
Section 24

Information and Communications

This section presents statistics on the various information and communications media: publishing, including newspapers, periodicals, books, and software; motion pictures, sound recordings, broadcasting, and telecommunications; and information services, such as libraries. Statistics on computer use and Internet access are also included. Data on the usage, finances, and operations of the U.S. Postal Service previously shown in this section are now presented in Section 23, Transportation.

Information industry—

The U.S. Census Bureau's *Service Annual Survey, Information Services Sector*, provides estimates of operating revenue of taxable firms and revenues and expenses of firms exempt from federal taxes for industries in the information sector of the economy. Similar estimates were previously issued in the *Annual Survey of Communications Services*. Data are based on the North American Industry Classification System (NAICS). The information sector is a newly created economic sector. It comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data. It includes establishments previously classified in the Standard Industrial Classification (SIC) in manufacturing (publishing); transportation, communications, and utilities (telecommunications and broadcasting); and services (software publishing, motion picture production, data processing, online information services, and libraries).

This new sector is comprised of industries which existed previously, were revised from previous industry definitions, or are completely new industries. Among those which existed previously are newspaper publishers, motion picture and video production, and online information services. Revised industries include book publishers, libraries, and archives.

Newly created industries include database and directory publishers, record production, music publishers, sound recording studios, cable networks, wired telecommunications carriers, paging, and satellite telecommunications.

Data from 1998 to 2003 are based on the 1997 NAICS; beginning 2004, data are based on the 2002 NAICS. Major revisions in many communications industries affect the comparability of these data. The following URL contains detailed information about NAICS, see <<http://www.census.gov/eos/www/naics/>>. See also the text in Section 15, Business Enterprise.

Several industries in the information sectors have been consolidated: paging is now included in Wireless Telecommunications Carriers (except Satellite). Cable and other program distribution and most Internet service providers are now included in Wired Telecommunications Carriers.

The 1997 Economic Census was the first economic census to cover the new information sector of the economy. The census, conducted every 5 years, for the years ending "2" and "7," provides information on the number of establishments, receipts, payroll, and paid employees for the United States and various geographic levels. The most recent reports are from the 2007 Economic Census. This census was conducted in accordance with the 2007 NAICS.

The Federal Communications Commission (FCC), established in 1934, regulates wire and radio communications. Only the largest carriers and holding companies file annual financial reports which are publically available. The FCC has jurisdiction over interstate and foreign communication services but not over intrastate or local services. Also, the gross operating revenues of the telephone carriers reporting publically available data annually to the FCC are estimated to

cover about 90 percent of the revenues of all U.S. telephone companies. Data are not service comparable with Census Bureau's *Annual Survey* because of coverage and different accounting practices for those telephone companies which report to the FCC.

Reports filed by the broadcasting industry cover 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, the manufacturing industry, 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* at <http://fcc.gov/wcb/iatd/stats.html>.

Statistics on publishing are available from the Census Bureau, as well as from various private agencies. Editor & Publisher Co., New York, NY, presents annual data on the number and circulation of daily and Sunday newspapers in its *International Year Book*. The Book Industry Study Group, New York, NY, collects data on books sold and domestic consumer expenditures. Data on academic and public libraries are collected by the Institute of Museums and Library Services. Data on Internet use by adults are collected by the Pew Internet and American Life Project, Washington, DC, and Mediamark Research, Inc., New York, NY.

Advertising—Data on advertising previously shown in this section are now presented in Section 27, Accommodation, Food Services, and Other Services.

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.

Table 1128. Information Industries—Type of Establishment, Employees, and Payroll: 2008

[(3,434.2 represents 3,434,200). Excludes self-employed individuals employees on private households, railroad employees, agricultural production employees, and most government employees. For more information see source and Appendix III]

Industry	2007 NAICS code ¹	Establishments				Employees ⁶ (1,000)	Annual payroll (mil. dol.)
		Total ²	Corporations ³	Sole proprietorships ⁴	Non profits ⁵		
Information industries	51	141,554	76,024	8,288	5,130	3,434.2	233,641
Publishing industries	511	30,418	14,152	1,725	872	1,059.1	81,127
Newspaper, periodical, book, and database publishers	5111	22,321	8,945	1,583	853	672.7	34,494
Newspaper publishers	51111	8,375	3,992	772	187	346.4	13,983
Periodical publishers	51112	8,000	2,690	441	372	157.0	10,147
Book publishers	51113	3,097	1,045	221	258	95.2	5,994
Database and directory publishers	51114	1,760	911	68	9	52.5	3,284
Other publishers	51119	1,089	307	81	27	21.6	1,086
Greeting card publishers	511191	107	32	4	(X)	11.7	623
All other publishers	511199	982	275	77	27	9.9	464
Software publishers	5112	8,097	5,207	142	19	386.4	46,633
Motion picture and sound recording industries	512	24,353	7,844	1,438	530	351.5	16,485
Motion picture and video industries	5121	20,533	6,789	1,123	438	327.3	14,447
Motion picture and video production	51211	12,396	3,573	595	234	156.2	10,259
Motion picture and video distribution	51212	544	217	14	14	8.9	839
Motion picture and video exhibition	51213	5,140	2,275	376	179	134.7	1,405
Motion picture theaters (except drive-ins)	512131	4,872	2,207	312	178	133.6	1,381
Drive-in motion picture theaters	512132	268	68	64	1	1.2	24
Post production and other motion picture and video industries	51219	2,453	724	138	11	27.5	1,944
Teleproduction and other postproduction services	512191	2,183	637	114	6	24.1	1,722
Other motion picture and video industries	512199	270	87	24	5	3.4	222
Sound recording industries	5122	3,820	1,055	315	92	24.3	2,038
Record production	51221	374	101	27	4	1.1	93
Integrated record production/distribution	51222	445	151	30	7	8.1	1,054
Music publishers	51223	723	245	62	7	5.8	446
Sound recording studios	51224	1,793	427	166	8	5.9	286
Other sound recording industries	51229	485	131	30	66	3.4	159
Broadcasting (except Internet)	515	10,065	4,811	378	1,191	291.6	18,380
Radio and television broadcasting	5151	9,416	4,582	359	1,035	250.3	14,306
Radio broadcasting	51511	7,181	3,393	283	731	123.5	6,195
Radio networks	515111	1,020	298	73	179	14.3	944
Radio stations	515112	6,161	3,095	210	552	109.2	5,251
Television broadcasting	51512	2,235	1,189	76	304	126.8	8,110
Cable and other subscription programming	5152	649	229	19	156	41.2	4,074
Telecommunications	517	53,722	37,029	4,000	313	1,200.5	78,583
Wired telecommunications carriers	5171	34,382	30,798	287	241	844.0	55,853
Wireless telecommunications carriers (except satellite)	5172	12,807	3,826	3,362	28	286.3	17,796
Satellite telecommunications	5174	709	293	63	6	9.9	836
Other telecommunications	5179	5,824	2,112	288	38	60.2	4,097
Telecommunications resellers	517911	2,503	913	98	3	27.3	1,563
Data processing, hosting, and related services	518	15,642	9,723	426	101	392.0	27,198
Other information services	519	7,354	2,465	321	2,123	139.6	11,868
News syndicates	51911	604	431	17	9	9.2	823
Libraries and archives	51912	2,291	78	93	2,026	29.9	810
Internet publishing and broadcasting and Web search portals	51913	3,785	1,741	159	80	88.7	9,618
All other information services	51919	674	215	52	8	11.8	618

X Not applicable. ¹ 2007 North American Industry Classification System; see text, this section and Section 15. ² Includes other types of establishments, not shown separately. ³ An incorporated business that is granted a charter recognizing it as a separate legal entity having its own privileges, and liabilities distinct from those of its members. ⁴ An unincorporated business with a sole owner. ⁵ An organization that does not distribute surplus funds to its owners or shareholders, but instead uses surplus funds to help pursue its goals. Most non-profit organizations are exempt from income taxes. ⁶ For employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, "County Business Patterns," July 2010, <<http://www.census.gov/econ/cbp/index.html>>.

Table 1129. Information Sector Services—Estimated Revenue and Expenses: 2007 to 2009

[In millions of dollars (1,072,341 represents \$1,072,341,000), except percent. For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the Service Annual Survey and administrative data; see Appendix III]

Industry	2002 NAICS ¹ code	Operating revenue			Operating expenses		
		2007	2008	2009	2007	2008	2009
Information industries	51	1,072,341	1,107,368	1,076,833	842,145	860,986	843,965
Publishing industries (except Internet).....	511	282,223	284,242	263,689	203,614	203,031	187,222
Newspaper, periodical, book, and directory publishers.....	5111	146,822	141,896	124,975	111,805	109,206	97,786
Newspaper publishers.....	51111	47,563	43,919	36,338	41,998	40,380	34,413
Periodical publishers.....	51112	46,003	44,985	39,060	35,716	33,539	30,360
Book publishers.....	51113	27,807	28,032	27,222	16,265	17,413	16,405
Directory and mailing list publishers.....	51114	18,515	18,371	16,670	13,281	13,633	12,755
Other publishers.....	51119	6,934	6,589	5,685	4,545	4,241	3,853
Greeting card publishers.....	511191	4,479	4,443	3,862	2,923	2,573	2,410
All other publishers.....	511199	2,155	2,146	1,823	1,622	1,668	1,443
Software publishers.....	5112	135,401	142,346	138,714	91,809	93,825	89,436
Motion picture and sound recording industries.....	512	94,986	95,359	90,946	78,231	80,874	78,227
Motion picture and video industries.....	5121	79,797	80,089	76,098	66,783	70,178	67,919
Motion picture and video production and distribution.....	51211,12	61,911	62,161	58,010	51,812	55,036	52,767
Motion picture and video exhibition.....	51213	12,705	12,782	13,262	10,624	10,739	10,844
Motion picture theaters (except drive-ins).....	512131	12,609	12,687	13,167	10,573	10,687	10,773
Drive-in motion picture theaters.....	512132	96	(S)	(S)	(S)	(S)	(S)
Postproduction services and other motion picture and video industries.....	51219	5,181	5,146	4,826	4,347	4,403	4,308
Teleproduction and other post-production services.....	512191	4,379	4,363	4,136	3,824	3,890	3,824
Other motion picture and video industries.....	512199	802	783	690	(S)	513	484
Sound recording industries.....	5122	15,189	15,270	14,848	11,448	10,696	10,308
Record production.....	51221	338	351	417	323	268	319
Integrated record production/distribution.....	51222	9,082	8,953	8,665	7,316	6,968	6,757
Music publishers.....	51223	4,466	4,715	4,593	2,685	2,354	2,202
Sound recording studios.....	51224	854	810	748	757	743	667
Other sound recording industries.....	51229	449	(S)	425	(S)	(S)	363
Broadcasting (except Internet).....	515	99,919	103,798	98,919	74,048	75,543	71,767
Radio and television broadcasting.....	5151	54,993	54,229	47,367	44,975	44,132	40,327
Radio broadcasting.....	51511	18,995	18,253	15,952	16,006	15,390	13,608
Radio networks.....	515111	4,124	4,295	4,259	4,941	4,667	4,072
Radio stations.....	515112	14,871	13,958	11,693	11,065	10,723	9,536
Television broadcasting.....	51512	35,998	35,976	31,415	28,969	28,742	26,719
Cable and other subscription programming.....	5152	44,926	49,569	51,552	29,073	31,411	31,440
Internet publishing and broadcasting.....	516	15,035	17,760	19,504	13,211	15,453	17,080
Telecommunications.....	517	480,030	498,068	494,337	392,516	396,893	400,980
Wired telecommunications carriers.....	5171	186,060	184,197	172,093	156,397	153,890	152,713
Wireless telecommunications carriers (except satellite).....	5172	170,583	181,418	185,584	134,902	136,322	138,020
Paging.....	517211	889	846	742	653	654	550
Cellular and other wireless telecommunications.....	517212	169,694	180,572	184,842	134,249	135,668	137,470
Telecommunications resellers.....	5173	11,853	11,105	9,990	7,333	6,754	6,526
Satellite telecommunications.....	5174	4,450	4,796	5,265	3,386	3,633	4,212
Cable and other program distribution.....	5175	100,416	109,351	114,284	84,863	90,568	93,983
Other telecommunications.....	5179	6,668	(S)	7,121	5,635	(S)	5,526
Internet service providers, Web search portals, and data processing services.....	518	93,804	101,465	102,821	75,656	83,959	83,464
Internet service providers and Web search portals.....	5181	27,152	29,702	29,057	15,888	17,347	17,560
Internet service providers.....	518111	11,093	10,603	10,340	7,777	8,117	8,969
Web search portals.....	518112	16,059	19,099	18,717	8,111	9,230	8,591
Data processing, hosting, and related services.....	5182	66,652	71,763	73,764	59,768	66,612	65,904
Other information services.....	519	6,344	6,676	6,617	4,869	5,233	5,225
News syndicates.....	51911	2,140	2,092	1,960	1,711	1,719	1,597
Libraries and archives.....	51912	1,854	2,034	2,039	1,626	1,725	1,801
Other information services.....	51919	2,350	2,550	2,618	1,532	1,789	1,827

