

# Communications and Information Technology

This section presents statistics on the various communications media: telephone, telegraph, radio, television, newspapers and periodicals, and the usage, finances, and operations of the Postal Service. Expenditure data for advertising in the media are also included.

**Communication media**—The Bureau of the Census *Annual Survey of Communication Services* (ASCS) covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio, and whether intended to be received aurally or visually. This includes telephone communications, including cellular and other radiotelephone services; telegraph and other message communications, such as electronic mail services, facsimile transmission services, telex services, and so on; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services, such as radar station operations, satellite earth stations, satellite or missile tracking stations, and so on. The report presents statistics that are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual*.

The Federal Communications Commission (FCC), established in 1934, regulates wire and radio communications. Only the largest carriers and holding companies file annual or monthly financial reports. 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 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 Bureau of the Census *Annual Survey of Communication Services* because of coverage (ASCS includes all domestic long-distance telephone companies, all local exchange carriers, and all cellular

## In Brief

Consumer spending per person in 1996:

<i>Basic cable</i>	\$140
<i>Books</i>	\$83
<i>Home video</i>	\$77
<i>Recorded music</i>	\$57
<i>Daily newspapers</i>	\$51
<i>Magazines</i>	\$37
<i>On-line/Internet access services</i>	\$20

telephone companies) and different accounting practices for those telephone companies which report to the FCC.

Reports filed by the broadcasting industry cover substantially 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, manufacturing industries, state and local public safety and governmental authorities, emergency medical service providers, amateur radio operators, and personal radio operations (CB and the General Mobile Radio Service). The FCC also licenses entities as private and common carriers. Private and common carriers provide fixed and land mobile communications service on a for-profit basis. Principal sources of wire, radio, and television data are the FCC's *Annual Report* and its annual *Statistics of Communications Common Carriers*.

Statistics on the printed media are available from the U.S. Bureau of the Census, as well as from various private agencies. The censuses of manufactures (conducted by the Census Bureau every 5 years, for the years ending in "2" and "7")

provide statistics on the number and circulation of newspapers and periodicals and on sales of books and pamphlets. Editor & Publisher Co., New York, NY, presents annual data on the number and circulation of daily and Sunday newspapers in its *International Year Book*. Monthly data on new books and new editions appear in *Publishers Weekly*, issued by R. R. Bowker Company, New York. (See Table 937 for annual data.)

**Advertising**—Data on advertising expenditures are compiled primarily by McCann-Erickson, Inc., (see Table 943). Monthly index figures of advertising in certain media are also published periodically by McCann-Erickson in *Advertising Age*.

The Broadcast Advertisers Reports distinguishes between spot and local advertising primarily on the basis of the type of advertiser to whom the time is sold, rather than how and by whom it is sold. In general, time purchased on behalf of retail or service establishments in the market is considered local, even though the establishments may be part of a national or regional chain. That is, spot advertising promotes a product, while local advertising promotes a given establishment. Network advertising, mutually exclusive of spot and local, is broadcast through the network system.

**Postal Service**—The Postal Service provides mail processing and delivery services within the United States. The Postal Reorganization Act of 1970 created the Postal Service, effective July 1971, as an independent establishment of the Federal Executive Branch.

*Revenue and cost analysis* describes the Postal Service's system of attributing revenues and costs to classes of mail and service. This system draws primarily upon probability sampling techniques to develop estimates of revenues, volumes, and weights, as well as costs by class of mail and special service. The costs attributed to classes of mail and special services are primarily incremental costs which vary in response to changes in volume; they account for roughly 60 percent of the total costs of the Postal Service. The balance represents "institutional costs." Statistics on revenues, volume of mail, and distribution of expenditures are presented in the Postal Service's annual report, *Cost and Revenue Analysis*, and its *Annual Report of the Postmaster General* and its *Annual Comprehensive Statement on Postal Operations*.

**Statistical reliability**—For a discussion of statistical collection and estimation, sampling procedures, and measures of statistical reliability applicable to Census Bureau data, see Appendix III.

**No. 911. Gross Domestic Income in Information Technologies (IT) Industries: 1990 to 1998**

[In millions of dollars, except as noted]

INDUSTRY	1987 SIC <sup>1</sup> code	1990	1994	1995	1996 est.	1997 est.	1998 est.
<b>Total all IT industries . . . . .</b>	<b>(X)</b>	<b>346,971</b>	<b>466,604</b>	<b>517,693</b>	<b>571,734</b>	<b>626,744</b>	<b>682,587</b>
Percent share of the economy . . . . .	(X)	6.1	6.7	7.1	7.5	7.8	8.1
Hardware . . . . .	(X)	116,145	155,916	183,580	209,581	232,130	254,115
Computers and equipment . . . . .	3571,2,5,7	28,677	31,352	32,931	37,154	41,273	45,082
Computers and equipment wholesale sales . . . . .	5045 (pt)	33,599	43,249	50,756	61,129	67,907	74,173
Computers and equipment retail sales . . . . .	5734 (pt)	1,857	2,505	2,514	2,836	3,151	3,441
Calculating and office machines, n.e.c. <sup>2</sup> . . . . .	3578, 9	2,607	2,811	3,036	3,173	3,322	3,478
Electron tubes . . . . .	3671	1,318	1,357	1,473	1,543	1,623	1,717
Printed circuit boards . . . . .	3672	4,997	5,042	5,719	6,519	7,105	7,603
Semiconductors . . . . .	3674	17,855	36,266	51,272	57,933	64,305	70,092
Passive electronic components . . . . .	3675-9	13,099	18,435	19,098	22,111	25,516	29,802
Industrial instruments for measurement . . . . .	3823	3,765	4,586	4,999	5,140	5,345	5,547
Instruments for measuring electricity . . . . .	3825	5,352	6,678	7,512	7,766	8,030	8,399
Laboratory analytical instruments . . . . .	3826	3,019	3,635	4,271	4,279	4,553	4,781
Software/services <sup>3</sup> . . . . .	(X)	59,661	89,747	102,595	116,959	133,333	151,999
Computer programming services . . . . .	7371	14,903	22,674	26,178	(NA)	(NA)	(NA)
Prepackaged software . . . . .	7372	10,615	17,730	19,972	(NA)	(NA)	(NA)
Computer integrated systems design . . . . .	7373	9,424	13,829	15,025	(NA)	(NA)	(NA)
Computer processing and data preparation . . . . .	7374	10,256	15,333	17,925	(NA)	(NA)	(NA)
Information retrieval services . . . . .	7375	2,435	3,188	3,769	(NA)	(NA)	(NA)
Computer services management . . . . .	7376	1,369	1,932	2,135	(NA)	(NA)	(NA)
Computer rental leasing . . . . .	7377	1,588	1,324	1,329	(NA)	(NA)	(NA)
Computer maintenance and repair . . . . .	7378	4,274	4,740	5,024	(NA)	(NA)	(NA)
Computer related services, n.e.c. <sup>2</sup> . . . . .	7379	3,006	6,686	8,549	(NA)	(NA)	(NA)
Communications hardware <sup>3</sup> . . . . .	(X)	24,465	36,341	39,918	44,994	48,107	51,289
Telephone and telegraph equipment . . . . .	3661	9,619	14,236	14,925	15,614	16,464	17,374
Radio and TV and communications equipment . . . . .	3663	11,278	16,825	19,862	23,020	25,445	27,854
Communications services . . . . .	48	146,700	184,600	191,600	200,200	213,174	225,184
Telephone and telegraph communications . . . . .	481, 2, 9	119,100	142,100	144,100	149,600	157,379	163,674
Radio broadcasting . . . . .	4832	3,743	5,574	6,150	7,292	8,014	8,696
Television broadcasting . . . . .	4833	11,757	15,607	17,103	18,373	19,354	20,976
Cable and other pay TV services . . . . .	4841	12,100	21,320	24,248	24,936	28,427	31,838

NA Not available. X Not applicable. <sup>1</sup> 1987 Standard Industrial Classification code. See text, Section 13, Labor Force. <sup>2</sup> N.e.c. means not elsewhere classified. <sup>3</sup> Includes other industries, not shown separately. Source: U.S. Department of Commerce, Economics and Statistics Administration, *The Emerging Digital Economy*, April 1998.

**No. 912. Information Technologies (IT)—Employment and Wages: 1985 to 1996**

INDUSTRY	1987 SIC <sup>1</sup> code	EMPLOYMENT (1,000)			ANNUAL WAGES AND EARNINGS (dol.)		
		1985	1990	1996	1985	1990	1996
<b>Total private . . . . .</b>	<b>(X)</b>	<b>80,992</b>	<b>91,098</b>	<b>100,076</b>	<b>18,843</b>	<b>23,209</b>	<b>28,352</b>
<b>Total IT-producing industries . . . . .</b>	<b>(X)</b>	<b>4,056</b>	<b>4,134</b>	<b>4,638</b>	<b>27,768</b>	<b>36,248</b>	<b>48,488</b>
Hardware . . . . .	(X)	1,666	1,574	1,550	28,098	37,598	48,494
Electronic computers . . . . .	3571	326	279	190	32,689	46,406	62,379
Computers and equipment wholesalers . . . . .	5045 (pt)	273	295	301	34,908	46,314	57,536
Computers and equipment retailers . . . . .	5734 (pt)	54	71	114	20,478	29,051	34,605
Computer storage devices & peripheral equipment . . . . .	3572, 7	98	94	105	28,114	35,938	50,501
Computer terminals, office & accounting, machines, & office machines, n.e.c. <sup>2</sup> . . . . .	3575, 8, 9, 9	76	65	58	28,738	39,259	49,537
Electron tubes . . . . .	3671	47	32	23	26,808	32,257	40,774
Semiconductors . . . . .	3674	279	240	256	28,206	38,109	55,149
Printed circuit boards, electronic capacitors, resistors, coils, transformers, & connectors . . . . .	3672, 5-8	171	169	194	18,453	24,209	29,616
Electronic components, n.e.c. <sup>2</sup> . . . . .	3679	150	141	137	21,772	27,051	34,371
Industrial instruments for measurement . . . . .	3823	58	67	66	24,528	31,697	40,464
Instruments for measuring electricity . . . . .	3825	109	91	75	26,661	36,802	54,029
Analytical instruments . . . . .	3826	25	30	31	27,973	34,400	47,727
Software/services <sup>3</sup> . . . . .	(X)	558	790	1,228	27,683	38,764	55,760
Computer programming services . . . . .	7371	79	151	272	29,311	41,857	57,818
Prepackaged software . . . . .	7372	55	113	199	32,933	45,505	70,821
Computer integrated systems design . . . . .	7373	60	98	142	31,569	43,795	59,810
Computer processing & data preparation . . . . .	7374	192	197	231	23,228	30,452	43,098
Information retrieval services . . . . .	7375	39	48	68	25,121	32,704	46,501
Computer services management, rental & leasing, & maintenance & repair . . . . .	7376, 7, 9	91	127	242	30,345	41,185	57,150
Computer maintenance & repair . . . . .	7378	25	40	53	26,929	34,296	40,072
Communications equipment <sup>3</sup> . . . . .	(X)	514	461	522	23,919	30,195	37,398
Telephone and telegraph equipment . . . . .	3661	169	126	113	28,281	37,197	55,562
Radio and TV communications equipment & communications equipment, n.e.c. <sup>2</sup> . . . . .	3663, 9	148	137	157	26,624	34,468	44,173
Communication services . . . . .	48	1,319	1,309	1,338	28,885	35,239	46,136
Telephone communications . . . . .	481	921	913	898	30,951	37,230	49,400
Telephone & telegraph communications . . . . .	482, 489	52	37	26	27,444	39,699	58,258
Radio broadcasting . . . . .	4832	113	119	115	18,244	22,088	28,964
Television broadcasting . . . . .	4833	115	115	128	30,880	41,726	50,732
Cable & other pay TV services . . . . .	4841	118	126	171	21,633	25,994	35,238

X Not applicable. <sup>1</sup> 1987 Standard Industrial Classification code. See text, Section 13, Labor Force. <sup>2</sup> N.e.c. means not elsewhere classified. <sup>3</sup> Includes other industries, not shown separately. Source: U.S. Department of Commerce, Economics and Statistics Administration, *The Emerging Digital Economy*, April 1998.

