

**Table 1090. Utilization of Selected Media: 1980 to 2006**
**[78.6 represents 78,600,000]**

Item	Unit	1980	1990	1995	2000	2001	2002	2003	2004	2005	2006
Households with—											
Telephone service <sup>1</sup>	Percent	93.0	93.3	93.9	94.6	94.6	95.5	95.5	94.2	92.5	92.9
Radio <sup>2</sup>	Millions	78.6	94.4	98.0	100.5	101.9	105.1	106.7	108.3	109.9	110.5
Percent of total households	Percent	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.5	5.6	5.6	5.6	5.6	5.6	8.0	8.0	8.0	8.0
Television <sup>3</sup>	Millions	76	92	96	101	102	106	107	109	110	110
Percent of total households	Percent	97.9	98.2	98.3	98.2	98.2	98.2	98.2	98.2	98.2	98.2
Television sets in homes	Millions	128	193	217	245	248	254	260	268	287	301
Average number of sets per home	Number	1.7	2.0	2.3	2.4	2.4	2.4	2.4	2.5	2.6	2.7
Color set households	Millions	63	90	94	101	102	105	107	108	109	(NA)
Wired cable television <sup>4</sup>	Millions	15.2	51.9	60.5	68.6	69.5	73.2	74.4	73.8	73.9	62.1
Percent of TV households	Percent	19.9	56.4	63.4	68.0	68.0	69.4	69.8	68.1	67.5	72.4
Alternative delivery system (ADS) households	Millions	(NA)	(NA)	4.0	11.7	14.7	17.4	19.7	21.2	23.3	24.5
Percent of TV households	Percent	(NA)	(NA)	4.2	11.4	14.1	16.3	18.2	19.3	20.8	28.5
VCRs <sup>4</sup>	Millions	1	63	77	86	88	96	98	98	99	98
Percent of TV households	Percent	1.1	68.6	81.0	85.1	86.2	91.2	91.5	90.8	90.2	88.6
Computers <sup>5</sup>	Percent	(NA)	22.0	36.0	58.0	59.0	61.0	64.0	68.0	73.0	78.0
Commercial radio stations: <sup>2</sup>											
AM	Number	4,589	4,987	4,909	4,685	4,727	4,804	4,802	4,770	4,758	4,751
FM	Number	3,282	4,392	5,296	5,892	6,051	6,161	6,207	6,217	6,215	6,252
Television stations: <sup>6</sup> Total	Number	1,011	1,442	1,532	1,663	1,686	1,714	1,730	1,748	1,749	1,754
Commercial	Number	734	1,092	1,161	1,288	1,309	1,333	1,349	1,366	1,370	1,373
VHF	Number	516	547	562	567	572	581	587	589	589	786
UHF	Number	218	545	599	721	737	752	762	777	781	587
Cable television systems <sup>7</sup>	Number	4,225	9,575	11,218	10,400	10,300	9,900	9,400	8,875	7,926	7,090
Daily newspaper circulation <sup>8</sup>	Millions	62.2	62.3	58.2	55.8	55.6	55.2	55.2	54.6	53.3	52.3

NA Not available. <sup>1</sup> For occupied housing units, 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, *1980 Census of Housing*, vol. 1; thereafter, Federal Communications Commission, *Trends in Telephone Service*, annual. <sup>2</sup> 1980–1995 as of December 31. Source: M Street Corp. as reported by Radio Advertising Bureau New York, NY; through 1990, Radio Facts, annual (copyright); beginning 1995, Radio Marketing Guide and Fact Book for Advertisers, annual (copyright). Number of stations on the air compiled from Federal Communications Commission reports. Beginning 2000, Federal Communications Commission, unpublished data as of Sept. 30. See Internet site <<http://www.fcc.gov/mb/audio/totals>>. <sup>3</sup> As of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). <sup>4</sup> Wired cable and VCR as of February; ADS for fourth quarter. Excludes Alaska and Hawaii. Source: See footnote 3. <sup>5</sup> Computer totals include notebooks and desktops sold through consumer channels. Source: Television Advertising Bureau, TV Basics, March 2008. <sup>6</sup> Source: Beginning 2000, Federal Communications Commission, unpublished data. See Internet site <<http://www.fcc.gov/mb/audio/totals>>. Beginning 2000, as of September. For prior years data, see footnote 3. <sup>7</sup> As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). <sup>8</sup> As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).

Source: Compiled from sources mentioned in footnotes.