	146.89	156.98	173.91	198.47
Technology . . . . .	355.94	390.73	437.91	484.16	538.45	643.58
Zoology . . . . .	342.36	348.94	395.92	417.24	466.48	536.83

Source: Library Journal, New York, NY, *Library Journal*, April 15, 1996, and earlier issues. (Copyright by Reed Publishing USA.)

## No. 913. U.S. Postal Service—Summary: 1980 to 1996

[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]

ITEM	1980	1990	1992	1993	1994	1995	1996
<b>Offices, stations, and branches . . . . .</b>	<b>39,486</b>	<b>40,067</b>	<b>39,595</b>	<b>39,392</b>	<b>39,372</b>	<b>39,149</b>	<b>38,212</b>
Number of post offices . . . . .	30,326	28,959	28,837	28,728	28,657	28,392	28,189
Number of stations and branches . . . . .	9,160	11,108	10,758	10,664	10,715	10,757	10,023
Pieces of mail handled (bil.) . . . . .	106.3	166.3	166.4	171.2	178.0	180.7	182.7
First class, number (bil.) <sup>1</sup> . . . . .	60.3	89.3	90.8	92.2	95.3	96.3	97.3
Percent . . . . .	56.7	53.7	54.5	53.8	53.5	53.3	53.3
Periodicals (bil.) . . . . .	10.2	10.7	10.3	10.3	10.2	10.2	10.1
<b>Employees, total . . . . .</b>	<b>667</b>	<b>843</b>	<b>819</b>	<b>818</b>	<b>852</b>	<b>875</b>	<b>886</b>
Career . . . . .	643	761	725	692	729	753	761
Headquarters . . . . .	3	2	2	2	2	2	2
Headquarters support . . . . .	(NA)	6	6	4	4	4	4
Inspection Service . . . . .	5	4	4	4	4	4	4
Field Career . . . . .	635	747	712	681	721	745	748
Postmasters . . . . .	29	27	26	25	27	27	26
Supervisors/managers . . . . .	36	43	43	32	35	35	35
Professional, administrative, and technical . . . . .	5	10	10	10	11	11	11
Clerks . . . . .	263	290	268	257	265	274	277
Mail handlers . . . . .	37	51	50	51	55	57	58
City carriers . . . . .	187	236	223	212	229	240	238
Motor vehicle operators . . . . .	6	7	7	7	8	8	8
Rural carriers . . . . .	33	42	43	44	45	46	48
Special delivery messengers . . . . .	3	2	2	2	2	2	1
Building and equipment maintenance . . . . .	27	33	34	35	37	38	39
Vehicle maintenance . . . . .	5	5	5	5	5	5	5
Other <sup>2</sup> . . . . .	4	1	1	1	2	2	2
Non-career . . . . .	25	83	94	126	123	122	125
Casuals . . . . .	5	27	27	27	26	26	25
Transitional . . . . .	(X)	(X)	10	42	38	32	33
Rural substitutes . . . . .	20	43	44	44	47	50	54
Relief/Leave Replacements . . . . .	(X)	12	12	12	13	13	13
Non-bargaining temporary . . . . .	(X)	(Z)	1	1	1	1	1
Compensation and employee benefits (mil. dol.) . . . . .	16,541	34,214	37,122	38,447	39,609	41,931	42,676
Avg. salary per employee (dol.) <sup>3</sup> . . . . .	24,799	37,570	41,509	42,711	44,342	45,001	44,718
Pieces of mail per employee (1,000) . . . . .	159	197	203	209	209	207	206
<b>Total revenue<sup>4</sup> . . . . .</b>	<b>19,253</b>	<b>40,074</b>	<b>47,105</b>	<b>47,986</b>	<b>49,576</b>	<b>54,509</b>	<b>56,544</b>
Operating postal revenue . . . . .	17,143	39,201	46,151	47,418	49,252	54,176	56,309
Mail revenue <sup>5</sup> . . . . .	16,377	37,892	44,717	45,909	47,739	52,490	54,524
First class mail . . . . .	10,146	24,023	28,296	28,828	29,377	31,955	33,008
Priority mail <sup>6</sup> . . . . .	612	1,555	2,070	2,300	2,653	3,075	3,400
Express mail <sup>7</sup> . . . . .	184	630	639	627	671	711	737
Mailgram . . . . .	15	8	8	7	2	2	2
Periodicals (formerly 2d class) . . . . .	863	1,509	1,751	1,740	1,756	1,972	2,014
Standard mail A (formerly 3d class) . . . . .	2,412	8,082	9,490	9,817	10,534	11,792	12,207
Standard mail B (formerly 4th class) . . . . .	805	919	1,186	1,183	1,353	1,525	1,550
International surface . . . . .	154	222	207	211	205	205	196
International air . . . . .	442	941	1,069	1,196	1,208	1,254	1,411
Service revenue . . . . .	765	1,310	1,434	1,510	1,513	1,687	1,785
Registry . . . . .	157	174	131	130	120	116	113
Certified . . . . .	120	310	393	426	428	560	572
Insurance . . . . .	55	47	56	52	53	52	50
Collection-on-delivery . . . . .	21	26	25	20	17	21	21
Special delivery . . . . .	73	6	6	2	5	3	4
Money orders . . . . .	95	155	154	166	154	169	221
Other . . . . .	244	592	669	713	735	764	803
Operating expenses <sup>8</sup> . . . . .	19,413	40,490	45,653	46,322	48,455	50,730	53,113

