

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 U.S. 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 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, 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.

Data from 1998 to 2003 are based on the 1997 NAICS; beginning 2004, data are based on the 2002 NAICS. Major revisions in many communications industries affect the comparability of these data. The following URL contains detailed information about NAICS <<http://www.census.gov/epcd/www/naics.html>>. See also the text in Section 15, Business Enterprise.

Beginning 2001, the Service Annual Survey estimates reflect the introduction of the provisional North American Product Classification System (NAPCS) for the information sector. Data for prior years are not comparable. See <<http://www.census.gov/eos/www/napcs/napcs.htm>>.

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 most recent reports are from the 2002 Economic Census. This census was conducted in accordance with the 2002 NAICS.

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 publically 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* <<http://fcc.gov/wcb/iatd/stats.html>>.

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*. The Book Industry Study Group, New York, NY, collects data on books sold and domestic consumer expenditures. Data on academic and public libraries are collected by the U.S. National Center for Education Statistics. Data on Internet use by adults are collected by the Pew Internet and American Life Project, Washington, DC, and Media-mark Research, Inc., New York, NY.

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.

Table 1086. Information Industries—Establishments, Employees, and Payroll: 2004 and 2005

[For establishments with payroll (3,472.4 represents 3,472,400). Excludes most government employees, railroad employees, and self-employed persons. For statement on methodology, see Appendix III]

Industry	2002 NAICS code ¹	Establishments (number)		Paid employees ² (1,000)		Annual payroll (mil. dol.)	
		2004	2005	2004	2005	2004	2005
Information industries	51	139,681	141,290	3,472.4	3,402.6	200,447	203,130
Publishing industries	511	31,528	31,538	1,033.5	1,032.3	66,887	67,094
Newspaper, periodical, book, and database publishers	5111	22,443	22,745	704.9	704.6	32,020	33,111
Newspaper publishers	51111	8,435	8,395	383.1	380.1	14,009	14,376
Periodical publishers	51112	7,602	7,846	154.4	158.8	9,418	9,940
Book publishers	51113	3,377	3,359	85.0	83.6	4,622	4,656
Database and directory publishers	51114	1,740	1,824	56.3	57.0	2,871	3,030
Other publishers	51119	1,289	1,321	26.1	25.0	1,099	1,109
Greeting card publishers	511191	120	120	13.1	12.5	583	580
All other publishers	511199	1,169	1,201	13.0	12.6	517	529
Software publishers	5112	9,085	8,793	328.6	327.6	34,866	33,983
Motion picture and sound recording industries	512	22,753	23,579	307.8	314.4	13,286	14,040
Motion picture and video industries	5121	19,348	20,131	282.7	292.1	11,321	12,404
Motion picture and video production	51211	11,751	12,419	122.2	131.6	8,264	9,301
Motion picture and video distribution	51212	452	457	3.4	4.3	214	257
Motion picture and video exhibition	51213	5,029	5,129	134.9	134.0	1,327	1,288
Motion picture theaters (except drive-ins)	512131	4,756	4,854	133.5	132.2	1,301	1,260
Drive-in motion picture theaters	512132	273	275	1.4	1.7	26	27
Post production and other motion picture and video industries	51219	2,116	2,126	22.1	22.3	1,516	1,559
Television production and other post-production services	512191	1,784	1,804	17.4	17.5	1,194	1,201
Other motion picture and video industries	512199	332	322	4.7	4.7	323	358
Sound recording industries	5122	3,405	3,448	25.1	22.3	1,965	1,636
Record production	51221	353	349	1.4	1.5	74	72
Integrated record production/distribution	51222	415	402	9.7	7.8	1,196	891
Music publishers	51223	606	645	4.7	4.6	329	337
Sound recording studios	51224	1,513	1,561	5.4	4.9	205	204
Other sound recording industries	51229	518	491	3.8	3.4	162	132
Broadcasting (except Internet)	515	10,099	10,342	288.0	287.0	16,198	17,354
Radio and television broadcasting	5151	9,466	9,685	247.7	248.3	12,521	13,200
Radio broadcasting	51511	7,492	7,697	127.0	124.1	5,514	6,136
Radio networks	515111	729	743	11.9	11.9	728	797
Radio stations	515112	6,763	6,954	115.1	112.2	4,786	5,339
Television broadcasting	51512	1,974	1,988	120.6	124.2	7,006	7,064
Cable and other subscription programming	5152	633	657	40.4	38.8	3,677	4,154
Internet publishing and broadcasting	516	2,133	2,343	37.0	36.1	2,546	2,687
Telecommunications	517	49,786	49,431	1,327.4	1,226.5	72,683	69,687
Wired telecommunications carriers	5171	27,596	26,744	781.4	693.7	45,280	41,799
Wireless telecommunications carriers (except satellite)	5172	13,183	14,173	262.1	250.0	13,971	14,035
Paging	517211	1,224	788	11.5	7.6	503	359
Cellular and other wireless telecommunications	517212	11,959	13,385	250.6	242.3	13,468	13,676
Telecommunications resellers	5173	2,886	2,778	46.6	33.7	2,211	1,762
Satellite telecommunications	5174	649	605	18.4	15.4	1,201	992
Cable and other program distribution	5175	4,844	4,561	210.7	224.6	9,437	10,512
Other telecommunications	5179	628	570	8.3	9.2	434	587
Internet service providers, Web search portals, and data processing service	518	19,489	20,142	426.4	452.2	27,002	30,292
Internet service providers and Web search portals	5181	5,422	5,579	60.4	72.7	5,234	7,588
Internet service providers	518111	4,851	4,948	49.2	57.6	3,083	3,701
Web search portals	518112	571	631	11.2	15.1	2,151	3,887
Data processing, hosting, and related services	5182	14,067	14,563	365.9	379.4	21,767	22,704
Other information services	519	3,893	3,915	52.2	54.1	1,846	1,975
News syndicates	51911	559	606	11.2	11.8	677	705
Libraries and archives	51912	2,677	2,593	31.7	30.5	735	720
All other information services	51919	657	716	9.3	11.7	434	550

¹ North American Industry Classification System, 2002; see text, this section and Section 15. ² For employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, "County Business Patterns." See <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

Table 1087. Information Sector Services—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (955,083 represents \$955,083,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the Service Annual Survey; see Appendix III.]

Industry	2002 NAICS code ¹	Operating revenue			Operating expenses		
		2004	2005	2006	2004	2005	2006
Information industries	51	955,083	1,003,010	1,056,045	787,213	813,385	836,044
Publishing industries (except Internet)	511	256,301	269,283	279,415	195,174	199,167	200,797
Newspaper, periodical, book, and directory publishers	5111	144,404	147,974	148,688	105,444	111,000	110,214
Newspaper publishers	51111	48,336	49,723	48,861	39,998	41,093	42,269
Periodical publishers	51112	42,290	44,051	46,287	34,614	37,695	36,105
Book publishers	51113	27,904	27,994	28,192	15,999	16,754	16,268
Directory and mailing list publishers	51114	18,040	19,413	18,929	10,487	11,052	10,997
Other publishers	51119	7,470	6,793	6,419	4,419	4,403	4,575
Greeting card publishers	511191	5,075	4,552	4,122	2,829	2,740	2,803
All other publishers	511199	2,395	2,241	2,297	1,590	1,663	1,772
Software publishers	5112	112,261	121,309	130,727	89,665	88,168	90,583
Motion picture and sound recording industries	512	88,269	92,231	94,400	73,470	77,757	79,102
Motion picture and video industries	5121	71,774	73,503	73,241	60,624	61,238	61,110
Motion picture and video production and distribution	51211,12	56,605	58,487	57,770	48,277	48,952	49,152
Motion picture and video exhibition	51213	11,180	10,789	11,080	8,633	8,501	8,047
Motion picture theaters (except drive-ins)	512131	11,069	10,669	10,869	8,559	8,422	7,936
Drive-in motion picture theaters	512132	111	120	(S)	(S)	79	(S)
Postproduction services and other motion picture and video industries	51219	3,989	4,227	4,391	3,714	3,785	3,911
Teleproduction and other postproduction services	512191	3,193	3,366	3,480	3,018	3,015	3,091
Other motion picture and video industries	512199	796	861	911	696	770	820
Sound recording industries	5122	16,495	18,728	21,159	12,846	16,519	17,992
Record production	51221	352	338	317	279	262	301
Integrated record production/distribution	51222	11,021	12,866	14,237	8,918	12,443	13,480
Music publishers	51223	3,885	4,175	5,093	2,474	2,562	2,788
Sound recording studios	51224	724	767	869	635	672	775
Other sound recording industries	51229	513	582	643	540	580	648
Broadcasting (except Internet)	515	83,466	88,911	94,872	63,130	67,145	72,127
Radio and television broadcasting	5151	52,093	53,308	56,435	41,689	43,539	46,898
Radio broadcasting	51511	16,494	17,011	18,107	13,697	14,734	17,006
Radio networks	515111	2,677	3,298	4,411	3,783	4,584	6,809
Radio stations	515112	13,817	13,713	13,696	9,914	10,150	10,197
Television broadcasting	51512	35,599	36,297	38,328	27,992	28,805	29,892
Cable and other subscription programming	5152	31,373	35,603	38,437	21,441	23,606	25,229
Internet publishing and broadcasting	516	8,695	10,603	12,448	7,011	8,197	8,342
Telecommunications	517	429,430	446,325	469,585	371,847	382,559	389,552
Wired telecommunications carriers	5171	211,176	206,778	199,933	187,541	176,525	168,661
Wireless telecommunications carriers (except satellite)	5172	127,602	140,096	160,159	106,587	124,049	134,802
Paging	517211	1,909	2,014	1,643	1,546	1,747	1,295
Cellular and other wireless telecommunications	517212	125,693	138,082	158,516	105,041	122,302	133,507
Telecommunications resellers	5173	9,849	11,237	12,788	5,983	6,868	6,908
Satellite telecommunications	5174	6,030	5,676	4,802	5,613	4,618	3,489
Cable and other program distribution	5175	73,317	80,493	88,724	64,865	69,031	74,538
Other telecommunications	5179	1,456	2,045	1,904	1,166	1,474	1,154
Internet service providers, Web search portals, and data processing services	518	82,491	88,814	97,838	71,438	72,821	80,523
Internet service providers and Web search portals	5181	25,161	25,863	27,775	18,729	17,465	20,391
Internet service providers	518111	20,201	18,910	18,576	16,251	14,209	15,713
Web search portals	518112	4,960	6,953	9,199	2,478	3,256	4,678
Data processing, hosting, and related services	5182	57,330	62,951	70,063	52,772	55,739	60,132
Other information services	519	6,431	6,843	7,487	5,171	5,346	5,601
News syndicates	51911	1,972	2,089	2,241	1,868	1,827	1,871
Libraries and archives	51912	1,879	2,033	2,117	1,621	1,727	1,786
Other information services	51919	(S)	2,721	3,129	1,682	1,792	1,944

S Data do not meet publication standards. ¹ North American Industry Classification System (NAICS), 2002; see text this section and Section 15.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1088. Information Industries—Establishments, Revenue, Payroll and Employees by Kind of Business: 2002

