

Table 1112. Cellular Telecommunications Industry: 1990 to 2008

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

Item	Unit	1990	2000	2003	2004	2005	2006	2007	2008
Subscribers	1,000	5,283	109,478	158,722	182,140	207,896	233,041	255,396	270,334
Employees	Number	21,382	184,449	205,629	226,016	233,067	253,793	266,782	268,528
Service revenue	Mil. dol.	4,548	52,466	87,624	102,121	113,538	125,457	138,869	148,084
Roamer revenue ¹	Mil. dol.	456	3,883	3,766	4,210	3,786	3,494	3,742	3,739
Capital investment ²	Mil. dol.	6,282	89,624	145,867	173,794	199,025	223,449	244,591	264,761
Average monthly bill ³	Dollars	80.90	45.27	49.91	50.64	49.98	50.56	49.79	50.07
Average length of call ³	Minutes	2.20	2.56	2.87	3.05	3.00	3.03	(NA)	2.27
Number of text messages ⁴	Billions	(NA)	(Z)	2.1	4.7	9.8	18.7	48.1	110.4
Number of MMS ^{4, 5}	Billions	(NA)	(NA)	(NA)	(NA)	0.2	0.3	0.8	1.6

NA Not available. Z Entry less than half the unit of measurement shown. ¹ Service revenue generated by subscribers' calls outside of their system areas. ² Beginning 2005, cumulative capital investment figure reached by summing the incremental capital investment in year shown with cumulative capital investment of prior year. ³ As of December 31. ⁴ Number of messages in final month of survey, in billions. ⁵ Multimedia Messaging Service.

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