NA Not available. X Not applicable. Z Fewer than 500. <sup>1</sup> Items mailed at 1st class rates and weighing 11 ounces or less. <sup>2</sup> Includes discontinued operations, area offices, and nurses. <sup>3</sup> For career bargaining unit employees. Includes fringe benefits. <sup>4</sup> Net revenues after refunds of postage. Includes operating reimbursements, stamped envelope purchases, indemnity claims, and miscellaneous revenue and expenditure offsets. Shown in year in which gave rise to the earnings. <sup>5</sup> For 1980, includes penalty and franked mail, not shown separately. Later years have that mail distributed into the appropriate class. <sup>6</sup> Provides two-to-three-day delivery service. <sup>7</sup> Overnight delivery of packages weighing up to 70 pounds. <sup>8</sup> 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. 914. U.S. Postal Service—Volume of Mail, by Class: 1980 to 1996**

[In millions, except percent and per capita. For fiscal years; see text section 9. Includes Puerto Rico and all outlying areas. For definition of classes of mail, see footnotes, table 913]

CLASS OF MAIL	PIECES OF MAIL				WEIGHT OF MAIL (lbs.)			
	1980	1990	1995	1996	1980	1990	1995	1996
<b>Total</b> . . . . .	<b>106,311</b>	<b>166,301</b>	<b>180,734</b>	<b>182,661</b>	<b>12,958</b>	<b>18,826</b>	<b>21,926</b>	<b>21,920</b>
Domestic <sup>1</sup> . . . . .	105,348	165,503	179,933	181,662	12,742	18,578	21,677	21,673
First class . . . . .	60,276	89,270	96,296	97,276	2,136	3,340	3,865	3,990
Express . . . . .	17	59	57	58	78	112	63	64
Priority mail . . . . .	591	518	869	959	591	1,007	1,484	1,599
Periodicals (formerly 2d class) . . . . .	10,220	10,680	10,194	10,126	3,478	4,233	4,211	4,132
Standard A (formerly 3d class) . . . . .	30,381	63,725	71,112	71,859	3,240	7,648	9,234	9,025
Standard B (formerly 4th class) . . . . .	633	663	936	960	2,661	2,109	2,709	2,731
Mailgram . . . . .	39	14	5	4	(X)	(X)	(X)	(X)
US Postal Service . . . . .	(NA)	538	412	369	(NA)	97	80	100
Free for the blind . . . . .	28	35	52	51	40	30	32	33
International surface . . . . .	450	166	106	104	164	146	114	103
International air . . . . .	513	632	696	894	52	102	135	143
Percent distribution . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Domestic <sup>1</sup> . . . . .	99.1	99.5	99.6	99.5	98.3	98.7	98.9	98.9
First class mail . . . . .	56.7	53.7	53.3	53.3	16.5	17.7	17.6	18.2
Express mail . . . . .	(Z)	(Z)	(Z)	(Z)	0.6	0.6	0.3	0.3
Priority mail . . . . .	0.6	0.3	0.5	0.5	4.6	5.3	6.8	7.3
Periodicals (formerly 2d class) . . . . .	9.6	6.4	5.6	5.5	26.8	22.5	19.2	18.9
Standard A (formerly 3d class) . . . . .	28.6	38.3	39.3	39.3	25.0	40.6	42.1	41.2
Standard B (formerly 4th class) . . . . .	0.6	0.4	0.5	0.5	20.5	11.2	12.4	12.5
Mailgram . . . . .	(Z)	(Z)	(Z)	(Z)	(X)	(X)	(X)	(X)
US Postal Service . . . . .	0.0	0.3	0.2	0.2	0.0	0.5	0.4	0.5
Free for the blind . . . . .	(Z)	(Z)	(Z)	(Z)	0.3	0.2	0.1	0.2
International surface . . . . .	0.4	0.1	0.1	0.1	1.3	0.8	0.5	0.5
International air . . . . .	0.5	0.4	0.4	0.5	0.4	0.5	0.6	0.7
Per capita: <sup>2</sup>								
Domestic mail <sup>3</sup> . . . . .	475	662	684	684	57	74	82	82
First class . . . . .	272	357	366	366	10	13	15	15
Periodicals . . . . .	46	43	39	38	16	17	16	16
Standard A . . . . .	137	255	270	271	15	31	35	34
Standard B . . . . .	3	3	4	4	12	8	10	10