[For establishments with payroll. (891,846 represents \$891,846,000,000). Based on the 2002 Economic Census; see Appendix III]

Kind of business	2002 NAICS code ¹	Number of establishments	Receipts (mil. dol.)	Annual payroll (mil. dol.)	Paid employees (1,000)
Information industries	51	137,678	891,846	194,670	3,736.1
Publishing industries (except Internet)	511	32,287	242,216	65,681	1,089.6
Motion picture & sound recording industries	512	22,458	78,250	12,599	303.1
Motion picture & video industries	5121	19,074	62,927	10,353	271.2
Sound recording industries	5122	3,384	15,324	2,246	31.9
Broadcasting (except Internet)	515	9,540	73,962	14,439	291.4
Radio & television broadcasting	5151	8,851	48,589	11,591	252.2
Cable & other subscription programming	5152	689	25,373	2,848	39.1
Internet publishing & broadcasting	516	2,057	6,363	2,346	40.0
Telecommunications	517	49,275	411,645	72,182	1,440.1
Wired telecommunications carriers	5171	27,955	237,697	47,496	842.4
Wireless telecommunications carriers (except satellite)	5172	11,155	99,193	13,207	281.4
Telecommunications resellers	5173	2,525	9,717	1,397	34.5
Satellite telecommunications	5174	646	5,748	915	14.4
Cable & other program distribution	5175	6,288	57,709	8,553	256.0
Other telecommunications	5179	706	1,581	614	11.4
Internet service providers, Web search portals, & data processing	518	18,589	74,508	25,719	514.0
Internet service providers & Web search portals	5181	4,820	21,419	4,451	79.8
Data processing, hosting, & related services	5182	13,769	53,089	21,267	434.3
Other information services	519	3,472	4,901	1,705	57.8

¹ North American Industry Classification System, 2002; see text, this section and Section 15, Business Enterprise.

Source: U.S. Census Bureau, "2002 Economic Census, Geographic Area Series Reports, Information." See <http://www.census.gov/econ/census02/guide/geosumm.htm>; (accessed January 2008).

Table 1089. Media Usage and Consumer Spending: 2001 to 2011

[Estimates for time spent were derived using rating data for broadcast television and cable and satellite television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, Internet, newspapers, consumer books, consumer magazines, recorded music, videogames, and box office. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, out-of-home media, yellow pages, and home video. Persons 12 and older were the basis for the estimates for broadcast television, cable & satellite television, radio, recorded music, box office, videogames, Internet, and mobile content]

Item	2001	2003	2005	2006, proj.	2007, proj.	2008, proj.	2009, proj.	2010, proj.	2011, proj.
HOURS PER PERSON PER YEAR¹									
Total²	3,388	3,505	3,548	3,530	3,532	3,559	3,569	3,596	3,624
Television	1,553	1,615	1,659	1,673	1,686	1,704	1,714	1,728	1,742
Broadcast Television ³	777	729	679	676	676	678	673	673	669
Network stations	680	629	582	599	603	604	598	598	593
Independent stations ⁴	97	100	97	77	73	74	75	75	76
Cable & satellite television ³	776	886	980	997	1,010	1,027	1,041	1,055	1,073
Basic cable and satellite television	638	728	807	835	849	865	877	891	913
Premium cable and satellite television ⁵	133	157	173	161	161	162	164	164	159
Broadcast and satellite radio ³	792	834	805	778	769	768	760	758	751
Recorded music ³	226	187	196	186	171	165	168	174	185
Newspapers ³	199	195	187	178	172	168	162	158	154
Pure-play Internet services ³	125	153	169	177	181	183	184	184	183
Out-of-home media	119	122	130	133	137	141	145	149	154
Consumer magazines ³	127	122	124	121	119	117	114	112	110
Consumer books ³	105	108	107	108	108	108	109	109	110
Videogames ³	66	76	73	76	82	90	91	94	100
Home video ⁵	47	60	63	62	64	66	68	70	70
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total²	637.65	720.37	766.57	798.07	837.99	884.19	929.04	969.36	1,010.90
Television	192.33	234.17	280.92	308.60	333.79	357.70	380.34	400.76	419.84
Cable and satellite television ³	192.32	234.14	280.52	307.62	331.74	354.24	375.22	393.82	410.89
Broadcast television ³	0.01	0.03	0.40	0.98	2.05	3.46	5.12	6.94	8.95
Home video ⁵	92.44	122.26	115.24	114.60	118.35	123.74	128.55	131.71	132.20
Consumer books ³	86.09	91.89	95.76	97.57	101.23	103.04	105.83	108.17	111.17
Pure-play Internet services ³	56.22	59.51	56.74	52.78	51.28	54.78	58.90	62.79	66.17
Recorded music ³	57.69	49.36	50.71	48.91	46.03	45.00	44.92	45.41	46.29
Newspapers ³	52.48	53.62	50.56	49.54	48.60	47.92	47.33	46.80	46.44
Consumer magazines ³	47.07	46.56	47.64	46.83	46.43	46.16	45.93	45.78	45.67
Box office ³	35.50	39.11	36.41	38.30	40.92	41.63	44.27	45.17	48.03
Videogames ³	29.36	32.98	32.23	34.03	37.84	43.34	44.64	46.91	51.89

¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Includes other media not shown separately. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper Web sites, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL, Internet-only Web sites such as Yahoo!, GameSpy, eHarmony, and mobile-only services, such as MobiTV or text messaging services from telecommunication providers. ⁴ Telemundo and Univision affiliates included in independent and public stations. ⁵ Pay-per-view, interactive channels, home shopping, and audio-only feeds included in premium cable and satellite services. ⁶ Playback of prerecorded VHS cassettes and DVDs only.

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

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 ¹	Percent	93.0	93.3	93.9	94.6	94.6	95.5	95.5	94.2	92.5	92.9
Radio ²	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 ³	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 ⁴	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 ⁵	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 ⁴	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 ⁵	Percent	(NA)	22.0	36.0	58.0	59.0	61.0	64.0	68.0	73.0	78.0
Commercial radio stations: ²											
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: ⁶ 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 ⁷	Number	4,225	9,575	11,218	10,400	10,300	9,900	9,400	8,875	7,926	7,090
Daily newspaper circulation ⁸	Millions	62.2	62.3	58.2	55.8	55.6	55.2	55.2	54.6	53.3	52.3

NA not available. ¹ 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. ² 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>>. ³ As of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). ⁴ Wired cable and VCR as of February; ADS for fourth quarter. Excludes Alaska and Hawaii. Source: See footnote 3. ⁵ Computer totals include notebooks and desktops sold through consumer channels. Source: Television Advertising Bureau, TV Basics, March 2008. ⁶ 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. ⁷ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (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.

Table 1091. Multimedia Audiences—Summary: 2007

[In percent, except total (220,847 represents 220,847,000). As of fall. 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	220,847	94.2	83.6	79.8	82.9	73.9	67.4
18 to 24 years old	28,105	91.3	75.3	73.8	88.7	65.0	80.5
25 to 34 years old	39,660	92.5	81.0	76.6	88.4	70.7	79.4
35 to 44 years old	43,314	93.2	83.2	80.8	88.8	74.4	77.6
45 to 54 years old	42,978	94.6	85.4	82.2	86.6	75.9	70.7
55 to 64 years old	31,107	96.4	88.5	84.0	81.4	77.3	63.9
65 years old and over	35,684	97.1	87.2	80.2	62.2	78.8	30.2
Male	106,534	94.3	83.4	79.7	84.6	73.8	67.1
Female	114,313	94.1	83.8	79.9	81.4	74.1	67.6
Not high school graduate	34,042	91.9	80.6	65.5	73.3	58.7	27.5
High school graduate	69,734	95.5	85.7	80.2	81.7	72.6	54.9
Attended college	60,792	94.8	83.1	82.3	85.9	77.4	81.2
College graduate	56,279	93.3	83.5	85.2	87.0	81.1	92.1
Household income:							
Less than \$10,000	12,633	92.3	78.5	57.3	76.1	63.2	35.5
\$10,000 to \$19,999	21,042	93.4	82.6	63.3	73.2	64.7	33.3
\$20,000 to \$29,999	22,916	93.5	82.9	70.7	75.0	70.5	43.7
\$30,000 to \$34,999	11,481	94.3	82.5	75.2	78.3	71.9	55.1
\$35,000 to \$39,999	10,910	95.1	84.0	80.8	80.7	73.5	57.9
\$40,000 to \$49,999	21,185	94.4	83.5	78.1	82.8	72.4	64.1
\$50,000 to \$74,999	43,816	94.5	84.6	83.7	85.9	74.9	75.4
\$75,000 to \$99,999	29,142	94.8	85.2	87.0	88.4	78.5	84.7
\$100,000 or more	47,723	94.4	84.1	91.0	88.4	80.2	90.8

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

Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences*, fall 2007 (copyright).

Table 1092. Newspaper Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[In millions of dollars (48,366 represents \$48,366,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51111. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15. See also Appendix III]

Item	2004	2005	2006
Operating revenue ¹	48,366	49,723	48,861
Breakdown of revenue by type of media:			
Print	40,705	41,550	40,979
Online	1,869	2,135	2,128
Other media	406	381	423
Operating expenses	39,998	41,093	42,269
Personnel costs	19,451	19,870	19,570
Gross annual payroll	15,433	15,756	15,273
Employer's cost for fringe benefits	3,766	3,884	4,056
Temporary staff and leased employee expense	251	230	241
Expensed materials, parts and supplies (not for resale)	4,396	4,373	3,969
Expensed equipment	83	72	75
Expensed purchase of other materials, parts and supplies	4,313	4,301	3,894
Expensed purchased services	3,104	3,313	3,587
Expensed software	79	88	96
Expensed electricity and fuels (except motor fuel)	298	340	355
Lease and rental payments	545	573	587
Purchased repair and maintenance	369	368	359
Purchased advertising and promotional services	616	670	675
Purchased printing services	1,198	1,274	1,515
Other operating expenses	13,047	13,537	15,142
Depreciation and amortization charges	1,849	1,868	2,004
Government taxes and license fees	378	386	414
All other operating expenses	10,820	11,284	12,724
Inventories at end of year	683	703	687
Finished good	(S)	32	(D)
Work-in-process	(S)	(S)	(D)
Materials, fuels, supplies etc.	626	641	607

S Data do not meet publication standards. D Figure withheld to avoid disclosure pertaining to a specific organization or individual. ¹ Includes other types of revenue (e.g., printing services) not shown separately.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1093. Daily and Sunday Newspapers—Number and Circulation: 1970 to 2007

[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	1980	1985	1990	1995	2000	2002	2003	2004	2005	2006	2007
NUMBER												
Daily: Total ¹	1,748	1,745	1,676	1,611	1,533	1,480	1,457	1,456	1,457	1,452	1,437	1,422
Morning	334	387	482	559	656	766	777	787	814	817	833	867
Evening	1,429	1,388	1,220	1,084	891	727	692	680	653	645	614	565
Sunday	586	736	798	863	888	917	913	917	915	914	907	907
NET PAID CIRCULATION (mil.)												
Daily: Total ¹	62.1	62.2	62.8	62.3	58.2	55.8	55.2	55.2	54.6	53.3	52.3	50.7
Morning	25.9	29.4	36.4	41.3	44.3	46.8	46.6	46.9	46.9	46.1	45.4	44.5
Evening	36.2	32.8	26.4	21.0	13.9	9.0	8.6	8.3	7.7	7.2	6.9	6.2
Sunday	49.2	54.7	58.8	62.6	61.5	59.4	58.8	58.5	57.8	55.3	53.2	51.2
PER CAPITA CIRCULATION²												
Daily: Total ¹	0.30	0.27	0.26	0.25	0.22	0.20	0.19	0.19	0.19	0.18	0.18	0.17
Morning	0.13	0.13	0.15	0.17	0.17	0.17	0.16	0.16	0.16	0.16	0.15	0.15
Evening	0.18	0.14	0.11	0.08	0.05	0.03	0.03	0.03	0.03	0.02	0.02	0.02
Sunday	0.24	0.24	0.25	0.25	0.23	0.21	0.20	0.20	0.20	0.19	0.18	0.17

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.

