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), and 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 and 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 <http://www.census.gov/epcd/www/naics.html>. See also the text in Section 15, Business Enterprise.

Beginning 2001, the Service Annual Survey estimates reflect the introduction of the provisional North American Product Classification System (NAPCS) for the information sector. Data for prior years are not comparable. See <http://www.census.gov/eos/www/napcs/napcs.htm>.

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 2002 Economic Census. This census was conducted in accordance with the 2002 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. The gross operating revenues of the telephone carriers reporting

publically available data annually to the FCC, however, are estimated to cover about 90 percent of the revenues of all U.S. telephone companies. Data are not comparable with Census Bureau *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.*

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 U.S. National Center for Education Statistics. Data on Internet use by adults are collected by the Pew Internet and American Life Project, Washington, DC, and Mediamark Research, 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 1095. **Information Industries—Establishments, Employees, and Payroll: 2003 and 2004**

[**For establishments with payroll (3,599.9 represents 3,599,900).** Excludes most government employees, railroad employees, and self-employed persons. For statement on methodology, see Appendix III]

Industry	2002 NAICS code [1]	Establishments (number)		Paid employees [2] (1,000)		Annual payroll (mil. dol.)	
		2003	2004	2003	2004	2003	2004
Information industries	**51**	**140,027**	**139,681**	**3,599.9**	**3,472.4**	**204,024**	**200,447**
Publishing industries	511	31,336	31,528	1,049.6	1,033.5	66,312	66,887
Newspaper, periodical, book, and database publishers	5111	22,179	22,443	705.4	704.9	30,842	32,020
Newspaper publishers	51111	8,376	8,435	384.7	383.1	13,735	14,009
Periodical publishers	51112	7,176	7,602	155.8	154.4	8,933	9,418
Book publishers	51113	3,377	3,377	83.6	85.0	4,357	4,622
Database and directory publishers	51114	1,808	1,740	52.0	56.3	2,610	2,871
Other publishers	51119	1,442	1,289	29.3	26.1	1,207	1,099
Greeting card publishers	511191	114	120	14.3	13.1	617	583
All other publishers	511199	1,328	1,169	15.0	13.0	590	517
Software publishers	5112	9,157	9,085	344.2	328.6	35,470	34,866
Motion picture and sound recording industries	512	22,207	22,753	283.8	307.8	13,046	13,286
Motion picture and video industries	5121	18,914	19,348	257.5	282.7	10,999	11,321
Motion picture and video production	51211	11,255	11,751	93.0	122.2	7,723	8,264
