

Information and Communications

This section presents statistics on the various information and communications media: publishing, including newspapers, periodicals, books, and software; motion pictures, sound recordings, broadcasting, and telecommunications; and information services, such as libraries. Statistics on computer use and Internet access are also included. Data on the usage, finances, and operations of the Postal Service previously shown in this section are now presented in Section 23, Transportation.

Information industry—The U.S. Census Bureau's *Service Annual Survey, Information Services Sector*, provides estimates of operating revenue of taxable firms and revenues and expenses of firms exempt from federal taxes for industries in the information sector of the economy. Similar estimates were previously issued in the *Annual Survey of Communications Services*. Data beginning 1998 are based on the North American Industry Classification System (NAICS) and the information sector is a newly created economic sector. It comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data. It includes establishments previously classified in the Standard Industrial Classification (SIC) in manufacturing (publishing); transportation, communications, and utilities (telecommunications and broadcasting); and services (software publishing, motion picture production, data processing, online information services, and libraries).

This new sector is comprised of industries which existed previously, were revised from previous industry definitions, or are completely new industries. Among those which existed previously are newspaper publishers, motion picture and video production, and online information services.

Revised industries include book publishers and libraries and archives. Newly created industries include database and directory publishers, record production, music publishers, sound recording studios, cable networks, wired telecommunications carriers, paging, and satellite telecommunications. The following URL contains detailed information about NAICS and provides a comparison of the SIC and NAICS <<http://www.census.gov/epcd/www/naics.html>>. See also the text in Section 15, Business Enterprise.

The 1997 Economic Census was the first economic census to cover the new information sector of the economy. The census, conducted every 5-years, for the years ending "2" and "7," provides information on the number of establishments, receipts, payroll, and paid employees for the United States and various geographic levels.

The Federal Communications Commission (FCC), established in 1934, regulates wire and radio communications. Only the largest carriers and holding companies file annual financial reports which are publicly available. 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 publicly available data annually to the FCC, however, are estimated to cover about 90 percent of the revenues of all U.S. telephone companies. Data are not comparable with Census Bureau *Annual Survey* because of coverage and different accounting practices for those telephone companies which report to the FCC.

Reports filed by the broadcasting industry cover all radio and television stations operating in the United States. The private radio services represent the largest and most diverse group of licensees regulated by the FCC. These services provide voice, data communications, point-to-point, and point-to-multipoint radio communications

for fixed and mobile communicators. Major users of these services are small businesses, the aviation industry, the maritime trades, the land transportation industry, the manufacturing industry, state and local public safety and governmental authorities, emergency medical service providers, amateur radio operators, and personal radio operations (CB and the General Mobile Radio Service). The FCC also licenses entities as private and common carriers. Private and common carriers provide fixed and land mobile communications service on a for-profit basis. Principal sources of wire, radio, and television data are the FCC's *Annual Report* and its annual *Statistics of Communications Common Carriers*.

Statistics on publishing are available from the Census Bureau, as well as from various private agencies. Editor & Publisher Co., New York, NY, presents annual data on the number and circulation of daily and Sunday newspapers in its *International Year Book*. Data on book production

and prices are available from Information Today, Medford, NJ. The Book Industry Study Group, New York, NY, collects data on books sold and domestic consumer expenditures. Book purchasing data are from Ipsos, NPD, Inc., Rosemont, IL. Data on academic and public libraries are collected by the U.S. National Center for Education Statistics. Public library data are also gathered by Information Today, Medford, NJ, and the National Commission on Libraries and Information Science, Washington, DC.

Advertising—Data on advertising previously shown in this section are now presented in Section 27, Accommodation, Food Services, and Other Services.

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. 1096. Information Industries—Establishments, Receipts, Payroll, and Employees by Kind of Business (NAICS Basis): 1997

[623,214 represents \$623,214,000,000. For establishments with payroll. Based on the 1997 Economic Census; see Appendix III]

Industry	NAICS code ¹	Receipts		Annual payroll		Paid employee for pay period including March 12 (1,000)	
		Establishments (number)	Total (mil. dol.)	Per paid employee (dol.)	Total (mil. dol.)		Per paid employee (dol.)
Information industries	51	114,475	623,214	203,255	129,482	42,229	3,066.2
Publishing industries	511	33,896	179,035	177,930	43,358	43,090	1,006.2
Newspaper, periodical, book, & database publishers ²	5111	21,806	117,336	158,598	24,971	33,753	739.8
Newspaper publishers	51111	8,758	41,601	103,137	11,789	29,228	403.4
Periodical publishers	51112	6,298	29,885	217,265	5,993	43,571	137.6
Book publishers	51113	2,684	22,648	251,933	3,643	40,522	89.9
Database & directory publishers	51114	1,458	12,258	284,312	1,655	38,384	43.1
Software publishers	5112	12,090	61,699	231,622	18,387	69,025	266.4
Motion picture & sound recording industries	512	22,204	55,926	202,643	9,392	34,032	276.0
Motion picture & video industries	5121	19,269	44,786	175,998	8,280	32,540	254.5
Sound recording industries	5122	2,935	11,140	517,797	1,112	51,671	21.5
Broadcasting & telecommunications	513	43,480	346,316	241,427	63,480	44,253	1,434.5
Radio & television broadcasting	5131	8,789	40,425	161,885	9,869	39,521	249.7
Radio broadcasting	51311	6,894	10,648	84,060	3,604	28,455	126.7
Television broadcasting	51312	1,895	29,777	242,007	6,264	50,913	123.0
Cable networks & program distribution	5132	4,679	45,390	260,334	6,151	35,280	174.4
Telecommunications ³	5133	30,012	260,501	257,822	47,460	46,972	1,010.4
Wired telecommunications carriers	51331	20,815	208,791	256,021	39,565	48,520	815.4
Wireless telecommunications carriers (except satellite) ²	51332	6,386	37,889	258,977	5,839	39,913	146.3
Information services & data processing services	514	14,895	41,937	119,986	13,252	37,915	349.5
Information services ²	5141	7,307	11,101	127,202	3,478	39,854	87.3
Libraries & archives	51412	2,298	861	39,055	373	16,928	22.0
Other information services	51419	4,482	8,837	158,544	2,639	47,351	55.7
Online information services	514191	4,165	8,043	161,061	2,356	47,181	49.9
Data processing services	5142	7,588	30,837	117,585	9,774	37,269	262.3

¹ North American Industry Classification System, 1997; see text this section and, Section 15, Business Enterprise.

² Includes other industries, not shown separately.

Source: U.S. Census Bureau, 1997 Economic Census, Information, Series EC97551A-US, issued October 1999.

No. 1097. Information Sector Services—Estimated Revenue: 1998 to 2000

[In millions of dollars (694,293 represents \$694,293,000,000), except percent. For taxable and tax-exempt employer and nonemployer firms. Except as indicated, estimates adjusted to the results of the 1997 Economic Census]

Industry	NAICS Code ¹	Revenue			Percent change, 1999-00
		1998	1999	2000	
Information industries	51	694,293	774,394	857,710	10.8
Publishing industries	511	202,876	220,631	235,215	6.6
Newspaper, periodical, book, database, and other publishers ²	5111	130,332	139,145	146,590	5.4
Newspaper publishers	51111	45,691	48,603	51,710	6.4
Periodical publishers	51112	35,969	38,370	40,349	5.2
Book publishers	51113	22,706	24,356	25,483	4.6
Database and directory publishers	51114	14,321	15,526	16,740	7.8
Software publishers	5112	72,544	81,486	88,625	8.8
Motion picture and sound recording industries	512	60,592	65,051	68,198	4.8
Motion picture and video	5121	49,557	52,850	55,407	4.8
Sound recording ²	5122	11,035	12,201	12,791	4.8
Broadcasting and telecommunications	513	382,429	426,755	475,369	11.4
Radio and television broadcasting	5131	44,089	47,593	53,017	11.4
Radio broadcasting	51311	11,763	13,208	15,019	13.7
Television broadcasting	51312	32,326	34,386	37,998	10.5
Cable networks and program distribution ²	5132	52,469	60,059	68,143	13.5
Telecommunications ³	5133	285,871	319,102	354,209	11.0
Wired telecommunications carriers	51331	228,148	247,828	269,903	8.9
Wireless telecommunications carriers (except satellite) ²	51332	42,634	53,771	64,716	20.4
Information services and data processing services	514	48,396	61,958	78,929	27.4
Information services	5141	15,148	23,995	36,037	50.2
Libraries and archives	51412	1,037	1,133	1,276	12.6
Other information services	51419	12,474	20,967	32,691	55.9
Online information services	514191	11,444	18,795	27,697	47.4
Data processing services	5142	33,248	37,963	42,891	13.0

¹ Based in the North American Industry Classification System; see text this section and Section 15, Business Enterprise.

² Estimates not adjusted to the 1997 Economic Census.

³ Includes other industries, not shown separately.

Source: U.S. Bureau of the Census, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1098. Information Industries—Establishments, Payroll, and Employees: 1999 and 2000

[For establishments with payroll (3,234.5 represents 3,234,500). Excludes most government employees, railroad employees and self-employed persons]

Industry	NAICS code ¹	Establishment		Paid employees ² (1,000)		Annual payroll (mil. dol.)	
		1999	2000	1999	2000	1999	2000
Information industries	51	126,510	133,590	3,234.5	3,545.7	170,282	209,394
Publishing industries	511	32,377	32,545	1,004.7	1,080.7	54,516	75,348
Newspaper, periodical, book, & database publishers	5111	21,245	21,946	700.0	749.2	26,821	31,258
Newspaper publishers	51111	8,625	8,586	393.5	412.6	12,740	14,216
Periodical publishers	51112	5,984	6,252	126.8	135.6	6,412	7,676
Book publishers	51113	2,646	2,661	81.4	87.2	3,767	4,310
Database & directory publishers	51114	970	1,370	31.7	46.2	1,455	2,418
Other publishers	51119	3,020	3,077	66.6	67.5	2,446	2,637
Greeting card publishers	511191	108	112	18.2	17.8	627	631
All other publishers	511199	2,912	2,965	48.5	49.7	1,820	2,006
Software publishers	5112	11,132	10,599	304.7	331.5	27,696	44,090
Motion picture & sound recording industries	512	23,102	22,899	293.4	304.2	10,531	11,736
Motion picture & video industries	5121	19,889	19,730	270.2	276.6	9,175	9,806
Motion picture & video production	51211	9,796	10,018	72.5	84.5	5,301	5,723
Motion picture & video distribution	51212	706	678	27.7	13.9	1,058	1,119
Motion picture & video exhibition	51213	6,197	5,884	137.1	144.0	1,134	1,130
Motion picture theaters (except drive-ins)	512131	5,885	5,593	135.2	142.3	1,111	1,107
Drive-in motion picture theaters	512132	312	291	1.9	1.7	22	23
Post production & other motion picture & video industries	51219	3,190	3,150	32.9	34.2	1,682	1,834
Teleproduction & other postproduction services	512191	2,851	2,816	28.5	29.7	1,468	1,591
Other motion picture & video industries	512199	339	334	4.4	4.5	214	243
Sound recording industries	5122	3,213	3,169	23.2	27.6	1,356	1,930
Record production	51221	274	276	1.0	1.1	53	55
Integrated record production/distribution	51222	289	310	6.7	9.0	677	1,100
Music publishers	51223	701	670	5.2	5.1	252	283
Sound recording studios	51224	1,553	1,516	7.3	8.1	267	327
Other sound recording industries	51229	396	397	3.0	4.3	108	166
Broadcasting & telecommunications	513	50,852	54,971	1,504.2	1,631.8	76,011	88,766
Radio & television broadcasting	5131	8,546	8,492	250.3	253.6	11,364	12,292
Radio broadcasting	51311	6,537	6,442	123.5	121.5	4,541	4,841
Radio networks	513111	339	334	8.6	9.3	454	516
Radio stations	513112	6,198	6,108	114.8	112.1	4,087	4,325
Television broadcasting	51312	2,009	2,050	126.8	132.2	6,824	7,451
Cable networks & program distribution	5132	5,364	5,270	182.1	212.7	8,060	10,084
Cable networks	51321	755	689	32.2	39.1	2,057	2,654
Cable & other program distribution	51322	4,609	4,581	148.9	173.6	6,002	7,430
Telecommunications	5133	36,942	41,209	1,071.9	1,165.5	56,586	66,389
Wired telecommunications carriers	51331	23,461	26,223	815.7	870.2	44,614	49,010
Wireless telecommunications carriers (except satellite)	51332	9,263	10,424	186.0	202.5	8,102	11,027
Paging	513321	4,099	4,098	71.2	72.4	3,059	3,396
Cellular & other wireless telecommunications	513322	5,164	6,326	114.8	130.1	5,043	7,631
Telecommunications resellers	51333	2,208	2,458	43.6	54.6	2,167	3,342
Satellite telecommunications	51334	791	728	17.6	21.3	1,235	1,680
Other telecommunications	51339	1,219	1,379	8.9	16.9	469	1,330
Information services & data processing services	514	20,179	23,175	432.2	529.0	29,224	33,544
Information services	5141	11,265	14,139	149.2	232.5	16,473	19,023
News syndicates	51411	564	567	11.4	11.3	612	648
Libraries & archives	51412	2,590	2,754	31.0	33.8	566	679
Other information services	51419	8,111	10,818	106.8	187.4	15,295	17,696
Online information services	514191	7,714	10,257	98.9	177.3	12,816	15,690
All other information services	514199	397	561	8.0	10.1	2,479	2,006
Data processing services	5142	8,914	9,036	283.0	296.6	12,751	14,521

¹ North American Industry Classification System code; see text this section and Section 15, Business Enterprise. ² For employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, "County Business Patterns"; 2000 data published 30 May 2002; <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1099. Gross Domestic Income in Information Technologies (IT) Industries: 1992 to 2000

[In millions of dollars (353,202 represents \$353,202,000,000), except as noted]