NA Not available. X Not applicable. Z Less than .05 percent. <sup>1</sup> 1980 includes penalty and franked mail, not shown separately. In later years this mail was allocated to the appropriate class. <sup>2</sup> Based on estimated total population as of July 1, including Armed Forces abroad. <sup>3</sup> Includes types of mail not shown separately.

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

**No. 915. U.S. Postal Service Rates for Letters and Post Cards: 1958 to 1995**

[Domestic airmail letters discontinued in 1973 at 13 cents per ounce; superseded by express mail. Prior to February 3, 1991, international airmail rates were based on international zones which have been discontinued. Rates exclude Canada and Mexico]

DOMESTIC MAIL DATE OF RATE CHANGE	SURFACE MAIL				Express mail <sup>1</sup>	INTER-NATIONAL AIR MAIL DATE OF RATE CHANGE	LETTERS			Postal and post cards	Aero-grammes
	Letters			Postal and post cards			First 1/2 ounce	Second 1/2 ounce	Each added 1/2 ounce		
	Each ounce	First ounce	Each added ounce								
1958 (Aug. 1) . . . . .	\$0.04	(X)	(X)	\$0.03	(X)	1961 (July 1) . . . . .	(X)	(X)	(X)	\$0.11	\$0.11
1963 (Jan. 7) . . . . .	\$0.05	(X)	(X)	\$0.04	(X)	1967 (May 1) . . . . .	(X)	(X)	(X)	\$0.13	\$0.13
1968 (Jan. 7) . . . . .	\$0.06	(X)	(X)	\$0.05	(X)	1971 (July 1) . . . . .	(X)	(X)	(X)	\$0.13	\$0.13
1971 (May 16) . . . . .	\$0.08	(X)	(X)	\$0.06	(X)	1974 (Mar. 2) . . . . .	(X)	(X)	(X)	\$0.18	\$0.18
1974 (Mar. 2) . . . . .	\$0.10	(X)	(X)	\$0.08	(X)	1976 (Jan. 3) . . . . .	(X)	(X)	(X)	\$0.21	\$0.22
1975 (Sept. 14) . . . . .	(X)	\$0.10	\$0.09	\$0.07	(X)	1981 (Jan. 1) . . . . .	(X)	(X)	(X)	\$0.28	\$0.30
1975 (Dec. 31) . . . . .	(X)	\$0.13	\$0.11	\$0.09	(X)	1985 (Feb. 17) . . . . .	(X)	(X)	(X)	\$0.33	\$0.36
1978 (May 29) . . . . .	(X)	\$0.15	\$0.13	\$0.10	(X)	1988 (Apr. 17) . . . . .	(X)	(X)	(X)	\$0.36	\$0.39
1981 (Mar. 22) . . . . .	(X)	\$0.18	\$0.17	\$0.12	(X)	1991 (Feb. 3) . . . . .	\$0.50	\$0.45	<sup>3</sup> \$0.39	\$0.40	\$0.45
1981 (Nov. 1) . . . . .	(X)	\$0.20	\$0.17	\$0.13	\$9.35	1995 (July 9) . . . . .	\$0.60	<sup>3</sup> \$0.40	(X)	\$0.40	\$0.45
1985 (Feb. 17) . . . . .	(X)	\$0.22	\$0.17	\$0.14	\$10.75						
1988 (Apr. 3) . . . . .	(X)	\$0.25	\$0.20	\$0.15	<sup>4</sup> \$12.00						
1991 (Feb. 3) . . . . .	(X)	\$0.29	\$0.23	\$0.19	<sup>4</sup> \$13.95						
1995 (Jan. 1) . . . . .	(X)	\$0.32	\$0.23	\$0.20	<sup>4</sup> \$15.00						