Motion picture and video distribution	51212	449	452	3.5	3.4	198	214
Motion picture and video exhibition	51213	5,110	5,029	136.0	134.9	1,514	1,327
Motion picture theaters (except drive-ins)	512131	4,834	4,756	134.6	133.5	1,494	1,301
Drive-in motion picture theaters	512132	276	273	1.4	1.4	20	26
Postproduction and other motion picture and video industries	51219	2,100	2,116	25.0	22.1	1,564	1,516
Teleproduction and other postproduction services	512191	1,786	1,784	21.0	17.4	1,302	1,194
Other motion picture and video industries	512199	314	332	4.0	4.7	262	323
Sound recording industries	5122	3,293	3,405	26.3	25.1	2,047	1,965
Record production	51221	328	353	1.4	1.4	72	74
Integrated record production/distribution	51222	402	415	11.0	9.7	1,297	1,196
Music publishers	51223	612	606	4.5	4.7	305	329
Sound recording studios	51224	1,482	1,513	5.4	5.4	213	205
Other sound recording industries	51229	469	518	4.0	3.8	160	162
Broadcasting (except Internet)	515	10,372	10,099	286.4	288.0	16,004	16,198
Radio and television broadcasting	5151	9,688	9,466	254.6	247.7	13,029	12,521
Radio broadcasting	51511	7,711	7,492	131.4	127.0	5,493	5,514
Radio networks	515111	669	729	10.4	11.9	611	728
Radio stations	515112	7,042	6,763	121.0	115.1	4,882	4,786
Television broadcasting	51512	1,977	1,974	123.2	120.6	7,535	7,006
Cable and other subscription programming	5152	684	633	31.8	40.4	2,976	3,677
Internet publishing and broadcasting	516	2,038	2,133	35.6	37.0	2,324	2,546
Telecommunications	517	50,142	49,786	1,415.2	1,327.4	77,957	72,683
Wired telecommunications carriers	5171	27,607	27,596	855.2	781.4	51,445	45,280
Wireless telecommunications carriers (except satellite)	5172	13,020	13,183	266.3	262.1	13,500	13,971
Paging	517211	1,508	1,224	17.2	11.5	684	503
Cellular and other wireless telecommunications	517212	11,512	11,959	249.0	250.6	12,816	13,468
Telecommunications resellers	5173	2,726	2,886	36.6	46.6	1,660	2,211
Satellite telecommunications	5174	698	649	14.6	18.4	890	1,201
Cable and other program distribution	5175	5,383	4,844	234.1	210.7	9,961	9,437
Other telecommunications	5179	708	628	8.3	8.3	500	583
Internet service providers, Web search portals, and data processing service	518	19,643	19,489	473.9	426.4	26,516	27,002
Internet service providers and Web search portals	5181	5,365	5,422	70.9	60.4	4,803	5,234
Internet service providers	518111	4,790	4,851	60.9	49.2	3,539	3,083
Web search portals	518112	575	571	10.0	11.2	1,264	2,151
Data processing, hosting, and related services	5182	14,278	14,067	403.0	365.9	21,713	21,767
Other information services	519	4,289	3,893	55.4	52.2	1,865	1,846
News syndicates	51911	623	559	11.5	11.2	693	677
Libraries and archives	51912	2,951	2,677	32.3	31.7	717	735
All other information services	51919	715	657	11.6	9.3	455	434