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

Table 1094. Daily Newspapers—Number and Circulation by Size of City: 1980 to 2007

[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 27 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	2000	2005	2007	1980	1990	2000	2005	2007
Morning dailies, total. . .	387	559	766	817	867	29,413	41,311	46,772	46,123	44,548
In cities of—										
1,000,001 or more	20	18	26	32	30	8,795	6,508	10,820	10,791	10,159
500,001 to 1,000,000	27	22	25	33	36	5,705	4,804	5,412	6,253	6,376
100,001 to 500,000	99	138	163	166	165	8,996	20,051	17,469	16,510	15,458
50,001 to 100,000	75	100	162	160	166	2,973	4,373	5,887	5,439	5,407
25,001 to 50,000	64	102	141	157	165	1,701	3,209	3,899	3,737	3,615
Less than 25,000	102	179	249	269	305	1,243	2,365	3,285	3,392	3,533
Evening dailies, total. . .	1,388	1,084	727	645	565	32,788	21,017	9,000	7,222	6,194
In cities of—										
1,000,001 or more	11	7	1	1	1	2,984	1,423	1	1	1
500,001 to 1,000,000	23	12	3	5	4	4,101	1,350	519	583	371
100,001 to 500,000	123	71	32	23	21	8,178	4,687	1,603	1,138	1,030
50,001 to 100,000	156	94	54	37	37	4,896	2,941	1,332	916	815
25,001 to 50,000	246	204	124	110	93	5,106	4,278	1,898	1,517	1,274
Less than 25,000	829	696	513	469	409	7,523	6,338	3,648	3,067	2,703

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

Table 1095. Daily and Sunday Newspapers—Number and Circulation, 1991 to 2006 and by State, 2007

[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)
		Net paid (1,000)	Per capita ²					Net paid (1,000)	Per capita ²		
Total, 1991	1,586	60,687	0.24	875	62,068	KS	39	376	0.14	13	328
Total, 1992	1,570	60,164	0.23	891	62,160	KY	23	550	0.13	14	580
Total, 1993	1,556	59,812	0.23	884	62,566	LA	24	588	0.14	18	644
Total, 1994	1,548	59,305	0.23	886	62,294	ME	7	214	0.16	4	176
Total, 1995	1,533	58,193	0.22	888	61,529	MD	10	448	0.08	8	588
Total, 1996	1,520	56,983	0.21	890	60,798	MA	32	1,290	0.20	16	1,232
Total, 1997	1,509	56,728	0.21	903	60,484	MI	48	1,504	0.15	27	1,699
Total, 1998	1,489	56,182	0.20	898	60,066	MN	25	797	0.15	15	1,027
Total, 1999	1,483	55,979	0.20	905	59,894	MS	23	339	0.12	19	339
Total, 2000	1,480	55,773	0.20	917	59,421	MO	42	863	0.15	21	1,055
Total, 2001	1,468	55,578	0.19	913	59,090	MT	11	183	0.19	7	183
Total, 2002	1,457	55,186	0.19	913	58,780	NE	16	382	0.22	6	365
Total, 2003	1,456	55,185	0.19	917	58,495	NV	7	257	0.10	5	298
Total, 2004	1,457	54,626	0.19	915	57,753	NH	11	185	0.14	8	199
Total, 2005	1,452	53,345	0.18	914	55,270	NJ	18	1,123	0.13	15	1,375
Total, 2006	1,437	52,329	0.18	907	53,175	NM	17	260	0.13	12	268
Total, 2007	1,422	50,742	0.17	907	51,246	NY	60	6,631	0.34	38	4,756
AL	25	593	0.13	22	651	NC	47	1,209	0.13	39	1,342
AK	7	101	0.15	5	111	ND	10	147	0.23	7	152
AZ	16	698	0.11	11	790	OH	83	2,066	0.18	41	2,308
AR	27	458	0.16	16	528	OK	38	554	0.15	31	669
CA	83	5,066	0.14	58	5,166	OR	19	626	0.17	12	648
CO	30	921	0.19	16	987	PA	80	2,449	0.20	42	2,796
CT	17	609	0.17	13	675	RI	6	186	0.18	3	223
DE	2	125	0.14	2	150	SC	16	579	0.13	14	661
DC	3	991	1.68	2	933	SD	11	147	0.18	4	125
FL	39	2,814	0.15	37	3,499	TN	26	804	0.13	19	936
GA	34	920	0.10	29	1,144	TX	82	2,569	0.11	77	3,232
HI	6	263	0.20	6	288	UT	6	326	0.12	6	363
ID	12	208	0.14	7	221	VT	8	106	0.17	3	78
IL	64	2,086	0.16	32	2,305	VA	23	3,147	0.41	17	905
IN	67	1,217	0.19	25	1,149	WA	22	940	0.15	16	1,065
IA	37	565	0.19	13	602	WV	20	363	0.20	14	377
						WI	34	811	0.14	17	982
						WY	9	86	0.16	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).

Table 1096. Periodical Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[In millions of dollars (42,290 represents \$42,290,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51112. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. See also Appendix III]

Item	2004	2005	2006
Operating revenue ¹	42,290	44,051	46,287
Sources of revenue:			
General interest periodicals	23,519	24,117	25,902
Subscription and sales	8,267	8,092	8,479
Advertising space	15,252	16,025	17,423
Professional and academic periodicals	7,658	7,882	7,926
Subscription and sales	4,229	4,423	4,464
Advertising space	3,429	3,459	3,462
Other periodicals	4,254	4,680	4,732
Subscription and sales	2,156	2,336	2,355
Advertising space	2,098	2,344	2,377
Other operating revenue	6,859	7,373	7,727
Printing services for others	982	904	858
Licensing of rights to content	235	294	418
All other	5,642	6,176	6,451
Breakdown of revenue by media type:			
Print	32,909	33,834	34,841
Online	2,052	2,299	3,061
Other media	470	545	658
Operating expenses	34,614	37,695	36,105
Personnel costs	13,274	14,668	14,342
Expensed materials, parts and supplies (not for resale)	1,435	1,535	1,368
Expensed purchased services	6,936	7,537	7,725
Other operating expenses	12,969	13,955	12,669
Inventories at end of year	1,639	1,913	1,804
Finished goods	1,100	1,270	1,225
Work-in-process	128	154	150
Materials, fuels, supplies, etc.	411	489	429

¹ Includes other types of revenue (i.e., printing services) not shown elsewhere.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1097. Quantity of Books Sold and Value of Consumer Domestic Expenditures: 2007 to 2011

[(3,127 represents 3,127,000,000). Represents net publishers' shipments after returns. 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. Due to changes in methodology and scope, these data are not comparable to those previously published]

Type of publication	Net publishers' shipments (mil.)					Domestic U.S. consumer expenditures (mil. dol.)				
	2007	2008, proj.	2009, proj.	2010, proj.	2011, proj.	2007	2008, proj.	2009, proj.	2010, proj.	2011, proj.
Total	3,127	3,106	3,107	3,116	3,132	56,625	58,129	59,739	61,575	63,525
Trade	2,282	2,245	2,233	2,224	2,221	26,392	26,646	27,194	27,781	28,391
Adult	839	836	840	842	844	16,843	17,140	17,561	17,989	18,417
Hardback	421	419	418	418	418	10,193	10,371	10,585	10,818	11,049
Paperback	418	417	421	423	427	6,650	6,770	6,976	7,171	7,368
Juvenile	901	888	887	887	888	6,424	6,437	6,585	6,737	6,893
Hardback	302	290	293	296	297	3,152	3,099	3,196	3,290	3,382
Paperback	599	598	594	592	591	3,271	3,338	3,389	3,447	3,511
Mass market paperbacks	542	521	507	495	489	3,125	3,069	3,048	3,055	3,082
Religious	275	284	293	303	312	4,982	5,255	5,538	5,838	6,154
Hardback	98	100	103	107	110	2,961	3,108	3,275	3,452	3,639
Paperback	177	184	190	196	202	2,021	2,148	2,263	2,386	2,515
Professional	286	287	287	288	289	12,104	12,594	12,883	13,189	13,540
Hardback	102	106	106	106	107	7,205	7,623	7,799	7,987	8,206
Paperback	184	181	181	182	182	3,767	3,814	3,902	3,996	4,103
Subscription reference	(X)	(X)	(X)	(X)	(X)	1,132	1,157	1,181	1,206	1,230
University press	29	29	28	28	28	684	704	725	746	766
Hardback	10	10	10	10	10	341	351	361	372	382
Paperback	19	19	18	18	18	343	353	363	374	385
Elementary/high school text	178	182	185	192	200	5,713	5,942	6,168	6,544	6,949
Hardback	70	71	72	75	78	2,956	3,068	3,179	3,366	3,581
Paperback	108	111	113	118	122	2,757	2,874	2,989	3,179	3,368
College text	78	79	80	81	82	6,751	6,987	7,231	7,477	7,724
Paperback	34	35	35	36	36	4,498	4,654	4,816	4,982	5,146
Paperback	44	44	45	45	46	2,253	2,415	2,415	2,495	2,578

X Not applicable.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends, 2008*, annual (copyright).