Industry	NAICS ¹ code	1992	1995	1998	1999	2000 est.
Total IT-producing industries	(X)	353,202	470,912	646,930	718,151	796,567
Percent share of the economy	(X)	5.6	6.4	7.3	7.7	8.0
Hardware	(X)	110,050	155,409	210,914	225,368	251,655
Computers and equipment, calc. machines	(X)	24,102	31,036	39,211	38,583	46,223
Computers and equipment wholesale sales	(2)	39,743	51,114	75,084	81,016	87,676
Computer and equipment retail sales	443120pt.	1,915	2,861	3,407	3,676	3,985
Electron tubes	334411	1,053	1,206	1,316	1,349	1,525
Printed circuit boards	334412	3,556	4,406	5,527	5,908	5,985
Semiconductors	334413	18,308	40,836	57,055	64,072	72,293
Passive electronic components	334414,5,6,8pt.,9	13,494	15,310	12,072	12,881	14,503
Industrial instruments for measurement	334513	2,552	2,526	4,874	5,010	5,156
Instruments for measuring electricity	334514pt.,334515	3,493	3,981	8,383	8,659	9,212
Laboratory analytical instruments	334516	1,835	2,134	3,986	4,213	5,098
Software and services ³	(X)	75,490	111,350	185,609	213,986	245,656
Computer programming services	541511	18,624	26,119	47,796	55,013	62,715
Prepackaged software	511210,334611	14,554	22,768	34,497	40,016	46,419
Computer integrated system design	541512	11,814	13,599	24,691	28,420	32,598
Computer processing, data preparation	514210	12,554	21,844	28,062	32,300	37,048
Information retrieval services	514191,8	2,879	3,910	8,977	10,333	11,852
Computer services management	541513	1,910	2,090	2,942	3,386	3,884
Computer rental and leasing	532420	1,528	1,880	2,944	3,389	3,887
Computer maintenance and repair	811212	4,989	6,949	10,029	11,544	13,241
Computer related services, n.e.c. ⁴	541519	4,406	9,305	21,261	24,471	28,081
Communications hardware ³	(X)	23,970	30,775	46,709	51,431	61,464
Telephone equipment, exc. ext. modems	334210,334418pt.	10,251	12,139	21,807	24,968	29,712
Radio & TV communications equipment	334220, 334290	10,134	14,310	20,642	22,252	26,524
Communications services	(X)	143,692	173,378	203,698	227,366	237,792
Telephone and telegraph communications	(8)	128,700	151,600	173,900	195,100	204,075
Cable and other pay TV services	513210,20	14,992	21,778	29,798	32,266	33,718

X Not applicable. ¹ North American Industry Classification System; see text, Section 15, Business Enterprise. ² NAICS 334111,2,3,9, 334418pt., 333311pt.,3pt. ³ Includes other industries, not shown separately. ⁴ N.e.c. means not elsewhere classified. ⁵ NAICS 513310,21,22,30,40,90.

No. 1100. Information Technologies (IT)—Employment and Wages: 1995 to 2000

[97,885 represents 97,885,000]

Industry	1987 SIC ¹ code	Employment (1,000)			Annual wages per worker (dol.)		
		1995	1999	2000	1995	1999	2000
Total private	(X)	97,885	108,709	111,079	27,200	32,900	35,000
Total IT-producing industries	(X)	4,004.2	5,256.0	5,596.6	46,900	65,600	73,800
Hardware	(X)	1,475.3	1,707.2	1,748.7	46,300	65,900	77,200
Electronic computers	3571	190.0	195.7	198.0	59,600	98,000	124,300
Computers and equipment wholesalers	5045pt	285.1	392.0	387.7	54,300	80,400	88,200
Computers and equipment retailers	5734pt	93.7	136.8	142.5	33,700	43,300	47,900
Computer storage devices & peripheral equipment	3572,7	104.5	114.8	107.3	46,500	65,600	84,200
Computer terminals, office & accounting, machines	3575,8,9	57.7	57.0	56.1	46,600	64,300	67,600
Electron tubes	3671	24.0	20.7	20.1	41,900	48,400	59,900
Semiconductors	3674	235.2	272.1	293.9	53,800	74,900	93,500
Printed circuit boards, electronic capacitors	3672,5-8	187.0	195.6	210.5	28,300	35,100	39,800
Electronic components, n.e.c. ²	3679	134.6	152.4	157.7	32,900	41,800	45,900
Industrial instruments for measurement	3823	64.2	69.9	72.6	38,400	48,500	54,300
Instruments for measuring electricity	3825	71.2	68.3	69.6	51,600	70,600	82,500
Analytical instruments	3826	28.1	31.9	32.7	44,200	58,700	75,400
Software/services ³	(X)	1,109.6	1,903.2	2,122.8	50,700	72,200	80,900
Computer programming services	7371	245.3	454.7	518.7	52,700	69,000	81,600
Prepackaged software	7372	180.8	270.1	299.9	63,700	115,400	117,400
Computer integrated systems design	7373	129.9	210.7	223.5	54,700	69,400	78,700
Computer processing & data preparation	7374	223.1	276.1	284.8	39,700	49,200	52,300
Information retrieval services	7375	56.9	158.4	243.0	42,200	73,200	89,500
Computer maintenance & repair	7378	48.6	58.2	53.7	37,800	42,700	44,800
Computer services management, rental & leasing	7376,7,9	205.3	447.2	471.3	51,800	68,400	74,900
Communications equipment ³	(X)	337.3	334.5	341.5	43,200	59,200	68,300
Telephone and telegraph equipment	3661	111.7	120.9	126.7	49,900	70,700	80,500
Radio and TV communications equipment, n.e.c. ²	3663,9	153.2	147.6	149.5	42,700	57,200	68,200
Communication services	(X)	1,081.9	1,311.1	1,383.6	45,100	57,300	60,100
Telephone communications	481	899.7	1,078.7	1,133.9	46,800	58,800	62,100
Telephone & telegraph communications	482,489	26.7	33.2	33.9	48,500	71,200	76,500
Cable & other pay TV services	4841	155.5	199.2	215.8	34,600	47,000	47,200

X Not applicable. ¹ 1987 Standard Industrial Classification code. See text, Section 12, Labor Force, Employment, and Earnings. ² N.e.c. means not elsewhere classified. ³ Includes other industries, not shown separately.

Source of Tables 1099 and 1100: U.S. Department of Commerce, Economics and Statistics Administration, *The Digital Economy 2002*, March 2002. See Internet site <<http://www.esa.doc.gov/508/esa/DIGITALECONOMY2002.htm>>.

No. 1101. Communications Industry—Finances: 1997 to 2000

[In millions of dollars (180,814 represents \$180,814,000,000). Covers publicly reporting media and communications companies with revenues of over \$1 million in 13 media and communication industry segments. Minus sign (-) indicates loss]

Industry	Revenue				Operating income			
	1997	1998	1999	2000	1997	1998	1999	2000
Total	180,814	206,226	232,600	276,383	22,738	25,687	22,643	11,780
Broadcast television	23,933	26,483	28,372	33,266	4,888	5,057	5,137	6,825
Television network companies	17,977	20,147	21,459	25,612	3,093	3,179	3,363	4,834
Television station broadcasters	5,956	6,336	6,914	7,655	1,795	1,878	1,774	1,992
Cable and satellite television	36,276	38,332	44,146	57,053	3,388	3,561	1,931	1,617
Cable and satellite providers	27,027	27,508	32,315	43,047	2,049	1,638	200	-401
Radio broadcasting	3,101	3,518	4,681	7,001	672	804	1,107	1,516
Entertainment	27,362	36,243	39,510	42,443	1,769	3,561	4,095	3,455
Filmed entertainment	14,406	17,582	18,424	18,378	747	1,020	1,251	1,112
Recorded music	8,788	9,544	10,672	11,433	534	604	627	1,078
Interactive entertainment and information	4,168	9,117	10,414	12,631	487	1,936	2,217	1,265
The Internet	4,596	5,717	9,067	14,756	-757	-1,485	-4,457	-13,080
Internet content providers	177	355	838	1,700	-353	-367	-1,165	-2,908
Internet search engines	100	304	679	1,346	-64	-60	7	143
Internet service providers	4,318	5,059	7,551	11,710	-340	-1,059	-3,299	-10,315
Newspaper publishing	21,120	22,200	23,941	25,016	4,368	4,552	5,272	5,419
Consumer book publishing	3,584	3,375	3,359	3,408	273	129	230	365
Consumer magazine publishing	7,230	7,550	7,378	7,458	803	879	963	975
Business-to-business communications	1,674	1,831	2,003	2,157	244	231	253	345
Professional, educational and training	9,656	10,957	12,494	14,643	632	989	976	-1,316
Business information services	18,632	21,513	23,637	28,127	3,360	3,697	3,463	2,516
Financial information	12,195	13,477	14,458	16,421	2,557	2,680	2,728	2,562
Marketing services	20,715	25,341	30,631	37,405	2,243	2,838	2,708	2,036
Marketing services holding companies	13,885	16,199	18,407	20,407	1,491	1,924	2,141	2,476
E-marketers	806	1,127	1,816	2,533	-114	-205	-573	-1,395
Miscellaneous publishing	2,934	3,166	3,380	3,649	856	875	966	1,108

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

No. 1102. Media Usage and Consumer Spending: 1996 to 2005

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

Item	1996	1997	1998	1999	2000	2001, proj.	2002, proj.	2003, proj.	2004, proj.	2005, proj.
HOURS PER PERSON PER YEAR										
Total	3,297	3,279	3,306	3,434	3,472	3,519	3,560	3,583	3,619	3,649
Television	1,559	1,544	1,551	1,588	1,633	1,643	1,655	1,649	1,673	1,679
Broadcast TV	985	923	884	867	862	867	865	847	852	847
Network stations ¹	809	750	710	706	801	806	804	787	791	786
Independent stations ¹	176	173	174	162	60	61	61	61	61	62
Cable and satellite	573	620	667	720	771	776	789	802	821	832
Basic cable and satellite	485	519	566	617	635	639	653	666	669	678
Premium cable and satellite	88	101	101	103	136	137	137	136	152	154
Radio	973	964	936	967	961	981	985	990	995	998
Recorded music	292	270	283	289	263	250	247	246	244	243
Daily newspapers	162	159	156	154	151	149	148	146	145	144
Consumer magazines	112	112	111	110	107	106	104	103	101	100
Consumer books	100	95	97	98	90	89	88	88	86	84
Home video ²	54	53	55	55	59	62	67	70	74	81
Video games	25	36	43	61	70	79	90	97	103	115
Box office	12	13	13	13	12	12	12	12	12	12
Consumer Internet	10	34	61	99	124	149	164	182	187	194
CONSUMER SPENDING PER PERSON PER YEAR (dol.)										
Total	496.87	523.49	564.43	613.05	640.86	678.06	714.28	748.97	771.55	795.50
Television	138.96	153.11	165.56	179.89	192.82	207.17	222.76	237.50	251.60	266.33
Broadcast TV	-	-	-	-	-	-	-	-	-	-
Cable and satellite	138.96	153.11	165.56	179.89	192.82	207.17	222.76	237.50	251.60	266.33
Radio	-	-	-	-	-	-	-	-	-	-
Recorded music	57.47	55.51	61.67	65.13	62.80	61.98	62.38	63.80	65.16	66.59
Daily newspapers	52.84	52.81	53.30	53.65	53.32	54.30	55.21	55.87	56.44	56.70
Consumer magazines	39.51	40.33	40.57	40.30	39.50	40.02	40.48	40.95	41.42	42.50
Consumer books	72.68	72.26	75.62	80.43	77.64	78.90	81.24	83.97	83.66	83.37
Home video ²	85.98	85.63	92.38	95.39	109.22	120.20	124.98	129.71	131.42	132.40
Video games	11.47	16.45	18.49	24.45	24.65	27.69	31.01	33.28	35.01	38.49
Box office	27.11	28.88	31.23	33.11	32.49	33.13	34.17	34.96	35.08	36.46
Consumer Internet	13.24	20.87	27.63	41.77	50.63	57.37	64.90	71.90	75.15	76.38

- Represents zero. ¹ Independent stations included UPN, WB, and PAX affiliates through 1999. UPN, WB, and PAX affiliates moved to network stations in 2000. ² Playback of prerecorded tapes only.

Source: Veronis Suhler Stevenson, New York, NY, *Communications Industry Forecast*, annual (copyright).

No. 1103. Utilization of Selected Media: 1970 to 2000

[62.0 represents 62,000,000]

Item	Unit	1970	1980	1990	1994	1995	1996	1997	1998	1999	2000
Households with—											
Telephone service ¹	Percent	87.0	93.0	93.3	93.9	93.9	93.8	93.9	94.1	94.2	94.4
Radio ²	Millions	62.0	78.6	94.4	98.0	98.0	98.0	98.0	(NA)	(NA)	(NA)
Percent of total households	Percent	98.6	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.1	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6	5.6
Television ³	Millions	59	76	92	94	95	96	97	98	99	101
Percent of total households	Percent	95.3	97.9	98.2	98.3	98.3	98.3	98.4	98.3	98.2	98.2
Television sets in homes	Millions	81	128	193	211	217	223	229	235	240	245
Average number of sets per home	Number	1.4	1.7	2.1	2.2	2.3	2.3	2.4	2.4	2.4	2.4
Color set households	Millions	21	63	90	93	94	95	97	98	99	101
Cable television ⁴	Millions	4	15	52	59	60	63	64	66	67	69
Percent of TV households	Percent	6.7	19.9	56.4	62.4	63.4	65.3	66.5	67.2	67.5	68.0
VCRs ⁴	Millions	(NA)	1	63	74	77	79	82	83	84	86
Percent of TV households	Percent	(NA)	1.1	68.6	79.0	81.0	82.2	84.2	84.6	84.6	85.1
Commercial radio stations: ²											
AM	Number	4,323	4,589	4,987	4,913	4,909	4,857	4,762	4,793	4,783	4,685
FM	Number	2,196	3,282	4,392	5,109	5,296	5,419	5,542	5,662	5,766	5,892
Television stations: ⁵ Total	Number	862	1,011	1,442	1,512	1,532	1,533	1,564	1,589	1,615	1,663
Commercial	Number	677	734	1,092	1,145	1,161	1,174	1,195	1,221	1,243	1,288
VHF	Number	501	516	547	561	562	554	555	561	561	567
UHF	Number	176	218	545	584	599	620	640	660	682	721
Cable television:											
Systems ⁶	Number	2,490	4,225	9,575	11,214	11,218	11,119	10,950	10,845	10,700	10,243
Households served ⁷	Millions	4.5	17.7	54.9	60.5	63.0	64.6	65.9	67.0	68.5	69.3
Daily newspaper circulation ⁸	Millions	62.1	62.2	62.3	62.3	58.2	57.0	56.7	56.2	56.0	55.8

NA Not available. ¹ For occupied housing units. 1970 and 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, *1970 and 1980 Census of Housing*, Vol. 1; thereafter Federal Communications Commission, *Trends in Telephone Service*, annual. ² 1980-1995 as of December 31, except as noted. Source: M Street Corp. as reported by Radio Advertising Bureau New York, NY, through 1990, *Radio Facts*, annual, (copyright); beginning 1994, *Radio Marketing Guide and Fact Book for Advertisers*, annual, (copyright). Number of stations on the air compiled from Federal Communications Commission reports. Beginning 1996, Federal Communications Commission, unpublished data as of Sept. 30. ³ 1970, as of September of prior year; all other years as of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual, (copyright). ⁴ As of February. Excludes Alaska and Hawaii. Source: See footnote 3. ⁵ Source: Beginning 1997, Federal Communications Commission, unpublished data. 1997 and 1998 as of December; beginning 1999, as of September. For prior years data, see footnote 3. ⁶ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). ⁷ Source: Nielsen Media Research, New York, NY, *Nielsen Station Index*, November estimates (copyright). ⁸ As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).
Source: Compiled from sources mentioned in footnotes.