X Not applicable. <sup>1</sup> 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. <sup>2</sup> As of October 11, 1975, surface mail service upgraded to level of airmail. <sup>3</sup> Up to the limit of 64 ounces. <sup>4</sup> Over 8 ounces and up to 2 pounds.

Source: U.S. Postal Service, "United States Domestic Postage Rate: Recent History," and unpublished data.

**No. 916. Advertising—Estimated Expenditures, by Medium: 1980 to 1996**

[In millions of dollars. See text, section 18, for definitions of types of advertising]

MEDIUM	1980	1985	1989	1990	1991	1992	1993	1994	1995	1996 <sup>1</sup>
<b>Total</b> . . . . .	<b>53,550</b>	<b>94,750</b>	<b>123,930</b>	<b>128,640</b>	<b>126,400</b>	<b>131,290</b>	<b>138,080</b>	<b>150,030</b>	<b>160,920</b>	<b>173,220</b>
National . . . . .	29,815	53,355	68,990	72,780	72,635	76,020	80,010	87,325	94,280	102,075
Local . . . . .	23,735	41,395	54,940	55,860	53,765	55,270	58,070	62,705	66,640	71,145
Newspapers . . . . .	14,794	25,170	32,368	32,281	30,409	30,737	32,025	34,356	36,317	38,595
National . . . . .	1,963	3,352	3,720	3,867	3,685	3,602	3,620	3,906	3,996	4,335
Local . . . . .	12,831	21,818	28,648	28,414	26,724	27,135	28,405	30,450	32,321	34,260
Magazines . . . . .	3,149	5,155	6,716	6,803	6,524	7,000	7,357	7,916	8,580	9,180
Weeklies . . . . .	1,418	2,297	2,813	2,864	2,670	2,739	2,850	3,140	3,347	3,680
Women's . . . . .	782	1,294	1,710	1,713	1,671	1,853	2,009	2,106	2,236	2,300
Monthlies . . . . .	949	1,564	2,193	2,226	2,183	2,408	2,498	2,670	2,997	3,200
Farm publications . . . . .	130	186	212	215	215	231	243	262	283	305
Television . . . . .	11,469	21,022	26,891	28,405	27,402	29,409	30,584	34,167	36,246	40,325
TV networks <sup>2</sup> . . . . .	5,130	8,060	9,110	9,863	9,533	10,249	10,209	10,942	11,600	13,050
Cable networks . . . . .	45	594	1,197	1,393	1,521	1,685	1,970	2,321	2,670	3,335
Syndication (nat'l) <sup>2</sup> . . . . .	50	520	1,288	1,109	1,253	1,370	1,576	1,734	2,016	2,180
Spot (national) . . . . .	3,269	6,004	7,354	7,788	7,110	7,551	7,800	8,993	9,119	9,850
Spot (local) . . . . .	2,967	5,714	7,612	7,856	7,565	8,079	8,435	9,464	9,985	10,885
Cable (non-network) . . . . .	8	130	330	396	420	475	594	713	856	1,025
Radio . . . . .	3,702	6,490	8,323	8,726	8,476	8,654	9,457	10,529	11,338	12,105
Network . . . . .	183	365	476	482	490	424	458	463	480	510
Spot . . . . .	779	1,335	1,547	1,635	1,575	1,505	1,657	1,902	1,959	2,075
Local . . . . .	2,740	4,790	6,300	6,609	6,411	6,725	7,342	8,164	8,899	9,520
Yellow Pages . . . . .	2,900	5,800	8,330	8,926	9,182	9,320	9,517	9,825	10,236	10,845
National . . . . .	330	695	1,011	1,132	1,162	1,188	1,230	1,314	1,410	1,535
Local . . . . .	2,570	5,105	7,319	7,794	8,020	8,132	8,287	8,511	8,826	9,310
Direct mail . . . . .	7,596	15,500	21,945	23,370	24,460	25,391	27,266	29,638	32,866	34,840
Business papers . . . . .	1,674	2,375	2,763	2,875	2,882	3,090	3,260	3,358	3,559	3,845
Outdoor . . . . .	578	945	1,111	1,084	1,077	1,031	1,090	1,167	1,263	1,360
Miscellaneous . . . . .	7,558	12,107	15,271	15,955	15,773	16,427	17,281	18,812	20,232	21,820