[1] North American Industry Classification System, 2002; see text, this section and Section 15. [2] For employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, "County Business Patterns"; <http://www.census.gov/epcd/cbp/view/cbpview.html>.

Table 1096. **Information Sector Services—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (955,083 represents $955,083,000,000), 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; see Appendix III. Minus sign (–) indicates decrease]

Industry	2002 NAICS code [1]	Operating revenue			Operating expenses		
		2004	2005	Percent change, 2004–05	2004	2005	Percent change, 2004–05
Information industries	**51**	**955,083**	**1,005,252**	**5.3**	**784,704**	**809,923**	**3.2**
Publishing industries (except Internet)	511	256,301	268,838	4.9	193,091	195,815	1.4
Newspaper, periodical, book, and directory publishers	5111	144,040	149,215	3.6	104,811	109,119	4.1
Newspaper publishers	51111	48,366	49,717	2.8	39,920	40,978	2.7
Periodical publishers	51112	42,290	45,365	7.3	34,583	36,294	4.9
Book publishers	51113	27,904	27,729	–0.6	16,415	17,375	5.8
Directory and mailing list publishers	51114	18,040	19,371	7.4	10,722	11,295	5.3
Other publishers	51119	7,440	7,033	–5.5	3,171	3,177	0.2
Greeting card publishers	511191	5,075	4,552	–10.3	1,857	1,774	–4.5
All other publishers	511199	2,365	2,481	4.9	1,314	1,403	6.8
Software publishers	5112	112,261	119,623	6.6	88,280	86,696	–1.8
Motion picture and sound recording industries	512	88,269	92,129	4.4	72,820	76,241	4.7
Motion picture and video industries	5121	71,774	73,369	2.2	60,288	61,406	1.9
Motion picture and video production and distribution	51211,12	56,605	58,346	3.1	47,959	49,279	2.8
Motion picture and video exhibition	51213	11,180	10,789	–3.5	8,631	8,500	–1.5
Motion picture theaters (except drive–ins)	512131	11,069	10,669	–3.6	8,557	8,421	–1.6
Drive-in motion picture theaters	512132	111	120	8.1	(S)	(S)	(S)
Postproduction services and other motion picture and video industries	51219	3,989	4,234	6.1	3,698	3,627	–1.9
Teleproduction and other postproduction services	512191	3,193	3,373	5.6	3,002	2,857	–4.8
Other motion picture and video industries	512199	796	861	8.2	696	770	10.6
Sound recording industries	5122	16,495	18,760	13.7	12,532	14,835	18.4
Record production	51221	352	341	–3.1	275	262	–4.7
Integrated record production/distribution	51222	11,021	12,866	16.7	8,918	11,112	24.6
Music publishers	51223	3,885	4,204	8.2	2,164	2,184	0.9
Sound recording studios	51224	724	767	5.9	635	672	5.8
Other sound recording industries	51229	513	582	13.5	540	605	12.0
Broadcasting (except Internet)	515	83,466	88,752	6.3	63,709	68,010	6.8
Radio and television broadcasting	5151	52,093	53,520	2.7	42,268	44,376	5.0
Radio broadcasting	51511	16,494	17,223	4.4	14,303	15,600	9.1
Radio networks	515111	2,677	3,510	31.1	4,389	5,450	24.2
Radio stations	515112	13,817	13,713	–0.8	9,914	10,150	2.4
Television broadcasting	51512	35,599	36,297	2.0	27,965	28,776	2.9
Cable and other subscription programming	5152	31,373	35,232	12.3	21,441	23,634	10.2
Internet publishing and broadcasting	516	8,695	10,339	18.9	7,583	8,918	17.6
Telecommunications	517	429,430	449,344	4.6	372,243	382,374	2.7
Wired telecommunications carriers	5171	211,176	206,781	–2.1	187,746	176,600	–5.9
Wireless telecommunications carriers (except satellite)	5172	127,602	143,308	12.3	106,688	123,817	16.1
Paging	517211	1,909	2,002	4.9	1,550	1,736	12.0
Cellular and other wireless telecommunications	517212	125,693	141,306	12.4	105,138	122,081	16.1
Telecommunications resellers	5173	9,849	11,230	14.0	5,981	6,759	13.0
Satellite telecommunications	5174	6,030	5,521	–8.4	5,826	4,841	–16.9
Cable and other program distribution	5175	73,317	80,493	9.8	64,957	69,031	6.3
Other telecommunications	5179	(S)	(S)	(S)	1,045	1,326	26.9
Internet service providers, Web search portals, and data processing services	518	82,491	88,730	7.6	70,226	73,102	4.1
Internet service providers and Web search portals	5181	25,161	25,966	3.2	18,790	17,544	–6.6
Internet service providers	518111	20,201	18,914	–6.4	16,301	14,283	–12.4
Web search portals	518112	4,960	7,052	42.2	2,489	3,261	31.0
Data processing, hosting, and related services	5182	57,330	62,764	9.5	51,436	55,558	8.0
Other information services	519	6,431	7,120	10.7	5,032	5,463	8.6
News syndicates	51911	1,972	2,162	9.6	1,724	1,863	8.1
Libraries and archives	51912	1,879	2,032	8.1	1,582	1,676	5.9
Other information services	51919	2,580	2,926	13.4	1,726	1,924	11.5

S Data do not meet publication standards. [1] North American Industry Classification System (NAICS), 2002; see text this section.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1097. **Information Industries—Establishments, Revenue, Payroll and Employees by Kind of Business: 2002**

[**For establishments with payroll. (891,846 represents $891,846,000,000).** Based on the 2002 Economic Census; see Appendix III]