No. 1104. Multimedia Audiences—Summary: 2001

[In percent, except total (201,715 represents 201,715,000). As of spring. For persons 18 years old and over. Represents the percent of persons participating during the prior week, except as indicated. Based on sample and subject to sampling error; see source for details]

Item	Total population (1,000)	Television viewing	Television prime time viewing	Cable viewing ¹	Radio listening	Newspaper reading	Accessed Internet ²
Total	201,715	93.6	82.5	73.1	84.4	79.3	52.1
18 to 24 years old	26,356	90.5	73.5	67.4	92.2	75.3	64.4
25 to 34 years old	38,298	92.3	80.3	72.0	90.0	75.6	63.3
35 to 44 years old	44,981	92.7	80.8	75.4	91.0	81.1	61.2
45 to 54 years old	36,085	94.3	85.4	76.1	88.7	82.5	60.2
55 to 64 years old	23,293	95.3	86.7	76.5	77.8	80.4	41.8
65 years old and over	32,702	96.9	88.6	70.1	62.4	80.3	14.7
Male	96,590	94.1	81.9	74.1	86.3	79.9	53.0
Female	105,125	93.1	83.1	72.1	82.6	78.9	51.2
White	168,905	93.5	82.6	74.4	84.3	79.5	53.8
Black	23,919	94.8	83.0	67.4	87.6	81.2	37.4
Asian	5,649	91.5	80.2	64.9	79.7	74.9	67.2
Other	3,241	93.5	76.9	59.0	71.9	64.6	45.0
Spanish speaking	23,046	94.0	82.4	61.0	86.8	66.5	41.5
Not high school graduate	34,691	92.0	80.1	60.0	74.3	61.3	16.3
High school graduate	66,416	95.1	84.9	74.1	82.5	78.8	36.8
Attended college	54,127	93.5	81.3	76.7	89.1	82.9	66.6
College graduate	46,481	93.5	82.8	77.6	89.2	86.5	76.5
Employed:							
Full time	112,508	92.8	81.2	75.6	91.7	81.9	64.3
Part time	19,483	92.9	79.9	72.2	87.9	79.7	64.0
Not employed	69,725	95.1	85.4	69.3	71.6	75.1	28.9
Household income:							
Less than \$10,000	13,333	92.4	81.5	53.8	73.4	65.6	18.1
\$10,000 to \$19,999	23,325	93.9	83.5	58.4	72.4	69.1	18.5
\$20,000 to \$29,999	24,853	93.6	82.7	62.9	79.0	73.1	28.0
\$30,000 to \$34,999	11,984	93.6	81.5	68.0	82.8	77.4	34.8
\$35,000 to \$39,999	11,487	93.2	81.3	70.4	85.2	78.4	46.1
\$40,000 to \$49,999	21,354	94.2	82.8	75.6	87.0	78.4	53.5
\$50,000 or more	95,378	93.6	82.6	81.6	89.8	86.0	73.9

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

Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences*, spring 2001 (copyright).

No. 1105. Newspapers and Periodicals—Number by Type: 1980 to 2001

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

Type	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
Newspapers ¹	9,620	9,134	11,471	12,246	10,466	10,042	10,504	10,530	10,696	10,739
Semiweekly	537	517	579	705	612	558	557	560	558	573
Weekly	7,159	6,811	8,420	9,011	7,655	7,191	7,267	7,471	7,594	7,622
Daily	1,744	1,701	1,788	1,710	1,537	1,582	1,461	1,647	1,661	1,656
Periodicals ¹	10,236	11,090	11,092	11,179	9,843	8,530	12,448	11,751	13,019	13,878
Weekly	1,716	1,367	553	513	442	350	382	366	402	407
Semi-monthly ²	645	801	435	216	307	139	262	123	149	150
Monthly	3,985	4,088	4,239	4,067	3,554	3,067	3,378	3,204	3,572	3,636
Bimonthly	1,114	1,361	2,087	2,568	2,216	1,943	2,184	2,034	2,294	2,358
Quarterly	1,444	1,759	2,758	3,621	3,280	2,893	3,386	3,158	3,578	3,814

¹ Includes other items not shown separately.

² Includes fortnightly (every 2 weeks).

Source: Gale Group, Farmington Hills, MI, *Gale Directory of Publications and Broadcast Media*, annual (copyright).

No. 1106. Newspaper, Periodical, Database, and Directory Publishers—Estimated Revenue, Printing Expenses, and Inventories: 1999 and 2000

[In millions of dollars (48,414 represents \$48,414,000,000), except percent. For taxable and tax-exempt employer firms. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item	Newspaper publishers (NAICS 51111)			Periodical publishers (NAICS 51112)			Database and directory publishers (NAICS 51114)		
	1999	2000	Percent change, 1999-00	1999	2000	Percent change, 1999-00	1999	2000	Percent change, 1999-00
Revenue	48,414	51,507	6.4	37,901	39,834	5.1	15,433	16,657	7.9
Single copy and subscription sales, total	8,818	9,149	3.8	14,912	14,397	-3.5	1,409	1,682	19.4
Print	8,760	9,085	3.7	13,943	13,458	-3.5	605	598	-1.2
Electronic	(S)	(S)	(S)	969	939	-3.1	804	1,085	34.9
Advertising sales, total	35,513	38,222	7.6	17,820	19,415	9.0	10,679	11,158	4.5
Print	35,376	38,012	7.4	17,597	19,058	8.3	10,590	11,054	4.4
Electronic	136	210	54.3	223	357	60.0	89	104	16.8
Contract printing	1,765	1,750	-0.9	1,140	1,062	-6.8	143	142	-0.7
Other revenue	2,318	2,386	2.9	4,028	4,960	23.1	3,202	3,674	14.7
Expenses: Purchased printing	3,427	3,352	-2.2	4,287	4,981	16.2	1,198	1,112	-7.2
Inventories at end of year	737	786	6.7	1,258	1,340	6.6	408	398	-2.5
Finished goods and work-in- process	43	51	18.4	877	879	0.2	383	370	-3.5
Materials, supplies, fuel, etc	694	736	6.0	381	462	21.2	(S)	(S)	(S)

S Data do not meet publication standards.

Source: U.S. Census Bureau, *2000 Service Annual Survey, Information Sector Services*. See <<http://www.census.gov/econ/servmenu.html>> (released 29 November 2001).

No. 1107. Daily and Sunday Newspapers—Number and Circulation: 1970 to 2001

[Number of newspapers as of February 1 the following year. Circulation figures as of September 30 of year shown (62.1 represents 62,100,000). For English language newspapers only]

Type	1970	1975	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
NUMBER												
Daily: Total ¹	1,748	1,756	1,745	1,676	1,611	1,533	1,520	1,509	1,489	1,483	1,480	1,468
Morning	334	339	387	482	559	656	686	705	721	736	766	776
Evening	1,429	1,436	1,388	1,220	1,084	891	846	816	781	760	727	704
Sunday	586	639	736	798	863	888	890	903	898	905	917	913
CIRCULATION (mil.)												
Daily: Total ¹	62.1	60.7	62.2	62.8	62.3	58.2	57.0	56.7	56.2	56.0	55.8	55.6
Morning	25.9	25.5	29.4	36.4	41.3	44.3	44.8	45.4	45.6	46.0	46.8	46.8
Evening	36.2	35.2	32.8	26.4	21.0	13.9	12.2	11.3	10.5	10.0	9.0	8.8
Sunday	49.2	51.1	54.7	58.8	62.6	61.5	60.8	60.5	60.1	59.9	59.4	59.1
PER CAPITA CIRCULATION ²												
Daily: Total ¹	0.30	0.28	0.27	0.26	0.25	0.22	0.21	0.21	0.20	0.20	0.20	0.20
Morning	0.13	0.12	0.13	0.15	0.17	0.17	0.17	0.17	0.17	0.16	0.17	0.16
Evening	0.18	0.16	0.14	0.11	0.08	0.05	0.05	0.04	0.04	0.04	0.03	0.03
Sunday	0.24	0.24	0.24	0.25	0.25	0.23	0.23	0.22	0.22	0.21	0.21	0.21

¹ All-day newspapers are counted in both morning and evening columns, but only once in total. Circulation is divided equally between morning and evening. ² Based on U.S. Census Bureau estimated resident population as of July 1, except 2000, enumerated resident population as of April 1.

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

No. 1108. Daily Newspapers—Number and Circulation by Size of City: 1980 to 2001

[Number of newspapers as of February 1 the following year. Circulation as of September 30 (29,413 represents 29,413,000). For English language newspapers only. See Table 31 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	1990	1995	2000	2001	1980	1990	1995	2000	2001
Morning dailies, total . . .	387	559	656	766	776	29,413	41,311	44,310	46,772	46,821
In cities of—										
1,000,001 or more	20	18	25	26	26	8,795	6,508	10,173	10,820	10,541
500,001 to 1,000,000	27	22	22	25	31	5,705	4,804	5,587	5,412	6,568
100,001 to 500,000	99	138	153	163	162	8,996	20,051	17,214	17,469	17,149
50,001 to 100,000	75	100	138	162	159	2,973	4,373	5,602	5,887	5,718
25,001 to 50,000	64	102	115	141	148	1,701	3,209	3,150	3,899	3,740
Less than 25,000	102	179	203	249	250	1,243	2,365	2,584	3,285	3,104
Evening dailies, total . . .	1,388	1,084	891	727	704	32,788	21,017	13,883	9,000	8,757
In cities of—										
1,000,001 or more	11	7	3	1	1	2,984	1,423	390	1	1
500,001 to 1,000,000	23	12	7	3	6	4,101	1,350	1,017	519	851
100,001 to 500,000	123	71	45	32	28	8,178	4,687	2,529	1,603	1,322
50,001 to 100,000	156	94	72	54	51	4,896	2,941	2,029	1,332	1,346
25,001 to 50,000	246	204	158	124	123	5,106	4,278	2,819	1,898	1,801
Less than 25,000	829	696	606	513	495	7,523	6,338	5,099	3,648	3,435

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

No. 1109. Daily and Sunday Newspapers—Number and Circulation, 1991 to 2000 and by State: 2001

[Number of newspapers as of February 1 the following year. Circulation as of September 30 (60,687 represents 60,687,000). For English language newspapers only. California, New York, Massachusetts, and Virginia Sunday newspapers include national circulation]

State	Daily			Sunday		State	Daily			Sunday	
	Number	Circulation ¹		Number	Net paid circulation (1,000)		Number	Circulation ¹		Number	Net paid circulation (1,000)
		(1,000)	Per capita ²					(1,000)	Per capita ²		
Total, 1991 . . .	1,586	60,687	0.24	875	62,068	Maine	7	230	0.18	4	191
Total, 1992 . . .	1,570	60,164	0.23	891	62,160	Maryland	14	642	0.12	8	883
Total, 1993 . . .	1,556	59,812	0.23	884	62,566	Massachusetts	32	1,626	0.25	16	1,564
Total, 1994 . . .	1,548	59,305	0.23	886	62,294	Michigan	49	1,691	0.17	26	1,938
Total, 1995 . . .	1,533	58,193	0.22	888	61,529	Minnesota	25	835	0.17	14	1,129
Total, 1996 . . .	1,520	56,983	0.21	890	60,798	Mississippi	23	376	0.13	18	423
Total, 1997 . . .	1,509	56,728	0.21	903	60,484	Missouri	43	945	0.17	23	1,196
Total, 1998 . . .	1,489	56,182	0.20	898	60,066	Montana	11	183	0.20	7	188
Total, 1999 . . .	1,483	55,979	0.20	905	59,894	Nebraska	17	416	0.24	6	392
Total, 2000 . . .	1,480	55,773	0.20	917	59,421	Nevada	8	301	0.14	4	323
Total, 2001 . .	1,468	55,578	0.20	913	59,090	New Hampshire	11	221	0.18	8	232
Alabama	24	644	0.14	20	723	New Jersey	18	1,344	0.16	15	1,647
Alaska	7	109	0.17	5	125	New Mexico	18	282	0.15	13	282
Arizona	16	782	0.15	11	888	New York	58	6,432	0.34	37	5,475
Arkansas	28	474	0.18	16	536	North Carolina	47	1,321	0.16	39	1,555
California	92	6,019	0.17	60	6,643	North Dakota	10	163	0.26	7	167
Colorado	29	1,045	0.24	15	1,204	Ohio	84	2,369	0.21	42	2,650
Connecticut	17	715	0.21	13	794	Oklahoma	43	619	0.18	36	769
Delaware	2	140	0.18	2	160	Oregon	19	683	0.20	11	731
District of Columbia	2	863	1.51	2	1,108	Pennsylvania	83	2,706	0.22	41	3,065
Florida	42	3,028	0.18	38	3,820	Rhode Island	6	221	0.21	3	265
Georgia	33	1,018	0.12	28	1,309	South Carolina	15	618	0.15	14	723
Hawaii	6	276	0.23	6	311	South Dakota	11	156	0.21	4	135
Idaho	12	209	0.16	8	230	Tennessee	25	843	0.15	17	1,024
Illinois	66	2,345	0.19	30	2,476	Texas	87	2,964	0.14	83	3,819
Indiana	68	1,295	0.21	23	1,259	Utah	6	329	0.14	6	364
Iowa	37	611	0.21	12	624	Vermont	8	121	0.20	3	95
Kansas	44	428	0.16	14	374	Virginia	26	3,168	0.44	17	1,159
Kentucky	23	599	0.15	14	631	Washington	24	1,103	0.18	18	1,252
Louisiana	26	702	0.16	21	785	West Virginia	22	358	0.20	12	363
						Wisconsin	35	918	0.17	18	1,019
						Wyoming	9	87	0.18	5	71

¹ Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office. ² Per capita based on estimated resident population as of July 1, except 2000, enumerated resident population as of April 1.