## No. 913. Communications Industry—Finances: 1993 to 1996

[In millions of dollars. Covers publicly reporting media and communications companies with revenues of over \$1 million in 14 media and communication industry segments]

INDUSTRY	REVENUE				OPERATING INCOME			
	1993	1994	1995	1996	1993	1994	1995	1996
<b>Total</b> . . . . .	<b>141,070</b>	<b>155,318</b>	<b>174,164</b>	<b>195,588</b>	<b>20,700</b>	<b>22,881</b>	<b>24,205</b>	<b>26,341</b>
Television broadcasting . . . . .	20,448	22,110	23,133	26,963	3,578	4,350	4,320	5,042
Television network companies . . . . .	15,582	16,613	16,893	19,772	2,540	3,001	2,669	3,105
Television station broadcasters . . . . .	4,867	5,497	6,239	7,191	1,038	1,349	1,651	1,937
Radio broadcasting . . . . .	1,700	2,031	2,308	3,114	219	357	421	561
Radio station broadcasters . . . . .	1,603	1,875	2,139	2,913	226	353	402	539
Radio network companies . . . . .	97	157	169	201	-7	4	18	23
Subscription video services . . . . .	18,869	19,880	24,439	29,490	3,808	3,531	3,730	3,765
Subscription video services operators . . . . .	15,213	15,599	19,356	23,885	3,164	2,856	2,817	2,570
Cable and pay-per-view networks . . . . .	3,656	4,281	5,083	5,605	644	675	913	1,195
Filmed entertainment . . . . .	14,445	18,102	22,669	25,684	1,240	1,732	2,471	2,622
Recorded music . . . . .	7,666	8,715	9,248	8,378	827	1,032	1,133	1,033
Newspaper publishing . . . . .	18,028	19,489	20,872	22,345	2,679	3,130	2,970	3,512
Consumer book publishing . . . . .	4,207	4,267	4,302	4,413	544	513	543	444
Consumer magazine publishing . . . . .	8,591	8,658	9,090	9,717	911	943	995	1,038
Business-to-business communications . . . . .	1,778	1,973	2,215	2,317	178	219	254	279
Professional and educational publishing . . . . .	7,576	8,692	9,764	10,904	828	942	1,001	1,590
Business information services . . . . .	15,245	17,647	20,297	23,209	2,376	2,984	3,446	3,807
Advertising agencies . . . . .	7,886	8,420	9,390	10,578	713	858	1,016	1,168
Interactive digital media . . . . .	7,843	7,812	7,446	8,447	1,785	1,199	750	150
Specialty media and marketing services . . . . .	6,788	7,522	8,991	10,030	1,016	1,092	1,156	1,331

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

## No. 914. Media Usage and Consumer Spending: 1990 to 2001

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

ITEM	1990	1992	1993	1994	1995	1996	1997, proj.	1998, proj.	1999, proj.	2000, proj.	2001, proj.
<b>HOURS PER PERSON PER YEAR</b>											
<b>Total</b> . . . . .	<b>3,263</b>	<b>3,325</b>	<b>3,296</b>	<b>3,395</b>	<b>3,393</b>	<b>3,395</b>	<b>3,402</b>	<b>3,402</b>	<b>3,405</b>	<b>3,429</b>	<b>3,440</b>
Television . . . . .	1,470	1,510	1,535	1,560	1,575	1,567	1,564	1,552	1,548	1,555	1,551
Broadcast TV . . . . .	1,120	1,073	1,082	1,091	1,019	980	942	907	873	854	830
Network stations . . . . .	780	914	920	919	836	803	759	730	690	666	642
Independent stations . . . . .	340	159	162	172	183	177	183	177	183	188	188
Subscription video services . . . . .	350	437	453	469	556	587	622	645	675	701	721
Basic networks <sup>2</sup> . . . . .	260	359	375	388	468	498	528	547	571	592	612
Premium channels . . . . .	90	78	78	81	88	89	94	98	104	109	109
Radio . . . . .	1,135	1,150	1,082	1,102	1,091	1,091	1,089	1,085	1,076	1,074	1,072
Recorded music . . . . .	235	233	248	294	289	289	296	303	313	325	336
Daily newspapers . . . . .	175	172	170	169	165	161	158	157	155	154	153
Consumer books . . . . .	95	100	99	102	99	99	97	96	97	98	99
Consumer magazines . . . . .	90	85	85	84	84	83	81	80	80	79	79
Home video <sup>3</sup> . . . . .	38	42	43	45	45	49	52	54	56	58	60
Movies in theaters . . . . .	12	11	12	12	12	12	12	12	12	12	12
Home video games . . . . .	12	19	19	22	24	26	29	31	33	35	37
Consumer on-line Internet access . . . . .	1	2	2	3	7	16	22	30	33	37	39
Educational software . . . . .	(Z)	1	1	2	2	2	2	2	2	2	2
<b>CONSUMER SPENDING PER PERSON PER YEAR (dol.)</b>											
<b>Total</b> . . . . .	<b>365.42</b>	<b>398.17</b>	<b>423.82</b>	<b>452.08</b>	<b>479.12</b>	<b>512.05</b>	<b>545.63</b>	<b>582.63</b>	<b>616.66</b>	<b>651.37</b>	<b>685.18</b>
Television . . . . .	87.90	101.39	109.02	110.89	125.54	140.37	155.70	168.75	178.23	187.60	196.62
Broadcast TV . . . . .	-	-	-	-	-	-	-	-	-	-	-
Subscription video services . . . . .	87.90	101.39	109.02	110.89	125.54	140.37	155.70	168.75	178.23	187.60	196.62
Radio . . . . .	-	-	-	-	-	-	-	-	-	-	-
Recorded music . . . . .	36.64	43.05	47.42	56.35	56.93	57.33	59.21	61.54	64.40	67.99	71.56
Daily newspapers . . . . .	47.55	48.54	48.25	49.12	50.08	50.95	51.59	52.62	54.05	55.27	56.31
Consumer books . . . . .	63.90	71.39	75.28	80.28	81.39	82.98	84.67	88.09	92.38	97.68	102.86
Consumer magazines . . . . .	33.14	34.26	35.27	36.36	36.10	36.63	37.22	37.92	38.91	39.96	40.92
Home video <sup>3</sup> . . . . .	56.35	59.25	64.17	68.96	70.99	77.43	82.51	88.79	96.33	104.76	113.72
Movies in theaters . . . . .	24.40	23.24	24.33	25.20	25.39	27.04	26.39	26.62	27.13	27.35	27.56
Home video games . . . . .	12.39	11.51	12.56	13.15	13.34	14.92	16.86	18.59	19.88	20.87	21.65
Consumer on-line Internet access . . . . .	2.93	4.39	5.35	7.44	15.03	20.01	27.23	35.30	40.88	45.35	49.32
Educational software . . . . .	0.22	1.14	2.17	4.34	4.34	4.38	4.26	4.43	4.46	4.53	4.66

- Represents zero. Z Less than 1 hour. <sup>1</sup> Affiliates of the Fox network are counted as network affiliates for part of 1991 and all latter years, but as independent stations in earlier years. Beginning 1995, includes UPN and WB affiliates. <sup>2</sup> Includes TBS beginning in 1992. <sup>3</sup> Playback of prerecorded tapes only.

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

**No. 915. Utilization of Selected Media: 1970 to 1996**

ITEM	Unit	1970	1980	1985	1990	1991	1992	1993	1994	1995	1996
Households with—											
Telephone service <sup>1</sup>	Percent	87.0	93.0	91.8	93.3	93.6	93.9	94.2	93.9	93.9	93.8
Radio	Millions	62.0	78.6	87.1	94.4	95.5	96.6	97.3	98.0	98.0	98.0
Percent of total households	Percent	98.6	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.1	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6
Television <sup>3</sup>	Millions	59	76	85	92	93	92	93	94	95	96
Percent of total households	Percent	95.3	97.9	98.1	98.2	98.2	98.3	98.3	98.3	98.3	98.3
Television sets in homes	Millions	81	128	155	193	193	192	201	211	217	223
Average number of sets per home	Number	1.4	1.7	1.8	2.1	2.1	2.1	2.2	2.2	2.3	2.3
Color sets	Millions	2.1	63	78	90	91	91	92	93	94	95
Cable television <sup>4</sup>	Millions	4	15	36	52	55	55	57	59	60	63
Percent of TV households	Percent	6.7	19.9	42.8	56.4	58.9	60.2	61.4	62.4	63.4	65.3
VCR's <sup>4</sup>	Millions	(NA)	1	18	63	67	69	72	74	77	79
Percent of TV households	Percent	(NA)	1.1	20.8	68.6	71.9	75.0	77.1	79.0	81.0	82.2
Commercial radio stations: <sup>2</sup>											
AM	Number	4,323	4,589	<sup>5</sup> 4,718	4,987	4,985	4,961	4,994	4,913	4,150	4,747
FM	Number	2,196	3,282	<sup>5</sup> 3,875	4,392	4,570	4,785	4,971	5,109	5,730	7,566
Television stations: <sup>6</sup> Total	Number	862	1,011	1,182	1,442	1,459	1,481	1,506	1,512	1,532	1,533
Commercial <sup>5</sup>	Number	677	734	883	1,092	1,099	1,118	1,137	1,145	1,161	1,174
VHF	Number	501	516	520	547	547	551	552	561	562	554
UHF	Number	176	218	363	545	552	567	585	584	599	620
Cable television: Systems <sup>6</sup>	Number	2,490	4,225	6,844	9,575	10,704	11,075	11,217	11,214	11,218	11,119
Daily newspaper circulation <sup>7</sup>	Millions	62	62	63	62	61	60	60	59	57	57

NA Not available. <sup>1</sup> For occupied housing units. 1970 and 1980 as of April 1; all other years as of March. Source: U.S. Bureau of the Census, *1970 and 1980 Census of Housing*, vol. 1; thereafter Federal Communications Commission, *Trends in Telephone Service, July 1998*. <sup>2</sup> As of December 31, except as noted. Source: *Radio Advertising Bureau, New York, NY, through 1992, Radio Facts*, annual, (copyright); beginning 1993, *Radio Marketing Guide and Fact Book for Advertisers*, annual, (copyright). Number of stations on the air compiled from Federal Communications Commission reports. <sup>3</sup> 1970, as of September of prior year; all other years as of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual, (copyright). <sup>4</sup> As of February. Excludes Alaska and Hawaii. Source: See footnote 3. <sup>5</sup> As of February 1986. <sup>6</sup> As of January 1. Source: Warren Publishing, Washington DC, *Television and Cable Factbook* (copyright). <sup>7</sup> As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual, (copyright).

Source: Compiled from sources mentioned in footnotes.

**No. 916. Multimedia Audiences—Summary: 1998**

[In percent, except total. As of spring. For persons 18 years old and over. Represents the percent of persons participating during a specified time period. 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	Radio listening	Newspaper reading	Accessed Internet <sup>1</sup>
<b>Total</b>	<b>195,192</b>	<b>91.9</b>	<b>77.2</b>	<b>66.8</b>	<b>83.3</b>	<b>81.3</b>	<b>22.4</b>
18 to 24 years old	24,842	89.6	72.4	62.8	90.1	75.6	27.6
25 to 34 years old	40,972	90.2	76.0	63.4	90.4	79.4	28.9
35 to 44 years old	43,561	90.3	76.1	69.8	89.4	83.3	28.2
45 to 54 years old	32,521	91.4	78.9	71.4	85.9	84.2	27.7
55 to 64 years old	21,227	95.4	79.3	69.5	77.4	82.7	12.8
65 years old and over	32,069	96.0	81.1	63.9	61.7	81.7	3.0
Male	93,553	91.9	76.3	67.7	85.2	81.7	25.3
Female	101,639	91.8	78.1	66.0	81.5	81.0	19.6
White	164,831	91.6	77.0	68.3	83.6	82.1	23.2
Black	22,686	94.8	79.7	60.1	83.5	76.5	12.8
Other	7,674	88.6	74.3	54.4	76.2	78.4	32.6
Spanish speaking	19,624	92.6	80.1	48.7	84.6	65.7	13.8
Not high school graduate	36,372	93.1	76.4	50.8	72.2	64.8	3.6
High school graduate	64,868	92.7	78.8	68.9	82.2	80.7	10.8
Attended college	51,498	91.8	77.5	71.5	87.9	85.8	28.5
College graduate	42,453	89.6	75.4	71.8	88.8	90.9	48.7
Employed:							
Full time	107,605	90.5	75.8	70.4	90.3	83.3	30.0
Part time	19,881	92.1	75.2	66.1	87.4	83.0	26.4
Not employed	67,705	94.0	80.2	61.4	70.9	77.7	9.0
Household income:							
Less than \$10,000	15,846	93.0	78.3	42.4	71.6	65.3	5.8
\$10,000 to \$19,999	26,824	93.0	79.7	52.5	70.7	71.9	5.5
\$20,000 to \$29,999	27,129	92.9	78.3	61.5	79.0	78.5	11.4
\$30,000 to \$39,999	12,815	91.1	75.7	67.4	80.6	81.2	13.9
\$35,000 to \$39,999	12,389	92.9	79.1	70.0	86.4	81.6	18.1
\$40,000 to \$49,999	22,135	92.1	77.8	71.1	86.9	82.9	19.2
\$50,000 or more	78,052	90.8	75.6	76.8	90.4	88.3	38.3

<sup>1</sup> In the last 30 days.

Source: Mediabank Research Inc., New York, NY, *Multimedia Audiences*, spring 1998 (copyright).