Table 1098. Book Publishers—Estimated Revenue and Inventories: 2004 to 2006

[In millions of dollars (27,853 represents \$27,853,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51113. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15. See also Appendix III]

Item	2004	2005	2006
Operating revenue, total	27,853	28,027	28,192
Sources of revenue:			
Books, print	24,398	24,239	24,272
Textbooks	9,657	9,919	10,139
Children's books	3,162	3,073	3,094
General reference books	1,520	1,144	1,136
Professional, technical, and scholarly books	3,799	3,274	3,363
Adult trade	6,260	6,829	6,540
All other operating revenue	3,455	3,788	3,919
Breakdown of revenue by media type:			
Print books	23,063	22,883	22,764
Online books	659	666	714
Other media books	675	690	795
Operating expenses	15,999	16,754	16,268
Personnel	6,581	6,634	6,703
Expensed materials, parts and supplies (not for resale)	560	487	465
Expensed purchased services	3,019	3,244	3,353
Other operating expenses	5,839	6,389	5,748
Inventories at end of year	4,457	4,538	4,336
Finished goods	3,748	3,791	3,657
Work-in-process	531	574	511
Materials, supplies, fuel, etc.	178	173	169

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1099. Directory and Mailing List Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[In millions of dollars (18,040 represents \$18,040,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51114. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15. See also Appendix III]

Item	2004	2005	2006
Operating revenue	18,040	19,458	18,929
Source of revenue:			
Directories	13,581	14,300	14,039
Subscription and sales	375	411	358
Advertising space	13,206	13,889	13,681
Database and other collections	2,494	2,933	2,788
Subscription and sales	2,276	2,638	2,516
Advertising space	218	295	272
Other operating revenue	1,966	2,225	2,102
Rental or sale of mailing lists	496	584	558
All other	1,470	1,641	1,544
Breakdown of revenue by media type:			
Print directories, databases, and other collections of information	13,032	13,534	13,644
Online directories, databases, and other collections of information	2,619	3,439	2,941
Other directories, databases, and other collections of information	424	260	242
Operating expenses	10,487	11,052	10,997
Personnel costs	3,956	4,415	4,384
Expensed materials, parts and supplies (not for resale)	718	733	856
Expensed purchased services	1,500	1,591	1,456
Other operating expenses	4,313	4,313	4,301
Inventories at end of year	388	408	326
Finished goods	158	182	137
Work-in-process	29	28	(S)
Materials, fuels, supplies, etc.	202	198	268

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1100. Software Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[In millions of dollars (112,261 represents \$112,261,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5112. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System, System (NAICS), 2002. See text, this section and Section 15]

Item	2004	2005	2006
Operating revenue	112,261	121,309	130,727
Source of revenue:			
System software publishing ¹	45,555	48,727	50,289
Operating system software	18,742	19,118	18,904
Network software	11,021	12,733	13,239
Database management software	6,751	7,074	8,197
Development tools and programming languages software	3,761	3,706	3,541
Application software publishing ¹	41,893	45,889	48,068
General business productivity and home use applications	18,412	21,159	21,467
Cross-industry application software	12,820	13,327	14,748
Vertical market application software	7,092	7,528	7,113
Utilities software	944	1,015	1,273
Other services ¹	24,813	26,693	32,369
Customization and integration of packaged software	4,699	5,287	6,678
Information technology technical consulting services	4,208	4,638	4,123
Application service provisioning	(S)	(S)	(S)
Resale of computer hardware and software	2,793	2,425	(S)
Information technology-related training services	1,575	1,646	1,903
Breakdown of revenue by software sales type:			
System software ¹	45,555	48,727	50,289
Personal computer software	16,419	16,675	(S)
Enterprise or network software	15,718	18,049	(S)
Mainframe computer software	10,241	10,145	9,319
Application software ¹	41,893	45,889	48,068
Personal computer software	18,448	21,558	(S)
Enterprise or network software	15,571	16,847	17,225
Mainframe computer software	2,798	2,943	3,037
Operating expenses	89,665	88,168	90,583
Personnel costs	51,005	50,564	52,248
Expensed materials, parts and supplies (not for resale)	3,326	2,352	2,062
Expensed purchased services	9,488	10,041	10,827
Other operating expenses	25,845	25,211	25,446
Inventories at end of year	1,438	1,551	1,516
Finished goods	835	1,079	1,196
Works-in-process	58	54	26
Materials, supplies, fuel, etc.	545	418	294

S Data do not meet publication standards. ¹ Includes other sources of revenue and other expenses, not shown separately.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1101. Motion Picture and Video Exhibition—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (11,180 represents \$11,180,000,000). For taxable and tax-exempt employer firms. For NAICS 51213. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, Section 15, and Appendix III]

Item	2004	2005	2006
Operating revenue, total	11,180	10,789	11,080
Sources of revenue:			
Feature film exhibition revenue	7,522	7,178	7,280
Admission to domestic films	7,358	6,996	7,063
Admission to foreign films	165	182	216
Other revenue ¹	3,657	3,611	3,800
Food and beverage sales	3,124	3,049	3,201
Advertising services	222	217	260
Coin operated games and rides	43	41	49
Operating expenses	8,633	8,501	8,047
Personnel costs	1,697	1,663	1,663
Gross annual payroll	1,495	1,461	1,495
Employer's cost for fringe benefits	162	163	137
Temporary staff and leased employee expense	40	39	31
Expensed materials, parts and supplies (not for resale)	191	177	185
Expensed purchased services ¹	1,971	2,057	2,159
Purchased electricity and fuels (except motor fuel)	299	314	343
Lease and rental payments	1,248	1,310	1,391
Purchased repair and maintenance	223	228	246
Purchased advertising and promotional services	197	201	172
Other operating expenses	4,773	4,603	4,040

¹ Includes other sources of revenue and other expenses, not shown separately.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1102. Recording Media—Manufacturers' Shipments and Value: 2000 to 2007

[1,079.2 represents 1,079,200,000. Based on reports of RIAA member companies who distributed about 84 percent of the pre-recorded music in 2007. These data are supplemented by other sources]

Medium	2000	2001	2002	2003	2004	2005	2006	2007
UNIT SHIPMENTS (mil.)								
Total ¹	1,079.2	968.5	859.7	798.4	958.0	1,301.8	1,588.5	1,773.3
Physical:								
Compact disks ²	942.5	881.9	803.3	746.0	767.0	705.4	619.7	511.1
Music video ³	18.2	17.7	14.7	19.9	32.8	33.8	23.2	27.5
Other albums ⁴	78.2	47.6	33.3	3.2	2.5	2.0	1.3	1.7
Other singles ⁵	40.3	21.3	8.4	12.1	6.6	5.1	3.2	3.2
Digital:								
Download single	(X)	(X)	(X)	(X)	139.4	366.9	586.4	809.9
Download album	(X)	(X)	(X)	(X)	4.6	13.6	27.6	42.5
Kiosk ⁶	(X)	(X)	(X)	(X)	(X)	0.7	1.4	1.8
Music video	(X)	(X)	(X)	(X)	(X)	1.9	9.9	14.2
Mobile ⁷	(X)	(X)	(X)	(X)	(X)	170.0	315.3	361.0
Subscription ⁸	(X)	(X)	(X)	(X)	(X)	1.3	1.7	1.8
VALUE (mil. dol.)								
Total ¹	14,323.7	13,740.9	12,614.2	11,854.4	12,345.0	12,296.9	11,758.2	10,370.0
Physical:								
Compact disks ²	13,214.5	12,909.4	12,044.1	11,232.9	11,446.5	10,520.2	9,372.6	7,452.3
Music video ³	281.9	329.2	288.4	399.9	607.2	602.2	451.1	484.9
Other albums ⁴	653.7	396.8	238.8	164.2	66.1	48.5	22.1	29.3
Other singles ⁵	173.6	105.5	42.9	57.5	34.9	24.1	17.6	16.2
Digital:								
Download single	(X)	(X)	(X)	(X)	138.0	363.3	580.6	801.8
Download album	(X)	(X)	(X)	(X)	45.5	135.7	275.9	424.9
Kiosk ⁶	(X)	(X)	(X)	(X)	(X)	1.0	1.9	2.6
Music video	(X)	(X)	(X)	(X)	(X)	3.7	19.7	28.2
Mobile ⁷	(X)	(X)	(X)	(X)	(X)	421.6	774.5	878.9
Subscription ⁸	(X)	(X)	(X)	(X)	(X)	149.2	206.2	200.9

X Not applicable. ¹ Net, after returns. ² Includes DualDisc. ³ Includes DVD video. ⁴ Includes cassette, LP/EP, DVD audio, and SACD. ⁵ Includes CD single, cassette single, and vinyl single. ⁶ Includes singles and albums. ⁷ Includes Master Ringtones, Ringtones, full length downloads and other mobile. ⁸ Weighted annual average. Number of units not included in total.

Source: Recording Industry Association of America, Washington, DC, 2007 Year-end Statistics and earlier issues (copyright). See <<http://www.riaa.com>>; (accessed 15 May 2008).

Table 1103. Profile of Consumer Expenditures for Sound Recordings—Percent Distribution: 1990 to 2007

[In percent. Based on monthly telephone surveys of the population 10 years old and over]

Item	1990	2000	2002	2003	2004	2005	2006	2007
Total ¹	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age:								
10 to 14 years	7.6	8.9	8.9	8.6	9.4	8.6	7.6	11.5
15 to 19 years	18.3	12.9	13.3	11.4	11.9	11.9	12.8	12.3
20 to 24 years	16.5	12.5	11.5	10.0	9.2	12.7	9.8	11.3
25 to 29 years	14.6	10.6	9.4	10.9	10.0	12.1	12.7	9.2
30 to 34 years	13.2	9.8	10.8	10.1	10.4	11.3	10.2	11.3
35 to 39 years	10.2	10.6	9.8	11.2	10.7	8.8	10.6	11.9
40 to 44 years	7.8	9.6	9.9	10.0	10.9	9.2	9.0	7.9
45 years and over	11.1	23.8	25.5	26.6	26.4	25.5	26.1	24.8
Sex:								
Male	54.4	50.6	49.4	49.1	49.5	51.8	50.4	49.2
Female	45.6	49.4	50.6	50.9	50.5	48.2	49.6	50.8
Sales outlet:								
Record store	69.8	42.4	36.8	33.2	32.5	39.4	35.4	31.1
Other store	18.5	40.8	50.7	52.8	53.8	32.0	32.7	29.7
Tape/record club	8.9	7.6	4.0	4.1	4.4	8.5	10.5	12.6
Ad or 800 number	2.5	2.4	2.0	1.5	1.7	2.4	2.4	1.7
Internet ²	(NA)	3.2	3.4	5.0	5.9	8.2	9.1	10.9
Digital download	(NA)	(NA)	(NA)	(NA)	(NA)	6.0	6.8	12.0
Music type: ³								
Rock	36.1	24.8	24.7	25.2	23.9	31.5	34.0	32.4
Country	9.6	10.7	10.7	10.4	13.0	12.5	13.0	11.5
Rap/Hip Hop	8.5	12.9	13.8	13.3	12.1	13.3	11.4	10.8
R&B/Urban	11.6	9.7	11.2	10.6	11.3	10.2	11.0	11.8
Pop	13.7	11.0	9.0	8.9	10.0	8.1	7.1	10.7
Religious	2.5	4.8	6.7	5.8	6.0	5.3	5.5	3.9
Classical	3.1	2.7	3.1	3.0	2.0	2.4	1.9	2.3
Jazz	4.8	2.9	3.2	2.9	2.7	1.8	2.0	2.6

NA Not available. ¹ Percent distributions exclude nonresponses and responses of "Don't know." Some types of music and sales outlets are not shown separately. ² Excludes record club purchases over the Internet or digital downloads. ³ As classified by respondent.

Source: Recording Industry Association of America, Washington, DC, 2007 Consumer Profile and earlier issues (copyright). See <<http://www.riaa.com>>; (accessed 15 May 2008).