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

No. 1110. Periodicals—Average Retail Prices: 1998 to 2002

[In dollars]

Subject	1998	1999	2000	2001	2002
Agriculture	442.00	467.35	507.42	532.98	572.89
Anthropology	267.23	290.67	306.35	306.43	332.10
Art and architecture	103.29	104.57	107.72	111.03	113.66
Astronomy	1,033.38	1,074.54	1,061.96	1,120.34	1,249.42
Biology	831.23	909.11	973.96	1,030.06	1,097.01
Botany	660.69	701.17	752.46	781.78	819.61
Business and economics	367.82	409.72	461.32	503.02	552.67
Chemistry	1,543.67	1,651.51	1,790.18	1,920.53	2,143.22
Education	185.65	204.54	226.21	249.81	272.79
Engineering and technology	891.59	971.49	1,060.98	1,155.88	1,249.96
Food science	542.13	620.80	675.65	731.26	763.48
General science	638.23	702.96	776.77	855.06	929.85
General works	82.17	85.00	87.37	88.35	94.86
Geography	529.88	558.19	625.70	672.33	745.23
Geology	746.07	784.54	846.77	903.81	977.05
Health sciences	569.76	624.06	677.43	729.83	784.81
History	97.66	105.98	112.34	119.26	126.35
Language and literature	88.17	94.25	97.91	103.06	110.51
Law	129.33	137.74	145.67	156.65	172.10
Library and information science	217.90	235.80	248.55	266.13	283.66
Math and computer science	835.68	893.19	963.78	1,031.53	1,107.20
Military and naval science	258.67	282.33	308.11	360.56	354.20
Music	72.97	80.23	82.03	88.32	91.63
Philosophy and religion	114.85	123.53	130.53	136.37	146.60
Physics	1,653.07	1,755.92	1,900.36	2,038.03	2,218.82
Political science	181.76	206.16	226.37	254.73	284.93
Psychology	241.08	274.05	302.59	330.07	361.93
Recreation	97.12	108.14	116.07	128.90	148.35
Sociology	225.08	250.62	275.25	304.14	333.29
Technology	790.65	865.48	941.24	1,023.84	1,111.20
Zoology	670.22	739.25	807.88	861.88	933.80

Source: Library Journal, New York, NY, *Library Journal*, April 15, 2002. (Copyright 2002, used with permission of Library Journal, a publication of Reed Business Information, a division of Reed Elsevier).

No. 1111. Quantity of Books Sold and Value of U.S. Domestic Consumer Expenditures: 1995 to 2001

[2,346 represents 2,346,000,000. Includes all titles released by publishers in the United States and imports which appear under the imprints of American publishers. Multivolume sets, such as encyclopedias, are counted as one unit]

Type of publication and distribution area	Net publishers shipments ¹ (mil.)					Domestic consumer expenditures (mil. dol.)				
	1995	1998	1999	2000	2001	1995	1998	1999	2000	2001
Total ¹	2,346	2,402	2,505	2,493	2,410	25,154	28,786	30,027	32,050	31,880
Hardback	879	895	929	926	(NA)	15,011	17,016	18,438	18,973	(NA)
Paperback	1,467	1,507	1,576	1,567	(NA)	10,143	11,770	11,589	13,077	(NA)
Trade	842	860	935	904	846	9,340	10,350	10,788	11,514	11,052
Adult	485	497	529	457	442	7,060	7,791	8,142	8,691	8,448
Juvenile	357	364	406	447	403	2,280	2,558	2,646	2,824	2,603
Mass market paperbacks— rack sized	530	484	485	471	455	2,322	2,348	2,457	2,622	2,602
Bookclubs	126	142	146	143	144	949	1,176	1,233	1,316	1,369
Mail order publications	96	78	66	65	52	578	487	553	590	551
Religious	157	171	174	171	174	1,792	2,037	2,150	2,295	2,413
Professional	165	170	178	187	168	4,153	4,751	4,959	5,293	4,870
University press	28	30	32	31	27	394	455	474	506	497
Elhi text	247	302	305	334	349	2,384	3,216	3,294	3,516	3,798
College text	155	176	184	186	194	2,708	3,365	3,483	3,718	4,020
Subscription reference	1	1	1	1	1	532	603	636	679	706
Domestic distribution	2,196	2,254	2,348	2,332	2,262	25,154	28,786	30,027	32,050	31,880
General retailers	1,145	1,143	1,199	1,181	1,141	11,888	13,102	13,813	14,557	14,389
College stores	284	291	299	301	294	4,311	5,122	5,279	5,699	5,718
Libraries and institutions ²	97	102	105	106	102	2,111	2,394	2,496	2,664	2,640
Schools ²	273	326	326	343	341	2,896	3,780	3,764	4,234	4,351
Direct to consumers	289	293	312	304	286	3,544	3,989	4,239	4,448	4,344
Other	108	99	108	104	99	404	399	435	449	438
Exports	149	149	157	155	149	(X)	(X)	(X)	(X)	(X)

NA Not available. X Not applicable. ¹ Net, after returns. ² Elhi libraries included in schools.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends*, 2002, annual (copyright).

No. 1112. American Book Title Production: 1999 and 2000

[Data compiled from R.R. Bowker's Books in Print database. Includes the output of small presses and self publishers]

Subject	Total		Hardcover		Mass market ¹		Trade ²	
	1999	2000, prel.	1999	2000, prel.	1999	2000, prel.	1999	2000, prel.
	Total	119,357	96,080	53,109	44,695	8,281	6,114	57,967
Agriculture	1,037	881	504	457	10	8	523	416
Art	4,795	3,896	2,293	2,010	22	15	2,480	1,871
Biography	4,051	2,898	2,227	1,569	111	59	1,713	1,270
Business	3,789	2,761	1,408	1,305	14	20	2,367	1,436
Education	3,408	2,639	1,175	877	44	14	2,189	1,748
Fiction	12,372	11,808	3,992	3,532	4,217	3,468	4,163	4,808
General works	1,456	878	732	396	42	14	682	468
History	7,486	6,948	3,841	3,906	35	32	3,610	3,010
Home economics	2,564	1,982	1,160	872	55	33	1,349	1,077
Juvenile	9,438	6,708	5,469	4,007	2,653	1,843	1,316	858
Language	2,565	2,132	1,035	1,029	48	25	1,482	1,078
Law	3,078	2,299	1,406	1,129	6	2	1,666	1,168
Literature	3,646	2,803	2,068	1,501	137	43	1,441	1,259
Medicine	6,153	4,817	2,758	2,190	114	88	3,281	2,539
Music	1,593	987	550	446	25	11	1,018	530
Philosophy, psychology	5,861	4,317	2,415	1,885	216	83	3,230	2,349
Poetry and drama	2,455	1,860	936	550	50	35	1,469	1,275
Religion	6,044	5,086	2,446	2,191	136	85	3,462	2,810
Science	7,862	7,140	4,658	4,426	89	62	3,115	2,652
Sociology, economics	14,579	12,039	6,855	6,209	119	75	7,605	5,755
Sports, recreation	3,252	2,695	1,143	1,041	95	66	2,014	1,588
Technology	8,896	6,449	3,436	2,698	24	13	5,436	3,738
Travel	2,977	2,057	602	469	19	20	2,356	1,568

¹ "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market.

Source: Information Today, Inc., Medford, NJ, *The Bowker Annual Library and Book Trade Almanac, 2001*. (Copyright 2001 by Information Today, Inc.)

No. 1113. Average Per Volume Book Prices: 1999 and 2000

[In dollars. Data compiled from R.R. Bowker's Books in Print database. Includes the output of small presses and self publishers]

Subject	Hardcover		Mass market ¹		Trade ²	
	1999	2000	1999	2000	1999	2000
Total	62.32	60.80	5.64	5.76	32.93	29.48
Agriculture	55.40	67.24	6.42	7.86	39.26	45.68
Art	59.31	48.35	6.95	7.84	26.54	25.83
Biography	45.20	45.41	6.37	6.18	19.99	18.91
Business	131.50	134.26	7.61	8.16	48.85	50.82
Education	59.75	57.75	7.39	7.25	29.18	27.60
Fiction	27.95	25.33	5.58	5.81	16.09	15.75
General works	153.98	137.29	7.01	6.95	40.76	41.44
History	52.25	51.46	6.65	6.79	26.05	26.49
Home economics	38.52	40.16	6.99	7.04	19.32	18.89
Juvenile	23.06	19.91	5.12	5.18	19.47	17.52
Language	55.92	56.01	7.13	6.94	30.17	26.58
Law	100.13	100.35	6.66	6.99	49.52	49.21
Literature	73.92	56.84	6.49	7.26	20.52	20.47
Medicine	90.03	82.25	6.32	5.62	44.41	34.36
Music	55.55	50.63	6.64	8.65	21.71	23.94
Philosophy, psychology	54.01	50.53	7.20	7.53	23.49	20.97
Poetry and drama	46.11	36.98	6.26	5.61	16.04	16.19
Religion	44.68	41.89	7.48	8.20	20.40	18.38
Science	94.55	85.77	6.34	5.80	49.33	38.62
Sociology, economics	62.24	64.67	6.53	6.87	39.20	38.30
Sports, recreation	38.45	37.75	6.73	6.31	22.62	20.99
Technology	100.53	93.86	6.89	6.60	59.82	51.40
Travel	40.31	40.17	8.35	8.29	21.56	19.24

¹ "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market.

Source: Information Today, Inc., Medford, NJ, *The Bowker Annual Library and Book Trade Almanac, 2001*. (Copyright 2001 by Information Today, Inc.)

No. 1114. Book Publishers—Estimated Revenue, Printing Expenses, and Inventories: 1998 to 2000

[In millions of dollars (22,480 represents \$22,480,000,000), except percent. For taxable and tax-exempt employer firms. For NAICS 51113. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item				Percent change, 1999-00
	1998	1999	2000	
Revenue, total	22,480	24,129	25,236	4.6
Revenue from the sale of printed material	18,622	19,840	20,975	5.7
Revenue from the sale of electronic or nonprinted material (except audio), total	2,168	2,434	2,305	-5.3
Multimedia	748	811	805	-0.7
Online	1,420	1,623	1,500	-7.6
Revenue from the sale of audio books	191	198	176	-11.4
Revenue from the sale of publication rights	235	247	289	17.0
Contract printing	428	361	264	-26.8
Other revenues	836	1,048	1,227	17.0
Expenses: Purchased printing	3,908	4,104	4,229	3.0
Inventories at end of year	2,737	2,984	3,463	16.1
Finished goods and work-in-process	2,510	2,723	3,200	17.5
Materials, supplies, fuel, etc.	227	261	263	1.1

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <http://www.census.gov/econ/www/servmenu.html> (released 29 November 2001).

No. 1115. Book Purchasing for Adults: 1991 and 2001

[In percent. Excludes all children's books and books purchased for children under age 14. Based on an ongoing survey of 12,000 households conducted over 12 months ending in December of year shown. For details, see source]