## No. 917. Internet Access and Usage, and Online Service Usage: 1998

[As of spring. For persons 18 years old and over. For composition regions, see inside front cover. Based on sample and subject to sampling error; see source for details]

ITEM	Total adults	Any Online/Internet usage	HAVE INTERNET ACCESS			USED THE INTERNET IN THE LAST 30 DAYS			Used any online service in the past 30 days
			Home or work	Home only	Work only	Home or work	Home only	Work only	
<b>Total adults (1,000)</b> . . . . .	<b>195,192</b>	<b>44,873</b>	<b>62,273</b>	<b>37,047</b>	<b>29,791</b>	<b>43,643</b>	<b>27,595</b>	<b>20,395</b>	<b>34,227</b>
<b>PERCENT DISTRIBUTION</b>									
Age:									
18 to 34 years old . . . . .	33.7	42.6	40.9	35.9	33.7	42.8	37.0	35.5	42.2
35 to 54 years old . . . . .	39.0	48.8	48.2	53.2	57.2	48.8	53.6	57.2	49.2
55 years old and over . . . . .	27.3	8.6	10.8	10.8	9.1	8.4	9.4	7.3	8.6
Sex:									
Male . . . . .	47.9	53.9	51.7	52.5	55.7	54.3	55.9	58.4	53.8
Female . . . . .	52.1	46.1	48.3	47.5	44.3	45.7	44.1	41.6	46.2
Census region:									
Northeast . . . . .	20.1	22.4	22.8	23.8	22.4	22.5	23.3	22.4	23.5
Midwest . . . . .	23.3	22.5	23.1	21.6	23.6	22.8	21.3	22.5	21.1
South . . . . .	35.0	29.9	30.0	29.2	29.9	29.7	29.7	30.0	31.5
West . . . . .	21.6	25.2	24.0	25.3	24.1	25.0	25.6	25.1	23.9
Household size:									
1 to 2 persons . . . . .	45.3	36.9	35.8	31.6	39.8	37.0	34.4	39.6	36.5
3 to 4 persons . . . . .	39.3	47.9	48.1	50.8	46.1	47.7	49.6	46.6	48.4
5 or more persons . . . . .	15.4	15.3	16.1	17.7	14.0	15.3	16.0	13.8	15.1
Any child in household . . . . .	41.7	46.9	47.4	50.4	48.3	46.8	49.3	47.8	47.3
Marital status:									
Single . . . . .	23.1	29.3	27.9	23.4	20.7	29.4	24.0	22.7	28.8
Married . . . . .	57.6	61.4	61.6	68.0	67.5	61.4	68.0	66.7	61.9
Other . . . . .	19.3	9.3	10.5	8.6	11.7	9.2	8.1	10.6	9.3
Educational attainment:									
Graduated college plus . . . . .	21.7	46.9	41.8	45.8	54.7	47.4	49.4	60.0	45.9
Attended college . . . . .	26.4	33.9	34.5	32.3	28.6	33.6	31.8	27.0	34.7
Did not attend college . . . . .	51.9	19.2	23.7	21.9	16.7	19.1	18.8	13.0	19.4
Household income:									
Less than \$50,000 . . . . .	60.0	31.8	34.3	27.6	24.5	31.6	26.9	21.9	30.7
\$50,000 to \$74,000 . . . . .	20.3	28.2	28.3	29.0	29.4	28.2	28.4	28.9	28.3
\$75,000 to \$149,000 . . . . .	16.5	32.5	30.2	34.3	37.9	32.7	35.5	40.3	33.0
\$150,000 or more . . . . .	3.1	7.5	7.1	9.2	8.2	7.5	9.2	8.9	8.0

Source: Mediamark Research Inc., New York, NY, *CyberStats, spring 98* (copyright). Internet site <<http://www.mediamart.com/pages/freedata.htm>> (accessed 17 June 1998).

## No. 918. Telephone Companies—Summary: 1988 to 1995

[As of Dec. 31 or calendar year, as applicable. January 1, 1988, marked the beginning of significant rules changes in the way local exchange carriers account for assets, liabilities, revenue, expenses, and income. Any comparisons with earlier data would not be meaningful]

ITEM	Unit	INDEPENDENT COMPANIES <sup>1</sup>				ALL TELEPHONE COMPANIES			
		1988	1990	1994	1995	1988	1990	1994	1995
All companies . . . . .	Number .	1,349	1,310	1,314	1,312	1,371	1,332	1,333	1,331
Access lines . . . . .	Millions .	29	32	37.4	39.8	130	138	157.9	165.8
Total telephone plant . . . . .	Bil. dol. .	59	65	82.3	85.8	238	256	296.2	308.1
Operating revenues . . . . .	Bil. dol. .	21	22	29.6	30.2	90	90	103	105
Avg. daily conversations <sup>2</sup> . . . . .	Millions .	(NA)	(NA)	(NA)	(NA)	1,700	9,515	11,158	11,641
Reporting companies <sup>3</sup> . . . . .	Number .	585	594	563	568	607	616	582	587
Access lines . . . . .	Millions .	29	30	35.2	36.7	130	136	155.8	162.7
Telephone plant in service . . . . .	Bil. dol. .	57	63	73.8	77.4	233	251	284.1	295.9
Depreciation reserves <sup>4</sup> . . . . .	Bil. dol. .	20	24	31.1	34.2	80	95	122.7	134.3
Operating revenues . . . . .	Bil. dol. .	21	22	25.1	26.2	86	89	98.4	101.1
Operating expenses <sup>5</sup> . . . . .	Bil. dol. .	14	16	18.0	19.6	61	65	73.8	76.5
Net income . . . . .	Bil. dol. .	3	3	4.0	3.2	12	12	99	11.3
Stockholders' equity . . . . .	Bil. dol. .	20	22	25.4	25.7	76	80	78.8	78.8
Net income to stockholders equity . . . . .	Percent .	16	15	15.7	12.5	16	14	12.6	14.3
Employees . . . . .	1,000 . .	170	161	135	132	639	606	501	477

NA Not available. <sup>1</sup> Companies independent of the Bell System, prior to divestiture of January 1984. <sup>2</sup> Average business day conversations in 1988. Average business day minutes of use beginning in 1990. <sup>3</sup> Comprises only companies submitting operating information to source cited below. <sup>4</sup> Total accumulated depreciation and amortization. <sup>5</sup> Excludes federal income tax.

Source: United States Telephone Association, Washington, DC, *Statistics of the Local Exchange Carriers*, annual (copyright).



**No. 919. Telephone Systems: 1985 to 1996**

[Covers principal carriers filing annual reports with Federal Communications Commission]

ITEM	Unit	1985	1989	1990	1991	1992	1993	1994	1995	1996
<b>LOCAL EXCHANGE CARRIERS <sup>1</sup></b>										
Carriers <sup>2</sup>	Number	55	51	51	52	54	53	52	53	51
Access lines	Millions	112	126	130	137	140	149	157	166	178
Business access lines	Millions	31	34	36	38	39	41	42	46	49
Residential access lines	Millions	79	87	89	91	93	96	98	101	104
Other access lines (public, mobile, special)	Millions	2	5	6	7	8	13	17	19	25
Number of local calls (originating)	Billions	365	389	402	416	434	447	465	484	504
Number of toll calls (originating)	Billions	(NA)	(NA)	63	67	72	78	83	94	95
Gross book cost of plant	Bil. dol.	191	233	240	246	254	264	272	284	296
Depreciation and amortization reserves	Bil. dol.	49	84	89	93	99	107	116	127	138
Net plant	Bil. dol.	142	150	151	153	155	156	157	157	158
Total assets	Bil. dol.	162	177	180	184	187	192	196	197	198
Total stockholders equity	Bil. dol.	63	72	74	76	77	73	72	72	74
Operating revenues	Bil. dol.	73	83	84	86	87	90	93	96	101
Local revenues	Bil. dol.	32	35	37	38	40	42	43	46	50
Operating expenses <sup>3</sup>	Bil. dol.	48	60	62	63	64	66	70	72	74
Net operating income <sup>4</sup>	Bil. dol.	13	14	14	14	14	14	13	14	16
Net income	Bil. dol.	9	10	11	10	9	5	9	11	13
Employees (1,000)	(NA)	(NA)	592	569	538	527	507	474	447	437
Compensation of employees	Bil. dol.	(NA)	21	23	22	22	23	22	21	23
Average monthly residential local telephone rate <sup>5</sup>	Dollars	14.54	17.53	17.79	18.66	18.70	18.94	19.07	19.49	19.58
Average monthly single-line business telephone rate <sup>5</sup>	Dollars	38.39	41.25	41.21	42.12	42.29	42.57	41.64	41.77	41.83
<b>LONG DISTANCE CARRIERS</b>										
Number of carriers with presubscribed lines	Number	(NA)	302	325	388	414	436	511	583	621
Number of presubscribed lines	Millions	(NA)	128	132	135	139	143	148	153	159
Total toll service revenues	Bil. dol.	43	51	52	54	58	62	67	74	82
Interstate switched access minutes	Bil. min.	167	277	307	328	350	371	401	432	469
<b>INTERNATIONAL TELEPHONE SERVICE <sup>6</sup></b>										
Number of U.S. billed calls	Millions	411	835	984	1,371	1,643	1,926	2,313	2,821	3,485
Number of U.S. billed minutes	Millions	3,446	6,751	8,030	8,986	10,156	11,393	13,393	15,837	19,119
U.S. billed revenues	Mil. dol.	3,487	6,901	8,042	9,096	10,179	11,353	12,255	13,990	14,079
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,358	4,503	5,280	5,798	6,835	7,649	7,966	9,053	8,433
Revenue from private-line service	Mil. dol.	172	208	201	303	313	356	440	506	649
Revenue from resale service	Mil. dol.	(NA)	113	167	440	511	593	1,120	1,687	3,457

NA Not available. <sup>1</sup> 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 1989; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1991, Puerto Rico. <sup>2</sup> The reporting threshold for carriers is \$100 million. <sup>3</sup> Excludes taxes. <sup>4</sup> After tax deductions. <sup>5</sup> Based on surveys conducted by FCC. <sup>6</sup> Beginning 1991, includes calls to and from Alaska, Hawaii, Puerto Rico, Canada, and Mexico.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers*, annual.

**No. 920. Telephone Communications—Operating Revenue and Expenses: 1990 to 1996**

[Based on a sample of employer firms with one or more establishments that are primarily engaged in providing telephone, voice, and data communication services. For SIC 481. Based on the 1987 Standard Industrial Classification code; see text, Section 13, Labor Force]

ITEM	TOTAL (mil. dol.)					PERCENT DISTRIBUTION		
	1990	1993	1994	1995	1996	1990	1995	1996
<b>OPERATING REVENUE</b>								
<b>Total</b>	<b>160,482</b>	<b>183,538</b>	<b>199,259</b>	<b>216,296</b>	<b>238,063</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Local service	40,180	45,178	46,662	49,349	53,403	25.0	22.8	22.4
Long-distance service	67,698	73,923	81,037	86,834	94,039	42.2	40.1	39.5
Network access	30,044	31,658	32,988	34,131	36,101	18.7	15.8	15.2
Cellular and other radiotelephone	6,002	12,401	16,848	22,837	28,520	3.7	10.6	12.0
Directory advertising	8,373	9,117	9,439	9,850	10,214	5.2	4.6	4.3
Other	8,185	11,261	12,285	13,295	15,786	5.1	6.1	6.6
<b>OPERATING EXPENSES</b>								
<b>Total</b>	<b>131,493</b>	<b>160,273</b>	<b>164,936</b>	<b>180,538</b>	<b>192,349</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Annual payroll	34,903	37,106	38,106	40,721	42,087	26.5	22.6	21.9
Employer contributions to Social Security and other supplemental benefits	8,121	9,379	9,347	9,184	9,611	6.2	5.1	5.0
Access charges	23,214	27,035	30,047	33,748	36,018	17.7	18.7	18.7
Depreciation	22,927	25,546	28,578	31,651	32,937	17.4	17.5	17.1
Lease and rental	3,543	3,608	4,037	3,919	4,492	2.7	2.2	2.3
Purchased repairs	2,977	3,474	4,413	4,907	5,243	2.3	2.7	2.7
Insurance	193	228	261	304	336	0.1	0.2	0.2
Telephone and other purchased communication services	504	946	1,321	1,858	2,030	0.4	1.0	1.1
Purchased utilities	1,106	1,315	1,562	1,770	1,961	0.8	1.0	1.0
Purchased advertising	2,328	3,085	3,835	3,607	4,534	1.8	2.0	2.4
Taxes	5,086	5,861	6,603	7,539	7,978	3.9	4.2	4.1
Other	26,591	42,690	36,826	41,330	45,122	20.2	22.9	23.5

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services*.

**No. 921. Cellular Telephone Industry: 1990 to 1997**

[Calendar year data, except as noted. Based on a survey mailed to all cellular, personal communications services, and enhanced special mobile radio systems. For 1997 data, the universe was 2,228 systems and the response rate was 90 percent]

ITEM	UNIT	1990	1991	1992	1993	1994	1995	1996	1997
Systems . . . . .	Number . . . . .	751	1,252	1,506	1,529	1,581	1,627	1,740	2,228
Subscribers . . . . .	1,000 . . . . .	5,283	7,557	11,033	16,009	24,134	33,786	44,043	55,312
Cell sites <sup>1</sup> . . . . .	Number . . . . .	5,616	7,847	10,307	12,805	17,920	22,663	30,045	51,600
Employees . . . . .	Number . . . . .	21,382	26,327	34,348	39,775	53,902	68,165	84,161	109,387
Service revenue . . . . .	Mil. dol. . . . .	4,548	5,708	7,822	10,891	14,229	19,081	23,635	27,486
Roamer revenue <sup>2</sup> . . . . .	Mil. dol. . . . .	456	704	974	1,360	1,830	2,542	2,781	2,974
Capital investment . . . . .	Mil. dol. . . . .	6,282	8,672	11,262	13,946	18,939	24,080	32,574	46,058
Average monthly bill <sup>3</sup> . . . . .	Dollars . . . . .	80.90	72.74	68.68	61.48	56.21	51.00	47.70	42.78
Average length of call <sup>3</sup> . . . . .	Minutes . . . . .	2.20	2.38	2.58	2.41	2.24	2.15	2.32	2.31

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

Source: Cellular Telecommunications Industry Association, Washington, DC, *State of the Cellular Industry*, annual (copyright).