Table 1104. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2005 and 2006

[In millions of dollars (3,298 represents \$3,298,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15]

Item	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2005	2006	2005	2006	2005	2006
Operating revenue	3,298	4,411	13,713	13,696	36,297	38,328
Air time	1,096	1,121	12,086	12,110	25,971	26,859
National/regional air time	582	571	2,723	2,936	16,211	16,456
Local air time	514	550	9,363	9,174	9,760	10,403
Other operating revenue	2,202	3,290	1,626	1,585	10,326	(S)
Network compensation	117	135	223	218	6,321	(S)
Public and noncommercial programming services	341	397	(S)	(S)	1,337	1,550
All other operating revenue	1,744	2,758	835	851	2,668	3,193
Operating expenses	4,584	6,809	10,150	10,197	28,805	29,892
Personnel costs	959	1,520	5,117	5,047	7,570	7,884
Gross annual payroll	819	1,150	4,255	4,170	6,438	6,575
Employer's cost for fringe benefits	100	230	611	636	1,008	1,152
Temporary staff and leased employee expense	40	139	251	(S)	124	157
Expensed materials, parts and supplies (not for resale)	34	31	123	117	223	219
Expensed equipment	8	9	41	36	57	58
Expensed purchase of other materials, parts and supplies	26	23	82	81	166	161
Expensed purchased services	575	515	1,045	1,069	2,003	2,149
Expensed purchases of software	19	17	(S)	(S)	39	47
Purchased electricity and fuels (except motor fuel)	12	22	144	163	343	421
Lease and rental payments	62	79	342	325	426	490
Purchased repair and maintenance	17	26	85	80	250	(S)
Purchased advertising and promotional services	465	371	429	448	945	888
Other operating expenses	3,017	4,743	3,866	3,965	19,009	19,640
Broadcast rights and music license fees	382	552	586	611	12,036	12,802
Network compensation fees	130	198	(S)	(S)	695	609
Depreciation and amortization fees	382	428	491	490	1,385	1,458
Government taxes and license fees	16	26	489	424	150	144
All other operating expenses	2,107	3,540	2,218	2,393	4,743	4,627

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1105. Cable and Premium TV—Summary: 1975 to 2007

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

Year	Cable TV				Premium TV					
	Avg. basic sub-scribers (1,000)	Avg. monthly basic rate (dol.)	Revenue ¹ (mil. dol.)		Units ² (1,000)			Monthly rate (dol.)		
			Total	Basic	Total ³ premium	Premium cable	Noncable delivered premium	All premium weighted average ³	Premium cable	Noncable delivered premium
1975	9,800	6.50	804	764	194	194	(NA)	(NA)	7.85	(NA)
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1995	60,550	23.07	24,137	16,763	55,723	46,798	8,925	8.29	8.54	6.99
1996	62,300	24.41	26,195	18,249	63,705	49,728	13,977	7.98	8.12	7.50
1997	63,600	26.48	28,931	20,213	72,785	51,933	20,852	8.31	8.43	8.00
1998	64,650	27.81	31,191	21,574	80,605	55,280	25,325	8.58	8.74	8.22
1999	65,500	28.92	34,095	22,732	88,455	59,005	29,450	8.74	8.85	8.50
2000	66,250	30.37	36,756	24,142	102,590	65,918	36,672	8.69	8.81	8.48
2001	66,732	32.87	42,238	26,324	115,325	75,433	39,892	8.95	9.10	8.66
2002	66,472	34.71	48,623	27,690	125,662	81,128	44,534	9.19	9.29	9.00
2003	66,050	36.59	53,991	29,000	127,377	83,421	43,956	9.37	9.45	9.23
2004	65,727	38.14	59,428	30,080	140,060	90,843	49,217	10.03	10.11	9.88
2005	65,337	39.63	65,041	31,075	149,067	96,910	52,157	10.08	10.16	9.93
2006	65,319	41.17	71,841	32,274	158,069	101,464	56,605	10.26	10.26	10.02
2007	65,141	42.72	78,886	33,393	171,043	109,960	61,083	10.28	10.35	10.10

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 and Telco Video. Includes average pay unit price based on data for major premium pay movie services.

Source: SNL Kagan, a division of SNL Financial LC. From the *Broadband Cable Financial Databook* 2004, 2005, 2006, 2007 (copyright); the *Cable Cable Program Investor* and *Cable TV Investor: Deals & Finance* newsletters (monthly); and various other SNL Kagan publications.

Table 1106. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (31,373 represents \$31,373,000,000).For taxable and tax-exempt employer firms. Covers NAICS 51521. This industry comprises establishments engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

Item	2004	2005	2006
Operating revenue	31,373	35,603	38,437
Source of revenue:			
Licensing of rights to broadcast specialty programming ¹	15,395	16,788	18,266
Air time	12,877	14,574	15,185
All other operating services revenue	3,100	4,242	4,985
Operating expenses	21,441	23,606	25,229
Personnel costs	3,986	4,604	4,599
Gross annual payroll	3,159	3,653	3,512
Employer's cost for fringe benefits	544	623	653
Temporary staff and leased employee expense	283	328	318
Expensed materials, parts and supplies (not for resale)	267	276	434
Expensed equipment	60	55	50
Expensed purchase of other materials, parts and supplies	207	222	268
Expensed purchased services	1,977	2,299	2,593
Expensed purchases of software	39	46	54
Purchased electricity and fuels (except motor fuel)	52	50	52
Lease and rental payments	448	515	463
Purchased repair and maintenance	(S)	101	96
Purchased advertising and promotional services	1,329	1,588	1,928
Other operating expenses	15,210	16,426	17,719
Program and production costs	11,625	12,051	12,964
Depreciation and amortization charges	1,369	1,399	1,382
Government taxes and license fees	124	136	107
All other operating expenses	2,093	2,840	3,267

S Data do not meet publication standards. ¹ Protected by copyright.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1107. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (8,671 represents \$8,671,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

Item	2004	2005	2006
Operating revenue	8,671	10,348	10,612
Source of revenue:			
Publishing and broadcasting of content on the Internet	4,416	5,307	5,889
Online advertising space	1,594	1,979	2,221
Licensing of rights to use intellectual property	393	422	506
All other operating revenue	2,268	2,640	1,997
Breakdown of revenue by type of customer:			
Government	341	(S)	(S)
Business firms and not-for-profit organizations	6,236	7,367	7,185
Household consumers and individual users	2,094	2,491	2,783
Operating expenses	7,011	8,197	8,342
Personnel	3,320	3,899	3,782
Gross annual payroll	2,696	3,244	3,095
Employer's cost for fringe benefits	434	462	473
Temporary staff and leased employee expense	190	193	214
Expensed materials, parts and supplies (not for resale)	211	249	247
Expensed equipment	90	93	94
Expensed purchase of other materials, parts and supplies	121	156	152
Expensed purchased services	1,298	1,603	1,678
Expensed purchases of software	80	144	216
Purchased electricity and fuels (except motor fuel)	15	16	18
Lease and rental payments	278	276	271
Purchased repair and maintenance	96	89	87
Purchased advertising and promotional services	829	1,078	1,086
Other operating expenses	2,181	2,446	2,636
Depreciation and amortization charges	694	643	682
Government taxes and license fees	48	57	60
All other operating expenses	1,439	1,747	1,894

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1108. Telecommunications Industry—Carriers, 1995 to 2004, and Revenue: 1995 to 2005

[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 2000 are not strictly comparable with previous years; see source for details]

Category	Carriers					Telecommunications revenue				
	1995	2000	2002 ¹	2003	2004	1995	2000	2003	2004	2005
Total²	3,058	4,879	4,390	4,636	5,031	190,076	292,762	291,123	291,734	297,921
Local service providers	1,675	2,641	2,531	2,681	2,864	103,792	128,075	126,860	123,067	122,609
Incumbent local exchange carriers (ILECs)	1,347	1,335	1,310	1,303	1,304	102,820	116,158	109,480	105,496	103,561
Pay telephone providers	271	699	606	605	642	349	972	523	445	481
Competitors of ILECs	57	607	615	773	918	623	10,945	16,857	17,126	18,568
CAPs and CLECs ³	57	479	451	601	690	623	9,814	15,509	15,112	16,930
Local resellers	(⁴)	105	100	100	136	(⁴)	879	721	1,215	630
Other local exchange carriers	(⁴)	23	64	72	92	(⁴)	11	338	245	216
Private carriers	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	39	267	532	770
Shared tenant service providers	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	202	22	22	22
Wireless service providers ⁵	930	1,430	927	939	963	18,627	63,280	89,342	99,465	108,809
Telephony ⁶	792	783	422	413	396	17,208	59,823	88,168	98,329	107,834
Paging service providers	138	425	346	347	360	(⁴)	3,102	1,007	872	579
Toll service providers	453	808	932	1,026	1,204	76,447	101,407	74,920	69,204	66,503
Interexchange carriers	130	212	229	232	257	70,938	87,311	61,246	51,589	46,856
Operator service providers	25	20	18	17	19	500	635	567	523	548
Prepaid service providers	8	23	27	50	67	16	727	812	1,635	1,828
Satellite service carriers	(⁴)	25	33	40	40	(⁴)	336	663	721	714
Toll resellers	260	493	574	642	751	4,220	10,641	9,294	12,192	13,362
Other toll carriers	30	35	51	45	70	773	1,758	2,339	2,543	3,195

¹ Counts dropped in 2002 because many affiliated filers were allowed to file consolidated reports. ² Revenue data include adjustments, not shown separately. For 1995, revenue data include some nontelecommunications revenue, formerly reported as local exchange wireless revenue. ³ Competitive access providers (CAPs) and competitive local exchange carriers (CLECs). ⁴ Data not available separately. ⁵ Beginning 2000, 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, Telecommunications Industry Revenue. See <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1109. Wired Telecommunications—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (211,176 represents \$211,176,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5171. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System NAICS), 2002. See text, this section]

Item	2004	2005	2006
Operating revenue	211,176	206,778	199,933
Fixed total ¹	101,692	94,779	90,098
Fixed local	61,634	59,445	58,039
Fixed long-distance	38,368	33,851	31,385
Fixed all distance	1,691	1,483	674
Other telecommunication services	94,803	96,431	94,537
Carrier services	38,423	38,026	33,663
Private network services	26,083	26,643	25,037
Subscriber line charges	8,546	8,223	7,769
Internet access services	11,924	13,561	15,066
Internet telephony	884	1,058	1,639
Telecommunications network installation services	(S)	(S)	8,270
Reselling services for telecommunications equipment, retail	2,505	2,213	(S)
Rental of telecommunications equipment	292	269	242
Repair and maintenance services for telecommunications equipment	871	825	792
All other	14,681	15,569	15,298
Operating expenses	187,541	176,525	168,661
Personnel costs	60,402	59,480	60,138
Gross annual payroll	39,798	40,117	42,894
Employer's cost for fringe benefits	17,168	16,533	15,540
Temporary staff and leased employee expense	3,437	2,829	1,705
Expensed materials, parts and supplies (not for resale)	6,395	6,319	6,439
Expensed equipment	451	404	317
Expensed purchase of other materials, parts, and supplies	5,944	(S)	6,121
Expensed purchased services	12,240	11,534	11,314
Expensed purchases of software	1,613	1,558	1,619
Purchased electricity and fuels (except motor fuel)	1,675	1,704	1,717
Lease and rental payments	4,025	3,848	3,801
Purchased repair and maintenance	2,145	2,031	1,360
Purchased advertising and promotional services	2,782	2,393	2,816
Other operating expenses	108,503	99,192	90,770
Access charges	33,714	31,755	23,862
Universal service contributions (USC) and other similar charges	3,386	4,267	2,885
Depreciation and amortization charges	38,371	35,556	35,464
Government taxes and license fees	5,179	5,006	5,397
All other operating expenses	27,853	22,609	23,164