S Data do not meet publication standards. ¹ North American Industry Classification System (NAICS), 2002; see text, Section 15.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1130. Information Industries—Establishments, Revenue, Payroll, and Employees by Kind of Business: 2007

[For establishments with payroll. (1,072,343, represents \$1,072,343,000,000). Based on the 2007 Economic Census; see Appendix III]

Kind of business	2007 NAICS code ¹	Establishments	Receipts (mil. dol.)	Annual payroll (mil. dol.)	Paid employees (1,000)
Information industries.....	51	141,566	1,072,343	228,837	3,497
Publishing industries (except Internet).....	511	30,958	282,224	80,867	1,093
Newspaper, periodical, book, & directory publishers.....	5111	22,683	146,823	34,504	706
Software publishers.....	5112	8,275	135,401	46,363	387
Motion picture & sound recording industries.....	512	23,891	94,986	17,635	336
Motion picture & video industries.....	5121	20,164	79,797	15,494	309
Sound recording industries.....	5122	3,727	15,189	2,142	27
Broadcasting (except Internet).....	515	10,188	99,919	18,076	295
Cable & other subscription programming.....	5152	717	44,926	3,751	46
Telecommunications.....	517	51,999	491,124	75,401	1,251
Wired telecommunications carriers.....	5171	33,548	290,781	54,192	885
Wireless telecommunications carriers (except satellite).....	5172	11,973	170,584	16,201	289
Satellite telecommunications.....	5174	823	4,450	793	10
Other telecommunications.....	5179	5,655	25,309	4,216	67
Data processing, hosting, and related services.....	518	17,129	66,652	26,428	394
Other information services.....	519	7,401	37,438	10,428	128

¹ North American Industry Classification System, 2007; see text, this section and Section 15.

Source: U.S. Census Bureau, "2007 Economic Census; Geographic Area Series: Summary Statistics for the United States, EC0751A1, (2007 NAICS Basis)," June 2010, <<http://www.census.gov/econ/census07/>>.

Table 1131. Information Industries—Establishments, Employees, and Payroll by State: 2007

[Based on 2007 NAICS code Economic Census and the 2007 Nonemployer statistics. Data are for North American Industry Classification System (NAICS) 2007 code 51]

State	Establishments	Annual payroll (mil. dol)	Paid employees ¹	Non-employer establishments	State	Establishments	Annual payroll (mil. dol)	Paid employees ¹	Non-employer establishments
U.S. . . .	141,566	228,837	3,496,773	307,143	MO	2,627	3,880	73,040	4,563
AL	1,700	1,875	40,054	2,760	MT	638	343	9,500	940
AK	407	374	6,754	527	NE	957	984	20,217	1,299
AZ	2,275	3,006	52,573	5,325	NV	1,109	973	17,914	3,121
AR	1,034	1,343	26,074	1,618	NH	790	1,149	15,482	1,542
CA	21,068	48,147	556,535	54,910	NJ	4,092	8,950	134,356	9,712
CO	3,183	5,663	84,564	7,036	NM	828	495	13,987	1,606
CT	1,834	2,556	40,345	4,036	NY	11,326	22,538	301,340	27,846
DE	383	457	8,565	683	NC	3,481	4,263	76,413	7,368
DC	749	2,129	24,499	1,359	NC	367	332	7,124	411
FL	8,296	9,663	175,382	20,284	OH	4,199	5,178	97,360	9,042
GA	4,328	8,156	122,496	9,370	OK	1,585	1,463	32,481	2,740
HI	622	510	10,083	1,234	OR	1,992	2,055	39,258	4,139
ID	717	528	15,163	1,318	PA	5,302	7,774	137,115	10,094
IL	5,696	8,630	136,589	11,757	RI	394	416	8,059	964
IN	2,282	2,089	45,786	4,510	SC	1,410	1,581	33,052	2,945
IA	1,590	1,426	34,397	2,168	SD	437	313	7,296	588
KS	1,502	3,064	52,737	2,047	TN	2,491	2,370	50,778	6,142
KY	1,594	1,252	33,996	2,648	TX	9,541	15,460	250,410	21,144
LA	1,455	1,361	30,537	2,695	UT	1,412	1,762	33,310	3,409
ME	777	523	13,520	1,260	VT	514	255	6,048	839
MD	2,571	3,764	63,081	6,993	VA	4,064	7,533	104,147	7,545
MA	3,772	8,623	110,038	7,997	WA	3,301	11,277	111,840	6,557
MI	3,791	4,314	77,639	7,800	WV	679	387	10,285	897
MN	2,772	4,232	70,314	5,642	WI	2,286	2,625	54,179	3,889
MS	1,017	646	15,902	1,367	WY	329	151	4,159	457

¹ Number of paid employees for pay period including March 12

Source: U.S. Census Bureau, "2007 Economic Census, Geographic Area Series," April 2010, <<http://www.census.gov/econ/census07/>>, and "Nonemployer Statistics," August 2009, <<http://www.census.gov/econ/nonemployer/index.html>>.

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 ¹	Millions	100.2	104.0	107.1	106.4	107.0	108.8	112.2	112.7	114.0
Telephone service ¹	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 ²	Percent	(X)	(X)	(X)	(X)	42.4	45.6	58.9	58.5	59.4
Wireless-only ²	Percent	(X)	(X)	(X)	(X)	7.3	10.5	13.6	17.5	22.7
Radio ³	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	99.0	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 ^{4, 5}	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 ⁴	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	573
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 ⁶	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)	Millions	91.7	90.7	90.8	91.6	92.6	94.1	95.1	95.4	95.5
Broadband subscribers: ⁷										
Total fixed broadband ⁸	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. ¹ 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/latd/stats.html>. ² 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>. A "family" can be an individual or a group of two or more related persons living together in the same housing unit (a "household"). ³ Source: Radio Advertising Bureau New York, NY, *Radio Marketing Guide*, annual (copyright) ⁴ As of December, 31. Source: Federal Communications Commission, *Broadcast Station Totals Index*, <<http://www.fcc.gov/mb/audio/totals/index.html>>. ⁵ Includes Class A, Low Power TV, UHF and VHF Translators; FM Translators and Boosters; and Low Power FM stations. ⁶ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright), ⁷ As of December. Connections over 200kpbs 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. ⁸ 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 ¹	Radio listening	Newspaper reading	Accessed Internet ²
Total	228,112	92.91	83.06	82.61	82.14	67.19	77.31
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

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

Table 1134. Publishing Industries—Estimated Revenue by Source and Media Type: 2005 to 2009

[In millions of dollars (260,956 represents \$260,956,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5111. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15 and Appendix III]

Source of revenue and media type	2005	2006	2007	2008	2009
Publishing industries (except Internet) ¹	260,956	269,890	282,223	284,242	263,689
Newspaper publishers	49,401	48,949	47,563	43,919	36,338
General newspapers	42,405	41,963	39,947	36,808	29,633
Subscription and sales	8,708	8,674	8,288	8,323	8,105
Advertising space	33,697	33,289	31,659	28,485	21,528
Specialized newspapers	1,836	1,877	2,091	2,029	1,829
Subscription and sales	(S)	(S)	(S)	(S)	(S)
Advertising space	1,559	1,538	1,724	1,678	1,488
Other operating revenue	5,160	5,109	5,525	5,082	4,876
Printing services	1,525	1,401	1,371	1,271	1,246
Distribution services	2,135	2,009	1,956	1,681	1,546
All other	1,500	1,699	2,198	2,130	2,084
Print newspapers	42,102	41,756	39,874	36,473	29,885
Online newspapers	1,537	1,449	1,655	2,045	1,320
Other media newspapers	602	635	509	319	257
Periodical publishers	42,778	44,757	46,003	44,985	39,060
General interest periodicals	21,270	22,592	22,516	20,802	17,097
Subscription and sales	7,191	7,445	7,730	6,795	6,179
Advertising space	14,079	15,147	15,146	14,007	10,918
Professional and academic periodicals	7,990	7,955	8,156	7,510	6,308
Subscription and sales	4,793	4,830	4,781	4,166	4,061
Advertising space	3,197	3,125	3,375	3,344	2,247
Other periodicals	2,624	2,651	3,029	2,853	2,516
Subscription and sales	1,176	1,172	998	819	681
Advertising space	1,448	1,479	2,031	2,034	1,835
Other operating revenue	10,894	11,559	12,302	13,820	13,139
Printing services for others	1,237	1,183	1,183	1,179	1,018
Licensing of rights to content	374	426	451	442	409
All other	9,283	9,950	10,668	12,199	11,712
Print	29,170	29,697	30,047	26,974	22,030
Online	2,191	2,893	2,780	3,237	2,906
Other media	523	608	874	954	985
Book publishers	27,006	26,701	27,807	28,032	27,222
Books, print	23,356	22,995	23,580	23,825	22,738
Textbooks	9,977	10,126	10,697	11,162	9,891
Children's books	2,604	2,388	2,627	2,515	2,522
General reference books	1,017	860	792	751	625
Professional, technical, and scholarly books	2,979	2,997	2,916	3,127	3,838
Adult trade books	6,779	6,624	6,548	6,270	5,862
All other operating revenue	3,650	3,706	4,227	4,207	4,484
Print books	21,618	21,255	21,526	21,592	20,597
Online books	(S)	862	1,005	1,139	1,286
Other media books	860	878	1,049	1,094	855
Directory and mailing list publishers	18,461	17,617	18,515	18,371	16,670
Directories	13,110	12,594	12,632	11,730	10,136
Subscription and sales	332	318	315	330	274
Advertising space	12,778	12,276	12,317	11,400	9,862
Database and other collections	3,247	3,068	3,779	4,121	4,282
Subscription and sales	2,590	2,416	2,884	2,946	2,950
Advertising space	657	652	895	1,175	1,332
Other operating revenue	2,104	1,955	2,104	2,520	2,252
Rental or sale of mailing lists	566	542	693	705	625
All other	1,538	1,413	(S)	1,815	(S)
Print directories, databases, and other collections of information	12,431	12,126	12,153	11,349	9,843
Online directories, databases, and other collections of information	3,134	2,767	3,390	3,805	3,908
Other media directories, databases, and other collections of information	792	769	868	697	667