Characteristic	Total		Mass market ¹		Trade ²		Hardcover		Audio, 2001 ³
	1991	2001	1991	2001	1991	2001	1991	2001	
	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Age of purchaser:									
Under 25 years old	4.4	4.6	3.8	3.1	5.2	6.7	4.4	4.0	5.1
25 to 34 years old	18.7	12.5	14.0	10.3	25.5	14.9	19.6	12.7	7.4
35 to 44 years old	23.7	20.2	22.7	15.6	25.1	23.2	23.7	21.9	22.9
45 to 54 years old	22.4	24.4	26.0	22.6	18.5	24.9	20.6	25.1	32.3
55 to 64 years old	15.6	19.5	15.8	22.4	13.9	16.9	17.2	19.4	17.2
65 years old and over	15.2	18.8	17.7	26.0	11.8	13.4	14.5	16.9	15.1
Education of household head:									
Not a high school graduate	8.2	6.5	11.6	8.3	5.0	5.2	5.9	5.6	13.4
High school graduate	53.5	54.4	61.2	57.8	44.4	51.0	49.9	54.4	56.0
College graduate	19.0	21.7	15.1	20.1	23.9	22.6	20.3	22.5	17.9
Post college	19.3	17.4	12.1	13.8	26.7	21.2	23.9	17.5	12.7
Occupation of household head:									
Professional/managerial	39.2	38.0	32.0	30.0	47.9	45.0	42.1	39.8	25.1
Sales/service	7.7	9.3	6.6	6.8	8.2	10.7	9.2	10.6	9.7
Blue collar	23.2	18.7	27.0	19.8	19.6	17.0	20.6	18.7	27.6
Retired/unemployed	25.9	32.2	30.4	42.3	20.2	25.0	24.3	28.9	32.6
Other	4.0	1.8	4.0	1.1	4.1	2.3	3.8	2.0	5.0
Household income:									
Under \$30,000	41.8	25.8	46.1	31.0	36.8	23.1	39.4	22.8	28.4
\$30,000 to 49,999	30.6	21.1	30.2	21.9	31.3	20.1	30.6	21.2	24.5
\$50,000 to 74,999	20.1	19.6	18.6	19.1	22.0	19.4	20.6	20.2	21.0
\$75,000 and over	7.5	33.5	5.1	28.0	9.9	37.4	9.4	35.8	26.1
Household size:									
One member	20.8	16	17.7	17.7	24.1	15	22.8	15.4	12.1
Two members	40.4	43.6	42.3	44.7	38.0	42.6	39.7	43.5	44.4
Three or more members	38.8	40.4	40.0	37.6	37.9	42.4	37.5	41.1	43.5
Age of intended reader:									
Under 25 years old	7.4	7.0	5.2	4.4	10.2	10.4	7.7	6.2	7.0
25 to 34 years old	18.6	13.1	14.1	10.4	24.6	15.9	19.8	13.5	7.2
35 to 44 years old	22.9	19.6	22.3	15.0	23.9	22.5	22.7	21.6	22.5
45 to 54 years old	20.8	23.1	24.9	22.2	16.5	22.9	18.5	23.8	29.8
55 to 64 years old	14.9	18.8	15.9	22.0	12.8	15.9	15.7	18.5	17.6
65 years old and over	15.4	18.4	17.6	26.0	12.0	12.4	15.6	16.4	15.9
Category of book:									
Popular fiction	54.9	56.4	93.0	95.5	14.9	23.1	31.8	48.8	64.2
General nonfiction	10.3	7.8	3.6	1.8	15.6	10.2	16.5	11.8	9.3
Cooking/crafts	10.8	9.1	0.4	0.1	20.6	16	18.2	12	1.1
Other	24.0	26.7	3.0	2.6	48.9	50.7	33.5	27.4	25.4
Where purchased (channel):									
Book stores ⁴	57.3	41.3	48.4	35.2	73.7	49.9	54.7	39.6	22.9
Mass merchandisers	4.7	5.7	8.7	11.7	1.0	1.9	1.6	3.0	9.5
Book clubs	16.6	20	17.8	23.6	9.5	13.5	22.6	22.8	25.3
Online retailer/Internet	(NA)	7.5	(NA)	4.4	(NA)	9.1	(NA)	9.2	6.8
Other ⁵	21.4	25.5	25.1	25.1	15.8	25.6	21.1	25.4	35.5

NA Not available. ¹ "Pocket size" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market. ³ Audio and digital books were added to questionnaire in January 2001. Sample size for digital book purchasing (i.e. eBooks) was too small to show detailed breaks. ⁴ Includes independent, chain and used bookstores. ⁵ Includes mail order, price clubs, discount stores, food/drug stores, multimedia, and other outlets.

Source: Ipsos-NPD, Inc., Rosemont IL., Ipsos BookTrends, a service mark of Ipsos-NPD, Inc. (copyright).

No. 1116. Software Publishers—Estimated Revenue, Expenses, and Inventories: 1998 to 2000

[In millions of dollars (72,098 represents \$72,098,000,000), except percent. For taxable and tax-exempt employer firms. Covers NAICS 5112. Estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item	1998	1999	2000	Percent change, 1999-00
Revenue	72,098	80,959	88,042	8.7
Personal computer software revenue, total	11,818	12,940	13,819	6.8
Enterprise software revenue, total	20,580	22,849	24,755	8.3
Systems and systems management software revenue	10,130	12,261	13,809	12.6
Electronic commerce enabling technologies and software	(S)	(S)	(S)	(S)
Mainframe computer software revenue, total	8,065	8,676	8,700	0.3
Other services revenue, total	13,625	16,076	17,443	8.5
Implementation and customization	4,597	5,428	5,727	5.5
Software upgrades and maintenance	7,224	8,575	9,431	10.0
Software user training	1,201	1,313	1,580	20.3
Internet access fees	(S)	(S)	(S)	(S)
Web hosting and design	(S)	(S)	(S)	(S)
Web site advertising	15	35	49	39.9
Other revenues	7,117	6,883	6,800	-1.2
Expenses: Selected purchases, total	4,751	5,460	6,060	11.0
Purchased printing	627	693	769	11.0
Purchased software reproduction	2,136	2,413	2,777	15.1
Purchased programming services	1,987	2,354	2,514	6.8
Inventories at end of year	784	863	1,020	18.2
Finished goods and work-in-process	665	697	864	24.0
Materials, supplies, fuel, etc.	119	167	157	-6.1

S Data do not meet publication standards.

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1117. Motion Picture and Sound Recording Industries—Estimated Revenue and Inventories: 1998 to 2000

[In millions of dollars (58,759 represents \$58,759,000,000), except percent. For taxable and tax-exempt employer firms. For NAICS 512. Except where indicated, estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item	1998	1999	2000	Percent change, 1999-00
Motion picture and recording industries (NAICS 512):				
Operating revenue	58,759	63,091	66,107	4.8
Total inventories	14,370	15,407	15,796	2.5
Finished goods and work-in-process	14,208	15,230	15,593	2.4
Materials, supplies, fuel, etc.	163	177	203	14.8
Motion picture and video (NAICS 5121):				
Operating revenue	48,002	51,227	53,660	4.8
Total inventories	14,053	15,101	15,437	2.2
Finished goods and work-in-process	13,942	14,983	15,308	2.2
Materials, supplies, fuel, etc.	112	118	130	9.8
Sound recording (NAICS 5122):¹				
Operating revenue	10,758	11,864	12,447	4.9
Total inventories	317	306	359	17.1
Finished goods and work-in-process	266	248	286	15.3
Materials, supplies, fuel, etc.	51	58	73	25.0

¹ Estimates not adjusted to the results of the 1997 Economic Census.

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1118. Recording Media—Manufacturers' Shipments and Value: 1982 to 2001

[577.4 represents 577,400,000. Domestic shipments based on reports of manufacturers representing more than 90 percent of the market in 2001. Domestic value data based on list prices of records and other media. Minus sign (-) indicates returns greater than shipments]

Medium	1982	1985	1990	1995	1997	1998	1999	2000	2001
UNIT SHIPMENTS ¹ (mil.)									
Total ²	577.4	653.0	865.7	1,112.7	1,063.4	1,123.9	1,160.6	1,079.2	968.5
CDs	(X)	22.6	286.5	722.9	753.1	847.0	938.9	942.5	881.9
CD singles	(X)	(X)	1.1	21.5	66.7	56.0	55.9	34.2	17.3
Cassettes	182.3	339.1	442.2	272.6	172.6	158.5	123.6	76.0	45.0
Cassette singles	(X)	(X)	87.4	70.7	42.2	26.4	14.2	1.3	-1.5
Albums—LPs and EPs	243.9	167.0	11.7	2.2	2.7	3.4	2.9	2.2	2.3
Vinyl singles	137.2	120.7	27.6	10.2	7.5	5.4	5.3	4.8	5.5
Music video	(X)	(X)	9.2	12.6	18.6	27.2	19.8	18.2	17.7
DVD video	(X)	(X)	(X)	(X)	(X)	0.5	2.5	3.3	7.9
DVD audio	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	0.3
VALUE (mil. dol.)									
Total ²	3,641.6	4,378.8	7,541.1	12,320.3	12,236.8	13,711.2	14,584.7	14,323.7	13,740.9
CDs	(X)	389.5	3,451.6	9,377.4	9,915.1	11,416.0	12,816.3	13,214.5	12,909.4
CD singles	(X)	(X)	6.0	110.9	272.7	213.2	222.4	142.7	79.4
Cassettes	1,384.5	2,411.5	3,472.4	2,303.6	1,522.7	1,419.9	1,061.6	626.0	363.4
Cassette singles	(X)	(X)	257.9	236.3	133.5	94.4	48.0	4.6	-5.3
Albums—LPs and EPs	1,925.1	1,280.5	86.5	25.1	33.3	34.0	31.8	27.7	27.4
Vinyl singles	283.0	281.0	94.4	46.7	35.6	25.7	27.9	26.3	31.4
Music video	(X)	(X)	172.3	220.3	323.9	508.0	376.7	281.9	329.2
DVD video	(X)	(X)	(X)	(X)	(X)	12.2	66.3	80.3	190.7
DVD audio	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	6.0

X Not applicable. ¹ Net units, after returns. ² Includes discontinued media.

Source: Recording Industry Association of America, Washington, DC, 2001 *Yearend Statistics*. See Internet site <<http://www.riaa.com>> (accessed 8 August 2002).

No. 1119. Profile of Consumer Expenditures for Sound Recordings: 1990 to 2001

[In percent, except total value (7,541.1 represents \$7,541,100,000). Based on monthly telephone surveys of the population 10 years old and over]

Item	1990	1995	1996	1997	1998	1999	2000	2001
Total value (mil. dol.)	7,541.1	12,320.3	12,533.8	12,236.8	13,723.5	14,584.5	14,323.0	13,740.9
PERCENT DISTRIBUTION ¹								
Age: 10 to 14 years	7.6	8.0	7.9	8.9	9.1	8.5	8.9	8.5
15 to 19 years	18.3	17.1	17.2	16.8	15.8	12.6	12.9	13.0
20 to 24 years	16.5	15.3	15.0	13.8	12.2	12.6	12.5	12.2
25 to 29 years	14.6	12.3	12.5	11.7	11.4	10.5	10.6	10.9
30 to 34 years	13.2	12.1	11.4	11.0	11.4	10.1	9.8	10.3
35 to 39 years	10.2	10.8	11.1	11.6	12.6	10.4	10.6	10.2
40 to 44 years	7.8	7.5	9.1	8.8	8.3	9.3	9.6	10.3
45 years and over	11.1	16.1	15.1	16.5	18.1	24.7	23.8	23.7
Sex: Male	54.4	53.0	50.9	48.6	48.7	50.3	50.6	48.8
Female	45.6	47.0	49.1	51.4	51.3	49.7	49.4	51.2
Sales outlet:								
Record store	69.8	52.0	49.9	51.8	50.8	44.5	42.4	42.5
Other store	18.5	28.2	31.5	31.9	34.4	38.3	40.8	42.4
Music club	8.9	14.3	14.3	11.6	9.0	7.9	7.6	6.1
Ad or 800 number	2.5	4.0	2.9	2.7	2.9	2.5	2.4	3.0
Internet ²	(NA)	(NA)	(NA)	0.3	1.1	2.4	3.2	2.9
Music type: ³								
Rock	36.1	33.5	32.6	32.5	25.7	25.2	24.8	24.4
Pop	13.7	10.1	9.3	9.4	10.0	10.3	11.0	12.1
Rap/Hip Hop	8.5	6.7	8.9	10.1	9.7	10.8	12.9	11.4
R&B/Urban	11.6	11.3	12.1	11.2	12.8	10.5	9.7	10.6
Country	9.6	16.7	14.7	14.4	14.1	10.8	10.7	10.5
Religious	2.5	3.1	4.3	4.5	6.3	5.1	4.8	6.7
Jazz	4.8	3.0	3.3	2.8	1.9	3.0	2.9	3.4
Classical	3.1	2.9	3.4	2.8	3.3	3.5	2.7	3.2
Soundtracks	0.8	0.9	0.8	1.2	1.7	0.8	0.7	1.4
New age	1.1	0.7	0.7	0.8	0.6	0.5	0.5	1.0
Oldies	0.8	1.0	0.8	0.8	0.7	0.7	0.9	0.8
Children's	0.5	0.5	0.7	0.9	0.4	0.4	0.6	0.5
Other	5.6	7.0	5.2	5.7	7.9	9.1	8.3	7.9
Media type:								
CDs	31.1	65.0	68.4	70.2	74.8	83.2	89.3	89.2
Cassettes	54.7	25.1	19.3	18.2	14.8	8.0	4.9	3.4
Singles (all types)	8.7	7.5	9.3	9.3	6.8	5.4	2.5	2.4
Music video ⁴	(NA)	0.9	1.0	0.6	1.0	0.9	0.8	1.1
Vinyl LPs	4.7	0.5	0.6	0.7	0.7	0.5	0.5	0.6

NA Not available. ¹ Percent distributions exclude nonresponses and responses of don't know. ² Excludes record club purchases over the Internet. ³ As classified by respondent. ⁴ Beginning 2001 includes video DVDs.

Source: Recording Industry Association of America, Inc., Washington, DC, 2000 *Consumer Profile*. See Internet site <<http://www.riaa.com>> (accessed 6 August 2002).