S Estimate does not meet publication standard. ¹ No distinction between local or long distance.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1110. Telephone Systems—Summary: 1985 to 2004

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

Item	Unit	1985	1990	1995	1999	2000	2001 ¹	2002 ¹	2003 ¹	2004 ¹
LOCAL EXCHANGE CARRIERS²										
Carriers ³	Number	55	51	53	52	52	30	29	28	28
Access lines	Millions	112	130	166	228	245	253	262	268	270
Business access lines	Millions	31	36	46	57	58	54	54	49	46
Residential access lines	Millions	79	89	101	115	115	112	103	99	100
Other access lines (public, mobile, special)	Millions	2	6	19	55	72	87	105	120	124
Number of local calls (originating)	Billions	365	402	484	554	537	515	459	425	420
Number of toll calls (originating)	Billions	(NA)	63	94	102	106	98	90	81	92
Employees	1,000	(NA)	569	447	436	434	386	333	303	(NA)
Compensation of employees	Bil. dol.	(NA)	23	21	24	24	23	23	23	23
Average monthly residential local telephone rate ⁴	Dollars	(NA)	19.24	20.01	19.93	20.78	22.62	23.38	24.31	24.52
Average monthly single-line business telephone rate ⁴	Dollars	(NA)	41.21	41.80	41.21	41.80	42.43	43.59	43.75	43.49
LONG DISTANCE CARRIERS										
Total toll service revenues ⁵	Bil. dol.	55	67	90	108	110	99	84	77	71
Interstate switched access minutes	Bil. min.	167	307	432	553	567	538	486	444	423
INTERNATIONAL TELEPHONE SERVICE⁶										
Number of U.S. billed calls	Millions	425	984	2,830	5,305	5,742	6,265	5,926	7,350	10,890
Number of U.S. billed minutes	Millions	3,446	8,030	15,889	28,515	30,135	33,287	35,063	42,664	63,553
U.S. billed revenues	Mil. dol.	3,487	8,059	14,335	14,980	14,909	11,380	9,773	8,944	9,178
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,332	5,188	9,397	10,379	10,982	8,034	6,931	5,964	5,546
Revenue from private-line service	Mil. dol.	172	201	514	1,216	1,480	1,467	988	620	458
Revenue from resale service	Mil. dol.	(NA)	167	1,756	4,528	7,600	5,341	4,871	5,420	5,248

NA Not available. ¹ Beginning 2001, detailed financial data only filed by regional Bell-operating companies. Access lines and calls reported by 50 reporting companies. ² 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 1995, Puerto Rico. ³ The reporting threshold for carriers is \$100 million in annual operating revenue. ⁴ Based on surveys conducted by FCC. ⁵ Series revised to include all toll revenues: toll, wireless, ILECs, carriers (ILECs) and competitive local exchange carriers (CLECs). ⁶ Beginning 1995, 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 1995, 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*. See <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1111. Average Annual Telephone Service Expenditures by All Consumer Units: 2001 to 2006

[Based on Consumer Expenditure Survey. A consumer unit is defined as members of a household related by blood, marriage, adoption, or some other legal arrangement; a single person living alone or sharing a household with others, but who is financially independent; or two or more persons living together who share responsibility for at least two out of the three major types of expenses: food, housing, and other expenses]

Year	Average annual expenditure (dollars)				Percent distribution			
	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹
2001	914	686	210	19	100.0	75.0	23.0	2.0
2002	957	641	294	22	100.0	67.0	30.7	2.3
2003	956	620	316	20	100.0	64.8	33.1	2.1
2004	990	592	378	20	100.0	59.8	38.2	2.0
2005	1,048	570	455	23	100.0	54.4	43.4	2.2
2006	1,087	542	524	21	100.0	49.9	48.2	2.0

¹ Phone cards and pager services.

Source: Bureau of Labor Statistics, "Consumer Expenditures in 2006," published October 26, 2007. See <<http://www.bls.gov/cex/cellphones.htm>>.

Table 1112. Cellular Telecommunications Industry: 1990 to 2007

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

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

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

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

Table 1113. Cellular and Other Wireless (except Paging) Telecommunications—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (125,693 represents \$125,693,000,000). For taxable and tax-exempt employer firms. Covers NAICS 517212. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

Item	2004	2005	2006
Operating revenue	125,693	138,082	158,516
Mobile services	101,195	113,058	(S)
Mobile telephony	54,781	57,803	55,734
Mobile long-distance	3,308	4,454	4,987
Mobile all-distance	36,236	42,827	(S)
Other mobile services	6,871	7,975	(S)
Other telecommunications services	6,774	7,929	10,401
Internet access services	667	1,139	(D)
Installation services for telecommunications networks	(S)	(S)	148
Reselling services for telecommunications equipment, retail	5,479	5,771	(S)
Rental of telecommunications equipment	75	(S)	(D)
Repair and maintenance services for telecommunications equipment	437	741	(S)
All other operating revenue	17,723	17,094	20,470
Operating expenses	105,041	122,302	133,507
Personnel costs	19,905	23,610	23,299
Gross annual payroll	14,408	17,011	16,490
Employer's cost for fringe benefits	3,682	3,709	4,158
Temporary staff and leased employee expense	1,816	2,890	2,651
Expensed materials, parts and supplies (not for resale)	9,996	10,240	12,166
Expensed equipment	930	794	850
Expensed purchase of other materials, parts and supplies	9,066	9,445	11,316
Expensed purchased services	15,764	16,630	17,536
Expensed purchases of software	929	1,111	1,225
Purchased electricity and fuels (except motor fuel)	718	872	1,005
Lease and rental payments	4,834	5,550	5,606
Purchased repair and maintenance	(S)	1,144	1,273
Purchased advertising and promotional services	7,892	7,953	8,427
Other operating expenses	59,377	71,823	80,506
Access charges	5,598	6,309	5,595
Universal service contributions (USC) and other similar charges	1,867	2,551	2,998
Depreciation and amortization charges	17,125	22,636	26,455
Government taxes and license fees	1,214	1,369	1,454
All other operating expenses	33,573	38,958	44,004

S Data do not meet publication standards. D Figure withheld to avoid disclosure pertaining to a specific organization or individual.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1114. Cable and Other Programming Distribution—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (73,317 represents \$73,317,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5175. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002; See text, this section, and Section 15]

Item	2004	2005	2006
Operating revenue	73,317	80,493	88,724
Multichannel programming distribution services	48,495	52,338	56,241
Basic programming package	36,848	40,031	42,918
Premium programming package	8,605	8,943	10,250
Pay-per-view	3,042	3,363	3,072
Other revenue	24,822	28,155	32,483
Air time	3,935	4,146	4,566
Rental and reselling services for program distribution equipment	2,364	2,568	3,141
Installation services for connections to program distribution networks	617	662	729
Internet access services	9,476	11,149	13,156
Internet telephony	1,045	(S)	1,420
Fixed local telephony	1,492	1,546	1,929
Fixed long-distance telephony	531	648	418
All other operating revenue	5,363	6,744	7,124
Operating expenses	64,865	69,031	74,538
Personnel costs	11,872	13,398	15,445
Gross annual payroll	8,761	10,220	11,954
Employer's cost for fringe benefits	2,374	2,429	2,635
Temporary staff and leased employee expense	736	748	856
Expensed materials, parts and supplies (not for resale)	1,324	1,585	747
Expensed equipment	858	1,033	(S)
Expensed purchase of other materials, parts and supplies	467	552	660
Expensed purchased services	4,308	4,239	4,548
Expensed purchases of software	231	264	244
Purchased electricity and fuels (except motor fuel)	659	518	586
Lease and rental payments	851	800	830
Purchased repair and maintenance	907	707	699
Purchased advertising and promotional services	1,661	1,951	2,189
Other operating expenses	47,361	49,810	53,798
Program and production costs	20,331	22,164	24,499
Depreciation and amortization charges	13,932	14,363	14,918
Government taxes and license fees	2,009	1,866	1,923
All other operating expenses	11,090	11,417	12,458

S Data do not meet publication standards. Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1115. Internet Service Providers and Data Processing, Hosting, and Related Services—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (20,201 represents \$20,201,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15]

Item	Internet service provider (NAICS 518111)			Data processing, hosting, and related services (NAICS 5182)		
	2004	2005	2006	2004	2005	2006
Operating revenue, (NAICS 518111) ¹	20,201	18,910	18,576	(X)	(X)	(X)
Internet access service	14,244	12,525	10,983	(X)	(X)	(X)
Online advertising space	3,068	3,637	(S)	(X)	(X)	(X)
Internet backbone services	378	393	387	(X)	(X)	(X)
Internet telephony	(S)	(S)	(S)	(X)	(X)	(X)
Web site hosting services	548	530	886	(S)	(S)	1,898
Operating revenue, (NAICS 5182)	(X)	(X)	(X)	57,330	62,951	70,063
Data processing IT infrastructure provisioning, and hosting services	(X)	(X)	(X)	28,414	31,227	35,529
Business processing management services	(X)	(X)	(X)	17,426	18,829	21,760
Data management services	(X)	(X)	(X)	5,275	5,601	5,797
Application service provisioning	(X)	(X)	(X)	3,800	4,380	5,267
Collocation services	(X)	(X)	(X)	(S)	(S)	(S)
Other operating revenue ¹	(X)	(X)	(X)	28,916	31,724	34,534
IT design and development services	(S)	(S)	(S)	(S)	6,446	6,210
IT technical support services	(X)	(X)	(X)	1,167	1,365	1,169
IT technical consulting services	(X)	(X)	(X)	1,124	1,106	1,562
Information and document transformation services	(X)	(X)	(X)	2,810	2,963	3,477
Software publishing	(X)	(X)	(X)	1,299	1,768	1,849
Reselling services for computer hardware and software, retail	(X)	(X)	(X)	1,211	1,279	2,030
Operating expenses	16,251	14,209	15,713	52,772	55,739	60,132
Personnel costs	5,280	5,167	6,427	25,454	27,304	29,630
Gross annual payroll	3,858	4,001	5,340	19,693	20,928	22,680
Employer's cost for fringe benefits	(S)	641	640	3,678	3,926	3,994
Temporary staff and leased employee expense	(S)	525	446	2,083	2,449	2,956
Expensed materials, parts and supplies (not for resale)	(S)	(S)	(S)	1,891	2,414	2,669
Expensed equipment	(S)	88	111	766	804	946
Expensed purchase of other materials, parts and supplies	(S)	(S)	(S)	1,126	1,610	1,723
Expensed purchased services	(S)	3,179	2,620	6,944	7,689	7,366
Expensed purchases of software	49	61	61	1,210	1,707	1,329
Purchased electricity and fuels (except motor fuels)	(S)	86	77	276	309	403
Lease and rental payments	466	443	415	2,678	2,932	2,859
Purchased repair and maintenance	87	79	84	1,400	1,460	1,494
Purchased advertising and promotional services	(S)	2,511	1,983	1,381	1,280	1,280
Other operating expenses	(S)	5,467	6,121	18,483	18,332	20,467
Depreciation and amortization charges	(S)	1,168	1,201	3,923	4,029	4,059
Government taxes and license fees	(S)	80	43	322	367	384
All other operating expenses	(S)	4,219	4,877	14,237	13,936	16,023

S Data do not meet publication standards. X Not applicable. ¹ Includes other sources of revenue, not shown separately.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).