S Figure does not meet publication standards. ¹ Includes other industries not shown separately.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1135. Daily and Sunday Newspapers—Number and Circulation: 1970 to 2009

[Number of newspapers as of February 1 the following year. Circulation figures as of September 30 of year shown (62.1 represents 62,100,000). For English language newspapers only]

Type	1970	1980	1990	2000	2002	2003	2004	2005	2006	2007	2008	2009
NUMBER												
Daily: Total ¹	1,748	1,745	1,611	1,480	1,457	1,456	1,457	1,452	1,437	1,422	1,408	1,397
Morning	334	387	559	766	777	787	814	817	833	867	872	869
Evening	1,429	1,388	1,084	727	692	680	653	645	614	565	546	528
Sunday	586	736	863	917	913	917	915	914	907	907	902	919
NET PAID CIRCULATION (mil.)												
Daily: Total ¹	62.1	62.2	62.3	55.8	55.2	55.2	54.6	53.3	52.3	50.7	48.6	46.3
Morning	25.9	29.4	41.3	46.8	46.6	46.9	46.9	46.1	45.4	44.5	42.8	40.8
Evening	36.2	32.8	21.0	9.0	8.6	8.3	7.7	7.2	6.9	6.2	5.8	5.5
Sunday	49.2	54.7	62.6	59.4	58.8	58.5	57.8	55.3	53.2	51.2	49.1	46.8
PER CAPITA CIRCULATION ²												
Daily: Total ¹	0.30	0.27	0.25	0.20	0.19	0.19	0.19	0.18	0.18	0.17	0.16	0.15
Morning	0.13	0.13	0.17	0.17	0.16	0.16	0.16	0.16	0.15	0.15	0.14	0.13
Evening	0.18	0.14	0.08	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02
Sunday	0.24	0.24	0.25	0.21	0.20	0.20	0.20	0.19	0.18	0.17	0.16	0.15

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

Source: Editor & Publisher Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright). See also <<http://www.editorandpublisher.com/Resources/Resources.aspx>>.

Table 1136. Daily and Sunday Newspapers—Number and Circulation, 1991 to 2009, and by State, 2009

[Number of newspapers as of February 1 the following year. Circulation as of September 30 (60,687 represents 60,687,000). For English language newspapers only. California, New York, Massachusetts, and Virginia Sunday newspapers include national circulation]

State	Daily			Sunday		State	Daily			Sunday	
	Number	Circulation ¹		Net paid circulation ¹			Number	Circulation ¹		Net paid circulation ¹	
		Net paid (1,000)	Per capita ²	Number	(1,000s)			Number	Net paid (1,000)	Per capita ²	Number
Total, 1991	1,586	60,687	0.24	875	62,068	KY	22	486	0.11	14	528
Total, 1992	1,570	60,164	0.23	891	62,160	LA	24	530	0.12	18	579
Total, 1993	1,556	59,812	0.23	884	62,566	ME	7	186	0.14	4	151
Total, 1994	1,548	59,305	0.23	886	62,294	MD	10	390	0.07	8	527
Total, 1995	1,533	58,193	0.22	888	61,529	MA	32	1,073	0.16	16	1,026
Total, 1996	1,520	56,983	0.21	890	60,798	MI	48	1,372	0.14	28	1,660
Total, 1997	1,509	56,728	0.21	903	60,484	MN	25	754	0.14	15	926
Total, 1998	1,489	56,162	0.20	898	60,066	MS	22	293	0.10	19	305
Total, 1999	1,483	55,979	0.20	905	59,894	MO	42	747	0.12	22	1,000
Total, 2000	1,480	55,773	0.20	917	59,421	MT	11	172	0.18	7	172
Total, 2001	1,468	55,578	0.19	913	59,090	NE	15	348	0.19	6	322
Total, 2002	1,457	55,186	0.19	913	58,780	NV	6	248	0.09	5	281
Total, 2003	1,456	55,185	0.19	917	58,495	NH	9	163	0.12	8	184
Total, 2004	1,457	54,626	0.19	915	57,753	NJ	17	906	0.10	14	1,103
Total, 2005	1,452	53,345	0.18	914	55,270	NM	17	244	0.12	12	243
Total, 2006	1,437	52,329	0.18	907	53,175	NY	60	5,981	0.31	44	4,374
Total, 2007	1,422	50,742	0.17	907	51,246	NC	46	1,042	0.11	38	1,193
Total, 2008	1,408	48,598	0.16	902	49,115	ND	10	146	0.23	7	147
Total, 2009	1,397	46,278	0.15	919	46,895	OH	82	1,836	0.16	42	2,106
AL	24	537	0.11	20	605	OK	37	485	0.13	30	580
AK	7	87	0.12	4	89	OR	18	541	0.14	12	560
AZ	16	579	0.09	12	733	PA	80	2,349	0.19	43	2,600
AR	25	421	0.15	15	485	RI	6	142	0.14	3	173
CA	83	6,041	0.16	59	4,737	SC	16	499	0.11	14	585
CO	29	779	0.16	15	840	SD	11	132	0.16	4	110
CT	17	526	0.15	13	614	TN	26	731	0.12	19	851
DE	1	105	0.12	2	130	TX	81	2,105	0.08	78	2,714
DC	2	650	1.08	2	868	UT	6	307	0.11	6	355
FL	37	2,660	0.14	36	3,347	VT	9	104	0.17	4	82
GA	34	753	0.08	29	1,022	VA	26	2,937	0.37	20	861
HI	4	235	0.18	6	252	WA	22	645	0.10	17	1,303
ID	11	187	0.12	9	261	WV	20	334	0.18	15	424
IL	63	1,753	0.14	30	1,980	WI	33	724	0.13	17	870
IN	67	1,082	0.17	27	1,118	WY	9	82	0.15	5	67
IA	37	518	0.17	13	553						
KS	35	331	0.12	13	297						

¹ Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office. ² 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). See also <<http://www.editorandpublisher.com/Resources/Resources.aspx>>.

Table 1137. Book Publishers' Net Shipments: 2007 to 2010

[In millions (3,126.8 represents 3,126,800,000). Represents net publishers' shipments after returns. Includes all titles released by publishers in the United States and imports which appear under the imprints of American publishers. Multivolume sets, such as encyclopedias, are counted as one unit. Due to changes in methodology and scope, these data are not comparable to those previously published]

Type of publication	2007, est.	2008, est.	2009, proj.	2010, proj.
Total	3,126.8	3,078.9	3,101.3	3,168.9
Trade	2,281.7	2,237.7	2,248.3	2,294.3
Adult	1,380.8	1,348.5	1,360.8	1,393.4
Juvenile	900.9	889.2	887.5	900.8
Religious	274.5	247.1	239.2	246.8
Professional	245.9	255.8	264.5	269.0
Scholarly	72.1	74.9	76.2	77.5
Elementary and high school	175.0	182.3	188.7	194.1
College	77.6	81.1	84.5	87.2

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends 2009*, annual (copyright).

Table 1138. Software Publishers—Estimated Revenue by Source of Revenue and Software Type: 2005 to 2009

[In millions of dollars (116,643 represents \$116,643,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5111. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. See also Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	116,643	125,203	135,401	142,346	138,714
Source of revenue:					
System software publishing ¹	42,876	44,166	49,038	52,406	48,843
Operating system software	15,905	15,434	17,759	18,620	17,931
Network software	12,196	12,869	13,857	14,665	12,457
Database management software	6,962	8,275	9,337	10,205	9,465
Development tools and programming languages software	3,253	3,059	2,987	3,035	3,011
Application software publishing ¹	41,800	43,301	45,445	45,442	47,101
General business productivity and home use applications	19,834	18,956	19,311	19,807	23,067
Cross-industry application software	11,307	12,751	12,949	12,223	11,354
Vertical market application software	6,721	6,787	7,378	7,285	6,399
Utilities application software	1,144	1,372	1,459	1,566	1,687
Other services ¹	31,967	37,736	40,918	44,498	42,770
Customization and integration of packaged software	4,796	4,705	4,077	5,243	4,644
Information technology technical consulting services	4,435	5,421	6,064	5,815	5,606
Application service provisioning	(S)	(S)	(S)	(S)	(S)
Resale of computer hardware and software	2,177	3,115	3,993	4,769	4,146
Information technology-related training services	1,475	1,662	1,712	1,839	1,381
Breakdown of revenue by software sales type:					
System software	42,876	44,166	49,038	52,406	48,843
Personal computer software	14,564	14,441	17,348	18,217	17,391
Enterprise or network software	15,964	17,407	17,644	18,274	16,536
Mainframe computer software	8,831	9,246	9,679	10,503	9,592
Other system software	3,517	3,072	4,367	5,412	5,324
Application software	41,800	43,301	45,445	45,442	47,101
Personal computer software	20,404	(S)	19,348	19,696	21,194
Enterprise or network software	14,672	16,236	18,357	17,970	17,848
Mainframe computer software	2,645	2,548	2,525	2,144	2,139
Other application software	4,079	5,118	5,215	(S)	5,920

S Data do not meet publication standards. ¹ Includes other sources of revenue and other expenses, not shown separately.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1139. Motion Picture and Sound Recording Industries—Estimated Revenue and Sources of Revenue: 2005 to 2009

[In millions of dollars (88,931 represents \$88,931,000,000). For taxable and tax-exempt employer firms. Covers NAICS 512. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text Section 15 and Appendix III]

Kind of business	2005	2006	2007	2008	2009
Operating revenue	88,931	93,214	94,986	95,359	90,946
Motion picture and video industries	72,991	76,394	79,797	80,089	76,098
Motion picture and video production and distribution ¹	56,826	59,170	61,911	62,161	58,010
Domestic licensing of rights to motion picture films.....	15,076	15,231	14,939	13,337	12,747
Domestic licensing of rights to television programs.....	9,408	9,156	10,085	9,395	9,979
International licensing of rights to motion picture films.....	6,205	7,017	7,456	7,093	6,488
International licensing of rights to television programs.....	3,111	2,873	2,977	3,490	3,359
Sale of audiovisual works for wholesale, retail, and rental markets.....	7,560	10,360	12,313	12,254	10,499
Motion picture and video exhibition ¹	11,654	12,326	12,705	12,782	13,262
Feature film exhibition revenue.....	7,757	8,108	8,483	8,545	8,947
Admissions to domestic films.....	7,558	8,059	8,421	8,476	8,868
Admissions to foreign films.....	199	(S)	62	69	79
Food and beverage sales.....	3,284	3,543	3,711	3,722	3,808
Postproduction services and other motion picture and video industries ¹	4,511	4,898	5,181	5,146	4,826
Audiovisual postproduction services.....	2,362	2,607	2,736	2,674	2,643
Motion picture film laboratory services.....	453	(S)	436	420	324
Duplication and copying services.....	(S)	1,045	(S)	1,091	1,157
Sound recording industries	15,940	16,820	15,189	15,270	14,848
Integrated record production and distribution ¹	10,110	10,642	9,082	8,953	8,665
Licensing revenue.....	(S)	1,512	1,299	1,441	1,392
Sales of recordings.....	(S)	(S)	7,454	6,917	6,496
Music publishers ¹	4,335	4,645	4,466	4,715	4,593
Licensing of rights to use musical compositions.....	2,207	2,322	(S)	2,887	2,862
Print music.....	1,771	1,926	1,667	1,254	(S)
Sound recording studios ¹	703	831	854	810	748
Studio recording.....	461	509	508	505	445