Kind of business	2002 NAICS code [1]	Number of establishments	Receipts (mil. dol.)	Annual payroll (mil. dol.)	Paid employees (1,000)
Information industries	**51**	**137,678**	**891,846**	**194,670**	**3,736.1**
Publishing industries (except Internet)	511	32,287	242,216	65,681	1,089.6
Motion picture & sound recording industries	512	22,458	78,250	12,599	303.1
Motion picture & video industries	5121	19,074	62,927	10,353	271.2
Sound recording industries	5122	3,384	15,324	2,246	31.9
Broadcasting (except Internet)	515	9,540	73,962	14,439	291.4
Radio & television broadcasting	5151	8,851	48,589	11,591	252.2
Cable & other subscription programming	5152	689	25,373	2,848	39.1
Internet publishing & broadcasting	516	2,057	6,363	2,346	40.0
Telecommunications	517	49,275	411,645	72,182	1,440.1
Wired telecommunications carriers	5171	27,955	237,697	47,496	842.4
Wireless telecommunications carriers (except satellite)	5172	11,155	99,193	13,207	281.4
Telecommunications resellers	5173	2,525	9,717	1,397	34.5
Satellite telecommunications	5174	646	5,748	915	14.4
Cable & other program distribution	5175	6,288	57,709	8,553	256.0
Other telecommunications	5179	706	1,581	614	11.4
Internet service providers, Web search portals, & data processing	518	18,589	74,508	25,719	514.0
Internet service providers & Web search portals	5181	4,820	21,419	4,451	79.8
Data processing, hosting, & related services	5182	13,769	53,089	21,267	434.3
Other information services	519	3,472	4,901	1,705	57.8

[1] North American Industry Classification System, 2002; see text, this section and Section 15, Business Enterprise.

Source: U.S. Census Bureau, "2002 Economic Census, Geographic Area Series Reports, Information." See Internet site: <http://www.census.gov/econ/census02/guide/geosumm.htm>; (accessed January 2007).

Table 1098. **Media Usage and Consumer Spending: 2000 to 2010**

[Estimates for time spent were derived using rating data for broadcast television and cable and satellite television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, Internet, newspapers, consumer books, consumer magazines, recorded music, videogames, and box office. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, out-of-home media, yellow pages and home video. Persons 12 and older were the basis for the estimates for broadcast television, cable & satellite television, radio, recorded music, box office, videogames, Internet and mobile content]

Item	2000	2003	2004	2005	2006, proj.	2007, proj.	2008, proj.	2009, proj.	2010, proj.
HOURS PER PERSON PER YEAR [1]									
Total [2]	**3,340**	**3,508**	**3,530**	**3,543**	**3,553**	**3,567**	**3,592**	**3,601**	**3,620**
Television	1,502	1,615	1,620	1,659	1,673	1,686	1,704	1,713	1,733
Broadcast television [3]	812	729	711	679	684	672	666	657	650
Network stations	717	629	612	576	579	567	558	546	538
Independent stations [4]	95	100	100	101	105	105	108	110	112
Cable & satellite television [3]	690	886	909	980	989	1,014	1,038	1,057	1,083
Basic cable and satellite television	568	728	753	807	823	840	862	880	902
Premium cable and satellite television [4]	122	157	156	173	166	174	176	176	181
Broadcast and satellite radio [3]	784	834	821	805	794	786	785	778	776
Recorded music [3]	259	189	195	189	191	191	188	187	180
Newspapers [3]	201	194	191	184	181	177	173	169	165
Pure-play Internet services [3]	100	155	165	172	177	180	181	182	183
Out-of-home media [3]	118	123	126	130	134	137	141	145	150
Consumer magazines [3]	135	122	125	124	122	121	122	120	119
Consumer books [3]	107	109	108	108	107	107	107	108	108
Videogames [3]	65	76	78	73	75	78	80	84	86
Home video [5]	43	60	67	63	63	64	65	66	67
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total [2]	**610.35**	**739.65**	**772.58**	**787.44**	**817.06**	**850.61**	**880.87**	**909.37**	**933.52**
Television	173.58	236.82	258.73	283.47	306.70	329.39	350.03	368.55	384.55
Cable and satellite television [3]	173.58	236.79	258.63	283.08	305.70	327.55	347.26	364.79	379.92
Broadcast television [3]	(Z)	0.03	0.09	0.40	1.00	1.84	2.77	3.75	4.63
Home video [5]	81.41	122.28	125.45	115.24	114.24	115.54	116.78	118.33	119.36
Consumer books [3]	87.45	91.84	92.49	95.62	97.04	100.32	101.85	104.05	106.38
Pure-play Internet services [3]	45.43	59.72	59.60	57.11	55.84	56.29	57.26	58.67	59.77
Recorded music [3]	61.20	49.46	52.03	51.18	52.00	52.25	52.23	51.87	51.08
Newspapers [3]	51.92	53.62	51.97	50.56	49.65	48.65	47.53	46.29	44.94
Consumer magazines [3]	47.58	46.56	47.38	47.64	47.30	47.28	47.93	47.35	47.73
Box office [3]	32.72	39.10	38.88	36.38	37.15	36.30	35.67	35.39	35.29
Videogames [3]	28.01	32.98	33.59	32.23	33.59	35.55	37.38	39.98	41.52

