

Table 1099. Utilization of Selected Media: 1980 to 2005

[78.6 represents 78,600,000]

Item	Unit	1980	1990	1995	1999	2000	2001	2002	2003	2004	2005
Households with—											
Telephone service ¹	Percent	93.0	93.3	93.9	94.0	94.6	94.6	95.5	95.5	94.2	92.4
Radio ²	Millions	78.6	94.4	98.0	(NA)	100.5	101.9	105.1	106.7	108.3	109.9
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	5.6	8.0	8.0	8.0
Television ³	Millions	76	92	96	101	101	102	106	107	109	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	240	245	248	254	260	268	287
Average number of sets per home	Number	1.7	2.0	2.3	2.4	2.4	2.4	2.4	2.4	2.5	2.6
Color set households	Millions	63	90	94	99	101	102	105	107	108	109
Wired cable television ⁴	Millions	15.2	51.9	60.5	67.1	68.6	69.5	73.2	74.4	73.8	73.9
Percent of TV households	Percent	19.9	56.4	63.4	67.5	68.0	68.0	69.4	69.8	68.1	67.5
Alternative delivery system (ADS) households ⁴	Millions	(NA)	(NA)	4.0	9.4	11.7	14.7	17.4	19.7	21.2	23.3
Percent of TV households	Percent	(NA)	(NA)	4.2	9.3	11.4	14.1	16.3	18.2	19.3	20.8
VCRs ⁴	Millions	1	63	77	84	86	88	96	98	98	99
Percent of TV households	Percent	1.1	68.6	81.0	84.6	85.1	86.2	91.2	91.5	90.8	90.2
Computers ⁵	Percent	(NA)	(NA)	(NA)	(NA)	51.0	56.2	(NA)	61.8	(NA)	(NA)
Internet connections ⁵	Percent	(NA)	(NA)	(NA)	(NA)	41.5	50.3	(NA)	54.6	(NA)	(NA)
Broadband Internet ⁵	Percent	(NA)	(NA)	(NA)	(NA)	4.4	9.1	(NA)	19.9	(NA)	(NA)
Commercial radio stations: ²											
AM	Number	4,589	4,987	4,909	4,783	4,685	4,727	4,804	4,802	4,770	4,758
FM	Number	3,282	4,392	5,296	5,766	5,892	6,051	6,161	6,207	6,217	6,215
Television stations: ⁶ Total	Number	1,011	1,442	1,532	1,615	1,663	1,686	1,714	1,730	1,748	1,749
Commercial	Number	734	1,092	1,161	1,243	1,288	1,309	1,333	1,349	1,366	1,370
VHF	Number	516	547	562	561	567	572	581	587	589	589
UHF	Number	218	545	599	682	721	737	752	762	777	781
Cable television systems ⁷	Number	4,225	9,575	11,218	10,700	10,400	10,300	9,900	9,400	8,875	(NA)
Daily newspaper circulation ⁸	Millions	62.2	62.3	58.2	56.0	55.8	55.6	55.2	55.2	54.6	53.3

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 1999, 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 As of August 2000, September 2001, and October 2003. Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *A Nation Online: Entering the Broadband Age*, September 2004. See Internet site <<http://www.ntia.doc.gov/reports/anol/index.html>>. ⁶ Source: Beginning 1999, Federal Communications Commission, unpublished data. See Internet site <<http://www.fcc.gov/mb/audio/totals>>. Beginning 1999, 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.