

**Table 1132. Utilization and Number of Selected Media: 2000 to 2009**

[100.2 represents 100,200,000]

Media	Unit	2000	2002	2003	2004	2005	2006	2007	2008	2009
Households with—										
Telephones <sup>1</sup>	Millions	100.2	104.0	107.1	106.4	107.0	108.8	112.2	112.7	114.0
Telephone service <sup>1</sup>	Percent	94.1	95.3	94.7	93.5	92.9	93.4	94.9	95.0	95.7
Land line households with wireless telephone <sup>2</sup>	Percent	(X)	(X)	(X)	(X)	42.4	45.6	58.9	58.5	59.4
Wireless-only <sup>2</sup>	Percent	(X)	(X)	(X)	(X)	7.3	10.5	13.6	17.5	22.7
Radio <sup>3</sup>	Millions	100.5	105.1	106.7	108.3	109.9	110.5	110.5	115.6	114.0
Percent of total households	Percent	99.0	99.0	99.0	98.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.6	5.6	8.0	8.0	8.0	8.0	8.0	8.0	8.0
Total broadcast stations <sup>4, 5</sup>	Number	(NA)	26,319	26,613	26,254	27,354	27,807	29,593	29,832	30,503
Radio stations	Number	(NA)	13,331	13,563	13,525	13,660	13,837	13,977	14,253	14,420
AM stations	Number	4,685	4,804	4,794	4,774	4,757	4,754	4,776	4,786	4,790
FM commercial	Number	5,892	6,173	6,217	6,218	6,231	6,266	6,309	6,427	6,479
FM educational	Number	(NA)	2,354	2,552	2,533	2,672	2,817	2,892	3,040	3,151
Television stations <sup>4</sup>	Number	1,663	1,719	1,733	1,748	1,750	1,756	1,759	1,759	1,782
Commercial	Number	1,288	1,338	1,352	1,366	1,370	1,376	1,379	1,378	1,392
VHF TV band	Number	567	583	585	589	588	587	583	582	373
UHF TV band	Number	721	755	767	777	782	789	796	796	1,019
Educational	Number	(NA)	381	381	382	380	380	380	381	390
VHF TV band	Number	(NA)	127	127	125	126	128	128	129	107
UHF TV band	Number	(NA)	254	254	257	254	252	252	252	283
Cable television systems <sup>6</sup>	Number	10,400	9,900	9,400	8,875	7,926	7,090	6,635	6,101	6,203
Cable subscribers	Millions	66.1	64.6	64.8	65.3	65.3	64.9	65.9	66.2	65.8
Cable availability (passed by cable)	Percent	91.7	90.7	90.8	91.6	92.6	94.1	95.1	95.4	95.5
Broadband subscribers: <sup>7</sup>										
Total fixed broadband <sup>8</sup>	Millions	6.8	19.4	27.7	37.4	47.8	60.2	70.2	75.7	80.7
Mobile broadband	Millions	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	25.0	52.5

NA Not available. <sup>1</sup> As of November. Based on Current Population Survey. For occupied housing units. Source: Federal Communications Commission, *Telephone Subscribership in the United States*, February 2010. See also <[www.fcc.gov/wcb/iatd/stats.html](http://www.fcc.gov/wcb/iatd/stats.html)>. <sup>2</sup> From January to June. Based on *National Health Interview Survey* for families living in the same housing unit. Source: National Center for Health Statistics, *Wireless Substitution: Early Release of Estimates From the National Health Interview Survey*, July–December 2010. See also <<http://www.cdc.gov/nchs/nhis/releases.htm>>, December 2009, and <[www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905.htm#Methods](http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905.htm#Methods)>. A "family" can be an individual or a group of two or more related persons living together in the same housing unit (a "household"). <sup>3</sup> Source: Radio Advertising Bureau New York, NY, *Radio Marketing Guide*, annual (copyright) <sup>4</sup> As of December 31. Source: Federal Communications Commission, *Broadcast Station Totals Index*, <<http://www.fcc.gov/mb/audio/totals/index.html>>. <sup>5</sup> Includes Class A, Low Power TV, UHF and VHF Translators; FM Translators and Boosters; and Low Power FM stations. <sup>6</sup> As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). <sup>7</sup> As of December. Connections over 200kbps in at least one direction. Source: Federal Communications Commission, *Wireline Competition Bureau, High-Speed Services for Internet Access: December 31, 2008*, February 2010. FCC Form 477 gathers standardized information about subscribership to high-speed Internet access services from telephone companies, cable system operators, terrestrial wireless service providers, satellite service providers, and any other facilities-based providers of advanced telecommunications capability Includes wireline, cable modem, and satellite and fixed wireless. <sup>8</sup> Includes ADSL, SDSL, cable modem, FTTP, satellite, fixed wireless, power line, and other.