Z Less than $.005 [1] Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. [2] Includes other media, not shown separately. [3] Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper Web sites, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL, Internet-only Web sites such as Yahoo!, GameSpy, eHarmoney, and mobile-only services, such as MobiTV or text messaging services from telecommunication providers. [4] Telemundo and Univsion affiliates included in independent and public stations. Pay-per-view, interactive channels, home shopping and audio-only feeds included in premium cable & satellite services. [5] Playback of prerecorded VHS cassettes and DVDs only.

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

Table 1099. **Utilization of Selected Media: 1980 to 2005**

[**78.6 represents 78,600,000**]

Item	Unit	1980	1990	1995	1999	2000	2001	2002	2003	2004	2005
Households with—											
Telephone service [1]	Percent	93.0	93.3	93.9	94.0	94.6	94.6	95.5	95.5	94.2	92.4
Radio [2]	Millions	78.6	94.4	98.0	(NA)	100.5	101.9	105.1	106.7	108.3	109.9
Percent of total households	Percent	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.5	5.6	5.6	5.6	5.6	5.6	5.6	8.0	8.0	8.0
Television [3]	Millions	76	92	96	101	101	102	106	107	109	110
Percent of total households	Percent	97.9	98.2	98.3	98.2	98.2	98.2	98.2	98.2	98.2	98.2
Television sets in homes	Millions	128	193	217	240	245	248	254	260	268	287
Average number of sets per home	Number	1.7	2.0	2.3	2.4	2.4	2.4	2.4	2.4	2.5	2.6
Color set households	Millions	63	90	94	99	101	102	105	107	108	109
Wired cable television [4]	Millions	15.2	51.9	60.5	67.1	68.6	69.5	73.2	74.4	73.8	73.9
Percent of TV households	Percent	19.9	56.4	63.4	67.5	68.0	68.0	69.4	69.8	68.1	67.5
Alternative delivery system (ADS) households [4]	Millions	(NA)	(NA)	4.0	9.4	11.7	14.7	17.4	19.7	21.2	23.3
Percent of TV households	Percent	(NA)	(NA)	4.2	9.3	11.4	14.1	16.3	18.2	19.3	20.8
VCRs [4]	Millions	1	63	77	84	86	88	96	98	98	99
Percent of TV households	Percent	1.1	68.6	81.0	84.6	85.1	86.2	91.2	91.5	90.8	90.2
Computers [5]	Percent	(NA)	(NA)	(NA)	(NA)	51.0	56.2	(NA)	61.8	(NA)	(NA)
Internet connections [5]	Percent	(NA)	(NA)	(NA)	(NA)	41.5	50.3	(NA)	54.6	(NA)	(NA)
Broadband Internet [5]	Percent	(NA)	(NA)	(NA)	(NA)	4.4	9.1	(NA)	19.9	(NA)	(NA)
Commercial radio stations: [2]											
AM	Number	4,589	4,987	4,909	4,783	4,685	4,727	4,804	4,802	4,770	4,758
FM	Number	3,282	4,392	5,296	5,766	5,892	6,051	6,161	6,207	6,217	6,215
Television stations: [6] Total	Number	1,011	1,442	1,532	1,615	1,663	1,686	1,714	1,730	1,748	1,749
Commercial	Number	734	1,092	1,161	1,243	1,288	1,309	1,333	1,349	1,366	1,370
VHF	Number	516	547	562	561	567	572	581	587	589	589
UHF	Number	218	545	599	682	721	737	752	762	777	781
Cable television systems [7]	Number	4,225	9,575	11,218	10,700	10,400	10,300	9,900	9,400	8,875	(NA)
Daily newspaper circulation [8]	Millions	62.2	62.3	58.2	56.0	55.8	55.6	55.2	55.2	54.6	53.3