**No. 922. Wireless Bureau Stations Authorized, by Class: 1996**

[In thousands. For calendar year. Includes Puerto Rico and the Virgin Islands]

CLASS	Number of stations	CLASS	Number of stations
Total . . . . .	2,228	Radiolocation . . . . .	4
Aviation:		Video production . . . . .	-
Aircraft . . . . .	128	Relay press . . . . .	-
Ground . . . . .	12	Telephone maintenance . . . . .	5
Marine:		Land transportation:	
Ship . . . . .	631	Railroad . . . . .	7
Coast . . . . .	11	Taxicab . . . . .	2
Public safety:		Automobile emergency . . . . .	3
Police . . . . .	27	Interurban passenger . . . . .	-
Fire . . . . .	23	Interurban property . . . . .	3
Local Government . . . . .	41	Urban passenger . . . . .	-
Highway maintenance . . . . .	9	Urban property . . . . .	1
Forestry conservation . . . . .	7	Miscellaneous:	
Special emergency . . . . .	19	220 MHz . . . . .	4
Emergency medical . . . . .	1	800/900 MHz base . . . . .	32
Industrial:		800/900 MHz mobile . . . . .	113
Special industrial . . . . .	46	Broadcast auxiliary . . . . .	19
Business . . . . .	282	General mobile . . . . .	14
Power . . . . .	24	Interactive video data (IVDS) . . . . .	1
Petroleum . . . . .	12	Amateur . . . . .	664
Manufacturers . . . . .	15	Microwave Part 94 . . . . .	40
Forest products . . . . .	4	Microwave auxiliary broadcast . . . . .	21

- Represents zero.

Source: U.S. Federal Communications Commission, *Annual Report*; and unpublished data.

**No. 923. Radio and Television Broadcasting Services—Finances: 1990 to 1996**

[In millions of dollars. Based on a sample of taxable employer firms with one of more establishments primarily engaged in broadcasting to the public, except cable and other pay television services. Based on the 1987 Standard Industrial Classification Code; see text, Section 13, Labor Force]

ITEM	TOTAL (SIC 483)			RADIO (SIC 4832)			TELEVISION (SIC 4833)		
	1990	1995	1996	1990	1995	1996	1990	1995	1996
<b>Operating revenue . . . . .</b>	<b>28,017</b>	<b>34,319</b>	<b>37,542</b>	<b>6,954</b>	<b>8,518</b>	<b>9,305</b>	<b>21,063</b>	<b>25,801</b>	<b>28,237</b>
Station time sales . . . . .	19,019	22,450	24,130	6,397	7,779	8,476	12,622	14,671	15,654
Network compensation . . . . .	549	564	631	105	71	81	444	493	550
National/regional advertising . . . . .	7,226	8,166	8,476	1,522	1,765	1,750	5,704	6,401	6,726
Local advertising . . . . .	11,244	13,720	15,023	4,770	5,943	6,645	6,474	7,777	8,378
Network time sales . . . . .	7,905	10,319	11,792	305	464	498	7,600	9,855	11,294
Other . . . . .	1,093	1,550	1,620	252	275	331	841	1,275	1,289
<b>Operating expenses . . . . .</b>	<b>24,145</b>	<b>28,038</b>	<b>30,721</b>	<b>6,317</b>	<b>6,997</b>	<b>7,499</b>	<b>17,828</b>	<b>21,041</b>	<b>23,222</b>
Annual payroll . . . . .	6,333	7,933	8,497	2,428	2,864	3,065	3,905	5,069	5,432
Employer contributions to social security and other supplemental benefits . . . . .	998	1,303	1,400	326	361	389	672	942	1,011
Broadcast rights . . . . .	7,642	8,260	9,404	264	304	287	7,378	7,956	9,117
Music license fees . . . . .	373	405	454	159	204	224	214	201	230
Depreciation . . . . .	1,345	1,324	1,455	477	403	440	868	921	1,015
Lease and rental . . . . .	469	538	590	197	226	239	272	312	351
Purchased repairs . . . . .	232	300	331	79	76	78	153	224	253
Insurance . . . . .	143	168	188	64	69	79	79	99	109
Telephone and other purchased communication services . . . . .	240	278	319	115	123	134	125	155	185
Purchased utilities . . . . .	246	281	310	99	104	110	147	177	200
Purchased advertising . . . . .	947	1,115	1,195	368	409	407	579	706	788
Taxes . . . . .	176	217	229	60	71	71	116	146	158
Other . . . . .	5,001	5,916	6,349	1,681	1,783	1,976	3,320	4,133	4,373

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services*.



**No. 924. Copyright Registration, by Subject Matter: 1990 to 1997**

[In thousands. For years ending September 30. Comprises claims to copyrights registered for both U.S. and foreign works]

SUBJECT MATTER	1990	1995	1996	1997	SUBJECT MATTER	1990	1995	1996	1997
<b>Total</b> . . . . .	<b>643.5</b>	<b>609.2</b>	<b>550.4</b>	<b>569.2</b>	Sound recordings . . . . .	37.5	34.0	29.9	35.7
Monographs <sup>1</sup> . . . . .	179.7	196.0	187.2	176.4	Renewals . . . . .	51.8	30.6	23.7	28.6
Semiconductor chip products . . . . .	1.0	0.8	0.8	1.0	Musical works <sup>2</sup> . . . . .	185.3	163.6	133.5	154.4
Serials . . . . .	111.5	88.7	83.4	83.3	Works of the visual arts <sup>3</sup> . . . . .	76.7	95.5	91.6	89.6

<sup>1</sup> Includes computer software and machine readable works. <sup>2</sup> Includes dramatic works, accompanying music, choreography, pantomimes motion pictures, and filmstrips. <sup>3</sup> Two-dimensional works of fine and graphic art, including prints and art reproductions; sculptural works; technical drawings and models; photographs; commercial prints and labels; works of applied arts, cartographic works, and multimedia works.

Source: The Library of Congress, Copyright Office, *Annual Report*.

**No. 925. Public Television Programming: 1984 to 1996**

[For October through September seasons. General programming is directed at the general community. Instructional programming is directed at students in the classroom or otherwise in the general context of formal education]

ITEM	1984	1986	1988	1990	1992	1994	1996
Stations broadcasting . . . . .	303	305	322	341	349	349	352
Number of broadcasters <sup>1</sup> . . . . .	169	178	186	193	198	198	201
Average annual hours per broadcaster . . . . .	5,542	5,650	6,135	6,392	6,303	6,500	6,758
<b>BROADCAST HOURS, PERCENT DISTRIBUTION</b>							
Program content . . . . .	100	100	100	100	100	100	100
General . . . . .	88	86	85	86	90	92	92
News and public affairs <sup>2</sup> . . . . .	14	16	16	18	17	19	19
Information and skills . . . . .	26	30	32	32	29	27	29
Cultural . . . . .	20	21	18	19	18	16	17
General children's and youth's . . . . .	8	7	6	6	15	20	20
Sesame Street . . . . .	15	11	12	11	11	9	8
Other . . . . .	6	2	1	1	1	1	1
Instructional <sup>3</sup> . . . . .	13	15	16	14	12	9	8
Children and youth . . . . .	12	(NA)	(NA)	(NA)	9	6	5
Adult . . . . .	1	(NA)	(NA)	(NA)	3	3	3
Producer . . . . .	100	100	100	100	100	100	100
Local . . . . .	6	5	5	5	4	5	5
Any public TV source . . . . .	44	38	27	32	31	33	36
U.S. Coproduction <sup>4</sup> . . . . .	3	3	10	10	6	6	6
Children's TV Workshop . . . . .	16	5 <sup>2</sup>	16	15	14	12	9
Independent producer . . . . .	9	( <sup>5</sup> )	19	19	25	26	27
Foreign producer, international coproduction . . . . .	13	15	14	12	11	10	10
Commercial producer . . . . .	3	6	4	4	5	5	4
Other . . . . .	5	4	4	3	4	4	4
Distributor . . . . .	100	100	100	100	100	100	100
Local distribution only . . . . .	6	5	6	6	5	4	5
Public broadcasting service . . . . .	65	64	62	59	63	63	63
Regional public television network . . . . .	13	14	18	24	23	23	25
Other . . . . .	16	17	14	11	9	9	8

NA Not available. <sup>1</sup> Beginning 1988, only broadcasters in the 50 U.S. States were surveyed. In prior years, the stations in the outlying areas were also included. <sup>2</sup> Beginning 1986, this category includes "Business or Consumer." <sup>3</sup> Some general audience programs with instructional applications were double counted if aired during school hours when school was in session. "The Electric Company" was one such program. <sup>4</sup> Prior to 1986, "Consortium." <sup>5</sup> Independent producer included with Children's TV Workshop for 1986.

Source: Corporation for Public Broadcasting, Washington, DC, *Programming Survey*, biennial.

**No. 926. Public Broadcasting Systems—Income, by Source: 1980 to 1996**

[In millions of dollars, except number of stations and percents. Stations as of Dec. 31; fiscal year data for income. Includes nonbroadcast income]

NUMBER OF STATIONS AND INCOME SOURCE	1980	1985	1990	1993	1994	1995	1996	PERCENT DISTRIBUTION		
								1980	1990	1996
CPB-qualified public radio stations <sup>1</sup> . . . . .	217	288	318	400	403	407	408	(X)	(X)	(X)
Public television stations . . . . .	290	317	341	352	351	351	352	(X)	(X)	(X)
<b>Total income</b> . . . . .	<b>705</b>	<b>1,096</b>	<b>1,581</b>	<b>1,790</b>	<b>1,795</b>	<b>1,917</b>	<b>1,956</b>	<b>100</b>	<b>100</b>	<b>100</b>
Federal government . . . . .	193	179	267	370	330	338	339	27	17	17
State and local government <sup>2</sup> . . . . .	272	358	474	475	510	560	518	39	30	27
Subscribers and auction/marathon . . . . .	102	248	364	412	420	447	477	15	23	24
Business and industry . . . . .	72	171	262	285	301	294	291	10	17	15
Foundation . . . . .	24	43	71	100	97	109	159	3	5	8
Other . . . . .	43	97	143	149	137	169	172	6	9	9

X Not applicable. <sup>1</sup> Includes CPB-supported developmental grantees/stations, and excludes repeater stations. <sup>2</sup> Includes income received from state and other public colleges and universities.

Source: Corporation for Public Broadcasting (CPB), Washington, DC, *Public Broadcasting Income, Fiscal Year, 1996*; and unpublished data.

## No. 927. Cable Television—Systems and Subscribers: 1970 to 1997

[Subscribers in thousands, except percent. Estimated]

YEAR (As of Jan. 1)	Sys-tems	Sub-scribers	YEAR (As of Jan. 1)	Sys-tems	Sub-scribers	SUBSCRIBER SIZE-GROUP	NUMBER OF <sup>1</sup> —		PERCENT OF <sup>1</sup> —	
							Sys-tems	Sub-scribers	Sys-tems	Sub-scribers
1970 . . . . .	2,490	4,500	1988 . . . . .	8,500	44,000	1997, total <sup>2</sup> . . . . .	10,838	62,448	100	100
1975 . . . . .	3,506	9,800	1989 . . . . .	9,050	47,500	50,000 and over . . . . .	265	29,919	2	48
1980 . . . . .	4,225	16,000	1990 . . . . .	9,575	50,000	20,000 to 49,999 . . . . .	446	13,436	4	22
1981 . . . . .	4,375	18,300	1991 . . . . .	10,704	51,000	10,000 to 19,999 . . . . .	508	7,181	5	12
1982 . . . . .	4,825	21,000	1992 . . . . .	11,075	53,000	5,000 to 9,999 . . . . .	665	4,570	6	7
1983 . . . . .	5,600	25,000	1993 . . . . .	11,100	55,000	3,500 to 4,999 . . . . .	399	1,662	4	3
1984 . . . . .	6,200	30,000	1994 . . . . .	11,200	57,000	1,000 to 3,499 . . . . .	1,967	3,722	18	6
1985 . . . . .	6,600	32,000	1995 . . . . .	11,126	58,000	500 to 999 . . . . .	1,434	1,034	13	2
1986 . . . . .	7,600	37,500	1996 . . . . .	11,119	60,280	250 to 499 . . . . .	1,468	528	14	1
1987 . . . . .	7,900	41,100	1997 . . . . .	10,850	64,050	Less than 250 . . . . .	3,323	396	31	1

<sup>1</sup> As of October 1. <sup>2</sup> Total number of systems includes 363 not available by subscriber size-group.Source: Warren Publishing, Inc., Washington, DC, *Television & Cable Factbook*, annual (copyright).

## No. 928. Cable and Pay TV—Summary: 1980 to 1997

[Cable TV for calendar year. Pay TV as of Dec. 31 of year shown]

YEAR	CABLE TV				PAY TV				Percent of homes passed by cable with pay TV	Percent of homes with cable TV with pay TV
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Revenue <sup>1</sup> (mil. dol.)		Units <sup>2</sup> (1,000)		Monthly rate (dol.)			
			Total	Basic	Total <sup>3</sup>	Pay cable	Total pay <sup>3</sup>	Pay cable		
1980 . . . . .	17,500	7.69	2,609	1,615	8,581	7,336	8.91	8.62	26	47
1985 . . . . .	35,440	9.73	8,831	4,138	29,885	29,418	10.29	10.25	46	82
1990 . . . . .	50,520	16.78	17,582	10,174	39,902	39,751	10.35	10.30	46	77
1995 . . . . .	60,900	23.07	25,556	16,860	53,323	44,473	8.54	8.54	50	74
1996 . . . . .	62,800	24.41	27,951	18,395	59,422	46,057	8.35	8.35	51	75
1997 . . . . .	64,210	26.48	30,784	20,405	65,395	46,445	8.29	8.00	51	74

<sup>1</sup> Includes installation revenue, subscriber revenue, and nonsubscriber revenue. <sup>2</sup> Individual program services sold to subscribers. <sup>3</sup> Includes multipoint distribution service (MDS), satellite TV (STV), multipoint multichannel distribution service (MMDS), satellite master antenna TV (SMATV), C-band satellite, and DBS satellite. <sup>4</sup> Direct broadcast satellite average rate not included.