<sup>1</sup> Projected from 9 months of data. <sup>2</sup> 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. 917. Magazine Advertising—Expenditures, by Product: 1980 to 1995**

[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	1989	1990	1991	1992	1993	1994	1995
<b>Total</b> . . . . .	<b>2,846</b>	<b>4,961</b>	<b>6,611</b>	<b>6,753</b>	<b>6,608</b>	<b>7,186</b>	<b>7,667</b>	<b>9,029</b>	<b>10,212</b>
Apparel, footwear, accessories . . . . .	112	251	396	428	419	496	513	544	585
Automotive, accessories, equipment . . . . .	230	549	881	900	941	1,035	1,064	1,223	1,327
Beer, wine, and liquor . . . . .	239	240	255	277	279	247	204	199	220
Computers, office equipment, and stationery . . . . .	79	250	284	283	291	354	364	699	951
Business and consumer services . . . . .	190	463	522	516	453	513	625	680	782
Drugs and remedies . . . . .	79	135	135	163	167	299	368	438	479
Food and food products . . . . .	199	342	435	444	437	459	470	512	677
Household equipment and supplies . . . . .	65	100	104	118	115	161	141	141	170
Household furnishings . . . . .	73	87	126	116	123	117	146	166	172
Jewelry, cameras, optical goods . . . . .	79	101	156	157	157	158	168	183	231
Direct response companies . . . . .	(NA)	328	513	531	574	617	725	904	962
Publishing and media . . . . .	146	188	191	212	197	202	214	259	292
Retail . . . . .	(NA)	121	211	255	201	190	219	248	256
Smoking materials . . . . .	290	383	393	305	265	224	210	288	314
Toiletries and cosmetics . . . . .	206	385	651	679	640	734	811	880	890
Travel, hotels, and resorts . . . . .	123	245	374	380	346	350	378	449	469
Other . . . . .	736	793	984	989	1,005	1,030	1,047	1,216	1,435

NA Not available.

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



**No. 918. Television—Expenditures for Network Advertising: 1994 to 1996**

[In millions of dollars. See text, section 18, for a definition of network advertising. Beginning 1996, includes WB and UPN]

PRODUCT	1994	1995	1996	PRODUCT	1994	1995	1996
<b>Total</b> .....	<b>11,893</b>	<b>12,402</b>	<b>14,740</b>	Horticulture .....	40	37	31
Apparel, footwear, accessories ..	320	340	412	Household equipment, supplies, and furnishings .....	315	382	424
Automotive .....	1,696	1,736	1,959	Insurance .....	141	143	255
Beer and wine .....	341	367	391	Jewelry, cameras, optical goods .....	121	123	169
Building material, equipment, fixtures .....	65	62	53	Laundry soaps, cleansers, polishes .....	280	267	250
Computers, office equipment, and stationery .....	187	164	303	Movies .....	446	496	668
Confectionery, soft drinks .....	679	673	722	Pet products .....	75	95	110
Consumer services .....	916	909	1,022	Proprietary medicines .....	988	1,088	1,405
Department, discount stores .....	383	393	463	Publishing and media .....	50	31	31
Financial planning services .....	97	85	153	Restaurants and drive-ins .....	839	1,011	1,254
Food and food products .....	1,429	1,422	1,385	Toiletries and toilet goods .....	1,095	1,163	1,265
Freight, industrial development ..	61	69	137	Toys and sporting goods .....	305	285	351
Gas, lubricants, etc. ....	77	60	78	Travel, hotels, and resorts .....	181	138	145
Home centers and hardware stores .....	68	73	82	Other .....	548	587	964
Home electronics equipment .....	150	203	258				