NA Not available. [1] For occupied housing units. 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, *1980 Census of Housing,* vol. 1; thereafter, Federal Communications Commission, *Trends in Telephone Service,* annual. [2] 1980–1995 as of December 31. Source: M Street Corp. as reported by Radio Advertising Bureau New York, NY; through 1990, Radio Facts, annual (copyright); beginning 1995, Radio Marketing Guide and Fact Book for Advertisers, annual (copyright). Number of stations on the air compiled from Federal Communications Commission reports. Beginning 1999, Federal Communications Commission, unpublished data as of Sept. 30. See Internet site <http://www.fcc.gov/mb/audio/totals>. [3] As of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television,* annual (copyright). [4] Wired cable and VCR as of February; ADS for fourth quarter. Excludes Alaska and Hawaii. Source: See footnote 3. [5] As of August 2000, September 2001, and October 2003. Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *A Nation Online: Entering the Broadband Age,* September 2004. See Internet site <http://www.ntia.doc.gov/reports/anol/index.html>. [6] Source: Beginning 1999, Federal Communications Commission, unpublished data. See Internet site <http://www.fcc.gov/mb/audio/totals>. Beginning 1999, as of September. For prior years data, see footnote 3. [7] As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). [8] As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book,* annual (copyright).

Source: Compiled from sources mentioned in footnotes.

Table 1100. **Multimedia Audiences—Summary: 2006**

[**In percent, except total (218,289 represents 218,289,000). As of fall.** 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	**218,289**	**94.1**	**84.2**	**79.4**	**81.7**	**75.7**	**65.6**
18 to 24 years old	28,098	90.1	74.2	74.5	85.3	69.0	78.3
25 to 34 years old	39,485	91.9	82.2	77.4	86.3	71.5	75.6
35 to 44 years old	43,532	93.8	84.6	80.2	88.0	75.1	75.0
45 to 54 years old	42,127	94.3	85.2	81.4	86.9	78.5	72.2
55 to 64 years old	29,660	96.4	88.5	83.3	80.5	79.7	61.8
65 years old and over	35,387	97.7	89.1	78.6	60.9	79.6	27.9
Male	105,176	94.2	84.3	79.5	83.3	76.1	64.6
Female	113,113	93.9	84.1	79.2	80.3	75.3	66.5
Not high school graduate	34,355	93.7	83.4	64.5	71.4	57.0	22.1
High school graduate	69,653	95.4	86.2	80.9	80.4	74.0	53.5
Attended college	59,432	94.4	84.0	82.8	85.6	80.2	80.4
College graduate	54,849	92.2	82.5	83.0	85.6	84.7	92.0
Household income:							
Less than $10,000	13,121	93.2	83.1	60.9	71.3	64.6	31.7
$10,000 to $19,999	21,735	94.4	84.9	65.0	68.5	67.4	33.1
$20,000 to $29,999	24,022	94.2	84.7	70.3	75.8	72.4	40.5
$30,000 to $34,999	11,935	93.8	85.2	77.2	78.2	69.4	53.2
$35,000 to $39,999	11,090	96.1	85.2	76.0	80.6	73.1	58.2
$40,000 to $49,999	20,898	94.0	82.7	79.4	83.2	75.6	62.3
$50,000 to $74,999	43,599	94.1	84.1	83.1	85.5	77.0	74.9
$75,000 to $99,999	28,599	94.5	85.6	87.5	87.6	79.3	84.9
$100,000 or more	43,289	93.4	83.3	89.4	87.6	83.7	90.7

[1] In the past 7 days. [2] In the last 30 days.

Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences,* fall 2006 (copyright).