Source: Paul Kagan Associates Inc., Carmel, CA, *The Cable TV Financial Databook*, annual, 1997 (copyright); *The Cable TV Investor*, April 14, 1998; and *The Pay TV Newsletter*, March 31, 1996, and February 28, 1998.

## No. 929. Cable and Pay TV—Revenue and Expenses: 1990 to 1996

[Based on a sample of taxable employer firms with one or more establishments that are primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. For SIC 4841. Based on the 1987 Standard Industrial Classification code; see text, Section 13, Labor Force]

ITEM	TOTAL (mil. dol.)					PERCENT DISTRIBUTION		
	1990	1993	1994	1995	1996	1990	1995	1996
<b>Revenue . . . . .</b>	<b>22,165</b>	<b>28,769</b>	<b>29,304</b>	<b>32,541</b>	<b>37,027</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Advertising . . . . .	1,882	2,981	3,597	4,466	5,007	8.5	13.7	13.5
Program revenue . . . . .	3,816	4,440	4,714	4,843	5,438	17.2	14.9	14.7
Basic service . . . . .	10,933	14,904	14,547	16,310	18,621	49.3	50.1	50.3
Pay-per-view and other premium service . . . . .	4,351	4,880	4,662	5,068	5,696	19.6	15.6	15.4
Installation fees . . . . .	302	417	427	445	508	1.4	1.4	1.4
Other cable and pay TV revenue . . . . .	881	1,147	1,357	1,409	1,757	4.0	4.3	4.7
<b>Operating expenses . . . . .</b>	<b>19,354</b>	<b>22,648</b>	<b>23,492</b>	<b>26,428</b>	<b>30,471</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Annual payroll . . . . .	2,816	3,824	3,931	4,519	5,061	14.5	17.1	16.6
Employer contributions to Social Security and other supplemental benefits . . . . .	588	866	915	1,000	1,150	3.0	3.8	3.8
Program and production costs <sup>1</sup> . . . . .	5,926	7,644	8,333	9,442	11,239	30.6	35.7	36.9
Depreciation . . . . .	3,611	3,848	3,934	4,433	4,990	18.7	16.8	16.4
Lease and rental payments . . . . .	513	631	648	682	764	2.7	2.6	2.5
Purchased repairs . . . . .	343	432	459	555	615	1.8	2.1	2.0
Insurance . . . . .	110	165	162	175	190	0.6	0.7	0.6
Telephone, other purchased communications . . . . .	133	191	225	283	321	0.7	1.1	1.1
Purchased utilities . . . . .	188	220	210	215	241	1.0	0.8	0.8
Purchased advertising . . . . .	467	601	708	891	1,062	2.4	3.4	3.5
Taxes . . . . .	310	423	424	429	436	1.6	1.6	1.4
Other operating expenses . . . . .	4,349	3,803	3,543	3,804	4,402	22.5	14.4	14.4

<sup>1</sup> Includes costs from basic cable, pay-per-view, premium services, in-house programs, and other program and production costs.Source: U.S. Bureau of the Census, *Annual Survey of Communication Services*.

**No. 930. Microcomputer Software Sales: 1995 and 1996**

[In millions of dollars. Estimated North American retail sales. Figures may not add to totals because individual applications and totals are derived independently]

APPLICATION	1995				1996				
	Total	PC/ MS-DOS	Windows <sup>1</sup>	Macin- tosh	Total	PC/ MS-DOS	Windows 32-bit	Windows 16-bit	Macin- tosh
<b>Total<sup>2</sup></b> . . . . .	<b>9,772.0</b>	<b>1,041.2</b>	<b>7,333.4</b>	<b>1,520.8</b>	<b>10,580.4</b>	<b>558.2</b>	<b>3,199.6</b>	<b>5,327.5</b>	<b>1,170.8</b>
Entertainment . . . . .	826.2	403.5	317.4	105.3	861.9	303.4	343.3	169.6	45.5
Home creativity . . . . .	300.8	2.9	253.8	44.0	337.7	3.4	118.6	190.5	25.3
Home education . . . . .	939.7	32.5	728.2	185.1	958.3	22.9	102.0	658.2	174.4
Finance . . . . .	397.4	80.7	270.6	46.2	467.8	34.2	8.8	388.7	36.2
Word processors . . . . .	1,085.0	25.0	987.2	63.5	976.3	2.1	373.4	556.7	43.4
Spreadsheets . . . . .	865.2	12.3	803.4	46.8	881.6	2.4	295.9	547.4	35.2
Databases . . . . .	336.6	8.7	302.9	24.2	429.8	4.7	174.1	210.1	40.0
Integrated . . . . .	133.5	2.1	86.9	43.9	107.1	(B)	29.2	48.6	28.5
Utilities . . . . .	621.0	110.9	371.2	101.9	773.9	30.7	288.5	147.0	114.5
Presentation graphic . . . . .	462.9	(B)	427.5	30.4	548.8	(B)	175.2	349.4	24.4
Drawing and painting . . . . .	461.9	(B)	146.7	309.9	343.4	(B)	14.4	153.3	168.7
Desktop publishing . . . . .	357.2	(B)	244.6	112.6	357.9	(B)	95.4	183.5	79.1
Other graphics . . . . .	313.8	22.4	216.1	76.1	275.3	13.5	54.5	138.6	54.3
Project management . . . . .	164.2	6.7	142.9	14.6	171.9	5.4	47.5	112.1	6.9
Personal info. manager . . . . .	395.2	1.9	343.3	49.7	348.8	2.0	86.7	210.4	39.1
Languages and tools . . . . .	361.3	11.8	337.2	8.8	418.0	6.7	135.2	271.2	3.6
Other productivity . . . . .	1,624.7	184.3	1,069.5	279.7	2,321.8	126.3	857.1	992.1	251.8

B Base figure too small to meet statistical standards for reliability of a derived figure. <sup>1</sup> 16- and 32-bit. <sup>2</sup> Includes other software platforms, not shown separately.

Source: Software Publishers Association, Washington, DC, *SPA Software Sales Report*, News Release, March 31, 1997 (copyright).

**No. 931. Recording Media—Manufacturers' Shipments and Value: 1982 to 1997**

[Domestic shipments based on reports of manufacturers representing more than 85 percent of the market. Domestic value data based on list prices of records and other media]

MEDIUM	1982	1985	1990	1991	1992	1993	1994	1995	1996	1997
<b>UNIT SHIPMENTS<sup>1</sup> (mil.)</b>										
Total <sup>2</sup> . . . . .	577.4	653.0	865.7	801.0	895.5	955.6	1,122.7	1,112.7	1,137.2	1,063.4
Vinyl singles . . . . .	137.2	120.7	27.6	22.0	19.8	15.1	11.7	10.2	10.1	7.5
Albums—LPs and EPs. . . . .	243.9	167.0	11.7	4.8	2.3	1.2	1.9	2.2	2.9	2.7
CDs . . . . .	(X)	22.6	286.5	333.3	407.5	495.4	662.1	722.9	778.9	753.1
CD singles . . . . .	(X)	(X)	1.1	5.7	7.3	7.8	9.3	21.5	43.2	66.7
Music video . . . . .	(X)	(X)	9.2	6.1	7.6	11.0	11.2	12.6	16.9	18.6
Cassettes . . . . .	182.3	339.1	442.2	360.1	366.4	339.5	345.4	272.6	225.3	172.6
Cassette singles . . . . .	(X)	(X)	87.4	69.0	84.6	85.6	81.1	70.7	59.9	42.2
<b>MANUFACTURES VALUE (mil. dol.)</b>										
Total <sup>2</sup> . . . . .	3,641.6	4,378.8	7,541.1	7,834.2	9,024.0	10,046.6	12,068.0	12,320.3	12,533.8	12,236.8
Vinyl singles . . . . .	283.0	281.0	94.4	63.9	66.4	51.2	47.2	46.7	47.5	35.6
Albums—LPs and EPs. . . . .	1,925.1	1,280.5	86.5	29.4	13.5	10.6	17.8	25.1	36.8	33.3
CDs . . . . .	(X)	389.5	3,451.6	4,337.7	5,326.5	6,511.4	8,464.5	9,377.4	9,934.7	9,915.1
CD singles . . . . .	(X)	(X)	6.0	35.1	45.1	45.8	56.1	110.9	184.1	272.7
Music video . . . . .	(X)	(X)	172.3	118.1	157.4	213.3	231.1	220.3	236.1	323.9
Cassettes . . . . .	1,384.5	2,411.5	3,472.4	3,019.6	3,116.3	2,915.8	2,976.4	2,303.6	1,905.3	1,522.7
Cassette singles . . . . .	(X)	(X)	257.9	230.4	298.8	298.5	274.9	236.3	189.3	133.5

X Not applicable. <sup>1</sup> Net units, after returns. <sup>2</sup> Includes discontinued media. Source: Recording Industry Association of America, Washington, DC, Internet site <http://www.riaa.com> (accessed March 25 1998).

**No. 932. Publishing Industry—Summary: 1987 to 1996**

[In millions of dollars, except as noted. Number in parentheses represents Standard Industrial Classification code; see text, Section 13, Labor Force]

ITEM	NEWSPAPERS (SIC 2711)			PERIODICALS (SIC 2721)			BOOKS (SIC 2731)		
	1987	1992	1996	1987	1992	1996	1987	1992	1996
Establishments . . . . .	9,091	8,679	(NA)	4,020	4,699	(NA)	2,298	2,644	(NA)
With 20 or more employees . . . . .	2,617	2,629	(NA)	876	991	(NA)	424	500	(NA)
Employees <sup>1</sup> (1,000) . . . . .	435	417	403	110	116	121	70	80	85
Payroll . . . . .	9,025	10,506	11,199	2,983	4,075	4,665	1,860	2,676	3,128
Value of receipts . . . . .	31,849	34,124	39,171	17,329	22,034	24,930	12,620	16,731	21,363
Cost of materials . . . . .	7,533	6,874	8,483	5,873	6,201	6,940	3,663	5,338	6,601
Value added <sup>2</sup> . . . . .	24,311	27,247	30,692	11,452	15,833	17,982	9,111	11,494	14,792
New capital expends. . . . .	1,523	1,667	1,277	246	234	311	240	327	365
Fixed assets, gross assets. . . . .	14,028	20,042	(NA)	2,528	2,769	(NA)	1,680	2,402	(NA)
Inventories, Dec. 31 . . . . .	857	767	894	902	1,067	1,216	2,091	2,944	3,320

NA Not available. <sup>1</sup> Represents the average number of production workers plus the number of other employees in mid-March. <sup>2</sup> By manufacture, derived by subtracting the cost of materials, supplies, containers, fuel, purchased electricity, and contract work from the value of shipments. This result is then adjusted by the addition of value added by merchandising operations, plus the net change in finished goods and work-in-process inventories between the beginning and the end of the year.

Source: U.S. Bureau of the Census, *1992 Census of Manufactures*, Industry Reports, series MC92-I-27A, and *Annual Survey of Manufactures*.

**No. 933. Newspapers and Periodicals—Number, by Type: 1980 to 1997**

[The complete publication including this copyright table is available from the U.S. Government Printing Office and the National Technical Information Service]

**No. 934. Daily and Sunday Newspapers—Number and Circulation: 1970 to 1997**

[Number of newspapers as of **February 1** the following year. Circulation figures as of **September 30** of year shown. For English language newspapers only]

TYPE	1970	1975	1980	1985	1989	1990	1991	1992	1993	1994	1995	1996	1997
<b>NUMBER</b>													
Daily: Total <sup>1</sup> . . . . .	1,748	1,756	1,745	1,676	1,626	1,611	1,586	1,570	1,556	1,548	1,533	1,520	1,509
Morning . . . . .	334	339	387	482	530	559	571	596	623	635	656	686	705
Evening . . . . .	1,429	1,436	1,388	1,220	1,125	1,084	1,042	996	954	935	891	846	816
Sunday . . . . .	586	639	736	798	847	863	875	891	884	886	888	890	903
<b>CIRCULATION (mil.)</b>													
Daily: Total <sup>1</sup> . . . . .	62.1	60.7	62.2	62.8	62.6	62.3	60.7	60.1	59.8	59.3	58.2	57.0	56.7
Morning . . . . .	25.9	25.5	29.4	36.4	40.7	41.3	41.5	42.4	43.1	43.4	44.3	44.8	45.4
Evening . . . . .	36.2	35.2	32.8	26.4	21.9	21.0	19.2	17.8	16.7	15.9	13.9	12.2	11.3
Sunday . . . . .	49.2	51.1	54.7	58.8	62.0	62.6	62.1	62.2	62.6	62.3	61.5	60.8	60.5
<b>PER CAPITA CIRCULATION <sup>2</sup></b>													
Daily: Total <sup>1</sup> . . . . .	0.30	0.28	0.27	0.26	0.25	0.25	0.24	0.24	0.23	0.23	0.22	0.21	0.21
Morning . . . . .	0.13	0.12	0.13	0.15	0.16	0.17	0.16	0.17	0.17	0.17	0.17	0.17	0.17
Evening . . . . .	0.18	0.16	0.14	0.11	0.09	0.08	0.08	0.07	0.06	0.06	0.05	0.05	0.04
Sunday . . . . .	0.24	0.24	0.24	0.25	0.25	0.25	0.25	0.24	0.24	0.24	0.23	0.23	0.23

<sup>1</sup> All-day newspapers are counted in both morning and evening columns but only once in total. Circulation is divided equally between morning and evening. <sup>2</sup> Based on U.S. Bureau of the Census estimated resident population as of July 1.