No. 1120. Radio and Television Broadcasting—Estimated Revenue and Expenses: 1999 and 2000

[In millions of dollars (47,292 represents \$47,292,000,000), except percent. For taxable and tax-exempt employer firms. Covers NAICS 5131. Estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item	Total (NAICS 5131)			Radio broadcasting (NAICS 51311)			TV broadcasting (NAICS 51312)		
	1999	2000	Percent change 1999-00	1999	2000	Percent change 1999-00	1999	2000	Percent change 1999-00
Operating revenue	47,292	52,668	11.4	13,030	14,811	13.7	34,262	37,858	10.5
Station time sales	29,771	33,126	11.3	11,258	12,726	13.0	18,513	20,400	10.2
Network compensation	657	606	-7.8	97	109	12.2	561	498	-11.2
National/regional advertising	10,277	11,762	14.5	2,658	3,013	13.3	7,618	8,749	14.8
Local advertising revenue	18,837	20,757	10.2	8,503	9,604	12.9	10,334	11,153	7.9
Network time sales	13,514	15,732	16.4	996	1,195	20.0	12,518	14,537	16.1
Other operating revenue	4,007	3,811	-4.9	776	890	14.7	3,231	2,921	-9.6
Expenses	37,551	40,366	7.5	10,308	11,406	10.6	27,243	28,960	6.3
Annual payroll	10,814	11,280	4.3	4,165	4,458	7.0	6,649	6,821	2.6
Employer contributions to Social Security and other supplemental benefits	1,427	1,535	7.6	503	590	17.3	924	945	2.3
Broadcast rights and music license fees	11,438	12,754	11.5	626	713	13.9	10,811	12,041	11.4
Depreciation	3,411	3,648	6.9	1,579	1,638	3.7	1,832	2,010	9.7
Lease and rental	616	655	6.4	268	294	9.7	349	362	3.7
Purchased repairs	266	276	3.6	86	91	5.3	180	185	2.7
Purchased communications and utilities	601	634	5.4	258	273	5.8	343	361	5.2
Purchased advertising	1,458	1,534	5.1	393	455	15.8	1,066	1,079	1.2
Other operating expenses (including network compensation fees)	7,521	8,052	7.1	2,431	2,896	19.1	5,090	5,157	1.3

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1121. Cable and Pay TV—Summary: 1975 to 2001

[9,800 represents 9,800,000. Cable TV for calendar year. Pay TV as of Dec. 31 of year shown]

Year	Cable TV				Pay TV					
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Revenue ¹ (mil. dol.)		Units ² (1,000)			Monthly rate (dol.)		
			Total	Basic	Total ³ pay	Pay cable	Non-cable delivered premium	All pay weighted average ⁴	Pay cable	Noncable delivered premium
1975	9,800	6.50	804	764	194	194	(NA)	(NA)	7.85	(NA)
1976	11,000	6.45	932	851	611	568	(NA)	7.96	7.87	(NA)
1977	12,200	6.86	1,207	1,004	1,138	1,047	(NA)	8.03	7.92	(NA)
1978	13,400	7.13	1,513	1,147	2,473	2,182	(NA)	8.16	8.01	(NA)
1979	15,000	7.40	1,942	1,332	5,157	4,480	(NA)	8.54	8.24	(NA)
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1981	21,100	7.99	3,675	2,023	14,310	12,239	(NA)	9.16	8.92	(NA)
1982	25,250	8.30	5,032	2,515	19,395	17,007	(NA)	9.49	9.30	(NA)
1983	29,430	8.61	6,485	3,041	24,515	22,818	(NA)	9.82	9.70	(NA)
1984	32,800	8.98	7,738	3,534	28,815	27,754	(NA)	10.03	9.96	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1986	38,170	10.67	9,955	4,887	31,033	30,668	(NA)	10.35	10.31	(NA)
1987	41,160	12.18	11,563	6,016	33,528	33,232	(NA)	10.25	10.23	(NA)
1988	44,160	13.86	13,409	7,345	37,085	36,777	(NA)	10.24	10.17	(NA)
1989	47,500	15.21	15,378	8,670	39,055	38,916	(NA)	10.25	10.20	(NA)
1990	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1991	52,570	18.10	19,426	11,418	39,983	36,569	(NA)	10.35	10.27	(NA)
1992	54,300	19.08	21,079	12,433	40,893	36,879	(NA)	10.29	10.17	(NA)
1993	56,200	19.39	22,809	13,528	42,010	37,113	(NA)	9.27	9.11	(NA)
1994	58,450	21.62	23,160	15,164	47,478	42,528	4,950	8.64	8.83	6.99
1995	60,900	23.07	24,904	16,860	55,723	46,798	8,925	8.29	8.54	6.99
1996	62,800	24.41	27,295	18,395	63,705	49,728	13,977	8.05	8.35	6.99
1997	64,135	26.48	30,066	20,383	72,785	51,933	20,852	7.91	8.29	6.99
1998	65,418	27.81	32,446	21,830	80,605	55,280	25,325	7.82	8.20	6.99
1999	66,660	28.92	35,037	23,135	88,455	59,005	29,450	7.69	8.04	6.99
2000	67,860	30.37	38,179	24,729	102,590	65,918	36,672	7.64	8.00	6.99
2001, est.	68,523	32.87	43,769	27,031	115,330	75,193	40,137	7.65	7.96	7.06

NA Not available. ¹ Includes installation revenue, subscriber revenue, and nonsubscriber revenue; excludes telephony and high-speed access. ² Individual program services sold to subscribers. ³ Includes multipoint distribution service (MDS), satellite TV (STV), multipoint multichannel distribution service (MMDS), satellite master antenna TV (SMATV, C-band satellite, and DBS satellite. Includes average pay unit price based on data for major premium pay movie services. ⁴ Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate.

Source: Kagan World Media, a Media Central/Primedia Company. From the *Broadband Cable Financial Databook 2001* (copyright); and *The Pay TV Newsletter*, May 31, 2001, and various other publications.

No. 1122. Cable Networks and Program Distribution Services—Estimated Revenue and Expenses: 1998 to 2000

[In millions of dollars (\$2,310 represents \$52,310,000,000), except percent. For taxable and tax-exempt employer firms. Covers NAICS 5132. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise]

Item	Year			Percent change, 1999-00
	1998	1999	2000	
Operating revenue	52,310	59,895	67,930	13.4
Advertising revenue (net)	8,034	9,767	12,009	23.0
Program revenue	9,454	10,301	10,970	6.5
Basic service tier	23,541	26,890	29,509	9.7
Pay-per-view service	1,445	1,676	1,746	4.2
Other premium service	4,624	4,769	5,053	5.9
Installation, startup, and reconnect fees	740	765	714	-6.7
Other cable and pay TV revenue	2,021	2,428	3,064	26.2
Internet access fees	138	274	903	229.6
Local telephone service	144	220	451	104.7
Long-distance telephone service	(S)	(S)	63	(S)
Other communication service revenue	228	522	454	-13.0
Other operating revenue	1,915	2,237	2,995	33.9
Operating expenses	45,231	52,952	62,039	17.2
Annual payroll	7,138	8,388	9,696	15.6
Employer contributions to social security and other supplemental benefits	1,443	1,666	1,929	15.8
Program and production costs	14,601	16,525	19,077	15.4
Depreciation	9,425	11,498	13,965	21.4
Lease and rental	760	878	1,005	14.5
Purchased repairs	662	721	684	-5.0
Purchased communications and utilities	736	840	921	9.7
Purchased advertising	1,590	1,836	2,251	22.6
Other operating expenses	8,876	10,600	12,510	18.0

S Data do not meet publication standards.

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1123. Telecommunications—Estimated Revenue and Expenses: 1999 and 2000

[In millions of dollars (\$318,097 represents \$318,097,000,000), except percent. For taxable and tax-exempt employer firms. Except for NAICS 51332, wireless telecommunications carriers (except satellite), estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease. See Table 1124 for wireless telecommunications carriers, NAICS 51332]

Item	Telecommunications (NAICS 5133)			Wired telecommunications carriers (NAICS 51331)		
	1999	2000	Percent change, 1999-00	1999	2000	Percent change, 1999-00
Operating revenue	318,097	352,950	11.0	247,532	269,545	8.9
Wired telecommunications services	228,321	243,575	6.7	221,439	235,879	6.5
Local service	76,414	87,284	14.2	74,807	85,526	14.3
Basic local service	60,463	70,463	16.5	58,892	68,754	16.7
Value-added service	15,952	16,821	5.5	15,915	16,772	5.4
Long-distance service	102,251	102,343	0.1	97,670	97,677	(Z)
Network access	49,656	53,948	8.6	48,962	52,675	7.6
Cellular telephone, PCS, and SMR	45,061	57,012	26.5	(S)	(S)	(S)
Basic monthly charges	19,633	25,734	31.1	120	162	35.6
Airtime	14,966	19,734	31.9	101	126	24.3
Long-distance service	2,156	2,400	11.3	(Z)	(Z)	-50.0
Roaming	5,293	5,580	5.4	6	8	43.9
Other	3,014	3,565	18.3	(S)	(S)	(S)
Directory advertising	1,788	1,750	-2.1	1,783	1,744	-2.2
Other communications services	13,736	16,317	18.8	1,586	3,748	136.3
Other operating revenue	29,191	34,299	17.5	22,213	27,562	24.1
Operating expenses	266,792	306,706	15.0	200,833	230,098	14.6
Annual payroll	54,447	65,306	19.9	43,193	52,517	21.6
Employer contributions to Social Security and other supplemental benefits	12,415	14,119	13.7	10,106	11,414	12.9
Access charges	37,581	40,530	7.8	31,657	32,891	3.9
Depreciation	49,929	59,725	19.6	38,120	44,075	15.6
Lease and rental	6,349	8,010	26.2	3,368	4,476	32.9
Purchased repairs	3,581	4,477	25.0	2,830	3,504	23.8
Purchased communications and utilities	14,330	15,890	10.9	12,437	12,929	4.0
Purchased advertising	7,122	8,499	19.3	4,532	4,909	8.3
Universal service, contributions, and other similar charges	5,527	5,658	2.4	5,017	5,037	0.4
Other operating expenses	75,602	84,492	11.8	49,665	58,344	17.5

S Data do not meet publication standards. Z Less than 0.05 percent or \$500,000.

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1124. Wireless Telecommunications Carriers (Except Satellite)— Estimated Revenue, and Expenses: 1998 to 2000

[In millions of dollars (42,363 represents \$42,363,000,000), except percent. For taxable and tax-exempt employer firms. For NAICS 51332. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease. Use Table 1123 for telecommunications total and wired carriers (NAICS 5133 and 51331)]

Item				Percent change, 1999-00
	1998	1999	2000	
Operating revenue	42,363	53,485	64,309	20.2
Cellular telephone, PCS, and SMR	32,844	42,654	54,578	28.0
Basic monthly charges	15,490	19,269	25,272	31.2
Airtime	11,557	14,723	19,473	32.3
Long-distance service	1,528	1,919	2,193	14.3
Roaming	3,162	5,115	5,326	4.1
Other	1,107	1,629	2,314	42.1
Other communications services ¹	6,423	6,920	6,164	-10.9
Other operating revenue	3,096	3,911	3,567	-8.8
Operating expenses	39,720	50,381	59,214	17.5
Annual payroll	6,722	8,259	9,224	11.7
Employer contributions to social security and other supplemental benefits	1,490	1,787	2,095	17.2
Access charges	2,233	3,371	5,038	49.4
Depreciation	8,743	10,376	13,275	17.9
Lease and rental	1,923	2,328	2,793	20.0
Purchased repairs	719	660	846	28.3
Purchased communications and utilities	1,051	1,311	1,757	34.0
Purchased advertising	2,467	2,343	3,330	42.1
Universal service, contributions, and other similar charges	325	441	526	19.2
Other operating expenses	14,047	19,505	20,329	4.2

¹ Includes wired telecommunications services revenue.

Source: U.S. Census Bureau, *2000 Service Annual Survey, Information Sector Services*. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1125. Telecommunications Industry—Carriers and Revenue: 1995 to 2000

[Revenue in millions of dollars (190,076 represents \$190,076,000,000). Data based on carrier filings to the FCC. Because of reporting changes, data beginning 1997 are not strictly comparable with previous years; see source for details]

Category	Carriers					Telecommunications revenue				
	1995	1997	1998	1999	2000	1995	1997	1998	1999	2000
Total ¹	3,058	3,604	4,121	4,822	4,850	190,076	231,168	246,392	268,505	292,762
Local service providers	1,675	2,066	2,239	2,589	2,617	103,792	108,568	113,369	119,938	128,075
Incumbent local exchange carriers (ILECs) ²	1,347	1,410	1,348	1,335	1,327	102,820	105,154	108,234	112,216	116,158
Pay telephone providers	271	509	615	758	683	349	933	1,101	1,213	972
Competitors of ILECs	57	147	276	496	607	623	2,481	4,034	6,508	10,945
CAPs and CLECs ³	57	129	212	349	485	623	1,919	3,348	5,652	9,814
Local resellers	(⁴)	11	54	87	82	(⁴)	206	410	511	879
Other local exchange carriers	(⁴)	3	10	60	40	(⁴)	157	36	171	11
Private carriers	(⁴)	2	(⁴)	(⁴)	(⁴)	(⁴)	112	147	87	39
Shared tenant service providers	(⁴)	2	(⁴)	(⁴)	(⁴)	(⁴)	87	93	87	202
Wireless service providers ⁵	930	969	1,235	1,495	1,451	18,627	33,030	37,032	50,152	63,280
Telephony ⁶	792	732	808	806	810	17,208	29,944	33,139	46,513	59,823
Paging service providers	138	137	303	427	418	(⁴)	2,861	3,161	3,232	3,102
Toll service providers	453	569	647	738	782	76,447	89,570	95,992	98,414	101,407
Interexchange carriers	130	151	171	204	202	70,938	79,080	83,443	87,570	87,311
Operator service providers	25	32	24	21	21	500	603	590	337	635
Prepaid service providers	8	18	20	21	24	16	519	888	866	727
Satellite service carriers	(⁴)	13	13	21	24	(⁴)	1,011	475	280	336
Toll resellers	260	340	388	454	482	4,220	8,010	9,885	9,211	10,641
Other toll carriers	30	15	31	17	29	773	348	710	150	1,758