Table 1101. **Newspaper Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005**

[**In millions of dollars (48,366 represents $48,366,000,000).** For taxable and tax-exempt employer firms. Covers NAICS 51111. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change 2004–05
Operating revenue [1]	**48,366**	**49,717**	**2.8**
Breakdown of revenue by media type:			
Print	41,104	42,468	3.3
Online	1,808	2,092	15.7
Other media	749	451	–39.8
Operating expenses	**39,920**	**40,978**	**2.7**
Personnel costs	19,407	19,807	2.1
Gross annual payroll	15,355	15,680	2.1
Employer's cost for fringe benefits	3,771	3,882	2.9
Temporary staff and leased employee expense	282	245	–13.1
Expensed materials, parts and supplies (not for resale)	4,379	4,369	–0.2
Expensed equipment	97	98	1.0
Expensed purchase of other materials, parts and supplies	4,282	4,270	–0.3
Expensed purchased services	3,054	3,223	5.5
Expensed software	80	89	11.3
Expensed electricity and fuels (except motor fuel)	292	335	14.7
Lease and rental payments	537	560	4.3
Purchased repair and maintenance	383	380	–0.8
Purchased advertising and promotional services	617	660	7.0
Purchased printing services	1,145	1,200	4.8
Other operating expenses	13,080	13,579	3.8
Depreciation and amortization charges	2,031	2,048	0.8
Government taxes and license fees	377	382	1.3
All other operating expenses	10,672	11,149	4.5
Inventories at end of year	**688**	**713**	**3.6**
Finished good	(S)	33	(S)
Work-in-process	15	17	13.3
Materials, fuels, supplies etc.	644	663	3.0

S Data do not meet publication standards. [1] Includes other types of revenue (e.g., printing services) not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1102. **Daily and Sunday Newspapers—Number and Circulation: 1970 to 2006**

[**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	1975	1980	1985	1990	1995	2000	2002	2003	2004	2005	2006
NUMBER												
Daily: Total [1]	1,748	1,756	1,745	1,676	1,611	1,533	1,480	1,457	1,456	1,457	1,452	1,437
Morning	334	339	387	482	559	656	766	777	787	814	817	833
Evening	1,429	1,436	1,388	1,220	1,084	891	727	692	680	653	645	614
Sunday	586	639	736	798	863	888	917	913	917	915	914	907
NET PAID CIRCULATION (mil.)												
Daily: Total [1]	62.1	60.7	62.2	62.8	62.3	58.2	55.8	55.2	55.2	54.6	53.3	52.3
Morning	25.9	25.5	29.4	36.4	41.3	44.3	46.8	46.6	46.9	46.9	46.1	45.4
Evening	36.2	35.2	32.8	26.4	21.0	13.9	9.0	8.6	8.3	7.7	7.2	6.9
Sunday	49.2	51.1	54.7	58.8	62.6	61.5	59.4	58.8	58.5	57.8	55.3	53.2
PER CAPITA CIRCULATION [2]												
Daily: Total [1]	0.30	0.28	0.27	0.26	0.25	0.22	0.20	0.19	0.19	0.19	0.18	0.17
Morning	0.13	0.12	0.13	0.15	0.17	0.17	0.17	0.16	0.16	0.16	0.16	0.15
Evening	0.18	0.16	0.14	0.11	0.08	0.05	0.03	0.03	0.03	0.03	0.02	0.02
Sunday	0.24	0.24	0.24	0.25	0.25	0.23	0.21	0.20	0.20	0.20	0.19	0.18

[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).