S Data do not meet publication standards. ¹ Includes other sources of revenue not shown separately.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1140. Recording Media—Manufacturers' Shipments and Value: 2000 to 2010

[1,079.2 represents 1,079,200,000. Based on reports of Recording Industry Association of America members companies who distributed about 85 percent of the prerecorded music in 2010. These data are supplemented by other sources]

Medium	2000	2003	2004	2005	2006	2007	2008	2009	2010
UNIT SHIPMENTS (mil.)									
Total ¹	1,079.2	798.4	958.0	1,301.8	1,588.5	1,774.3	1,919.2	1,851.8	1,726.3
Physical:									
Compact disks ²	942.5	746.0	767.0	705.4	619.7	511.1	368.4	292.9	225.8
Music video ³	18.2	19.9	32.8	33.8	23.2	27.5	25.1	23.0	17.8
Other albums ⁴	78.2	3.2	2.5	2.0	1.3	1.7	3.0	3.2	4.0
Other singles ⁵	40.3	12.1	6.6	5.1	3.2	3.2	1.1	1.2	1.5
Digital:									
Download single.....	(X)	(X)	139.4	366.9	586.4	809.9	1,042.7	1,138.3	1,162.4
Download album.....	(X)	(X)	4.6	13.6	27.6	42.5	63.6	76.4	83.1
Kiosk ⁶	(X)	(X)	(X)	0.7	1.4	1.8	1.6	1.7	1.7
Music video.....	(X)	(X)	(X)	1.9	9.9	14.2	20.8	20.4	18.1
Mobile ⁷	(X)	(X)	(X)	170.0	315.3	361.0	405.1	305.8	220.5
Subscription ⁸	(X)	(X)	(X)	1.3	1.7	1.8	1.6	1.2	1.5
VALUE (mil. dol.)									
Total ¹	14,323.7	11,854.4	12,345.0	12,296.9	11,758.2	10,372.1	8,768.4	7,683.9	6,850.1
Physical:									
Compact disks ²	13,214.5	11,232.9	11,446.5	10,520.2	9,372.6	7,452.3	5,471.3	4,274.1	3,361.3
Music video ³	281.9	399.9	607.2	602.2	451.1	484.9	434.6	418.9	354.1
Other albums ⁴	653.7	164.2	66.1	48.5	22.1	29.3	57.6	60.2	87.0
Other singles ⁵	173.6	57.5	34.9	24.1	17.6	16.2	6.4	5.6	5.5
Digital:									
Download single.....	(X)	(X)	138.0	363.3	580.6	801.8	1,032.2	1,220.3	1,366.8
Download album.....	(X)	(X)	45.5	135.7	275.9	424.9	635.3	763.4	828.8
Kiosk ⁶	(X)	(X)	(X)	1.0	1.9	2.6	2.6	6.3	6.4
Music video.....	(X)	(X)	(X)	3.7	19.7	28.2	41.3	40.6	36.1
Mobile ⁷	(X)	(X)	(X)	421.6	774.5	878.9	977.1	728.8	526.7
Subscription ⁸	(X)	(X)	(X)	149.2	206.2	200.9	221.4	213.1	200.9

X Not applicable ¹ Net, after returns. ² Includes DualDisc. ³ Includes DVD video. ⁴ Includes cassette, LP/EP, DVD audio, and super audio CD (SACD). ⁵ Includes CD single and vinyl single. ⁶ Includes singles and albums. ⁷ Includes master ringtones, ringbacks, music videos, full length downloads and other mobile. ⁸ Weighted annual average. Number of units not included in total.

Source: Recording Industry Association of America, Washington, DC, *2010 Year-end Statistics* (copyright). See also <<http://www.riaa.com/keystatistics.php>>

Table 1141. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2008 and 2009

[In millions of dollars (4,295 represents \$4,295,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2008	2009	2008	2009	2008	2009
Operating revenue	4,295	4,259	13,958	11,693	35,976	31,415
Air time	927	826	12,029	9,823	28,117	23,796
National/regional air time	472	411	3,143	2,482	17,438	15,319
Local air time	455	415	8,886	7,341	10,679	8,477
Other operating revenue	3,368	3,433	1,929	1,870	7,859	7,619
Network compensation	164	183	357	351	1,390	1,311
Public and noncommercial programming services	363	366	(S)	(S)	2,154	1,922
All other operating revenue	2,841	2,884	900	888	4,315	4,386
Operating expenses	4,667	4,072	10,723	9,536	28,742	26,719
Personnel costs	962	849	5,584	4,857	8,677	7,935
Gross annual payroll	789	733	4,739	4,075	7,322	6,761
Employer's cost for fringe benefits	131	92	667	641	1,225	1,073
Temporary staff and leased employee expense	42	(S)	178	141	130	101
Expensed materials, parts and supplies (not for resale)	27	26	99	99	251	219
Expensed equipment	10	10	36	40	79	75
Expensed purchase of other materials, parts and supplies	17	16	63	59	172	144
Expensed purchased services	(S)	287	1,129	979	1,980	1,668
Expensed purchases of software	23	21	46	44	158	116
Purchased electricity and fuels (except motor fuel)	19	24	189	192	292	259
Lease and rental payments	99	134	406	416	505	428
Purchased repair and maintenance	21	25	79	76	211	190
Purchased advertising and promotional services	(S)	83	409	251	814	675
Other operating expenses	3,304	2,910	3,911	3,601	17,834	16,897
Broadcast rights and music license fees	613	583	847	747	10,401	10,389
Network compensation fees (networks only)	164	159	74	75	389	317
Depreciation and amortization charges	396	341	612	663	1,800	1,658
Governmental taxes and license fees	16	23	91	83	150	164
All other operating expenses	2,115	1,804	2,287	2,033	5,094	4,369

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011,

<<http://www.census.gov/econ/www/servmenu.html>>.

Table 1142. Cable and Premium TV—Summary: 1980 to 2010

[17,500 represents 17,500,000. Cable TV for calendar year. Premium TV as of December 31 of year shown]

Year	Cable TV				Premium TV					
	Average basic subscribers (1,000)	Average monthly basic rate (dol.)	Revenue ¹		Units ²			Monthly rate ⁴		
			Total (mil. dol.)	Basic (mil. dol.)	Total premium ³ (1,000)	Premium cable (1,000)	Non-cable delivered premium (1,000)	All premium weighted average ⁵ (dollars)	Premium cable (dollars)	Non-cable delivered premium (dollars)
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1990	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1995	60,550	23.07	24,137	16,763	60,098	46,600	8,725	8.32	8.54	6.99
1997	63,600	26.48	28,931	20,213	72,910	51,450	17,500	8.33	8.43	8.00
1998	64,650	27.81	31,191	21,574	79,483	54,410	21,355	8.60	8.74	8.22
1999	65,500	28.92	34,095	22,732	84,234	56,985	25,532	8.75	8.85	8.50
2000	66,250	30.37	36,427	24,142	94,100	62,618	30,158	8.72	8.81	8.48
2001	66,732	32.87	41,847	26,324	101,676	68,353	32,780	8.97	9.10	8.66
2002	66,472	34.71	47,989	27,690	109,046	71,637	37,024	9.19	9.29	9.00
2003	66,050	36.59	53,242	29,000	108,522	71,740	36,364	9.38	9.45	9.23
2004	65,727	38.14	58,586	30,080	118,151	76,844	40,892	9.91	9.92	9.88
2005	65,337	39.63	64,891	31,075	126,067	81,790	43,780	9.95	9.97	9.93
2006	65,319	41.17	71,887	32,274	132,951	85,055	47,514	10.01	10.02	9.98
2007	65,141	42.72	78,937	33,393	143,009	90,878	51,595	10.05	10.06	10.02
2008	64,274	44.28	85,232	34,151	149,749	92,364	56,825	10.08	10.10	10.06
2009	62,874	46.13	89,479	34,804	150,111	85,818	64,293	10.12	10.13	10.09
2010	60,958	47.89	93,368	35,031	166,241	88,359	77,882	10.15	10.17	10.13

NA Not available. ¹ Includes installation revenue, subscriber revenue, and nonsubscriber revenue; excludes telephony and high-speed access. ² Individual program services sold to subscribers. ³ Includes multipoint distribution service (MDS), satellite TV (STV), multipoint multichannel distribution service (MMDS), satellite master antenna TV (SMATV), C-band satellite, DBS satellite and Telco Video for full- and mini-premium services. ⁴ Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate. ⁵ Includes average premium unit price based on data for major premium movie services.

Source: SNL Kagan, a division of SNL Financial LC. From the Broadband Cable Financial Databook, annual (copyright); the Cable Program Investor and Cable TV Investor: Deals & Finance newsletters (monthly); and various other SNL Kagan publications.

Table 1143. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2005 to 2009

[In millions of dollars (37,370 represents \$37,370,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	37,370	40,907	44,926	49,569	51,552
Source of revenue:					
Licensing of rights to broadcast specialty programming ¹	19,279	21,196	23,563	26,183	28,746
Air time	16,061	17,107	18,605	19,958	19,921
All other operating services revenue	2,030	2,604	2,758	3,428	2,885
Operating expenses	24,538	26,463	29,073	31,411	31,440
Personnel costs	4,831	4,754	5,592	5,894	6,104
Gross annual payroll	3,894	3,726	4,192	4,496	4,640
Employer's cost for fringe benefits	608	610	874	868	974
Temporary staff and leased employee expense	329	418	526	530	490
Expensed materials, parts and supplies (not for resale)	143	138	137	171	148
Expensed equipment	55	50	67	80	70
Expensed purchase of other materials, parts and supplies	88	88	70	91	78
Expensed purchased services	2,306	2,789	2,460	3,282	3,231
Expensed purchases of software	32	40	49	157	60
Purchased electricity and fuels (except motor fuel)	39	39	40	69	70
Lease and rental payments	551	494	473	550	576
Purchased repair and maintenance	86	81	64	118	122
Purchased advertising and promotional services	1,598	2,135	1,834	2,388	2,403
Other operating expenses	17,258	18,782	20,884	22,064	21,957
Depreciation and amortization charges	(S)	2,662	2,865	3,307	3,326
Government taxes and license fees	112	79	65	66	65
Program and production costs	11,086	12,202	13,804	14,263	14,413
All other operating expenses	3,450	3,839	4,130	4,428	4,153

S Data do not meet publication standards. ¹ Protected by copyright.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1144. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2005 to 2009