Table 1116. Public Libraries by Selected Characteristics: 2005

[9,703 represents \$9,703,000,000. 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 100 percent]

Population of service area	Number of—		Operating income—			Paid staff ³		Public use Internet terminals, average per stationary outlet
	Public libraries	Stationary outlets ¹	Total (mil. dol.) ²	Source (percent)		Total	Librarians with ALA- MLS ⁴	
				State government	Local government			
Total	9,198	16,543	9,703	9.6	81.4	137,855	30,873	11.2
1,000,000 or more	24	1,018	1,460	6.6	79.1	16,597	4,515	20.1
500,000 to 999,000	59	1,189	1,546	9.8	83.2	19,821	4,930	19.1
250,000 to 499,999	98	1,102	1,126	12.8	80.5	15,494	3,812	15.6
100,000 to 249,999	331	1,996	1,548	9.5	83.3	22,444	4,886	14.4
50,000 to 99,999	551	1,633	1,230	11.3	81.6	18,280	4,060	14.2
25,000 to 49,999	941	1,700	1,189	9.3	82.9	17,421	4,072	12.4
10,000 to 24,999	1,762	2,257	985	9.1	81.7	15,622	3,251	10.2
5,000 to 9,999	1,483	1,641	359	10.3	77.8	6,571	951	7.4
2,500 to 4,999	1,335	1,372	149	7.3	76.4	3,013	267	5.3
1,000 to 2,499	1,612	1,630	88	5.1	73.5	1,970	111	3.9
Fewer than 1,000	1,002	1,005	22	9.0	69.5	621	19	2.9

¹ The sum of central and branch libraries. The total number of central libraries was 9,040; the total of branch libraries was 7,503. ² Includes income from the federal government (0.5%) and other sources (8.4%), 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 45,354.

Source: U.S. National Center for Education Statistics, *Public Libraries in the United States: 2005*, NCES 2008-301, November 2007.

Table 1117. Public Library Use of the Internet: 2008

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

Item	Total	Metropolitan status ¹			Poverty status ²		
		Urban	Sub-urban	Rural	Less than 20 percent	20 to 40 percent	More than 40 percent
All libraries' outlets ³	16,548	2,921	5,402	8,225	13,882	2,481	185
Connected with public access	98.9	99.4	99.4	98.4	99.1	99.7	100.0
Average number of workstations	12.0	21.0	13.9	7.5	11.0	16.2	27.2
Speed of access:							
128kbps or less	2.6	(⁴)	1.3	4.3	2.6	3.2	(⁴)
129kbps to 768kbps	5.1	(⁴)	3.7	7.8	5.3	3.9	2.2
257kbps to 768kbps	8.8	3.3	6.1	12.5	9.5	5.7	(⁴)
769kbps to 1.4mbps	8.5	3.8	8.7	10.0	8.8	7.3	1.7
1.5Mbps	38.9	51.6	42.1	32.1	37.1	48.3	48.9
1.6Mbps to 5Mbps	11.1	11.5	13.1	9.6	11.4	9.9	8.4
6.0Mbps to 10Mbps	6.0	10.1	6.3	4.3	5.8	6.5	13.4
Greater than 10Mbps	8.6	17.0	8.7	5.5	8.4	9.4	16.9
Don't Know	10.0	2.1	9.6	13.2	10.8	5.7	8.4
Public library availability of wireless Internet access:							
Currently available	65.9	80.7	72.1	56.6	66.4	62.1	73.1
Plan to make available within the next year	11.6	8.5	12.3	12.3	11.6	12.0	13.2

¹ Urban = inside central city; Suburban = In metro area, outside of a central city; Rural = outside a metro area. ² Determined by the 2000 poverty status of the service area of the outlet. ³ Central libraries and branches; excludes bookmobiles. ⁴ Less than 1 percent.

Source: Information Use Management and Policy Institute, College of Information, Florida State University, Tallahassee, FL, *Public Libraries and the Internet 2008: Survey Results and Findings*, by John Carlo Bertot, et al., Florida State University, Tallahassee, FL. Study funded by the American Library Association.

Table 1118. Household Internet Usage In and Outside of the Home, by Selected Characteristics: 2007

[As of October. Based on the Current Population Survey and subject to sampling error. See Appendix III]

Characteristics	Total households	In the home			Anywhere		No internet use	
		Percent			Total households	Percent of total	Total households	Percent of total
		All households	Dial-up	Broadband				
All households	117,840	61.7	10.7	50.8	83,708	71.0	34,132	29.0
Age of householder								
Under 25 years old	7,028	57.7	5.6	51.9	5,238	74.5	1,791	25.5
25 to 34 years old	19,718	65.6	7.0	58.3	15,566	78.9	4,152	21.1
35 to 44 years old	22,854	71.8	10.1	61.4	18,862	82.5	3,992	17.5
45 to 54 years old	24,773	70.7	12.4	58.0	19,763	79.8	5,010	20.2
55 years and older	43,467	50.2	12.4	37.5	24,280	55.9	19,188	44.1
Sex of householder								
Male	59,871	65.3	10.6	54.4	43,985	73.5	15,887	26.5
Female	57,969	58.0	10.8	47.0	39,723	68.5	18,245	31.5
Race and ethnicity of householder ¹								
White	83,294	67.0	11.8	54.9	62,593	75.2	20,701	24.9
Black	14,303	44.9	8.4	36.4	8,433	59.0	5,870	41.0
American Indian/Alaskan Native	643	41.5	11.2	29.8	385	59.9	258	40.1
Asian	4,477	75.5	6.1	69.1	3,672	82.0	805	18.0
Hispanic	13,619	43.4	8.0	35.2	7,463	54.8	6,156	45.2
Educational attainment of householder								
Elementary	5,812	18.5	5.4	13.1	1,490	25.6	4,322	74.4
Some high school	9,264	28.2	7.4	20.5	3,542	38.2	5,721	61.8
High school diploma/GED	35,295	49.1	12.1	36.8	20,973	59.4	14,322	40.6
Some college	33,078	68.9	12.1	56.5	26,498	80.1	6,580	19.9
Bachelors degree or more	34,392	84.1	9.7	74.2	31,205	90.7	3,187	9.3
Family Income of householder ¹								
Less than \$15,000	13,939	82.7	18.5	63.9	5,433	120.9	8,506	179.1
\$15,000 to \$24,999	10,848	76.2	20.2	55.7	5,468	100.3	5,382	99.7
\$25,000 to \$34,999	11,650	50.9	11.2	39.7	7,565	64.9	4,085	35.1
\$35,000 to \$49,999	13,718	65.7	14.4	51.0	10,723	78.2	2,995	21.8
\$50,000 to \$74,999	17,101	80.2	13.8	66.0	15,151	88.6	1,949	11.4
\$75,000 to \$99,999	9,872	88.6	11.4	76.8	9,326	94.5	546	5.5
\$100,000 to \$149,000	8,481	92.1	8.0	83.7	8,118	95.7	363	4.3
\$150,000 and over	5,570	95.5	5.0	90.3	5,450	97.9	120	2.2

¹ Includes other groups not shown separately.

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *Networked Nation: Broadband in America 2007, January 2008*. See also <<http://www.ntia.doc.gov/reports/2008/NetworkedNation.html>>.

Table 1119. Household Internet Usage by Type of Internet Connection and State: 2007

[In percent. As of October. Based on the Current Population Survey and subject to sampling error. See Appendix III]

State	Any-where	In the home			No Internet use	State	Any-where	In the home			No Internet use
		Total	Broad-band	Dial-up				Total	Broad-band	Dial-up	
U.S.	71.0	61.7	50.8	10.7	29.0	MO	67.3	56.1	45.3	10.6	32.7
AL	60.6	49.8	37.4	12.4	39.4	MT	68.6	56.9	40.2	16.7	31.4
AK	84.3	73.4	62.5	10.4	15.8	NE	73.9	63.8	54.1	9.6	26.2
AZ	71.7	62.5	53.9	8.2	28.3	NV	73.4	65.4	54.4	10.6	26.6
AR	62.0	51.2	38.2	11.9	38.0	NH	80.6	74.9	64.9	9.9	19.4
CA	73.6	66.1	56.4	9.4	26.4	NJ	74.1	68.4	57.1	11.3	25.9
CO	78.9	69.1	58.0	10.8	21.1	NM	67.4	54.8	43.2	11.2	32.6
CT	73.4	66.3	59.7	6.4	26.6	NY	68.0	61.5	54.1	7.3	32.0
DE	72.8	65.7	50.4	14.9	27.3	NC	67.8	56.8	47.1	9.5	32.2
DC	74.7	58.9	52.0	6.6	25.3	ND	72.6	59.3	48.7	10.4	27.4
FL	69.7	64.8	53.2	11.0	30.3	OH	69.1	58.6	48.8	9.5	30.9
GA	72.0	61.7	53.9	7.7	28.1	OK	63.7	53.1	38.8	14.0	36.3
HI	72.5	64.1	57.6	5.9	27.5	OR	75.3	68.2	57.5	10.3	24.7
ID	69.9	57.9	45.6	12.0	30.1	PA	69.3	60.1	47.7	12.1	30.7
IL	73.4	63.0	51.6	11.0	26.6	RI	72.5	66.1	59.3	6.6	27.5
IN	68.0	58.1	42.3	15.6	32.0	SC	66.8	54.7	39.1	15.3	33.3
IA	73.6	62.4	46.8	15.5	26.4	SD	73.6	60.8	47.5	13.2	26.4
KY	76.7	62.8	55.2	7.2	23.3	TN	65.9	53.5	41.6	11.9	34.2
KS	66.7	54.9	40.0	14.4	33.3	TX	68.1	57.3	47.6	9.6	31.9
LA	63.2	53.9	42.9	11.0	36.9	UT	82.0	69.5	59.3	10.0	18.0
ME	74.5	65.1	48.4	16.5	25.5	VT	79.4	70.2	46.8	21.8	20.6
MD	76.8	66.4	56.1	9.9	23.2	VA	75.0	68.0	53.3	14.6	25.0
MA	72.9	66.4	61.1	5.2	27.1	WA	81.7	71.6	58.4	12.6	18.3
MI	70.7	58.5	45.9	12.5	29.3	WV	58.2	49.1	32.7	16.1	41.8
MN	78.6	66.6	53.0	13.4	21.4	WI	76.6	65.0	52.6	12.3	23.4
MS	59.7	46.0	33.2	12.5	40.3	WY	76.4	61.4	50.4	10.9	23.6

Source: U.S. Department of Commerce, *National Telecommunications and Information Administration, Networked Nation: Broadband in America 2007*, January 2008. See also <<http://www.ntia.doc.gov/reports/2008/NetworkedNation.html>>.