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

**No. 935. Daily Newspapers—Number and Circulation, by Size of City: 1980 to 1997**

[Number of newspapers as of **February 1** the following year. Circulation as of **September 30** of year shown. For English language newspapers only. See Table 47 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	1985	1990	1995	1997	1980	1985	1990	1995	1997
<b>Morning dailies, total . . . . .</b>	<b>387</b>	<b>482</b>	<b>559</b>	<b>656</b>	<b>705</b>	<b>29,413</b>	<b>36,361</b>	<b>41,311</b>	<b>44,310</b>	<b>45,434</b>
In cities of—										
1,000,001 or more . . . . .	20	22	18	25	25	8,795	9,367	6,508	10,173	10,328
500,001 to 1,000,000 . . . . .	27	24	22	22	27	5,705	6,897	4,804	5,587	6,383
100,001 to 500,000 . . . . .	99	121	138	153	153	8,996	12,197	20,051	17,214	16,707
50,001 to 100,000 . . . . .	75	87	100	138	156	2,973	3,653	4,373	5,602	5,869
25,001 to 50,000 . . . . .	64	83	102	115	123	1,701	2,145	3,209	3,150	3,337
Less than 25,000 . . . . .	102	145	179	203	221	1,243	2,099	2,365	2,584	2,810
<b>Evening dailies, total . . . . .</b>	<b>1,388</b>	<b>1,220</b>	<b>1,084</b>	<b>891</b>	<b>816</b>	<b>32,788</b>	<b>26,407</b>	<b>21,017</b>	<b>13,883</b>	<b>11,294</b>
In cities of—										
1,000,001 or more . . . . .	11	8	7	3	1	2,984	2,169	1,423	390	2
500,001 to 1,000,000 . . . . .	23	14	12	7	6	4,101	1,626	1,350	1,017	849
100,001 to 500,000 . . . . .	123	102	71	45	39	8,178	6,987	4,687	2,529	1,959
50,001 to 100,000 . . . . .	156	127	94	72	64	4,896	3,942	2,941	2,029	1,719
25,001 to 50,000 . . . . .	246	229	204	158	143	5,106	4,606	4,278	2,819	2,337
Less than 25,000 . . . . .	829	740	696	606	563	7,523	7,075	6,338	5,099	4,428

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

**No. 936. Daily and Sunday Newspapers—Number and Circulation, by State: 1997**

[Number of newspapers as of February 1 the following year. Circulation as of September 30 of the year shown. For English language newspapers only. New York, Massachusetts, and Virginia Sunday newspapers include national circulation]

STATE	DAILY			SUNDAY		STATE	DAILY			SUNDAY	
	Number	Circulation <sup>1</sup>		Number	Net paid circulation <sup>1</sup> (1,000)		Number	Circulation <sup>1</sup>		Number	Net paid circulation <sup>1</sup> (1,000)
		Net paid (1,000)	Per capita <sup>2</sup>					Net paid (1,000)	Per capita <sup>2</sup>		
<b>U.S. . . .</b>	<b>1,509</b>	<b>56,728</b>	<b>0.21</b>	<b>903</b>	<b>60,484</b>	MO . . . . .	45	986	0.18	23	1,289
AL . . . . .	24	678	0.15	20	749	MT . . . . .	11	188	0.20	7	196
AK . . . . .	7	112	0.18	5	132	NE . . . . .	16	452	0.27	6	434
AZ . . . . .	16	767	0.16	11	910	NV . . . . .	9	302	0.17	4	325
AR . . . . .	31	473	0.18	18	532	NH . . . . .	12	235	0.20	8	251
CA . . . . .	95	6,118	0.19	61	6,247	NJ . . . . .	19	1,422	0.17	16	1,718
CO . . . . .	30	1,074	0.26	16	1,294	NM . . . . .	18	295	0.16	13	297
CT . . . . .	18	769	0.23	12	851	NY . . . . .	68	6,491	0.35	45	5,475
DE . . . . .	2	147	0.19	2	171	NC . . . . .	47	1,362	0.17	36	1,500
DC . . . . .	2	877	1.64	2	1,161	ND . . . . .	10	177	0.27	7	181
FL . . . . .	42	3,013	0.20	36	3,875	OH . . . . .	84	2,528	0.22	38	2,776
GA . . . . .	34	1,045	0.13	25	1,338	OK . . . . .	44	671	0.20	37	813
HI . . . . .	6	226	0.18	5	258	OR . . . . .	19	690	0.21	10	711
ID . . . . .	12	219	0.17	8	237	PA . . . . .	86	2,869	0.23	41	3,258
IL . . . . .	68	2,390	0.20	31	2,546	RI . . . . .	6	237	0.24	3	273
IN . . . . .	70	1,366	0.23	21	1,299	SC . . . . .	15	634	0.16	14	750
IA . . . . .	38	649	0.22	11	667	SD . . . . .	11	161	0.21	4	134
KS . . . . .	47	464	0.18	15	425	TN . . . . .	27	888	0.16	16	1,077
KY . . . . .	23	624	0.16	14	683	TX . . . . .	88	2,965	0.15	85	4,000
LA . . . . .	26	734	0.16	21	827	UT . . . . .	6	322	0.15	6	365
ME . . . . .	7	248	0.20	4	203	VT . . . . .	8	126	0.21	3	102
MD . . . . .	14	614	0.12	8	890	VA . . . . .	28	2,692	0.39	15	1,142
MA . . . . .	33	1,726	0.28	14	1,658	WA . . . . .	24	1,181	0.20	16	1,275
MI . . . . .	49	1,792	0.18	26	2,086	WV . . . . .	22	381	0.20	11	381
MN . . . . .	25	901	0.19	14	1,153	WI . . . . .	35	965	0.18	17	1,101
MS . . . . .	23	393	0.14	18	403	WY . . . . .	9	89	0.18	4	65

<sup>1</sup> Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office. <sup>2</sup> Per capita based on estimated resident population as of July 1.

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

**No. 937. New Books and Editions Published and Imports, by Subject: 1990 to 1996**

[Covers listings in Bowker's Weekly Record in year shown, plus titles issued in that year which were listed in following 6 months. Comprises new books (published for first time) and new editions (with changes in text or format). Excludes government publications; books sold only by subscription; dissertations; periodicals and quarterlies; and pamphlets under 49 pages]

SUBJECT	NEW BOOKS AND NEW EDITIONS						IMPORTS					
	1990	1992	1993	1994	1995	1996	1990	1992	1993	1994	1995	1996
<b>Total . . . . .</b>	<b>46,738</b>	<b>49,276</b>	<b>49,756</b>	<b>51,663</b>	<b>62,039</b>	<b>68,175</b>	<b>6,414</b>	<b>6,506</b>	<b>7,055</b>	<b>8,172</b>	<b>8,539</b>	<b>9,271</b>
Agriculture . . . . .	514	565	559	532	673	675	86	93	125	87	97	72
Art . . . . .	1,262	1,392	1,540	1,621	2,168	2,033	94	156	225	205	273	203
Biography . . . . .	1,957	2,007	2,071	2,197	2,658	3,007	115	124	136	144	142	221
Business . . . . .	1,191	1,367	1,442	1,616	1,843	1,788	134	126	253	276	268	238
Education . . . . .	1,039	1,184	1,247	1,310	1,526	1,595	234	232	246	287	285	280
Fiction . . . . .	5,764	5,690	5,419	5,415	7,605	8,573	166	246	141	247	251	280
General works . . . . .	1,760	2,153	1,870	2,208	2,751	3,027	266	313	308	331	367	424
History . . . . .	2,243	2,322	2,317	2,507	2,999	3,576	329	348	373	447	462	536
Home economics . . . . .	758	826	881	1,004	1,395	1,447	19	25	24	31	41	22
Juvenile . . . . .	5,172	5,144	5,469	5,321	5,678	5,353	103	50	45	45	63	47
Language . . . . .	649	617	699	700	732	898	202	164	172	199	263	313
Law . . . . .	896	1,063	1,143	1,168	1,230	1,357	138	197	229	261	215	264
Literature . . . . .	2,049	2,227	2,169	2,356	2,525	3,082	242	274	286	326	308	428
Medicine . . . . .	3,014	3,234	3,094	3,147	3,510	4,223	588	514	532	605	611	720
Music . . . . .	289	346	377	364	479	461	52	69	63	49	73	67
Philosophy, psychology . . . . .	1,683	1,806	1,764	1,741	2,068	2,333	284	291	351	379	346	393
Poetry and drama . . . . .	874	899	1,004	1,065	1,407	1,566	119	136	167	226	206	231
Religion . . . . .	2,285	2,540	2,633	2,730	3,324	3,803	176	165	186	225	235	310
Science . . . . .	2,742	2,729	2,678	3,021	3,323	3,725	1,030	840	868	997	1,068	1,058
Sociology, economics . . . . .	7,042	7,432	7,502	8,038	9,362	10,528	1,368	1,521	1,652	2,121	2,198	2,392
Sports, recreation . . . . .	973	1,113	1,146	1,161	1,591	1,751	75	112	144	106	118	136
Technology . . . . .	2,092	2,152	2,247	2,085	2,470	2,629	546	458	476	465	487	520
Travel . . . . .	495	468	487	556	722	745	48	52	53	113	162	116

Source: R. R. Bowker Co., New York, NY, *Publishers Weekly*. (Copyright by Reed Publishing USA.)

## No. 938. Books—Average Retail Prices: 1980 to 1996

[In dollars. Covers listings in Bowker's Weekly Record in year shown, plus titles issued in that year which were listed in following 6 months. Comprises new books (published for first time) and new editions (with changes in text or format)]

SUBJECT	1980	1985	1990	1991	1992	1993	1994	1995	1996
Hardcover <sup>1</sup>	24.64	31.46	42.12	44.17	45.05	34.98	44.65	47.15	50.00
Agriculture	27.55	36.77	54.24	57.73	53.76	41.84	58.10	49.00	45.00
Art	27.70	35.15	42.18	44.99	44.59	39.99	39.97	41.23	53.40
Biography	19.77	22.20	29.58	27.52	30.41	28.37	30.43	30.01	31.67
Business	22.45	28.84	45.48	43.38	43.91	37.95	42.72	46.90	52.62
Education	17.01	27.28	38.72	41.26	48.77	38.60	47.98	43.00	47.09
Fiction	12.46	15.29	19.83	21.30	20.39	19.50	20.95	21.47	22.89
General works	29.84	37.91	54.77	51.74	56.29	45.41	60.41	54.11	68.36
History	22.78	27.02	36.43	39.87	39.19	40.78	40.20	42.19	45.62
Home economics	13.31	17.50	23.80	24.23	24.88	20.55	20.49	22.53	23.39
Juvenile	8.16	9.95	13.01	16.64	14.46	13.87	14.59	14.55	15.97
Language	22.16	28.68	42.98	51.71	49.68	34.02	52.09	54.89	58.81
Law	33.25	41.70	60.78	64.89	76.21	53.94	72.32	73.09	88.51
Literature	18.70	24.53	35.80	36.76	39.23	35.30	37.77	38.49	43.28
Medicine	34.28	44.36	72.24	71.44	75.22	49.78	76.30	75.80	81.48
Music	21.79	28.79	41.86	41.04	47.37	41.44	39.27	43.27	39.21
Philosophy, psychology	21.70	28.11	40.58	42.74	46.85	39.44	44.71	45.26	48.40
Poetry and drama	17.85	22.14	32.19	33.29	36.76	31.06	31.56	34.96	34.15
Religion	17.61	19.13	31.31	32.33	35.31	29.16	30.73	34.27	36.62
Science	37.45	51.19	74.39	80.14	81.95	52.71	90.12	93.52	90.63
Sociology, economics	31.76	33.33	42.10	48.43	45.53	41.32	50.24	55.51	53.82
Sports, recreation	15.92	23.43	30.52	30.68	34.62	32.28	33.39	32.14	34.71
Technology	33.64	50.37	76.80	76.40	82.18	56.31	81.03	88.28	91.59
Travel	16.80	24.66	30.41	32.43	33.28	26.22	32.13	38.30	33.91
Paperbacks:									
Mass market <sup>2</sup>	(NA)	3.63	4.57	5.08	5.22	5.82	5.70	6.53	6.57
Trade	8.60	13.98	17.45	18.40	18.81	20.56	20.56	21.71	21.41

NA Not available. <sup>1</sup> Excludes publications of the United States and other governmental units, books sold only by subscription, and dissertations. <sup>2</sup> "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc.

Source: R. R. Bowker Co., New Providence, NJ, *The Bowker Annual: Library and Book Trade Almanac*. (Copyright by Elsevier Inc.); and Publishers Weekly, New York, NY.