[In millions of dollars (9,378 represents \$9,378,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15, and Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	9,378	11,510	15,035	17,760	19,504
Source of revenue:					
Publishing and broadcasting of content on the Internet	5,498	6,316	7,576	8,894	(S)
Online advertising space	1,812	2,579	3,469	4,298	4,957
Licensing of rights to use intellectual property	372	442	486	495	560
All other operating revenue	1,696	(S)	(S)	4,073	3,710
Breakdown of revenue by type of customer:					
Government	(S)	(S)	(S)	(S)	(S)
Business firms and not-for-profit organizations	6,615	7,894	9,784	12,061	13,454
Household consumers and individual users	2,227	2,991	4,344	4,527	4,825
Operating expenses	8,202	10,102	13,211	15,453	17,080
Personnel	3,563	4,398	5,648	6,790	6,855
Gross annual payroll	2,842	3,513	4,189	5,094	5,085
Employer's cost for fringe benefits	507	636	892	(S)	(S)
Temporary staff and leased employee expense	214	249	(S)	(S)	(S)
Expensed materials, parts and supplies (not for resale)	286	322	(S)	(S)	(S)
Expensed equipment	121	123	(S)	(S)	(S)
Expensed purchase of other materials, parts and supplies	165	199	(S)	235	388
Expensed purchased services	1,396	1,789	(S)	2,774	3,387
Expensed purchases of software	176	245	(S)	307	(S)
Purchased electricity and fuels (except motor fuel)	14	22	(S)	(S)	(S)
Lease and rental payments	310	343	(S)	537	(S)
Purchased repair and maintenance	90	96	(S)	(S)	(S)
Purchased advertising and promotional services	806	1,083	1,366	1,757	(S)
Other operating expenses	2,957	3,593	(S)	5,449	6,192
Depreciation and amortization charges	716	811	(S)	1,272	(S)
Government taxes and license fees	56	66	(S)	83	111

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1145. Telecommunications Industry—Carriers and Revenue: 2000 to 2008

[Revenue in millions of dollars (292,762 represents \$292,762,000,000). Based on annual Telecommunications Reporting Worksheets (FCC Form 499-A) filed by telecommunications providers. Revenues are categorized as those billed to universal service contributors for resale (carrier's carrier revenues); and, those billed to telecommunication providers with annual contributions less than \$10,000 and end users (end user revenues). Does not include any revenues, such as from Internet access or other information services, customer premises equipment, inside wiring, or published directories, that are not assessable for contributions to universal service support and cost recovery mechanisms]

Category	Carriers (number)				Telecommunications revenue (mil. dol.)			
	2000	2005	2007	2008	2000	2005	2007	2008
Total ¹	4,879	5,005	5,114	5,354	292,762	297,921	299,451	297,365
Local service providers (fixed local & pay phone)	2,641	2,922	3,048	3,168	128,075	122,609	115,963	116,447
Incumbent local exchange carriers (ILECs)	1,335	1,303	1,304	1,297	116,158	103,561	93,885	89,732
Competitors of Incumbent local exchange carriers	607	1,043	1,312	1,462	10,945	18,568	21,690	26,440
CAPs and CLECs ²	479	734	774	813	9,814	16,930	17,476	20,980
Interconnected VoIP providers ³	(NA)	(NA)	251	334	(NA)	(NA)	2,394	3,541
Private carriers	(⁴)	(⁴)	(⁴)	(⁴)	39	770	1,031	1,051
Wireless service providers ⁵	1,430	905	874	870	63,280	108,809	117,752	128,314
Telephony ⁶	783	402	428	412	59,823	107,834	116,971	127,730
Paging service providers	425	300	238	229	3,102	579	555	426
Toll service providers	808	1,178	1,192	1,316	101,407	66,503	59,611	52,604
Interexchange carriers	212	262	250	237	87,311	46,856	44,083	37,358
Operator service providers	20	23	23	31	635	548	631	1,063
Prepaid service providers	23	69	93	121	727	1,828	1,713	1,999
Satellite service carriers	25	40	41	45	336	714	444	860
Toll resellers	493	721	693	654	10,641	13,362	9,943	8,256
Other toll carriers, including VoIP ³	35	63	92	228	1,758	3,195	2,798	3,068

NA Not available. ¹ Revenue data include adjustments, not shown separately. ² Competitive access providers (CAPs) and competitive local exchange carriers (CLECs). ³ Voice Over Internet Protocol. ⁴ Data not available separately. ⁵ Includes specialized mobile radio services and other services, not shown separately. ⁶ Cellular service, personal communications service, and specialized mobile radio.

Source: U.S. Federal Communications Commission, Wireline Competition Bureau, *Telecommunications Industry Revenues and Trends in Telephone Service*. See also <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1146. Wired and Wireless Telecommunications Carriers—Estimated Revenue: 2005 to 2009

[In millions of dollars (204,455 represents \$204,455,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5171 Wired Telecommunications and NAICS 517211 Paging and NAICS 517212 Cellular and Other Wireless. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text Section 15 and Appendix III]

Item	2005	2006	2007	2008	2009
Wired telecommunications carriers operating revenue	204,455	193,434	186,060	184,197	172,099
Fixed services	95,475	89,791	87,307	84,109	73,098
Fixed local	58,676	57,429	56,088	53,473	46,435
Fixed long-distance	33,719	30,917	29,717	29,430	25,658
Fixed all distance ¹	3,080	1,445	1,502	1,206	1,005
Other telecommunication services	93,184	88,182	86,057	87,299	85,154
Carrier services	34,372	30,131	25,163	23,221	20,973
Private network services	26,525	23,238	22,460	22,641	21,747
Subscriber line charges	8,195	7,587	8,586	5,109	4,072
Internet access services	14,315	15,272	20,045	22,468	25,007
Intrernet telephony	1,189	1,826	2,049	2,333	2,303
Telecommunications network installation services	(S)	5,876	6,142	7,062	7,626
Reselling services for telecommunications equipment, retail	3,550	3,320	3,256	3,307	2,533
Rental of telecommunications equipment	(S)	(S)	323	271	343
Repair and maintenance services for telecommunications equipment	791	729	763	887	914
All other operating revenue	15,796	15,461	12,696	12,789	13,841
Wireless telecommunications carriers operating revenue ²	138,375	154,719	169,694	180,572	184,842
Paging	1,545	1,294	889	846	742
Messaging (paging) services	1,212	1,031	708	688	587
Mobile services	115,535	127,210	136,135	144,622	145,183
Mobile telephony	59,103	55,592	55,575	59,575	58,120
Mobile long distance	4,551	4,950	5,436	4,865	4,672
Mobile all-distance	443,818	(S)	59,218	57,458	58,345
Other mobile services	8,063	(S)	(S)	22,724	24,046
Other telecommunications services	9,946	12,278	15,013	17,543	19,808
Internet access services	1,148	2,565	4,621	6,991	10,101
Installation services for telecommunications networks	(S)	153	189	327	222
Reselling services for telecommunications equipment, retail	7,963	8,557	9,008	8,994	8,281
Rental of telecommunications equipment	(S)	(S)	72	(D)	(D)
Repair and maintenance services for telecommunications equipment	545	(S)	(S)	(D)	(D)
All other operating revenue	12,894	(S)	(S)	18,407	19,851

D Data withheld to avoid disclosure. S Estimate does not meet publication standard. ¹ No distinction between local or long distance.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1147. Telephone Systems—Summary: 1990 to 2008

[130 represents 130,000,000. Covers principal carriers filing annual reports with Federal Communications Commission]

Item	Unit	1990	1995	2000	2002 ¹	2003 ¹	2004 ¹	2005 ¹	2006 ¹	2007 ¹	2008 ¹
LOCAL EXCHANGE CARRIERS											
Carriers ²	Number	51	53	52	53	54	56	56	56	55	55
Access lines ³	Millions	130	166	245	264	275	286	349	379	424	(NA)
Operating revenues ⁴	Bil. dol.	84	96	117	111	109	107	106	105	103	(NA)
Average monthly residential local telephone rate ⁴	Dollars	19.24	20.01	20.78	24.07	24.52	24.52	24.64	25.26	25.62	(NA)
Average monthly single-line business telephone rate ⁴	Dollars	41.21	41.80	41.80	41.95	41.96	43.49	43.75	45.32	48.17	(NA)
INTERNATIONAL TELEPHONE SERVICE⁵											
Number of U.S. billed minutes	Millions	8,030	15,889	30,135	35,988	45,904	63,653	70,064	72,440	69,975	74,934
Revenue from private-line service	Mil. dol.	201	514	1,502	988	899	711	738	792	717	817
Revenue from resale service	Mil. dol.	167	1,756	7,367	5,101	5,760	5,226	5,750	6,077	6,959	8,459

NA Not available. ¹ Beginning 2001, detailed financial data are only filed by Regional Bell Operating Companies (RBOCs). Access lines and calls reported by all subject reporting companies. ² Beginning 1985, the number of carriers dropped due to a change in the reporting threshold for carriers from \$1 million to \$100 million in annual operating revenue. ³ Beginning 2008, carriers no longer report this data to the Federal Communications Commission. ⁴ 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 1988; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1991, Puerto Rico. Beginning 2008, carriers no longer report this data to the Federal Communications Commission. ⁵ Beginning 1991, data are for all U.S. points, and include calls to and from Alaska, Hawaii, Puerto Rico, Guam, the U.S. Virgin Islands, and offshore U.S. points. Beginning 1991, carriers first started reporting traffic to and from Canada and Mexico. Data for Canada and Mexico in prior years are staff estimates. Beginning 2004, revenue from private-line service includes non-confidential private line service revenue and the total of private line and miscellaneous service revenue for carriers requesting confidential treatment for international telephone service.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers, Trends in Telephone Service*, and *Trends in the International Telecommunications Industry*. See also <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1148. Average Annual Telephone Service Expenditures by All Consumer Units: 2001 to 2009

[In dollars except percent distribution. Based on Consumer Expenditure Survey. A consumer unit is defined as members of a household related by blood, marriage, adoption, or some other legal arrangement; a single person living alone or sharing a household with others, but who is financially independent; or two or more persons living together who share responsibility for at least two out of the three major types of expenses: food, housing, and other expenses]

Year	Average annual telephone service (dol.)				Percent distribution			
	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹
2001	914	686	210	19	100.0	75.0	23.0	2.0
2002	957	641	294	22	100.0	67.0	30.7	2.3
2003	956	620	316	20	100.0	64.8	33.1	2.1
2004	990	592	378	20	100.0	59.8	38.2	2.0
2005	1,048	570	455	23	100.0	54.4	43.4	2.2
2006	1,087	542	524	21	100.0	49.9	48.2	2.0
2007	1,110	482	608	20	100.0	43.4	54.8	1.8
2008	1,127	467	643	17	100.0	41.4	57.1	1.5
2009	1,162	434	712	16	100.0	37.3	61.3	1.4

¹ Phone cards, pager services, and beginning in 2007, Voice over Internet Protocol, known as VoIP.

Source: Bureau of Labor Statistics, "Consumer Expenditures in 2009," News Release, UDDL-10-1390, October 2010. See also <<http://www.bls.gov/news.release/cesan.htm>>.