Source: Compiled from sources mentioned in footnotes.

**Table 1133. Multimedia Audiences—Summary: 2010**

[In percent, except total (228,112 represents 228,112,000). As of fall 2010. For persons 18 years old and over. Represents the percent of persons participating during the prior week, except as indicated. Based on sample and subject to sampling error; see source for details]

Item	Total population (1,000)	Television viewing	Television prime time viewing	Cable viewing <sup>1</sup>	Radio listening	Newspaper reading	Accessed Internet <sup>2</sup>
<b>Total</b>	<b>228,112</b>	<b>92.91</b>	<b>83.06</b>	<b>82.61</b>	<b>82.14</b>	<b>67.19</b>	<b>77.31</b>
18 to 24 years old	28,815	89.61	71.88	77.62	85.67	58.66	92.70
25 to 34 years old	40,710	89.57	77.47	77.77	86.42	58.37	88.35
35 to 44 years old	41,552	92.42	83.47	83.04	86.84	65.49	85.17
45 to 54 years old	44,605	93.94	85.44	84.64	86.48	70.48	80.02
55 to 64 years old	34,456	94.31	87.41	85.85	82.26	72.50	76.12
65 years old and over	37,973	97.07	90.34	85.76	64.55	76.33	43.10
Male	110,308	93.02	82.65	82.40	83.56	66.71	77.07
Female	117,804	92.81	83.44	82.80	80.81	67.65	77.54
Not high school graduate	32,211	92.91	82.14	72.90	74.00	49.17	42.40
High school graduate	70,358	94.20	85.00	83.58	80.26	66.99	67.43
Attended college	63,819	93.05	82.08	85.03	85.52	69.01	88.33
College graduate	61,723	91.30	82.33	84.06	85.04	74.96	95.40
Household income:							
Less than \$10,000	11,226	89.85	78.81	64.48	72.50	54.76	44.66
\$10,000 to \$19,999	19,365	92.31	82.91	70.33	72.39	58.16	46.84
\$20,000 to \$29,999	22,396	92.06	81.81	74.18	73.75	62.49	56.40
\$30,000 to \$34,999	11,098	93.72	83.59	80.49	77.12	62.54	62.51
\$35,000 to \$39,999	10,938	92.70	85.00	80.08	79.87	63.83	68.91
\$40,000 to \$49,999	20,079	92.92	83.92	80.96	81.23	66.11	73.65
\$50,000 to \$74,999	43,492	93.31	83.58	84.92	84.19	69.74	84.11
\$75,000 to \$99,999	31,643	93.63	83.99	88.21	88.15	69.65	91.12
\$100,000 or more	57,875	93.23	82.75	90.14	87.41	73.10	94.97

<sup>1</sup> In the past 7 days. <sup>2</sup> In the last 30 days.Source: GfK Mediamark Research & Intelligence, LLC, New York, NY, Multimedia Audiences, fall 2010 (copyright). See <<http://www.gfkmri.com>>.