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

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

No. 1126. Telephone Systems—Summary: 1985 to 2000

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

Item	Unit	1985	1990	1994	1995	1996	1997	1998	1999	2000
LOCAL EXCHANGE CARRIERS ¹										
Carriers ²	Number	55	51	52	53	51	51	52	52	52
Access lines	Millions	112	130	157	166	178	194	205	228	245
Business access lines	Millions	31	36	42	46	49	53	57	57	58
Residential access lines	Millions	79	89	98	101	104	108	110	115	115
Other access lines (public, mobile, special)	Millions	2	6	17	19	25	33	38	55	72
Number of local calls (originating)	Billions	365	402	465	484	504	522	544	554	537
Number of toll calls (originating)	Billions	(NA)	63	83	94	95	101	97	102	106
Gross book cost of plant	Bil. dol.	191	240	272	284	296	309	325	342	362
Depreciation and amortization reserves	Bil. dol.	49	89	116	127	138	149	163	176	190
Net plant	Bil. dol.	142	151	157	157	158	160	161	166	172
Total assets	Bil. dol.	162	180	196	197	198	198	200	204	214
Total stockholders equity	Bil. dol.	63	74	72	72	74	72	70	67	72
Operating revenues	Bil. dol.	73	84	93	96	101	103	108	113	117
Local revenues	Bil. dol.	32	37	43	46	50	52	55	58	60
Operating expenses ³	Bil. dol.	48	62	70	72	74	75	78	79	81
Net operating income ⁴	Bil. dol.	13	14	13	14	16	16	18	20	20
Net income	Bil. dol.	9	11	9	11	13	12	12	13	15
Employees	(1,000)	(NA)	569	474	447	437	435	436	436	434
Compensation of employees	Bil. dol.	(NA)	23	22	21	23	22	23	24	24
Average monthly residential local telephone rate ⁵	Dollars	(NA)	19.24	19.81	20.01	19.95	19.88	19.76	19.93	20.78
Average monthly single-line business telephone rate ⁵	Dollars	(NA)	41.21	41.64	41.80	41.81	41.67	41.29	41.21	41.80
LONG DISTANCE CARRIERS										
Number of carriers with presubscribed lines	Number	(NA)	325	511	583	621	(NA)	(NA)	(NA)	(NA)
Number of presubscribed lines	Millions	(NA)	132	148	153	159	(NA)	(NA)	(NA)	(NA)
Total toll service revenues	Bil. dol.	43	52	67	74	82	89	94	99	100
Interstate switched access minutes	Bil. min.	167	307	401	432	468	497	519	553	567
INTERNATIONAL TELEPHONE SERVICE ⁶										
Number of U.S. billed calls	Millions	425	984	2,347	2,830	3,520	4,259	4,477	5,305	6,627
Number of U.S. billed minutes	Millions	3,446	8,030	13,616	15,889	19,325	22,753	24,250	28,515	29,216
U.S. billed revenues	Mil. dol.	3,487	8,059	12,543	14,335	14,598	15,662	14,726	14,980	14,901
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,332	5,188	7,966	9,054	8,434	9,691	9,681	9,869	10,237
Revenue from private-line service	Mil. dol.	172	201	441	514	661	851	921	1,216	1,480
Revenue from resale service	Mil. dol.	(NA)	167	1,121	1,756	3,637	4,112	4,798	4,528	7,366

NA Not available. ¹ Gross operating revenues, gross plant, and total assets of reporting carriers estimated at more than 90 percent of total industry. New accounting rules became effective in 1990; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1994, Puerto Rico. ² The reporting threshold for carriers is \$100 million in annual operating revenue. ³ Excludes taxes. ⁴ After tax deductions. ⁵ Based on surveys conducted by FCC. ⁶ Beginning 1994, data are for all U.S. points, and include calls to and from Alaska, Hawaii, Puerto Rico, Guam, the U.S. Virgin Islands, and offshore U.S. points. Beginning 1994, carriers first started reporting traffic to and from Canada and Mexico. Data for Canada and Mexico in prior years are staff estimates.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers*, annual; *Trends in Telephone Service*, annual; and *Trends in the International Telecommunications Industry*, annual.

No. 1127. Cellular Telephone Industry: 1990 to 2001

[Calendar year data, except as noted (5,283 represents 5,283,000). Based on a survey mailed to all cellular, personal communications services, and enhanced special mobile radio (ESMR) systems. For 2001 data, the universe was 2,587 systems and the response rate was 87 percent. 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	1995	1996	1997	1998	1999	2000	2001
Systems	Number	751	1,627	1,740	2,228	3,073	3,518	2,440	2,587
Subscribers	1,000	5,283	33,786	44,043	55,312	69,209	86,047	109,478	128,375
Cell sites ¹	Number	5,616	22,663	30,045	51,600	65,887	81,698	104,288	127,540
Employees	Number	21,382	68,165	84,161	109,387	134,754	155,817	184,449	203,580
Service revenue	Mil. dol.	4,548	19,081	23,635	27,486	33,133	40,018	52,466	65,016
Roamer revenue ²	Mil. dol.	456	2,542	2,781	2,974	3,501	4,085	3,883	3,936
Capital investment	Mil. dol.	6,282	24,080	32,574	46,058	60,543	71,265	89,624	105,030
Average monthly bill ³	Dollars	80.90	51.00	47.70	42.78	39.43	41.24	45.27	47.37
Average length of call ³	Minutes	2.20	2.15	2.32	2.31	2.39	2.38	2.56	2.74

¹ The basic geographic unit of a wireless PCS or cellular system. A city or county is divided into smaller "cells," each of which is equipped with a low-powered radio transmitter/receiver. The cells can vary in size depending upon terrain, capacity demands, etc. By controlling the transmission power, the radio frequencies assigned to one cell can be limited to the boundaries of that cell. When a wireless PCS or cellular phone moves from one cell toward another, a computer at the Switching Office monitors the movement and at the proper time, transfers or hands off the phone call to the new cell and another radio frequency. ² Service revenue generated by subscribers' calls outside of their system areas. ³ As of December 31.

Source: Cellular Telecommunications & Internet Association, Washington, DC, *Semiannual Wireless Survey* (copyright).

No. 1128. Information Services and Data Processing Services—Estimated Revenue: 1998 to 2000

[In millions of dollars (46,994 represents \$46,994,000,000), except percent. For taxable and tax-exempt employer firms. Covers NAICS 514. Except as indicated, estimates adjusted to results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item				Percent change, 1999-00
	1998	1999	2000	
Total (NAICS 514)	46,994	60,105	76,524	27.3
News syndicates (NAICS 51411):				
Revenue	1,586	1,823	1,986	8.9
Libraries and archives (NAICS 51412):				
Revenue	954	1,018	1,151	13.1
Subsidies, contributions, gifts, and grants	631	698	794	13.8
Other revenue	323	320	357	11.6
On-line information services (NAICS 514191):				
Revenue	10,882	18,012	26,577	47.6
Internet access fees	5,499	8,966	12,345	37.7
Advertising	725	1,355	3,507	158.9
Web hosting and design	261	520	1,136	118.5
Online sales commissions	(S)	(S)	(S)	(S)
Other revenue	4,322	7,038	9,421	33.9
All other information services ¹ (NAICS 514199):				
Revenue	985	2,109	4,861	130.5
Internet access fees	(S)	(S)	(S)	(S)
Advertising	658	1,477	3,002	103.3
Web hosting and design	(S)	(S)	(S)	(S)
Online sales commissions	(S)	(S)	(S)	(S)
Other revenue	(S)	(S)	(S)	(S)
Data processing services (NAICS 5142):				
Revenue	32,588	37,143	41,950	12.9
Transaction processing and data exchange	19,511	22,151	24,885	12.3
Data capture and imaging	1,161	1,308	1,438	9.9
Computer timesharing services	748	764	749	-1.9
Web hosting and design	(S)	(S)	1,292	(S)
Other data processing services	5,160	5,997	5,616	-6.3
All other revenue	6,008	6,645	7,969	19.9

S Data do not meet publication standards. ¹ Estimates not adjusted to the results of the 1997 Economic Census.

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <<http://www.census.gov/econ/www/servmenu.html>> (released 29 November 2001).

No. 1129. Academic Libraries—Summary: 1998

[For fiscal year. For 2- and 4-year degree granting institutions. Based on survey; see source for details]

Item	Circulation (1,000)				Staff ²		Expenditures		Percent with access from within library to—	
	Number of libraries	General	Reserve	Paper volumes held (1,000) ¹	Total	Librarians (per cent)	Total (mil. dol.)	Salary ³ (per cent)	Electronic catalog	Internet
Total	3,658	175,409	40,658	878,906	96,709	25.7	4,593	50.4	84.2	94.6
Control:										
Public	1,583	116,158	25,267	521,817	58,314	25.0	2,780	52.4	95.7	97.5
Private	2,075	59,251	15,391	357,090	38,395	26.6	1,813	47.4	75.0	92.3
Level: ⁴										
4-year degree and above ⁵	2,220	150,575	34,453	821,965	82,533	25.4	4,072	48.5	86.7	95.4
Doctor's	570	105,614	22,469	569,295	54,478	24.5	2,924	47.1	94.8	97.3
Master's	944	33,869	8,747	186,922	20,547	27.2	868	52.4	87.9	95.7
Bachelor's	703	11,083	3,236	65,645	7,499	27.0	280	51.0	78.3	93.5
Less than 4-year	1,438	24,834	6,205	56,941	14,176	27.4	520	65.4	80.1	93.3
Enrollment: ²										
Less than 1,500	2,041	24,946	6,173	117,188	14,949	29.3	567	52.0	73.0	91.4
1,500 to 4,999	1,053	33,992	9,259	172,047	22,221	27.2	947	52.8	96.4	98.7
5,000 or more	564	116,472	25,226	589,671	59,539	24.2	3,078	49.3	99.1	98.0

¹ At end-of-year. ² Full-time equivalent. ³ Salary and wages. ⁴ Level of highest degree offered. ⁵ Includes three institutions granting "other" degrees, not shown separately.

Source: U.S. National Center for Education Statistics, *Academic Libraries*, 1998, NCES 2001-341, July 2001.

No. 1130. Libraries—Number by Type: 1980 to 2000

Type	1980	1985	1990	2000	Type	1980	1985	1990	2000
Total ¹	31,564	32,323	34,613	37,024	Junior college . . .	1,191	1,188	1,233	1,283
United States	28,638	29,843	30,761	32,914	Colleges, universities	3,400	3,846	3,360	3,494
Public	8,717	8,849	9,060	9,480	Departmental	1,489	1,824	1,454	1,454
Public branches	5,936	6,330	5,833	6,957	Law, medicine, religious	269	531	501	418
Special ²	7,649	7,530	9,051	9,948	Government	1,260	1,574	1,735	1,411
Medicine	1,674	1,667	1,861	1,955	Armed Forces	485	526	489	341
Religious	913	839	946	1,015	Outlying areas	113	114	110	(NA)
Law ³	417	435	647	1,172					
Academic	4,591	5,034	4,593	4,777					

NA Not available. ¹ Includes Canadian libraries, and libraries in regions administered by the United States, not shown separately. Data are exclusive of elementary and secondary school libraries. Law libraries with fewer than 10,000 volumes are included only if they specialize in a particular field. ² Includes other types of special libraries, not shown separately. Increase between 1985 and 1990 is due mainly to revised criteria for identifying special libraries and improved methods of counting. ³ Increase in 2000 due to increased effort in identifying special libraries.

Source: Information Today, Inc., Medford, NJ, *The Bowker Annual Library and Book Trade Almanac and American Library Directory*, annual. (Copyright 2001 by Information Today, Inc.)

No. 1131. Public Libraries by Selected Characteristics: 2000

[7,703 represents \$7,703,000,000. Based on survey of public libraries. Data are for public libraries in the 50 states and the District of Columbia. The response rates for these items are between 98 and 99 percent]

Population of service area	Number of—		Operating income—			Paid staff ³		
	Public libraries	Stationary outlets ¹	Total (mil. dol.) ²	Source (percent)		Total	Librarians with ALA-MLS ⁴	Libraries with Internet access
				State government	Local government			
Total	9,074	16,298	7,703	12.8	77.1	130,102	29,519	8,638
1,000,000 or more	24	987	1,133	10.0	77.1	16,005	4,607	24
500,000 to 999,000	52	1,102	1,252	16.5	74.7	18,464	4,727	50
250,000 to 499,999	90	1,037	859	13.0	79.0	13,687	3,441	92
100,000 to 249,999	323	1,974	1,246	11.6	80.2	21,805	4,858	323
50,000 to 99,999	522	1,612	968	15.2	76.0	16,926	3,761	521
25,000 to 49,999	877	1,680	907	13.3	78.0	16,241	3,710	872
10,000 to 24,999	1,741	2,228	838	11.3	76.7	15,479	3,194	1,723
5,000 to 9,999	1,467	1,642	288	11.0	74.4	6,135	870	1,445
2,500 to 4,999	1,346	1,392	120	6.8	74.2	2,871	235	1,301
1,000 to 2,499	1,629	1,641	71	6.3	65.8	1,848	98	1,520
Fewer than 1,000	1,003	1,003	21	7.0	62.6	640	18	767

¹ The sum of central and branches libraries. The total number of central libraries was 8,915; the total of branch libraries was 7,383. ² Includes income from the federal government (0.7%) and other sources (9.4%), not shown separately. ³ Full-time equivalents. ⁴ Librarians with master's degrees from a graduate library education program accredited by the American Library Association (ALA). Total librarians, including those without ALA-MLS, were 43,818.

Source: U.S. National Center for Education Statistics, *Public Libraries in the United States: 2000*, NCES 2002-344, July 2002.

No. 1132. Public Library Use of the Internet: 2000

[In percent, except number of outlets. As of spring. Based on sample survey; see source for details]

Item	Metropolitan status ¹				Poverty status ²		
	Total	Urban	Sub-urban	Rural	Less than 20 percent	20 to 40 percent	More than 40 percent
All libraries outlets ³	16,004	2,742	4,764	8,498	12,847	2,832	325
Connected to the Internet	95.7	98.3	98.5	93.3	95.6	96.3	92.8
Connected with public access	94.5	97.7	97.3	91.9	94.3	95.8	93.5
Average number of workstations	8.3	17.3	8.7	4.9	7.3	12.3	7.2
Speed of access:							
Less than 56kpbs	5.8	1.0	2.5	9.4	6.7	2.6	0.0
56kpbs dial-up	15.5	1.0	7.4	25.3	17.7	5.7	16.2
56kpbs direct connect	25.0	10.0	25.6	29.8	24.4	27.6	26.3
Greater than 56kpbs	53.6	88.2	64.6	35.4	51.3	64.1	57.4
Special software/hardware for persons with disabilities on—							
All workstations	8.5	8.7	7.0	9.3	5.8	20.4	7.5
Some workstations	20.3	26.6	23.9	6.1	18.5	29.6	10.5
No workstations	71.2	64.7	69.1	74.6	75.7	49.9	82.0
On public access workstations—							
No Internet filtering/blocking	75.5	70.8	69.8	80.4	75.9	73.3	77.9
Internet filtering/blocking on some stations	15.0	18.5	21.8	9.7	14.6	16.7	14.5
With acceptable use policies	95.5	96.8	97.1	94.0	94.7	99.4	91.7
With acceptable use policies which differentiate between users (e.g. adults and children)	43.6	31.4	41.1	49.2	43.2	43.9	53.8

¹ Urban = inside central city; Suburban = in metro area, outside of a central city; Rural = outside a metro area. ² Determined by the 1990 poverty status of the service area of the outlet. ³ Central libraries and branches; excludes bookmobiles.