Table 1149. Cellular Telecommunications Industry: 1990 to 2010

[Calendar year data, except as noted (5,283 represents 5,283,000). Based on a survey sent to facilities-based commercial mobile radio service providers, including cellular, personal communications services, advanced wireless service, mobile WiMAX, 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	2005	2006	2007	2008	2009	2010
Subscribers	1,000	5,283	109,478	207,896	233,041	255,396	270,334	285,646	302,859
Cell sites ¹	Number	5,616	104,288	183,689	195,613	213,299	242,130	247,081	253,086
Employees	Number	21,382	184,449	233,067	253,793	266,782	268,528	249,247	250,393
Service revenue	Mil. dol.	4,548	52,466	113,538	125,457	138,869	148,084	152,552	159,930
Roamer revenue ²	Mil. dol.	456	3,883	3,786	3,494	3,742	3,739	3,061	3,026
Capital investment ³	Mil. dol.	6,282	89,624	199,025	223,449	244,591	264,761	285,122	310,015
Average monthly bill ⁴	Dollars	80.90	45.27	49.98	50.56	49.79	50.07	48.16	47.21
Average length of call ⁴	Minutes	2.20	2.56	3.00	3.03	(NA)	2.27	1.81	1.79
Number of text messages ⁵	Billions	(NA)	(Z)	9.8	18.7	48.1	110.4	152.7	187.7
Number of MMS ^{5,6}	Billions	(NA)	(NA)	0.2	0.3	0.8	1.6	5.1	4.3

NA Not available. Z Entry less than half the unit of measurement shown. ¹ The basic geographic unit of a wireless PCS or cellular system. ² Service revenue generated by subscribers' calls outside of their system areas. ³ Beginning 2005, cumulative capital investment figure reached by summing the incremental capital investment in year shown with cumulative capital investment of prior year. ⁴ As of December 31. ⁵ Number of messages in final month of survey, (December). ⁶ Multimedia Messaging Service.

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

Table 1150. Cable and Other Programming Distribution—Estimated Revenue: 2005 to 2009

[In millions of dollars (79,723 represents \$79,723,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5175. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	79,723	88,474	100,416	109,351	114,284
Sources of revenue:					
Multichannel programming distribution services	51,737	55,564	60,529	64,556	66,884
Basic programming package	39,524	42,294	45,468	47,913	49,847
Premium programming package	9,573	10,159	11,441	12,837	13,312
Pay-per-view	2,640	3,111	3,620	3,806	3,725
Other revenue	27,986	32,910	39,887	44,795	47,400
Air time	3,501	3,878	3,936	4,076	3,617
Rental and reselling services for program distribution equipment	2,511	3,152	3,910	4,381	5,076
Installation services for connections to program distribution networks	641	723	931	963	946
Internet access services	11,568	13,736	16,281	18,070	19,325
Internet telephony	518	1,577	3,433	5,167	6,286
Fixed local telephony	1,737	2,134	2,614	2,818	3,091
Fixed long-distance telephony	639	414	194	177	205
All other operating revenue	6,871	7,296	8,588	9,143	8,854
Type of customer:					
Government	546	522	581	660	711
Business firms and not for profit organizations	6,626	6,971	8,682	8,598	9,601
Household customers and individual customers	72,551	80,981	91,153	100,093	103,972

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1151. Internet Service Providers and Data Processing, Hosting, and Related Services—Estimated Revenue: 2005 to 2009

[In millions of dollars (13,760 represents \$13,760,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15, and Appendix III]

Item	Internet service providers (NAICS 518111)			Data processing, hosting, and related services (NAICS 5182)		
	2005	2008	2009	2005	2008	2009
Operating revenue	13,760	10,603	10,340	(X)	(X)	(X)
Internet access service	10,079	5,837	5,292	(X)	(X)	(X)
Online advertising space	1,285	2,146	2,118	(X)	(X)	(X)
Internet backbone services	(S)	(S)	(S)	(X)	(X)	(X)
Internet telephony	(S)	(S)	(S)	(X)	(X)	(X)
Web site hosting services	655	503	490	(X)	(X)	(X)
Information technology design and development services	(S)	(S)	(S)	(X)	(X)	(X)
All other operating revenue	1,362	(S)	(S)	(X)	(X)	(X)
Operating revenue	(X)	(X)	(X)	58,915	71,763	73,764
Data processing IT infrastructure provisioning, and hosting services	(X)	(X)	(X)	29,715	38,015	39,446
Business processing management services	(X)	(X)	(X)	15,198	18,566	19,150
Data management services	(X)	(X)	(X)	6,013	7,181	6,709
Application service provisioning	(X)	(X)	(X)	5,298	8,435	8,988
Web site hosting services	(X)	(X)	(X)	(S)	1,695	1,900
Collocation services	(X)	(X)	(X)	(S)	(S)	(S)
Other operating revenue	(X)	(X)	(X)	29,200	33,748	(S)
IT design and development services	(X)	(X)	(X)	6,438	(S)	(S)
IT technical support services	(X)	(X)	(X)	1,429	1,742	2,144
IT technical consulting services	(X)	(X)	(X)	2,222	2,771	2,565
Information and document transformation services	(X)	(X)	(X)	3,068	3,429	3,176
Software publishing	(X)	(X)	(X)	1,677	2,412	2,535
Reselling services for computer hardware and software, retail	(X)	(X)	(X)	1,252	2,083	(S)
All other operating revenue	(X)	(X)	(X)	13,114	15,326	14,644

S Data do not meet publication standards. X Not applicable.

Source: U.S. Census Bureau, "2008 Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1152. Public Libraries, Selected Characteristics: 2008

[11,391 represents \$11,391,000,000. Based on survey of public libraries. Data are for public libraries in the 50 states and the District of Columbia. The response rates for these items are between 97 and 100 percent. See source for details]

Population of service area	Number of—		Operating income			Paid staff ³		Average number of public use Internet computers per stationary outlet ⁵
	Public libraries	Stationary outlets ¹	Total ² (mil. dol.)	Source		Total	Librarians with ALA-MLS ⁴	
				State government (percent)	Local government (percent)			
Total	9,221	16,671	11,391	8.7	82.7	145,244	32,562	13.2
1,000,000 or more	27	1,126	1,764	6.4	82.8	18,678	4,782	24.0
500,000 to 999,000	57	1,156	1,766	8.5	83.8	20,309	4,991	21.6
250,000 to 499,999	106	1,141	1,352	11.0	81.4	16,578	4,083	18.6
100,000 to 249,999	337	2,010	1,791	8.6	84.2	23,134	4,980	17.1
50,000 to 99,999	557	1,646	1,443	10.6	82.1	18,873	4,301	16.2
25,000 to 49,999	967	1,705	1,394	8.2	83.9	18,435	4,364	14.7
10,000 to 24,999	1,763	2,275	1,158	8.2	82.5	16,468	3,531	12.0
5,000 to 9,999	1,497	1,647	422	9.1	79.4	6,873	1,054	8.5
2,500 to 4,999	1,340	1,372	174	7.0	77.1	3,176	315	6.2
1,000 to 2,499	1,573	1,594	100	5.8	75.4	2,050	132	4.6
Fewer than 1,000	997	999	28	11.1	69.5	671	30	3.5

¹ The sum of central and branch libraries. The total number of central libraries was 9,042; the total of branch libraries was 7,629. ² Includes income from the federal government (0.4%) and other sources (8.2%), not shown separately. ³ Full-time equivalents. ⁴ Librarians with master's degrees from a graduate library education program accredited by the American Library Association (ALA). Total librarians, including those without ALA-MLS, were 47,926. ⁵ The average per stationary outlet was calculated by dividing the total number of public use Internet computers in central and branch outlets by the total number of such outlets.

Source: Institute of Museum and Library Services, "Public Libraries Survey: Fiscal Year 2008," (IMLS-2010-PLS-02), June 2010. See also <<http://harvester.census.gov/imls/pubs/pls/index.asp>>.

Table 1153. Number of Public Libraries and Library Services by State: 2008

[For Fiscal Year. 1,504,861 represents 1,504,861,000. Based on Public Libraries Survey. Public libraries can have one or more outlets that provide direct service to the public. The three types of outlets include central libraries, branch libraries, and bookmobiles]

State	Number of public libraries ¹		Per capita visits ²	Per capita circulation of materials ²	Internet computers per stationary outlet ³	Average number of public use	State	Number of public libraries ¹		Per capita visits ²	Per capita circulation of materials ²	Internet computers per stationary outlet ³	Average number of public use
	Library visits (1,000s)	Per capita visits ²						Library visits (1,000s)	Per capita visits ²				
U.S.	9,221	1,504,861	5.1	7.7	13.2								
AL	210	15,477	3.5	4.4	15.4	MO	152	28,353	5.5	9.4	12.8		
AK	86	3,473	5.1	6.3	5.5	MT	80	4,063	4.5	6.5	7.8		
AZ	86	26,196	4.0	7.3	17.8	NE	270	8,983	6.9	10.5	6.6		
AR	51	9,909	3.7	4.9	8.6	NV	22	10,956	4.0	6.5	12.7		
CA	181	171,873	4.5	5.8	15.7	NH	231	7,302	5.6	8.4	4.9		
CO	115	30,666	6.3	12.0	15.9	NJ	303	49,289	5.9	7.3	14.4		
CT	195	23,775	6.8	9.4	14.2	NM	91	7,487	4.8	6.3	11.9		
DE	21	4,361	5.5	10.4	13.9	NY	755	117,214	6.2	8.2	13.7		
DC	1	2,705	4.6	3.0	12.0	NC	77	37,600	4.1	5.8	15.7		
FL	80	84,363	4.5	6.2	25.5	ND	81	2,426	4.3	7.2	5.6		
GA	59	36,980	4.0	4.7	16.4	OH	251	92,280	8.0	16.7	15.8		
HI	1	5,891	4.6	5.5	10.4	OK	115	14,551	4.9	7.0	10.6		
ID	104	8,550	6.4	9.4	8.9	OR	126	22,267	6.6	15.4	10.6		
IL	634	77,553	6.6	9.0	13.3	PA	457	48,315	4.0	5.8	11.4		
IN	238	41,168	7.2	13.7	16.0	RI	48	6,330	6.0	7.0	14.2		
IA	539	18,534	6.3	9.6	6.4	SC	42	16,770	3.8	5.4	16.0		
KS	327	14,671	6.2	11.4	8.0	SD	114	3,922	5.6	8.4	6.1		
KY	116	18,512	4.4	6.7	16.7	TN	187	20,454	3.4	4.1	13.6		
LA	68	14,632	3.3	4.0	13.1	TX	561	74,221	3.3	4.9	17.2		
ME	272	7,188	5.9	7.7	5.2	UT	69	17,487	6.7	13.0	13.2		
MD	24	32,814	5.9	9.9	20.7	VT	183	3,893	6.4	7.7	5.0		
MA	370	42,169	6.5	8.4	10.6	VA	91	39,888	5.2	9.2	15.0		
MI	384	54,390	5.5	8.0	14.8	WA	64	42,271	6.5	12.1	13.4		
MN	138	28,793	5.5	10.7	12.4	WV	97	6,008	3.3	4.2	7.0		
MS	50	8,859	3.0	2.9	8.6	WI	381	35,467	6.3	10.9	9.9		
						WY	23	3,560	6.8	9.0	9.4		

¹ Of the 9,221 public libraries, 7,469 were single outlet libraries and 1,752 were multiple outlet libraries. Single outlet libraries are a central library, bookmobile, or books by mail only outlet. Multiple outlet libraries have two or more direct service outlets including some combination of single outlet libraries. ² Per capita rate and per 1,000 population based on total unduplicated population of legal service area given by the state library agency of each state. ³ The average per stationary outlet was calculated by dividing the total number of public use Internet computers in central and branch outlets by the total number of such outlets.