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

**No. 919. Television—Estimated Time Charges for Spot Advertising: 1994 to 1996**

[In millions of dollars. Data represent activity in the top 75 markets monitored by Competitive Media Reporting, currently covering approximately 382 stations. Data exclude National Syndicated activity. See text, section 18, for definitions of types of advertising]

PRODUCT	1994	1995	1996	PRODUCT	1994	1995	1996
<b>Total</b> .....	<b>6,580</b>	<b>6,586</b>	<b>7,038</b>	Home electronics equipment .....	129	151	163
Agriculture and farming .....	13	9	11	Horticulture .....	42	42	46
Apparel, footwear, accessories .....	84	59	79	Household equipment, supplies, and furnishings .....	166	156	153
Automotive .....	2,312	2,457	2,678	Insurance .....	199	208	234
Beer and wine .....	179	177	152	Jewelry, cameras, optical goods .....	31	41	44
Building material, equipment, fixtures .....	60	51	48	Laundry soaps, cleansers, polishes .....	84	88	83
Computers, office equip- ment and stationery .....	26	45	60	Pet products .....	29	35	44
Confectionery, soft drinks .....	315	285	292	Political, unions, religious .....	55	53	172
Consumer services .....	666	699	759	Proprietary medicines .....	172	168	192
Food and food products .....	963	883	830	Publishing and media .....	95	83	85
Freight, industrial development .....	34	33	48	Toiletries and toilet goods .....	276	241	246
Gasoline, lubricants, etc. ....	140	123	124	Toys and sporting goods .....	277	250	229
				Travel, hotels, and resorts .....	189	193	190
				Other .....	44	56	76

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

**No. 920. Television—Expenditures for Retail/Local Advertising: 1994 to 1996**

[In millions of dollars. See headnote, table 919]

PRODUCT	1994	1995	1996	PRODUCT	1994	1995	1996
<b>Total</b> .....	<b>6,313</b>	<b>6,608</b>	<b>7,167</b>	Hotels, resorts, U.S. ....	86	107	111
Amusements, entertainment .....	160	188	194	Insurance agencies .....	31	38	37
Appliance stores .....	269	309	332	Jewelry stores .....	27	33	38
Auto repair, service stations .....	93	103	107	Legal services .....	129	157	154
Auto supply, accessory stores .....	62	67	71	Leisure time stores and services ..	201	225	234
Auto, truck dealers .....	405	444	482	Loan, mortgage companies .....	75	75	98
Banks, S&L associations .....	157	141	172	Medical, dental services .....	158	181	214
Builders, home improvement .....	35	44	60	Movies .....	314	383	387
Carpet, floor covering stores .....	61	72	70	Newspapers .....	29	28	30
Clothing stores .....	163	168	173	Office equipment/supply stores .....	35	36	26
Department stores .....	198	226	202	Optical services, supplies .....	57	70	59
Discount department stores .....	149	152	171	Political .....	352	36	270
Drug stores .....	97	96	116	Radio, cable TV .....	208	240	220
Education services .....	105	121	136	Realtors, real estate developers .....	29	33	36
Financial planning services .....	25	28	43	Rental services (nonauto) .....	27	27	29
Food stores, supermarkets .....	289	291	309	Restaurants, drive-ins .....	1,075	1,116	1,138
Furniture stores .....	359	431	439	Shoe stores .....	32	29	39
Gas, electric, water companies .....	42	41	45	Shopping centers .....	29	38	41
Health clubs, reducing salons .....	99	115	120	Sport, hobby, and toy stores .....	64	61	59
Home centers and hardware .....	172	180	189	Other .....	415	478	516

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