

**Table 1095. Utilization of Selected Media: 1980 to 2007**

[78.6 represents 78,600,000]

Item	Unit	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007
Households with—											
Telephone service <sup>1</sup>	Percent . . .	93.0	93.3	94.6	94.6	95.5	95.5	94.2	92.4	92.8	94.6
Radio <sup>2</sup>	Millions . . .	78.6	94.4	100.5	101.9	105.1	106.7	108.3	109.9	110.5	110.5
Percent of total households . . .	Percent . . .	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets . . . . .	Number . . .	5.5	5.6	5.6	5.6	5.6	8.0	8.0	8.0	8.0	8.0
Television <sup>3</sup>	Millions . . .	76	92	101	102	106	107	109	110	110	111
Percent of total households . . .	Percent . . .	97.9	98.2	98.2	98.2	98.2	98.2	98.2	98.2	98.2	98.2
Television sets in homes . . . . .	Millions . . .	128	193	245	248	254	260	268	287	301	311
Average number of sets per home . . . . .	Number . . .	1.7	2.0	2.4	2.4	2.4	2.4	2.5	2.6	2.7	2.8
Wired cable television <sup>4</sup>	Millions . . .	15.2	51.9	68.6	69.5	73.2	74.4	73.8	73.9	62.1	61.3
Percent of TV households . . . . .	Percent . . .	19.9	56.4	68.0	68.0	69.4	69.8	68.1	67.5	72.4	69.3
Alternative delivery system (ADS) households <sup>4</sup>	Millions . . .	(NA)	(NA)	11.7	14.7	17.4	19.7	21.2	23.3	24.5	28.0
Percent of TV households . . . . .	Percent . . .	(NA)	(NA)	11.4	14.1	16.3	18.2	19.3	20.8	28.5	31.6
Commercial radio stations: <sup>2, 5</sup>											
AM . . . . .	Number . . .	4,589	4,987	4,685	4,727	4,804	4,802	4,770	4,758	4,751	4,776
FM . . . . .	Number . . .	3,282	4,392	5,892	6,051	6,161	6,207	6,217	6,215	6,252	6,290
Television stations: <sup>5</sup> Total . . . . .	Number . . .	1,011	1,442	1,663	1,686	1,714	1,730	1,748	1,749	1,754	1,759
Commercial . . . . .	Number . . .	734	1,092	1,288	1,309	1,333	1,349	1,366	1,370	1,373	1,379
VHF . . . . .	Number . . .	516	547	567	572	581	587	589	589	786	796
UHF . . . . .	Number . . .	218	545	721	737	752	762	777	781	587	583
Cable television systems <sup>6</sup>	Number . . .	4,225	9,575	10,400	10,300	9,900	9,400	8,875	7,926	7,090	6,101
Daily newspaper circulation <sup>7</sup>	Millions . . .	62.2	62.3	55.8	55.6	55.2	55.2	54.6	53.3	52.3	50.7

NA Not available. <sup>1</sup> For occupied housing units. 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, *1980 Census of Housing*, vol. 1; thereafter, Federal Communications Commission, *Trends in Telephone Service*, annual. <sup>2</sup> 1980–1995 as of December 31. Source: M Street Corp. as reported by Radio Advertising Bureau New York, NY; through 1990, Radio Facts, annual (copyright); beginning 1995, Radio Marketing Guide and Fact Book for Advertisers, annual (copyright). **Number of stations** on the air compiled from Federal Communications Commission reports. Beginning 1999, Federal Communications Commission. See <<http://www.fcc.gov/mb/audio/totals>>. <sup>3</sup> As of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). <sup>4</sup> Wired cable as of February; ADS for fourth quarter. Excludes Alaska and Hawaii. Source: See footnote 3. <sup>5</sup> Source: Beginning 1999, Federal Communications Commission, unpublished data. See <<http://www.fcc.gov/mb/audio/totals>>. Broadcast Station Totals as of December, Federal Communications Commission. <sup>6</sup> As of January 1. Source: Warren Communications News, 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.