Source: National Commission on Libraries and Information Science, Washington, DC, *Public Libraries and the Internet 2000: Summary Findings and Data Tables*, September 2000, by John Carlo Bartot and Charles R. McClure, Florida State University, Tallahassee, FL.

No. 1133. Internet Access and Usage, and Online Service Usage: 2002

[For persons 18 years old and over (203,836 represents 203,836,000). As of spring. Based on sample and subject to sampling error; see source for details]

Item	Total adults	Any online/Internet usage	Have Internet access			Used the Internet in the last 30 days			Used any online service in the past 30 days
			Home or work or other	Home only	Work only	Home or work or other	Home only	Work only	
Total adults (1,000)	203,836	117,802	150,852	112,714	65,220	114,230	94,483	54,040	117,802
PERCENT DISTRIBUTION									
Age:									
18 to 34 years old	31.7	38.1	34.8	33.2	34.3	38.6	35.8	34.3	38.1
35 to 54 years old	40.5	46.0	44.3	47.6	54.2	46.0	47.7	54.9	46.0
55 years old and over	27.8	15.8	20.9	19.2	11.5	15.4	16.5	10.8	15.8
Sex:									
Male	47.9	49.1	48.7	50.2	50.5	49.0	49.7	51.0	49.1
Female	52.1	50.9	51.3	49.8	49.5	51.0	50.3	49.0	50.9
Household size:									
1 to 2 persons	46.6	40.2	42.0	38.8	41.1	40.3	39.5	41.5	40.2
3 to 4 persons	38.1	43.9	42.4	44.8	44.8	43.8	44.5	44.8	43.9
5 or more persons	15.2	15.9	15.6	16.3	14.1	15.9	16.0	13.7	15.9
Any child in household	42.0	47.0	45.3	47.4	47.6	46.9	47.3	47.7	47.0
Marital status:									
Single	24.0	27.0	25.3	22.9	23.9	27.2	24.5	23.2	27.0
Married	57.2	60.8	59.9	65.3	63.6	60.5	64.3	64.3	60.8
Other	18.8	12.3	14.8	11.8	12.5	12.3	11.2	12.5	12.3
Educational attainment:									
Graduated college plus	23.5	35.2	29.7	34.7	46.0	35.9	37.9	50.3	35.2
Attended college	27.2	34.1	31.5	32.5	31.4	34.3	34.1	31.0	34.1
Did not attend college	49.3	30.7	38.8	32.8	22.6	29.8	28.0	18.7	30.7
Household income:									
Less than \$50,000	50.5	32.9	39.8	31.6	21.9	32.5	29.7	18.9	32.9
\$50,000 to \$74,999	20.7	25.2	23.9	25.2	25.8	25.3	25.2	25.8	25.2
\$75,000 to \$149,999	22.9	33.0	28.6	33.6	40.4	33.2	35.0	42.4	33.0
\$150,000 or more	5.9	8.9	7.7	9.5	11.9	9.0	10.1	12.9	8.9

Source: Mediamark Research Inc., New York, NY, *CyberStats*, spring 2002 (copyright). Internet site <<http://www.mriplus.com/pocketpiece.html>> (accessed 6 August 2002).

No. 1134. Computers and Internet Use by Individuals: 1997 and 2001

[255,689 represents 255,689, 000. As of October 1997 and September 2001. For persons 3 years old and over, except as indicated. Based on the Current Population Survey and subject to sampling error; see source for details. See also Section 1, Population, and Appendix III]

Characteristic	Population (1,000)		Computer use from any location				Internet use from any location			
			Number (1,000)		Percent of population		Number (1,000)		Percent of population	
	1997	2001	1997	2001	1997	2001	1997	2001	1997	2001
Total ¹	255,689	265,180	136,900	174,051	53.5	65.6	56,774	142,823	22.2	53.9
Sex:										
Male	124,590	129,152	66,978	84,539	53.8	65.5	30,311	69,580	24.3	53.9
Female	131,099	136,028	69,921	89,512	53.3	65.8	26,464	73,243	20.2	53.8
Age:										
3 to 8 years old	24,445	23,763	14,412	16,877	59.0	71.0	1,748	6,637	7.2	27.9
9 to 17 years old	35,469	37,118	30,188	34,356	85.1	92.6	11,791	25,480	33.2	68.6
18 to 24 years old	24,973	27,137	14,528	19,361	58.2	71.3	7,884	17,673	31.6	65.0
25 to 49 years old	101,853	101,890	58,745	71,491	57.7	70.2	27,639	65,138	27.1	63.9
50 years old and over	68,949	75,272	19,026	31,965	27.6	42.5	7,712	27,895	11.2	37.1
Race/ethnicity:										
White, non-Hispanic	184,295	186,793	105,957	130,848	57.5	70.0	46,678	111,942	25.3	59.9
Black, non-Hispanic	31,786	33,305	13,854	18,544	43.6	55.7	4,197	13,237	13.2	39.8
Asian American and Pacific Islander	9,225	10,674	5,306	7,600	57.5	71.2	2,432	6,452	26.4	60.4
Hispanic	28,233	32,146	10,729	15,690	38.0	48.8	3,101	10,141	11.0	31.6
Family income:										
Less than \$15,000	44,284	31,354	13,182	11,681	29.8	37.3	4,069	7,848	9.2	25.0
\$15,000 to \$24,999	32,423	26,649	12,115	12,464	37.4	46.8	3,760	8,893	11.6	33.4
\$25,000 to \$34,999	33,178	28,571	16,360	16,495	49.3	57.7	5,666	12,591	17.1	44.1
\$35,000 to \$49,999	38,776	36,044	23,440	25,233	60.4	70.0	8,824	20,587	22.8	57.1
\$50,000 to \$74,999	41,910	44,692	30,043	35,465	71.7	79.4	13,552	30,071	32.3	67.3
\$75,000 and over	36,572	56,446	29,542	49,672	80.8	88.0	16,276	44,547	44.5	78.9
Educational attainment: ²										
Less than high school	29,114	27,484	2,331	4,672	7.9	17.0	516	3,506	1.8	12.8
High school diploma/GED	57,487	57,386	19,256	27,118	33.5	47.3	5,589	22,847	9.7	39.8
Some college	42,544	45,420	24,595	31,551	57.8	69.5	10,548	28,321	24.8	62.4
Bachelor's degree	27,795	30,588	20,640	25,965	74.3	84.9	11,503	24,726	41.4	80.8
More than BA degree	13,863	16,283	10,970	14,151	79.1	86.9	7,195	13,633	51.9	83.7
Employment status:										
Employed	130,857	135,089	80,687	98,819	61.7	73.2	37,254	88,396	28.5	65.4
Not employed or not in labor force	72,911	77,268	18,074	31,487	24.8	40.8	9,012	28,531	12.4	36.9

¹ Includes other races and unreported income and education. ² For persons 25 years old and over. ³ For persons 16 years old and over.

Source: U.S. Dept. of Commerce, National Telecommunications and Information Administration, *A Nation Online: How Americans Are Expanding Their Use of the Internet*, February 2002. Internet site <<http://www.ntia.doc.gov/ntiahome/dn/index.html>> (accessed 17 April 2002).

No. 1135. Households With Computers and Internet Access by Selected Characteristic: 2001

[In percent. Based on the Current Population Survey and subject to sampling error; for details, see source. See also text, Section 1, Population and Appendix III]

Characteristic	Households with computers				Households with Internet access			
	Total	Rural ¹	Urban ¹	Central city ¹	Total	Rural ¹	Urban ¹	Central city ¹
All households	56.5	55.6	56.7	51.5	50.5	48.7	51.1	45.7
Age of householder:								
Under 25 years old	51.1	41.3	53.0	50.9	44.7	33.5	46.7	45.3
25 to 34 years old	62.5	61.5	62.8	57.5	57.3	55.4	58.8	53.9
35 to 44 years old	69.9	71.2	69.4	62.1	62.6	62.3	63.4	54.3
45 to 54 years old	66.9	68.0	66.4	59.9	60.9	61.1	61.3	53.4
55 years old or over	39.1	38.0	39.5	35.5	33.9	32.1	35.0	29.9
Householder race/ethnicity:								
White ²	61.1	58.0	62.4	60.0	55.4	51.0	56.8	54.8
Black ²	37.1	31.5	37.7	33.9	30.8	24.4	30.9	27.4
American, Indian, Eskimo, Aleut ²	44.7	37.6	49.5	34.5	38.7	31.4	41.5	34.1
Asian or Pacific Islander ²	72.7	69.4	72.8	67.4	68.1	68.2	64.1	63.1
Hispanic	40.0	36.6	40.3	38.1	32.0	29.9	32.6	29.8
Household type:								
Married couple with children under 18	78.9	78.6	79.0	72.4	71.6	69.7	73.6	64.6
Male householder with children under 18	55.1	53.6	55.6	51.8	44.9	39.9	47.2	44.3
Female householder with children under 18	49.2	51.0	48.9	41.6	40.0	40.9	42.3	33.5
Family households without children	58.8	55.0	60.4	55.2	53.2	48.9	55.3	49.7
Nonfamily households	39.2	31.6	40.9	41.4	35.0	26.9	36.2	37.0
Education of householder:								
Elementary	16.0	13.4	17.1	16.9	11.2	10.4	11.6	11.5
Some high school	28.2	27.6	28.4	25.5	22.7	22.4	22.6	19.8
High school graduate or GED	46.5	50.0	45.0	39.0	39.8	42.1	39.3	32.5
Some college	64.5	68.5	63.2	58.4	57.7	60.2	57.3	52.0
Bachelor's degree or more	79.8	81.1	79.5	76.7	75.2	75.1	75.0	72.0
Household income:								
Under \$5,000	25.9	17.9	28.2	24.5	20.5	12.5	23.0	20.2
\$5,000 to \$9,999	19.2	16.4	20.1	20.6	14.4	11.0	15.5	14.5
\$10,000 to \$14,999	25.7	24.3	26.3	24.3	19.4	18.1	20.7	19.3
\$15,000 to \$19,999	31.8	29.4	32.6	33.9	23.6	21.0	25.3	24.6
\$20,000 to \$24,999	40.1	40.0	40.1	36.4	31.8	31.7	32.4	28.7
\$25,000 to \$34,999	49.7	49.4	49.9	49.9	42.2	40.5	43.7	41.3
\$35,000 to \$49,999	64.3	64.7	64.2	64.4	56.4	55.0	57.5	56.2
\$50,000 to \$74,999	77.7	78.1	77.6	75.8	71.4	70.6	71.7	70.5
\$75,000 and over	89.0	89.0	88.9	86.4	85.4	84.8	85.5	83.8

¹ See text, Section 1, Population. ² Non-Hispanic. ³ Figure does not meet standards of reliability or precision.

Source: U.S. Dept. of Commerce, National Telecommunications and Information Administration, *A Nation Online: How Americans Are Expanding Their Use of the Internet*, February 2002. Internet site <<http://www.ntia.doc.gov/ntiahome/dn/index.html>> (accessed 17 April 2002).

No. 1136. Households With Computers and Internet Access: 1998 and 2001

[In percent. Based on the Current Population Survey and subject to sampling error; for details, see source. See also text, Section 1, Population and Appendix III]

State	1998		2001		State	1998		2001	
	Com-puters	Internet access	Com-puters	Internet access		Com-puters	Internet access	Com-puters	Internet access
U.S.	42.1	26.2	56.5	50.5	MO	41.8	24.3	56.0	47.5
AL	34.3	21.6	43.7	37.6	MT	40.9	21.5	55.6	45.5
AK	62.4	44.1	68.7	64.1	NE	42.9	22.9	58.2	52.5
AZ	44.3	29.3	59.4	51.9	NV	41.6	26.5	55.0	50.2
AR	29.8	14.7	46.8	36.9	NH	54.2	37.1	61.2	57.2
CA	47.5	30.7	61.5	55.3	NJ	48.1	31.3	67.7	61.6
CO	55.3	34.5	64.7	58.5	NM	42.2	25.8	50.6	43.1
CT	43.8	31.8	58.7	55.0	NY	37.3	23.7	50.1	44.5
DE	40.5	25.1	58.4	52.5	NC	35.0	19.9	53.0	46.5
DC	41.4	24.2	55.9	52.8	ND	40.2	20.6	57.6	50.9
FL	39.5	27.8	52.4	46.7	OH	40.7	24.6	49.9	43.8
GA	35.8	23.9	63.1	55.2	OK	37.8	20.4	65.8	58.2
HI	42.3	27.9	62.8	52.7	OR	51.3	32.7	53.5	48.7
ID	50.0	27.4	53.0	46.9	PA	39.3	24.9	58.6	53.1
IL	42.7	26.5	53.2	47.3	RI	41.0	27.1	52.2	45.0
IN	43.5	26.1	59.4	51.0	SC	35.7	21.4	55.3	47.6
IA	41.4	21.8	57.5	50.9	SD	41.6	23.9	51.3	44.8
KS	43.7	25.7	49.8	44.2	TN	37.5	21.3	53.7	47.7
KY	35.9	21.1	45.7	40.2	TX	40.9	24.5	60.7	54.1
LA	31.1	17.8	62.8	53.3	UT	60.1	35.8	67.4	53.4
ME	43.4	26.0	64.1	57.8	VT	48.7	31.8	58.8	54.9
MD	46.3	31.0	59.1	54.7	VA	46.4	27.9	49.3	41.4
MA	43.4	28.1	58.3	51.2	WA	56.3	36.6	66.5	60.4
MI	44.0	25.4	64.6	55.6	WV	28.3	17.6	48.0	40.7
MN	47.6	29.0	41.9	36.1	WI	43.0	25.1	56.4	50.2
MS	25.7	13.6	55.3	49.9	WY	46.1	22.7	58.1	51.0

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *Falling through the Net: Defining the Digital Divide*, July 1999 and *A Nation Online: How Americans Are Expanding Their Use of the Internet*, February 2002. Internet site <<http://www.ntia.doc.gov/ntiahome/dn/index.html>> (accessed 17 April 2002).