Source: Institute of Museum and Library Services, "Public Libraries Survey: Fiscal Year 2008," (IMLS-2010-PLS-02), June 2010. See also <<http://harvester.census.gov/imls/pubs/pls/index.asp>>.

Table 1154. Public Library Use of the Internet: 2009 and 2010

[In percent, except number of outlets. As of spring. Based on sample survey; see source for details]

Item	2009				2010			
	Total	Metropolitan status ¹			Total	Metropolitan status ¹		
		Urban	Suburban	Rural		Urban	Suburban	Rural
Total libraries ²	16,620	2,940	5,421	8,259	16,802	2,898	5,841	8,063
Connected with public access	99.0	99.0	99.4	98.7	99.3	99.5	99.4	99.3
Average number of workstations	14.2	25.4	15.8	9.2	16.0	28.0	19.6	9.6
Speed of access:								
Less than 256 kbps	3.4	(³)	1.0	3.6	1.4	(³)	(³)	2.3
257 kbps to 768 kbps	9.2	1.9	5.0	8.5	5.0	(³)	4.2	6.9
769 kbps to 1.4 mbps	9.3	2.1	5.8	8.3	5.6	1.4	4.2	5.8
1.5 mbps	25.5	15.8	25.8	32.6	22.7	9.8	21.1	28.0
1.6 mbps to 3 mbps	10.0	11.0	8.4	12.9	12.0	11.1	9.9	13.7
3.1 mbps to 6 mbps	11.2	10.1	9.9	10.2	11.3	12.2	10.7	11.5
6.1 mbps to 10 mbps	11.0	19.0	15.9	7.4	12.1	16.3	14.6	9.0
10.1mbps to 20mbps	(X)	16.4	9.2	3.7	10.8	22.2	12.3	6.1
20.1mbps to 30mbps	(X)	2.3	1.2	(³)	2.0	2.7	2.4	1.4
30.1mbps to 40mbps	(X)	3.6	1.3	(³)	1.4	1.0	2.1	1.1
Greater than 40mbps	(X)	14.8	9.5	4.5	10.7	20.8	13.1	5.8
Don't know	8.1	2.2	6.9	6.8	5.0	1.4	4.7	6.3
Public library availability of wireless Internet access:								
Currently available	82.2	87.5	87.3	76.5	85.7	91.5	89.3	81.2
Plan to make available within the next year	6.8	6.0	6.9	15.0	5.9	4.9	4.4	7.2

¹ Urban = inside central city; Suburban = In metro area, outside of a central city; Rural = outside a metro area.² Central libraries and branches; excludes bookmobiles. ³ Less than 1 percent.

Source: Information Policy and Access Center, College of Information Studies, University of Maryland, College Park, MD, 2010–2011 Public Library Funding and Technology Access Survey: Survey Findings and Results by John Carlo Bertot, et al., University of Maryland, College Park, MD. Study funded by the American Library Association.

Table 1155. Household Internet Usage In and Outside of the Home by Selected Characteristics: 2010

[In thousands except percent. (119,545 represents 119,545,000). As of October. Internet Use Supplement 2010. Excludes GPS devices, digital music players, and devices with only limited computing capabilities, for example: household appliances. Based on the Current Population Survey. See text, Section 1 and Appendix III]

Characteristics	Total households	In the home			Anywhere		No internet use	
		Percent			Total households	Percent of households	Total households	Percent of households
		All households	Dial-up	Broadband				
All households	119,545	71.06	2.82	68.24	95,907	80.23	23,638	19.77
Age of householder:								
Under 25 years old	6,575	70.35	1.80	68.54	5,722	87.03	853	12.97
25 to 34 years old	19,838	77.45	1.23	76.22	17,815	89.81	2,022	10.19
35 to 44 years old	21,595	81.53	1.95	79.58	19,771	91.55	1,825	8.45
45 to 54 years old	24,704	77.27	2.92	74.35	21,353	86.43	3,352	13.57
55 years and older	46,833	60.36	3.98	56.38	31,246	66.72	15,586	33.28
Sex of householder:								
Male	60,064	73.96	2.78	71.18	49,215	81.94	10,849	18.06
Female	59,481	68.13	2.85	65.28	46,691	78.50	12,789	21.50
Race and ethnicity of householder: ¹								
White	83,613	74.86	3.02	71.83	68,766	82.24	14,847	17.76
Black	14,863	57.83	2.38	55.45	10,797	72.64	4,067	27.36
American Indian/Alaskan Native	731	56.82	4.55	52.28	531	72.64	200	27.36
Asian	4,667	82.77	1.86	80.91	4,084	87.51	583	12.49
Hispanic	14,142	59.11	2.21	56.90	10,437	73.80	3,705	26.20
Educational attainment of householder:								
Elementary	5,309	29.41	2.25	27.16	2,197	41.38	3,112	58.62
Some high school	8,870	39.49	2.70	36.79	4,864	54.84	4,006	45.16
High school diploma/GED	34,947	60.33	3.43	56.89	25,049	71.68	9,898	28.32
Some college	34,168	77.42	3.10	74.32	29,783	87.17	4,385	12.83
Bachelor's degree or more	36,251	89.24	2.07	87.17	34,014	93.83	2,238	6.17
Family income of householder: ¹								
Less than \$15,000	15,369	39.58	2.87	36.71	8,797	57.24	6,572	42.76
15,000 to 24,999	11,116	52.61	3.40	49.21	7,380	66.39	3,736	33.61
25,000 to 34,999	11,971	63.27	3.38	59.89	9,097	75.99	2,874	24.01
35,000 to 49,999	13,333	77.88	3.37	74.51	11,615	87.11	1,718	12.89
50,000 to 74,999	16,391	87.14	2.83	84.31	15,327	93.51	1,064	6.49
75,000 to 99,999	9,785	93.84	2.13	91.71	9,513	97.22	272	2.78
100,000 to 149,000	8,685	96.38	1.57	94.81	8,531	98.22	154	1.78
150,000 and over	5,961	97.99	0.68	97.31	5,899	98.97	61	1.03

¹ Includes other groups, not shown separately.Source: U.S. Department of Commerce, National Telecommunications and Information Administration, "Digital Nation: Expanding Internet Usage," February 2011, <<http://www.ntia.doc.gov/reports.html>>.

Table 1156. Household Internet Usage In and Outside of the Home by State: 2010

[In percent. As of October. See headnote, Table 1155]

State	Any-where	In the home			No Internet use	State	Any-where	In the home			No Internet use
		Total	Broad-band	Dial-up				Total	Broad-band	Dial-up	
U.S.	80.23	71.06	2.82	68.24	19.77	MO.	78.21	67.82	3.47	64.35	21.79
AL.	74.18	60.03	4.51	55.52	25.82	MT.	75.74	65.33	3.96	61.37	24.26
AK.	88.64	78.67	5.30	73.37	11.36	NE.	82.54	71.25	2.33	68.92	17.46
AZ.	83.46	75.50	1.30	74.20	16.54	NV.	84.33	76.58	2.37	74.20	15.67
AR.	70.87	58.76	6.38	52.38	29.13	NH.	86.35	80.98	3.15	77.82	13.65
CA.	84.19	75.86	2.75	73.11	15.81	NJ.	82.86	74.76	1.49	73.28	17.14
CO.	82.68	74.78	3.14	71.63	17.32	NM.	76.77	62.60	4.90	57.70	23.23
CT.	81.95	76.49	1.65	74.84	18.05	NY.	79.30	71.06	2.05	69.01	20.70
DE.	79.08	71.72	3.37	68.35	20.92	NC.	76.53	68.42	3.29	65.14	23.47
DC.	80.95	73.40	1.71	71.69	19.05	ND.	79.87	73.13	2.25	70.88	20.13
FL.	79.93	72.02	1.83	70.19	20.07	OH.	78.44	67.47	3.58	63.89	21.56
GA.	79.89	70.43	1.82	68.60	20.11	OK.	77.30	66.20	3.74	62.46	22.70
HI.	78.57	71.09	1.93	69.15	21.43	OR.	86.18	78.31	3.59	74.72	13.82
ID.	84.12	75.54	3.55	71.98	15.88	PA.	78.13	70.21	2.85	67.36	21.87
IL.	79.85	70.71	2.04	68.67	20.15	RI.	79.84	72.08	1.33	70.75	20.16
IN.	74.73	61.29	2.44	58.85	25.27	SC.	74.38	63.77	4.25	59.52	25.62
IA.	79.45	70.70	3.24	67.46	20.55	SD.	80.97	69.04	3.50	65.54	19.03
KS.	84.78	76.38	1.75	74.63	15.22	TN.	72.20	63.29	3.80	59.49	27.80
KY.	72.02	61.27	3.52	57.75	27.98	TX.	80.23	69.51	2.67	66.84	19.77
LA.	74.94	62.81	2.35	60.47	25.06	UT.	90.10	82.31	2.64	79.67	9.90
ME.	81.72	73.36	5.99	67.36	18.28	VT.	83.52	74.69	5.47	69.21	16.48
MD.	83.25	76.34	2.23	74.11	16.75	VA.	79.84	72.99	3.47	69.51	20.16
MA.	83.82	77.53	1.64	75.89	16.18	WA.	88.37	79.70	3.00	76.70	11.63
MI.	80.81	69.76	3.43	66.34	19.19	WV.	72.87	65.12	5.98	59.13	27.13
MN.	83.44	73.65	3.08	70.56	16.56	WI.	83.15	73.69	3.17	70.52	16.85
MS.	71.43	57.66	5.98	51.68	28.57	WY.	84.35	74.40	1.46	72.94	15.65

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, "Digital Nation: Expanding Internet Usage," February 2011, <<http://www.ntia.doc.gov/reports.html>>.