## No. 939. Periodicals—Average Retail Prices: 1994 to 1998

[In dollars]

SUBJECT	1994	1995	1996	1997	1998
Agriculture	293.56	326.02	383.21	417.56	419.04
Anthropology	143.20	157.10	176.07	189.79	207.45
Art and architecture	87.17	92.24	97.99	101.06	102.30
Astronomy	746.36	840.93	993.03	1,071.36	1,087.53
Biology	556.93	620.18	731.84	824.81	891.40
Botany	422.25	475.10	556.14	607.42	644.47
Business and economics	194.94	227.43	271.13	307.21	339.55
Chemistry	1,006.70	1,106.09	1,319.23	1,467.35	1,577.13
Education	125.39	136.45	150.99	165.03	178.53
Engineering and technology	523.24	575.28	695.69	785.93	866.99
Food science	272.22	308.20	352.20	385.11	440.44
General science	369.40	416.28	487.86	548.10	607.80
General works	63.09	66.73	76.04	80.66	80.53
Geography	305.27	340.79	391.43	452.85	493.93
Geology	469.41	516.08	628.26	703.95	740.14
Health sciences	367.24	403.28	461.07	517.24	573.79
History	76.83	83.27	91.45	95.62	99.26
Language and literature	71.24	77.83	87.34	90.60	92.55
Law	97.22	105.21	119.16	123.80	138.78
Library and information science	136.23	153.58	172.45	181.35	202.30
Math and computer science	566.94	619.31	728.84	805.26	859.91
Military and naval science	133.50	153.75	168.00	184.13	209.50
Music	52.75	57.50	60.89	65.27	67.93
Philosophy and religion	81.48	91.30	101.25	105.99	107.14
Physics	1,035.81	1,144.93	1,358.19	1,510.45	1,601.03
Political science	105.37	119.91	138.24	151.75	166.05
Psychology	163.91	182.67	207.48	234.12	257.69
Recreation	59.82	61.30	68.73	71.54	75.94
Sociology	149.41	156.42	181.84	201.66	222.23
Technology	457.94	519.93	621.97	702.67	775.05
Zoology	421.74	471.55	539.72	594.28	641.06

Source: Library Journal, New York, NY, *Library Journal*, April 15, 1998. (Copyright by Reed Publishing USA.)



**No. 940. U.S. Postal Service—Summary: 1980 to 1997**

[Employees in thousands; revenue and expenditures in millions of dollars, except as indicated. For fiscal years; see text, Section 9. Includes Puerto Rico and all outlying areas. See text, Section 18]

ITEM	1980	1990	1993	1994	1995	1996	1997
<b>Offices, stations, and branches . . . . .</b>	<b>39,486</b>	<b>40,067</b>	<b>39,392</b>	<b>39,372</b>	<b>39,149</b>	<b>38,212</b>	<b>38,019</b>
Number of post offices . . . . .	30,326	28,959	28,728	28,657	28,392	28,189	28,060
Number of stations and branches . . . . .	9,160	11,108	10,664	10,715	10,757	10,023	9,959
Pieces of mail handled (bil.) . . . . .	106.3	166.3	171.2	178.0	180.7	183.4	190.9
First class, number (bil.) . . . . .	60.3	89.3	92.2	95.3	96.3	98.2	99.7
Percent . . . . .	56.7	53.7	53.8	53.5	53.3	53.3	52.2
Periodicals (bil.) . . . . .	10.2	10.7	10.3	10.2	10.2	10.1	10.4
<b>Employees, total . . . . .</b>	<b>667</b>	<b>843</b>	<b>818</b>	<b>852</b>	<b>875</b>	<b>886</b>	<b>893</b>
Career . . . . .	643	761	691	729	753	761	765
Headquarters . . . . .	3	2	2	2	2	2	2
Headquarters support . . . . .	(NA)	6	4	4	4	4	4
Inspection Service . . . . .	5	4	4	4	4	4	4
Field Career . . . . .	635	747	681	720	745	748	755
Postmasters . . . . .	29	27	25	27	27	26	26
Supervisors/managers . . . . .	36	43	32	35	35	35	36
Professional, administrative, and technical . . . . .	5	10	10	11	11	11	11
Clerks . . . . .	263	290	257	265	274	277	281
Mail handlers . . . . .	37	51	51	55	57	58	59
City carriers . . . . .	187	236	212	229	240	238	234
Motor vehicle operators . . . . .	6	7	7	8	8	8	9
Rural carriers . . . . .	33	42	44	45	46	48	50
Special delivery messengers . . . . .	3	2	2	2	2	1	1
Building and equipment maintenance . . . . .	27	33	35	37	38	39	40
Vehicle maintenance . . . . .	5	5	5	5	5	5	6
Other <sup>2</sup> . . . . .	4	1	1	1	2	2	2
Noncareer . . . . .	25	83	126	123	122	125	128
Casuals . . . . .	5	27	27	26	26	25	33
Transitional . . . . .	(X)	(X)	42	38	32	33	27
Rural substitutes . . . . .	20	43	44	47	50	54	55
Relief/Leave Replacements . . . . .	(X)	12	12	13	13	13	13
Nonbargaining temporary . . . . .	(X)	(Z)	1	1	1	1	1
Compensation and employee benefits (mil. dol.) . . . . .	16,541	34,214	38,447	39,609	41,931	42,676	43,835
Avg. salary per employee (dol.) <sup>3</sup> . . . . .	24,799	37,570	42,711	44,342	45,001	44,718	48,793
Pieces of mail per employee, (1,000) . . . . .	159	197	209	209	207	207	214
<b>Total revenue<sup>4</sup> . . . . .</b>	<b>19,253</b>	<b>40,074</b>	<b>47,986</b>	<b>49,576</b>	<b>54,509</b>	<b>56,544</b>	<b>58,331</b>
Operating postal revenue . . . . .	17,143	39,201	47,418	49,252	54,176	56,309	58,133
Mail revenue <sup>5</sup> . . . . .	16,377	37,892	45,909	47,739	52,490	54,538	56,267
First class mail . . . . .	10,146	24,023	28,828	29,377	31,955	33,117	33,398
Priority mail <sup>6</sup> . . . . .	612	1,555	2,300	2,653	3,075	3,322	3,857
Express mail <sup>7</sup> . . . . .	184	630	627	671	711	737	825
Mailgram . . . . .	15	8	7	2	2	2	2
Periodicals (formerly 2d class) . . . . .	863	1,509	1,740	1,756	1,972	2,014	2,068
Standard mail A (formerly 3d class) . . . . .	2,412	8,082	9,817	10,534	11,792	12,175	12,876
Standard mail B (formerly 4th class) . . . . .	805	919	1,183	1,353	1,525	1,524	1,628
International surface . . . . .	154	222	211	205	205	199	192
International air . . . . .	442	941	1,196	1,208	1,254	1,450	1,423
Service revenue . . . . .	765	1,310	1,510	1,513	1,687	1,771	1,866
Registry . . . . .	157	174	130	120	116	113	99
Certified . . . . .	120	310	426	428	560	556	627
Insurance . . . . .	55	47	52	53	52	49	63
Collection-on-delivery . . . . .	21	26	20	17	21	21	22
Special delivery . . . . .	73	6	2	5	3	4	1
Money orders . . . . .	95	155	166	154	169	221	212
Other . . . . .	244	592	713	735	764	803	842
Operating expenses <sup>8</sup> . . . . .	19,413	40,490	46,322	48,455	50,730	53,113	54,873

NA Not available. X Not applicable. Z Fewer than 500. <sup>1</sup> Items mailed at 1st class rates and weighing 11 ounces or less. <sup>2</sup> Includes discontinued operations, area offices, and nurses. <sup>3</sup> For career bargaining unit employees. Includes fringe benefits. <sup>4</sup> Net revenues after refunds of postage. Includes operating reimbursements, stamped envelope purchases, indemnity claims, and miscellaneous revenue and expenditure offsets. Shown in year which gave rise to the earnings. <sup>5</sup> For 1980, includes penalty and franked mail, not shown separately. Later years have that mail distributed into the appropriate class. <sup>6</sup> Provides 2- to 3-day delivery service. <sup>7</sup> Overnight delivery of packages weighing up to 70 pounds. <sup>8</sup> Shown in year in which obligation was incurred.

Source: U.S. Postal Service, *Annual Report of the Postmaster General and Comprehensive Statement on Postal Operations*, annual, and unpublished data.

## No. 941. U.S. Postal Service—Volume of Mail, by Class: 1980 to 1997

[In millions, except percent and per capita. For fiscal years; see text Section 9. Includes Puerto Rico and all outlying areas. For definition of classes of mail, see footnotes, Table 940]

CLASS OF MAIL	PIECES OF MAIL				WEIGHT OF MAIL (lbs.)			
	1980	1990	1995	1997	1980	1990	1995	1997
<b>Total</b> . . . . .	<b>106,311</b>	<b>166,301</b>	<b>180,734</b>	<b>190,888</b>	<b>12,958</b>	<b>18,826</b>	<b>21,926</b>	<b>23,352</b>
Domestic <sup>1</sup> . . . . .	105,348	165,503	179,933	189,881	12,742	18,578	21,677	23,093
First class . . . . .	60,276	89,270	96,296	99,660	2,136	3,340	3,865	4,115
Express . . . . .	17	59	57	64	78	112	63	76
Priority mail . . . . .	248	518	869	1,068	591	1,007	1,484	1,861
Periodicals (formerly 2d class) . . . . .	10,220	10,680	10,194	10,411	3,478	4,233	4,211	4,338
Standard A (formerly 3d class) . . . . .	30,381	63,725	71,112	77,254	3,240	7,648	9,234	9,694
Standard B (formerly 4th class) . . . . .	633	663	936	988	2,661	2,109	2,709	2,890
Mailgram . . . . .	39	14	5	5	(X)	(X)	(X)	(X)
U.S. Postal Service . . . . .	(NA)	538	412	377	(NA)	97	80	88
Free for the blind . . . . .	28	35	52	53	40	30	32	33
International surface . . . . .	450	166	106	97	164	146	114	102
International air . . . . .	513	632	696	910	52	102	135	157
Percent distribution . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Domestic <sup>1</sup> . . . . .	99.1	99.5	99.6	99.5	98.3	98.7	98.9	98.9
First class mail . . . . .	56.7	53.7	53.3	52.2	16.5	17.7	17.6	17.6
Express mail . . . . .	(Z)	(Z)	(Z)	(Z)	0.6	0.6	0.3	0.3
Priority mail . . . . .	0.6	0.3	0.5	0.6	4.6	5.3	6.8	8.0
Periodicals (formerly 2d class) . . . . .	9.6	6.4	5.6	5.4	26.8	22.5	19.2	18.6
Standard A (formerly 3d class) . . . . .	28.6	38.3	39.3	40.5	25.0	40.6	42.1	41.5
Standard B (formerly 4th class) . . . . .	0.6	0.4	0.5	0.5	20.5	11.2	12.4	12.4
Mailgram . . . . .	(Z)	(Z)	(Z)	(Z)	(X)	(X)	(X)	(X)
U.S. Postal Service . . . . .	-	0.3	0.2	0.2	-	0.5	0.4	0.4
Free for the blind . . . . .	(Z)	(Z)	(Z)	(Z)	0.3	0.2	0.1	0.1
International surface . . . . .	0.4	0.1	0.1	0.1	1.3	0.8	0.5	0.4
International air . . . . .	0.5	0.4	0.4	0.5	0.4	0.5	0.6	0.7
Per capita: <sup>2</sup>								
Domestic mail <sup>3</sup> . . . . .	475	662	684	708	57	74	82	87
First class . . . . .	272	357	366	372	10	13	15	15
Periodicals . . . . .	46	43	39	39	16	17	16	16
Standard A . . . . .	137	255	270	288	15	31	35	36
Standard B . . . . .	3	3	4	4	12	8	10	11

- Represents zero. NA Not available. X Not applicable. Z Less than .05 percent. <sup>1</sup> 1980 includes penalty and franked mail, not shown separately. In later years this mail was allocated to the appropriate class. <sup>2</sup> Based on estimated total population as of July 1, including Armed Forces abroad. <sup>3</sup> Includes types of mail not shown separately.

Source: U.S. Postal Service, *Annual Report of the Postmaster General*; and unpublished data.

## No. 942. U.S. Postal Service Rates for Letters and Post Cards: 1958 to 1995

[Domestic airmail letters discontinued in 1973 at 13 cents per ounce; superseded by express mail. Prior to February 3, 1991, international airmail rates were based on international zones which have been discontinued. Rates exclude Canada and Mexico]

DOMESTIC MAIL DATE OF RATE CHANGE	SURFACE MAIL				Express mail <sup>1</sup>	INTER-NATIONAL AIR MAIL DATE OF RATE CHANGE	LETTERS			Postal and post cards	Aero-grammes
	Letters			Postal and post cards			First 1/2 ounce	Sec-ond 1/2 ounce	Each added 1/2 ounce		
	Each ounce	First ounce	Each added ounce								
1958 (Aug. 1) . . .	\$0.04	(X)	(X)	\$0.03	(X)	1961 (July 1) . . .	(X)	(X)	(X)	\$0.11	\$0.11
1963 (Jan. 7) . . .	\$0.05	(X)	(X)	\$0.04	(X)	1967 (May 1) . . .	(X)	(X)	(X)	\$0.13	\$0.13
1968 (Jan. 7) . . .	\$0.06	(X)	(X)	\$0.05	(X)	1971 (July 1) . . .	(X)	(X)	(X)	\$0.13	\$0.13
1971 (May 16) . . .	\$0.08	(X)	(X)	\$0.06	(X)	1974 (Mar. 2) . . .	(X)	(X)	(X)	\$0.18	\$0.18
1974 (Mar. 2) . . .	\$0.10	(X)	(X)	\$0.08	(X)	1976 (Jan. 3) . . .	(X)	(X)	(X)	\$0.21	\$0.22
1975 (Sept. 14) . . .	(X)	\$0.10	\$0.09	\$0.07	(X)	1981 (Jan. 1) . . .	(X)	(X)	(X)	\$0.28	\$0.30
1975 (Dec. 31) . . .	<sup>2</sup> (X)	<sup>2</sup> \$0.13	<sup>2</sup> \$0.11	<sup>2</sup> \$0.09	(X)	1985 (Feb. 17) . . .	(X)	(X)	(X)	\$0.33	\$0.36
1978 (May 29) . . .	(X)	\$0.15	\$0.13	\$0.10	(X)	1988 (Apr. 17) . . .	(X)	(X)	(X)	\$0.36	\$0.39
1981 (Mar. 22) . . .	(X)	\$0.18	\$0.17	\$0.12	(X)	1991 (Feb. 3) . . .	\$0.50	\$0.45	<sup>3</sup> \$0.39	\$0.40	\$0.45
1981 (Nov. 1) . . .	(X)	\$0.20	\$0.17	\$0.13	\$9.35	1995 (July 9) . . .	\$0.60	<sup>3</sup> \$0.40	(X)	\$0.40	\$0.45
1985 (Feb. 17) . . .	(X)	\$0.22	\$0.17	\$0.14	\$10.75						
1988 (Apr. 3) . . .	(X)	\$0.25	\$0.20	\$0.15	<sup>4</sup> \$12.00						
1991 (Feb. 3) . . .	(X)	\$0.29	\$0.23	\$0.19	<sup>4</sup> \$13.95						
1995 (Jan. 1) . . .	(X)	\$0.32	\$0.23	\$0.20	<sup>4</sup> \$15.00						

X Not applicable. <sup>1</sup> Post Office to addressee rates. Rates shown are for weights up to 2 pounds, all zones. Beginning Feb. 17, 1985, for weights between 2 and 5 lbs, \$12.85 is charged. Prior to Nov. 1, 1981, rate varied by weight and distances. Over 5 pounds still varies by distance. <sup>2</sup> As of October 11, 1975, surface mail service upgraded to level of airmail. <sup>3</sup> Up to the limit of 64 ounces. <sup>4</sup> Over 8 ounces and up to 2 pounds.