Table 1120. Internet Access and Usage: 2007

[For persons 18 years old and over (220,847 represents 220,847,000). As of fall. Based on sample and subject to sampling error; see source for details]

Item	Total adults	Have Internet access			Used the Internet in the last 30 days		
		Home or work or other	Home	Work	Home or work or other	Home	Work
Total adults ¹ (1,000)	220,847	183,851	148,590	83,727	148,763	128,923	70,784
PERCENT DISTRIBUTION							
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age:							
18 to 34 years old	30.7	33.1	31.6	33.2	36.4	34.0	33.3
35 to 54 years old	39.1	41.4	43.7	50.9	43.0	44.4	51.6
55 years old and over	30.2	25.5	24.7	16.0	20.6	21.6	15.1
Census region: ²							
Northeast	18.8	19.5	20.4	19.5	19.5	20.3	19.4
Midwest	22.4	23.2	22.5	22.3	23.1	22.9	22.2
South	36.4	34.8	33.6	34.4	33.8	32.7	33.8
West	22.4	22.5	23.5	23.9	23.6	24.1	24.6
Marital status:							
Single	25.2	26.0	23.3	24.0	27.0	24.6	23.7
Married	55.9	58.2	63.3	62.7	59.3	62.6	63.3
Other	22.4	19.4	16.5	16.5	17.2	16.0	16.3
Educational attainment:							
Graduated college plus	25.5	29.8	34.4	44.7	34.8	37.6	48.1
Attended college	27.5	30.4	31.5	32.0	33.2	32.9	31.9
Did not attend college	47.0	39.8	34.1	23.3	32.0	29.5	20.0
Employed full-time	53.7	58.6	61.0	86.8	63.5	63.0	88.4
Employed part-time	11.6	12.5	12.7	12.7	13.1	13.3	11.1
Household income:							
Less than \$50,000	45.4	38.1	30.4	21.0	32.1	28.3	19.1
\$50,000 to \$74,999	19.8	21.5	22.5	22.3	22.2	22.3	21.5
\$75,000 to \$149,999	26.1	30.2	34.8	40.8	33.8	36.3	42.1
\$150,000 or more	8.7	10.3	12.3	16.0	11.9	13.1	17.3

¹ Includes other labor force status, not shown separately. ² For composition of regions, see map inside front cover.

Source: Mediamark Research Inc., New York, NY, *CyberStats*, fall 2007 (copyright). See <<http://www.mriplus.com/pocketpiece.html>>.

Table 1121. Adult Computer and Adult Internet Users, by Selected Characteristics: 1995 to 2008

[Percent of persons 18 years old and over. Represents persons who use a computer or the Internet at a workplace, school, home, or anywhere else, on at least an occasional basis. Based on telephone surveys of persons with land-line telephones. In 2008, 2,251 persons were interviewed. The response rate was 25 percent. For 1995, Internet users include those who ever use a home, work, or school computer and modem to connect to information services, bulletin boards, or other computers over the Internet. For 2000 and 2004, Internet users include persons who ever go online to access the Internet or World Wide Web or to send and receive e-mail. For 2008, Internet users include those who at least occasionally use the Internet or send and receive e-mail]

Characteristic	Adult computer users				Adult Internet users				All adults, by type of home connection, 2008	
	1995	2000	2004	2008	1995	2000	2004	2008	Broad-band	Dial-up
Total adults	54	65	68	74	14	53	59	73	55	10
Age:										
18 to 29 years old	70	82	80	90	21	72	72	90	70	11
30 to 49 years old	66	76	79	86	18	62	69	85	69	9
50 to 64 years old	46	61	69	70	9	48	59	70	50	11
65 years old and over	12	21	29	35	2	15	24	35	19	10
Sex:										
Male	58	66	68	74	18	56	61	73	58	8
Female	51	64	68	74	10	51	58	73	53	12
Race/ethnicity:										
White, non-Hispanic	54	66	69	75	14	55	62	75	57	11
Black, non-Hispanic	50	59	58	65	11	42	45	59	43	8
English-speaking Hispanic	64	64	67	77	21	48	52	80	56	15
Educational attainment:										
Less than high school	17	28	28	46	2	19	22	44	28	6
High school graduate ¹	46	56	59	65	8	41	48	63	40	13
Some college	72	80	82	83	20	69	75	84	66	13
College graduate or higher	82	88	89	92	29	79	82	91	79	7
Annual household income:										
Less than \$30,000	37	48	51	55	8	35	43	53	32	12
\$30,000 to \$49,999	61	74	72	78	15	61	65	76	54	14
\$50,000 to \$74,999	(NA)	85	87	84	23	74	80	85	67	11
\$75,000 or more	(NA)	90	92	95	32	81	84	95	84	7

NA Not available. ¹ Includes those with a GED certificate.

Source: 1995 data based on the Times Mirror Center for the People & the Press survey from May and June of 1995; thereafter, Pew Internet & American Life Project Surveys from September–December 2000; November and December of 2004; and April and May 2008. See <<http://www.pewinternet.org/index.asp>>.

Table 1122. Internet Activities of Adults, by Type of Home Internet Connection: 2007 and 2008

[In percent. For Internet users 18 years old and over. For persons who have ever performed the activity. Based on telephone surveys of persons with land-line telephones. In September 2007, 2,400 persons were interviewed, including 129 cell phone users. The response rate was 20 percent. In May 2008, 2,251 persons were interviewed. The response rate was 25 percent]

Activity	Survey date (month,year)	American adults performing activity	Internet users performing activity	Home dial-up users performing activity	Home broadband users performing activity
Send or read e-mail	Sept., 2007	66	90	86	94
Use a search engine to find information	May, 2008	65	89	80	94
Check weather reports and forecasts online	May, 2008	58	80	75	84
Get news online	May, 2008	54	73	61	80
Buy a product online	Sept., 2007	48	66	59	74
Visit a local, state, or federal government Web site	May, 2008	49	66	55	72
Buy or make a reservation for travel	Sept., 2007	47	64	51	72
Look for news or information about politics	May, 2008	40	55	37	62
Do any banking online	Sept., 2007	39	53	44	61
Watch a video on a video-sharing site	May, 2008	38	52	29	60
Look online for info about a job	May, 2008	35	47	36	50
Send instant messages	May, 2008	30	40	38	44
Get financial information online	Sept., 2007	26	36	32	40
Use online classified ads or sites like Craig's List	Sept., 2007	24	32	24	38
Rate a product, service, or person	Sept., 2007	24	32	28	36
Use a social networking site	May, 2008	21	29	21	33
Participate in an online auction	Sept., 2007	19	26	16	32
Make a donation to a charity online	May, 2008	14	20	9	23
Download a podcast so you can listen to it or view it later	May, 2008	14	19	8	22
Create or work on your own online journal or blog	May, 2008	9	12	8	15

Source: Pew Internet & American Life Project Surveys. See <<http://www.pewinternet.org/index.asp>>.

Table 1123. Typical Daily Internet Activities of Adult Internet Users: 2007 and 2008

[Percent of Internet users 18 years old and over. Represents persons who reported doing the activity "yesterday." Based on telephone surveys of persons with land-line telephones unless otherwise noted. In September 2007, 2,400 persons were interviewed, including 129 cell phone users. The response rate was 20 percent. In May 2008, 2,251 persons were interviewed. The response rate was 25 percent]

Activity	Survey date (month-year)	Total Internet users	Age				Sex	
			18 to 29 years old	30 to 49 years old	50 to 64 years old	65 years old and over	Male	Female
Send or read e-mail	Sept., 07	56	57	58	58	41	57	56
Use a search engine to find information	May, 08	49	55	54	40	27	53	45
Get news online	May, 08	39	41	44	35	25	48	31
Check weather reports and forecasts online	May, 08	30	25	37	28	22	35	26
Look for news or information about politics	May, 08	23	22	26	21	21	30	17
Do any banking online	Sept., 07	21	21	23	21	11	21	21
Watch a video on a video-sharing site	May, 08	16	30	15	7	6	21	11
Use a social networking site	May, 08	13	38	9	2	1	13	13
Send instant messages	May, 08	13	26	12	6	4	16	10
Visit a local, state, or federal government Web site	May, 08	13	15	14	13	4	16	10
Get financial information online	Sept., 07	10	6	10	11	12	13	7
Buy a product online	Sept., 07	6	9	5	6	3	6	7
Look online for information about a job	May, 08	6	9	6	4	(Z)	5	7
Use online classified ads or sites like Craig's List	Sept., 07	6	10	6	5	1	7	6
Create or work on your own online journal or blog	May, 08	5	10	4	3	1	5	4
Buy or make a reservation for travel	Sept., 07	4	5	5	4	1	4	4
Rate a product, service, or person	Sept., 07	4	5	3	2	4	4	3
Participate in an online auction	Sept., 07	3	2	3	3	1	3	2
Download a podcast so you can listen to it or view it later	May, 08	3	6	3	2	1	3	3
Make a donation to a charity online	May, 08	1	2	1	1	1	1	1

Z Less than .05 percent.

Source: Pew Internet & American Life Project Surveys. See <<http://www.pewinternet.org/index.asp>>.

Table 1124. Online News Consumption, by Selected Characteristics: 2000 to 2008

[Percent of Internet users 18 years old and over. Represents persons who report getting news online "ever" or "yesterday." Based on telephone surveys of persons with land-line telephones. In 2008, 2,251 persons were interviewed. The response rate was 25 percent]

Characteristic	"Ever" get news online			Got news online "yesterday"		
	2000	2004	2008	2000	2004	2008
Total adult Internet users	60	72	73	22	27	39
Age:						
18 to 29 years old	56	71	73	16	21	41
30 to 49 years old	63	74	77	25	32	44
50 to 64 years old	57	72	72	25	27	35
65 years old and over	53	61	61	28	22	25
Sex:						
Male	66	77	75	29	34	48
Female	53	66	72	16	21	31
Race/ethnicity:						
White, non-Hispanic	60	72	73	23	28	41
Black, non-Hispanic	63	71	69	13	17	37
English-speaking Hispanic	57	75	69	23	30	31
Annual household income:						
Less than \$30,000	55	67	63	21	18	21
\$30,000 to \$49,999	57	73	73	20	28	33
\$50,000 to \$74,999	63	76	78	22	30	46
\$75,000 or more	69	74	79	31	36	53
Frequency of internet use:						
Daily	66	78	83	33	39	52
Several times per week	59	66	59	17	9	15
Less Often	51	50	38	12	1	3

Source: Pew Internet & American Life Project Surveys from March 2000; May–June of 2004; and April–May 2008. See <<http://www.pewinternet.org/index.asp>>.