Table 1157. Internet Access by Selected Characteristics: 2010

[For persons 18 years old and over (228,112 represents 228,112,000). As of fall 2010. Based on sample and subject to sampling error; see source for details]

Characteristic	Total adults	Accessed the Internet					
		At home	At work	At school or a library	At another place	Using a cellphone or mobile device	Using WIFI or wireless connection outside of home
Total adults, (1,000) ¹	228,112	156,039	77,760	20,199	31,052	63,718	40,280
PERCENT DISTRIBUTION							
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Age:							
18 to 34 years old	30.48	33.34	31.74	58.92	51.45	52.81	44.61
35 to 54 years old	37.77	41.31	50.09	29.93	33.17	37.64	40.49
55 years old and over	31.75	25.35	18.18	11.16	15.38	9.55	14.91
Sex:							
Male	48.36	48.35	50.18	45.25	50.55	52.82	54.76
Female	51.64	51.65	49.82	54.75	49.45	47.18	45.24
Census region: ²							
Northeast	18.28	19.52	19.62	18.43	18.77	19.10	19.23
Midwest	21.92	21.55	22.09	23.32	19.98	20.54	21.43
South	36.96	34.57	34.24	32.85	33.42	36.68	33.47
West	22.84	24.36	24.05	25.40	27.82	23.68	25.87
Household size:							
1 to 2 persons	45.92	41.42	40.88	32.56	37.83	33.82	37.93
3 to 4 persons	37.21	41.50	44.42	47.48	44.00	45.77	44.72
5 or more persons	16.87	17.08	14.70	19.95	18.17	20.41	17.35
Any child in household	40.63	44.25	46.26	44.30	46.87	51.71	46.09
Marital status:							
Single	26.05	26.25	23.93	53.62	40.20	40.71	35.27
Married	55.07	59.86	62.96	36.18	46.13	48.60	53.90
Other	18.89	13.88	13.11	10.20	13.67	10.69	10.83
Educational attainment:							
Graduated college plus	27.06	36.21	47.89	34.49	34.85	37.78	47.59
Attended college	27.98	32.07	30.89	40.77	32.62	33.77	31.03
Did not attend college	44.96	31.71	21.21	24.74	32.53	28.45	21.39
Employed full-time	48.00	55.21	86.38	38.65	51.29	63.91	63.24
Employed part-time	12.12	13.34	13.21	23.89	16.57	13.75	15.23
Household income:							
Less than \$50,000	41.69	27.82	15.67	38.58	33.56	26.86	21.77
\$50,000 to \$74,999	19.07	20.98	20.32	16.78	16.75	17.44	17.04
\$75,000 to \$149,999	28.58	36.64	44.25	31.21	33.24	36.87	38.46
\$150,000 or more	10.66	14.57	19.76	13.43	16.45	18.83	22.73

¹ Includes other labor force status not shown separately. ² For composition of regions, see map, inside front cover.

Source: Mediamark Research & Intelligence, LLC, New York, NY, CyberStats, fall 2010 (copyright). See <<http://www.gfkmri.com>>.

1158. Adult Computer and Adult Internet Users by Selected Characteristics: 2000 to 2011

[Percent of persons 18 years old and over. Represents persons who use a computer or the Internet at a workplace, school, home, or anywhere else, on at least an occasional basis. Based on telephone surveys of persons with land-line telephones unless otherwise noted. In May 2011, 2,277 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent. This survey includes interviews conducted in English and Spanish. In May 2010, 2,252 persons were interviewed including 744 cell phone users. In 2009, 2,253 persons were interviewed including 651 cell phone users. For 2000, Internet users include persons who ever go online to access the Internet or World Wide Web or to send and receive e-mail. For 2005, 2009, 2010 and 2011, Internet users include those who at least occasionally use the Internet or send and receive e-mail]

Characteristic	Adult computer users				Adult Internet users				All adults, by type of home connection, 2011 ¹	
	2000	2005	2009	2010	2000	2005	2010	2011 ¹	Broad-band	Dial-up
Total adults	65	71	78	77	53	69	79	78	61	4
Age:										
18 to 29 years old	82	83	88	89	72	82	95	95	74	2
30 to 49 years old	76	81	87	86	62	80	87	87	73	4
50 to 64 years old	61	72	78	78	48	68	78	74	57	6
65 years old and over	21	31	42	42	15	28	42	42	29	3
Sex:										
Male	66	72	78	78	56	70	79	78	61	4
Female	64	70	77	76	51	67	79	78	62	4
Race/ethnicity:										
White, non-Hispanic	66	72	78	79	55	70	80	79	66	3
Black, non-Hispanic	59	60	66	72	42	54	71	67	51	4
English-speaking Hispanic	64	75	84	74	48	73	82	78	47	7
Educational attainment:										
Less than high school	28	36	47	43	19	35	52	42	23	3
High school graduate ²	56	63	67	67	41	59	67	69	49	5
Some college	80	81	89	88	69	80	90	89	73	2
College graduate or higher	88	90	94	96	79	88	96	94	83	4
Annual household income:										
Less than \$30,000	48	52	56	58	35	50	63	63	41	5
\$30,000 to \$49,999	74	76	82	82	61	74	84	85	72	4
\$50,000 to \$74,999	85	88	93	89	74	86	89	89	79	2
\$75,000 or more	90	92	95	96	81	91	95	96	88	2

¹ 2011 survey includes interviews conducted in English and Spanish. ² Includes those with a GED certificate.

Source: Pew Internet & American Life Project Surveys from September-December 2000; September and December of 2005; April 2009; May 2010 and May 2011, <<http://www.pewinternet.org>>.

Table 1159. Internet Activities of Adults by Geographic Community Type: 2011

[In percent. For Internet users 18 years old and over. Represents persons who have ever performed the activity. Based on telephone surveys of persons with land-line telephones and cell phones. See headnote, Table 1160]

Activity	Survey date (month, year)	Total adults	Internet users performing activity			
			Total	Urban	Suburban	Rural
Buy a product online	May, 2011 . .	55	71	73	72	70
Buy or make a reservation for travel	May, 2011 . .	51	65	66	66	60
Categorize or tag online content like a photo, news story or blog post	Sept, 2010 . .	24	33	37	32	25
Create or work on your own online journal or blog	May, 2011 . .	11	14	16	13	11
Do any banking online	May, 2011 . .	47	61	68	60	50
Look for health or medical information online	May, 2011 . .	55	71	72	69	81
Look for news or information about politics	May, 2011 . .	47	61	64	61	48
Look online for info about a job	May, 2011 . .	44	56	63	56	45
Make a donation to a charity online	May, 2011 . .	19	25	31	26	15
Make a phone call online, using a service such as Skype or Vonage	May, 2011 . .	18	24	25	27	13
Pay bills online	Sept, 2010 . .	42	57	55	62	45
Pay to access or download digital content online (e.g. newspaper article)	Sept, 2010 . .	32	43	47	43	35
Play online games	Sept, 2010 . .	27	36	36	38	34
Post a comment or review online	Sept, 2010 . .	24	32	34	35	24
Research a product or service online	Sept, 2010 . .	58	78	79	79	77
Search online for a map or driving directions	Sept, 2010 . .	60	82	84	83	79
Send instant messages	Nov, 2010 . .	34	46	49	47	42
Send or read e-mail	Nov, 2010 . .	68	92	93	93	90
Take part in chat rooms or online discussions with other people	Sept, 2010 . .	17	22	25	21	20
Use a search engine to find information	May, 2011 . .	71	92	90	93	89
Use a social networking site like MySpace, Facebook or LinkedIn	May, 2011 . .	50	65	67	65	61
Use Twitter	May, 2011 . .	10	13	15	14	7
Visit a local, state, or federal government Web site	May, 2011 . .	52	67	68	69	61
Watch a video on a video-sharing site	May, 2011 . .	55	71	72	71	68

Source: Pew Internet & American Life Project Surveys, <<http://www.pewinternet.org>>.

1160. Typical Daily Internet Activities of Adult Internet Users: 2011

[Percent of Internet users 18 years old and over. Represents persons who reported doing the activity "yesterday." Based on telephone surveys of persons with land-line telephones and cell phones. In May 2011, 2,277 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent. In November 2010, 2,257 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.7 percent. The response rate for the cellular sample was 15 percent. In September 2010, 3,001 persons were interviewed including 1,000 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 17 percent]

Activity	Survey date (month/year)	Total Internet users	Age				Sex	
			18 to 29 years old	30 to 49 years old	50 to 64 years old	65 years old and over	Male	Female
Buy a product online	May, 2011	6	7	5	7	7	7	5
Buy or make a reservation for travel	May, 2011	4	4	4	3	1	4	3
Categorize or tag online content like a photo, news story or blog post	Sept, 2010	11	18	12	5	4	12	10
Create or work on your own online journal or blog	May, 2011	4	4	6	3	2	6	3
Do any banking online	May, 2011	24	19	28	27	15	24	23
Look for health or medical information online	May, 2011	10	8	9	11	10	8	11
Look for news or information about politics	May, 2011	30	27	34	34	19	36	26
Look online for info about a job	May, 2011	11	15	12	9	1	11	11
Make a donation to a charity online	May, 2011	1	1	1	2	1	1	1
Make a phone call online, using a service such as Skype or Vonage	May, 2011	5	6	5	5	2	6	4
Pay bills online	Sept, 2010	15	14	19	11	11	15	15
Pay to access or download digital content online (e.g. newspaper article)	Sept, 2010	10	13	9	12	3	13	8
Play online games	Sept, 2010	13	16	15	10	9	13	13
Post a comment or review online	Sept, 2010	4	6	5	2	3	5	4
Research a product or service online	Sept, 2010	28	27	32	26	16	31	24
Search online for a map or driving directions	Sept, 2010	14	15	17	12	7	16	12
Send instant messages	Nov, 2010	18	29	17	13	4	18	18
Send or read e-mail	Nov, 2010	61	64	63	61	46	59	64
Take part in chat rooms or online discussions with other people	Sept, 2010	7	9	9	5	2	8	6
Use a search engine to find information	May, 2011	59	66	64	52	37	61	57
Use a social networking site like MySpace, Facebook or LinkedIn	May, 2011	43	61	46	32	15	38	48
Use Twitter	May, 2011	4	8	5	2	-	5	4
Visit a local, state, or federal government Web site	May, 2011	13	11	15	13	6	14	12
Watch a video on a video-sharing site	May, 2011	28	47	27	20	11	32	25

— Rounds to less than half the unit of measurement shown.

Source: Pew Internet & American Life Project Surveys, <<http://www.pewinternet.org>>.

1161. Online News Consumption by Selected Characteristics: 2000 to 2011

[Percent of Internet users 18 years old and over. Represents persons who report getting news online "ever" or "yesterday." Based on telephone surveys of persons with land-line telephones, unless otherwise noted. In April 2009, 2,253 persons were interviewed, including 561 cell phone users. The response rate for the landline sample was 20.6 percent and 18.2 percent for the cell sample. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the landline sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent. In May 2011, 2,277 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent. This survey includes interviews conducted in English and Spanish]

Characteristic	"Ever" get news online				Got news online "yesterday"			
	2000	2009	2010	2011 ¹	2000	2009	2010	2011 ¹
Total adult Internet users	60	72	75	76	22	38	43	45
Age:								
18 to 29 years old	56	74	75	72	16	35	44	43
30 to 49 years old	63	76	78	83	25	44	45	51
50 to 64 years old	57	71	76	77	25	37	42	44
65 years old and over	53	56	62	60	28	28	34	32
Sex:								
Male	66	73	77	77	29	42	48	52
Female	53	72	74	76	16	35	38	39
Race/ethnicity:								
White, non-Hispanic	60	73	75	76	23	40	43	46
Black, non-Hispanic	63	72	72	77	13	32	42	34
English-speaking Hispanic	57	67	73	72	23	34	35	40
Annual household income:								
Less than \$30,000	55	59	64	65	21	28	28	31
\$30,000 to \$49,999	57	69	74	79	20	33	35	44
\$50,000 to \$74,999	63	75	78	82	22	40	47	52
\$75,000 or more	69	84	84	88	31	53	60	62
Frequency of Internet use:								
Daily	66	81	82	(NA)	33	50	54	(NA)
Several times per week	59	59	64	(NA)	17	13	14	(NA)
Less Often	51	30	38	(NA)	12	2	5	(NA)

NA Not available. ¹ Includes interviews conducted in English and Spanish.

Source: Pew Internet & American Life Project Surveys from March 2000, April 2009, May 2010 and May 2011, <<http://www.pewinternet.org>>.