

## Table 1112. Cellular Telecommunications Industry: 1990 to 2007

[Calendar year data, except as noted (5,283 represents 5,283,000). Based on a survey sent to all facilities-based cellular, personal communications services, and enhanced special mobile radio (ESMR) systems. The number of operational systems beginning 2000 differs from that reported for previous periods as a result of the consolidated operation of ESMR systems in a broader service area instead of by a city-to-city basis]

| Item  | Unit              | 1990   | 2000    | 2002    | 2003    | 2004    | 2005    | 2006    | 2007    |
|---|-------------------|--------|---------|---------|---------|---------|---------|---------|---------|
| Subscribers . . . . .                         | 1,000 . . . . .   | 5,283  | 109,478 | 140,766 | 158,722 | 182,140 | 207,896 | 233,041 | 255,396 |
| Employees . . . . .                           | Number . . . . .  | 21,382 | 184,449 | 192,410 | 205,629 | 226,016 | 233,067 | 253,793 | 266,782 |
| Service revenue . . . . .                     | Mil. dol. . . . . | 4,548  | 52,466  | 76,508  | 87,624  | 102,121 | 113,538 | 125,457 | 138,869 |
| Roamer revenue <sup>1</sup> . . . . .         | Mil. dol. . . . . | 456    | 3,883   | 3,896   | 3,766   | 4,210   | 3,786   | 3,494   | 3,742   |
| Capital investment <sup>2</sup> . . . . .     | Mil. dol. . . . . | 6,282  | 89,624  | 126,922 | 145,867 | 173,794 | 199,025 | 223,449 | 244,591 |
| Average monthly bill <sup>3</sup> . . . . .   | Dollars . . . . . | 80.90  | 45.27   | 48.40   | 49.91   | 50.64   | 49.98   | 50.56   | 49.79   |
| Average length of call <sup>3</sup> . . . . . | Minutes . . . . . | 2.20   | 2.56    | 2.73    | 2.87    | 3.05    | 3.00    | 3.03    | (NA)    |

NA Not available. <sup>1</sup> Service revenue generated by subscribers' calls outside of their system areas. <sup>2</sup> Beginning 2005, cumulative capital investment figure reached by summing the incremental capital investment in year shown with cumulative capital investment of prior year. <sup>3</sup> As of December 31.

Source: CTIA-The Wireless Association, Washington, DC, *Semi-annual Wireless Survey* (copyright).