Source: U.S. Postal Service, "United States Domestic Postage Rate: Recent History," and unpublished data.

**No. 943. Advertising—Estimated Expenditures, by Medium: 1990 to 1997**

[In millions of dollars. See text, Section 18, for definitions of types of advertising]

MEDIUM	1990	1991	1992	1993	1994	1995	1996	1997, prel.
<b>Total</b> . . . . .	<b>129,590</b>	<b>127,470</b>	<b>132,650</b>	<b>139,540</b>	<b>151,680</b>	<b>162,930</b>	<b>175,230</b>	<b>186,765</b>
National . . . . .	73,380	73,270	76,710	80,795	88,250	95,360	103,040	109,950
Local . . . . .	56,210	54,200	55,940	58,745	63,430	67,570	72,190	76,815
Newspapers . . . . .	32,281	30,409	30,737	32,025	34,356	36,317	38,402	41,220
National . . . . .	3,867	3,685	3,602	3,620	3,906	3,996	4,400	4,840
Local . . . . .	28,414	26,724	27,135	28,405	30,450	32,321	34,002	36,380
Magazines . . . . .	6,803	6,524	7,000	7,357	7,916	8,580	9,010	9,975
Weeklies . . . . .	2,864	2,670	2,739	2,850	3,140	3,347	3,581	3,890
Women's . . . . .	1,713	1,671	1,853	2,009	2,106	2,236	2,303	2,595
Monthlies . . . . .	2,226	2,183	2,408	2,498	2,670	2,997	3,126	3,490
Farm publications . . . . .	215	215	231	243	262	283	297	315
Television . . . . .	29,073	28,189	30,450	31,698	35,435	37,828	42,484	44,580
TV networks . . . . .	9,863	9,533	10,249	10,209	10,942	11,600	13,081	13,275
Three TV networks . . . . .	9,383	8,933	9,549	9,369	9,959	10,263	11,423	11,525
Syndication (nat'l) . . . . .	1,860	2,024	2,227	2,586	3,052	3,535	4,472	5,275
Syndication TV . . . . .	1,109	1,253	1,370	1,576	1,734	2,016	2,218	2,385
Spot (national) . . . . .	7,788	7,110	7,551	7,800	8,993	9,119	9,803	9,995
Spot (local) . . . . .	7,856	7,565	8,079	8,435	9,464	9,985	10,944	11,490
Cable (non-network) . . . . .	597	704	974	1,092	1,250	1,573	1,966	2,160
Radio . . . . .	8,726	8,476	8,654	9,457	10,529	11,338	12,269	13,180
Network . . . . .	482	490	424	458	463	480	523	555
Spot . . . . .	1,635	1,575	1,505	1,657	1,902	1,959	2,135	2,340
Local . . . . .	6,609	6,411	6,725	7,342	8,164	8,899	9,611	10,285
Yellow Pages . . . . .	8,926	9,182	9,320	9,517	9,825	10,236	10,849	11,470
National . . . . .	1,132	1,162	1,188	1,230	1,314	1,410	1,555	1,685
Local . . . . .	7,794	8,020	8,132	8,287	8,511	8,826	9,294	9,785
Direct mail . . . . .	23,370	24,460	25,391	27,266	29,638	32,866	34,509	36,925
Business papers . . . . .	2,875	2,882	3,090	3,260	3,358	3,559	3,808	4,140
Outdoor . . . . .	1,084	1,077	1,031	1,090	1,167	1,263	1,339	1,410
Miscellaneous . . . . .	16,237	16,056	16,746	17,627	19,194	20,660	22,263	23,550

Source: McCann-Erickson, Inc., New York, NY. Compiled for Crain Communications, Inc. in *Advertising Age* (copyright).

**No. 944. Magazine Advertising—Expenditures, by Product: 1985 to 1997**

[In millions of dollars. Space cost based on one-time rate; special rates used where applicable. Year-to-year data not strictly comparable, as a few minor publications are added or deleted]

PRODUCT	1985	1990	1991	1992	1993	1994	1995	1996	1997
<b>Total</b> . . . . .	<b>4,961</b>	<b>6,753</b>	<b>6,608</b>	<b>7,186</b>	<b>7,667</b>	<b>9,029</b>	<b>10,212</b>	<b>11,282</b>	<b>12,755</b>
Apparel, footwear, accessories . . . . .	251	428	419	496	513	544	585	671	757
Automotive, accessories, equipment . . . . .	549	900	941	1,035	1,064	1,223	1,328	1,447	1,777
Beer, wine, and liquor . . . . .	240	277	279	247	204	199	220	226	270
Computers, office equipment and stationery . . . . .	250	283	291	354	364	699	951	1,031	1,088
Business and consumer services . . . . .	463	516	453	513	625	680	782	902	1,020
Drugs and remedies . . . . .	135	163	167	299	368	438	479	641	816
Food and food products . . . . .	342	444	437	459	470	512	677	665	684
Household equipment and supplies . . . . .	100	118	115	161	141	141	170	169	185
Household furnishings . . . . .	87	116	123	117	146	166	172	161	187
Jewelry, cameras, optical goods . . . . .	101	157	157	158	168	183	231	270	297
Mail orders/direct response . . . . .	328	531	574	617	725	904	962	988	1,099
Publishing and media . . . . .	188	212	197	202	214	259	292	357	407
Retail . . . . .	121	255	201	190	219	248	256	321	410
Smoking materials . . . . .	383	305	265	224	210	288	314	333	307
Toiletries and toilet goods . . . . .	385	679	640	734	811	880	900	989	1,121
Travel, hotels, and resorts . . . . .	245	380	346	350	378	449	469	518	571
Other . . . . .	793	989	1,005	1,030	1,047	1,216	1,425	1,593	1,757

Source: Publishers Information Bureau, Inc., New York, NY, as compiled by Competitive Media Reporting.

**No. 945. Television—Expenditures for Network Advertising: 1995 to 1997**

[In millions of dollars. See text, Section 18, Communications, for a definition of network advertising. Beginning 1996, includes WB and UPN]

PRODUCT	1995	1996	1997	PRODUCT	1995	1996	1997
<b>Total</b> . . . . .	<b>12,402</b>	<b>14,740</b>	<b>15,225</b>	Home electronics equipment . . . . .	203	258	233
Apparel, footwear, accessories . . . . .	340	412	370	Horticulture . . . . .	37	31	35
Automotive . . . . .	1,736	1,959	2,323	Household equipment, supplies, and furnishings . . . . .	382	424	400
Beer and wine . . . . .	367	391	402	Insurance . . . . .	143	255	189
Building material, equipment, fixtures . . . . .	62	53	60	Jewelry, cameras, optical goods . . . . .	123	169	176
Computers, office equipment, and stationery . . . . .	164	303	380	Laundry soaps, cleansers, polishes . . . . .	267	250	265
Confectionery, soft drinks . . . . .	673	722	831	Movies . . . . .	496	668	718
Consumer services . . . . .	909	1,022	1,028	Pet products . . . . .	95	110	126
Department, discount stores . . . . .	393	463	517	Proprietary medicines . . . . .	1,088	1,405	1,387
Financial planning services . . . . .	85	153	177	Publishing and media . . . . .	31	31	26
Food and food products . . . . .	1,422	1,385	1,362	Restaurants and drive-ins . . . . .	1,011	1,254	1,216
Freight, industrial development . . . . .	69	137	103	Toiletries and toilet goods . . . . .	1,163	1,265	1,376
Gas, lubricants, etc. . . . .	60	78	87	Toys and sporting goods . . . . .	285	351	336
Home centers and hardware stores . . . . .	73	82	75	Travel, hotels, and resorts . . . . .	138	145	141
				Other . . . . .	587	964	886

Source: Television Bureau of Advertising, Inc., New York, NY (copyright). Data compiled by Competitive Media Reporting, New York, NY.

**No. 946. Television—Estimated Time Charges for Spot Advertising: 1995 to 1997**

[In millions of dollars. Data represent activity in the top 75 markets monitored by Competitive Media Reporting, currently covering approximately 382 stations. Data exclude National Syndicated activity. See text, Section 18, Communications, for definitions of types of advertising]

PRODUCT	1995	1996	1997	PRODUCT	1995	1996	1997
<b>Total</b> . . . . .	<b>6,586</b>	<b>7,038</b>	<b>7,219</b>	Horticulture . . . . .	42	46	43
Agriculture and farming . . . . .	9	11	11	Household equipment, supplies, and furnishings . . . . .	156	153	142
Apparel, footwear, accessories . . . . .	59	79	66	Insurance . . . . .	208	234	270
Automotive . . . . .	2,457	2,678	2,945	Jewelry, cameras, optical goods . . . . .	41	44	35
Beer and wine . . . . .	177	152	123	Laundry soaps, cleaners, polishes . . . . .	88	83	94
Building material, equipment, fix . . . . .	51	48	66	Pet products . . . . .	35	44	45
Computers, office equipment and stationery . . . . .	45	60	62	Political, unions, religious . . . . .	53	172	31
Confectionery, soft drinks . . . . .	285	292	290	Proprietary medicines . . . . .	168	192	220
Consumer services . . . . .	699	759	863	Publishing and media . . . . .	83	85	73
Food and food products . . . . .	883	830	894	Toiletries and toilet goods . . . . .	241	246	243
Freight, industrial development . . . . .	33	48	20	Toys and sporting goods . . . . .	250	229	191
Gasoline, lubricants, etc. . . . .	123	124	118	Travel, hotels, and resorts . . . . .	193	190	159
Home electronics equipment . . . . .	151	163	125	Other . . . . .	56	76	90

Source: Television Bureau of Advertising, Inc., New York, NY (copyright). Data compiled by Competitive Media Reporting, New York, NY, in the top 75 markets.

**No. 947. Television—Expenditures for Retail/Local Advertising: 1995 to 1997**

[In millions of dollars. See headnote, Table 946]

PRODUCT	1995	1996	1997	PRODUCT	1995	1996	1997
<b>Total</b> . . . . .	<b>6,608</b>	<b>7,167</b>	<b>7,500</b>	Hotels, resorts, U.S. . . . .	107	111	132
Amusements, entertainment . . . . .	188	194	210	Insurance agencies . . . . .	38	37	41
Appliance stores . . . . .	309	332	295	Jewelry stores . . . . .	33	38	40
Auto repair, service stations . . . . .	103	107	99	Legal services . . . . .	157	154	168
Auto supply, accessory stores . . . . .	67	71	94	Leisure time stores and services . . . . .	225	234	238
Auto, truck dealers . . . . .	444	482	455	Loan, mortgage companies . . . . .	75	98	168
Banks, S&L associations . . . . .	141	172	169	Medical, dental services . . . . .	181	214	243
Builders, home improvement . . . . .	44	60	53	Movies . . . . .	383	387	381
Carpet, floor covering stores . . . . .	72	70	70	Newspapers . . . . .	28	30	44
Clothing stores . . . . .	168	173	178	Office equipment/supply stores . . . . .	36	26	31
Department stores . . . . .	226	202	257	Optical services, supplies . . . . .	70	59	51
Discount department stores . . . . .	152	171	211	Political . . . . .	36	260	77
Drug stores . . . . .	96	116	116	Radio, cable TV . . . . .	240	220	239
Education services . . . . .	121	136	158	Realtors, real estate developers . . . . .	33	36	40
Financial planning services . . . . .	28	43	58	Rental services (nonauto) . . . . .	27	29	22
Food stores, supermarkets . . . . .	291	309	336	Restaurants, drive-ins . . . . .	1,116	1,138	1,252
Furniture stores . . . . .	431	439	453	Shoe stores . . . . .	29	39	50
Gas, electric, water companies . . . . .	41	45	63	Shopping centers . . . . .	38	41	40
Health clubs, reducing salons . . . . .	115	120	118	Sport, hobby, toy stores . . . . .	61	59	55
Home centers and hardware . . . . .	180	189	195	Other . . . . .	478	526	600

Source: Television Bureau of Advertising, Inc., New York, NY (copyright). Data compiled by Competitive Media Reporting, New York, NY, in the top 75 markets.