Table 1103. **Daily Newspapers—Number and Circulation by Size of City: 1980 to 2006**

[**Number of newspapers as of February 1 the following year. Circulation as of September 30 (29,413 represents 29,413,000).** For English language newspapers only. See Table 32 for number of cities by population size. All-day newspapers are counted in both morning and evening columns; circulation is divided equally between morning and evening]

Type of daily and population-size class	Number					Net paid circulation (1,000)				
	1980	1990	1995	2000	2006	1980	1990	1995	2000	2006
Morning dailies, total	**387**	**559**	**656**	**766**	**833**	**29,413**	**41,311**	**44,310**	**46,772**	**45,441**
In cities of—										
1,000,001 or more	20	18	25	26	30	8,795	6,508	10,173	10,820	10,416
500,001 to 1,000,000	27	22	22	25	35	5,705	4,804	5,587	5,412	6,539
100,001 to 500,000	99	138	153	163	161	8,996	20,051	17,214	17,469	15,976
50,001 to 100,000	75	100	138	162	164	2,973	4,373	5,602	5,887	5,474
25,001 to 50,000	64	102	115	141	162	1,701	3,209	3,150	3,899	3,690
Less than 25,000	102	179	203	249	281	1,243	2,365	2,584	3,285	3,346
Evening dailies, total	**1,388**	**1,084**	**891**	**727**	**614**	**32,788**	**21,017**	**13,883**	**9,000**	**6,888**
In cities of—										
1,000,001 or more	11	7	3	1	1	2,984	1,423	390	1	1
500,001 to 1,000,000	23	12	7	3	5	4,101	1,350	1,017	519	404
100,001 to 500,000	123	71	45	32	22	8,178	4,687	2,529	1,603	1,141
50,001 to 100,000	156	94	72	54	40	4,896	2,941	2,029	1,332	977
25,001 to 50,000	246	204	158	124	101	5,106	4,278	2,819	1,898	1,421
Less than 25,000	829	696	606	513	445	7,523	6,338	5,099	3,648	2,945

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

Table 1104. **Daily and Sunday Newspapers—Number and Circulation, 1991 to 2005 and by State, 2006**

[**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	
		Circulation [1]						Circulation [1]			
	Number	Net paid (1,000)	Per capita [2]	Number	Net paid circulation (1,000)		Number	Net paid (1,000)	Per capita [2]	Number	Net paid circulation (1,000)
Total, 1991	1,586	60,687	0.24	875	62,068	LA	24	682	0.16	18	748
Total, 1992	1,570	60,164	0.23	891	62,160	ME	7	218	0.16	4	182
Total, 1993	1,556	59,812	0.23	884	62,566	MD	11	465	0.08	8	607
Total, 1994	1,548	59,305	0.23	886	62,294	MA	32	1,350	0.21	16	1,291
Total, 1995	1,533	58,193	0.22	888	61,529	MI	48	1,563	0.15	27	1,769
Total, 1996	1,520	56,983	0.21	890	60,798	MN	25	825	0.16	15	1,058
Total, 1997	1,509	56,728	0.21	903	60,484	MS	23	350	0.12	19	351
Total, 1998	1,489	56,182	0.20	898	60,066	MO	42	888	0.15	21	1,074
Total, 1999	1,483	55,979	0.20	905	59,894	MT	11	184	0.19	7	185
Total, 2000	1,480	55,773	0.20	917	59,421	NE	16	388	0.22	6	372
Total, 2001	1,468	55,578	0.19	913	59,090	NV	8	292	0.12	4	316
Total, 2002	1,457	55,186	0.19	913	58,780	NH	11	205	0.16	8	206
Total, 2003	1,456	55,185	0.19	917	58,495	NJ	18	1,186	0.14	15	1,458
Total, 2004	1,457	54,626	0.19	915	57,753	NM	17	266	0.14	12	275
Total, 2005	1,452	53,345	0.18	914	55,270	NY	60	6,832	0.35	38	5,026
						NC	47	1,232	0.14	39	1,362
Total, 2006	**1,437**	**52,329**	**0.17**	**907**	**53,175**						
AL	25	604	0.13	21	673	ND	10	150	0.24	7	157
AK	7	103	0.15	5	114	OH	84	2,155	0.19	41	2,379
AZ	16	721	0.12	11	822	OK	39	571	0.16	31	701
AR	28	453	0.16	16	523	OR	19	630	0.17	12	658
CA	86	5,177	0.14	57	5,297	PA	80	2,526	0.20	43	2,953
CO	30	950	0.20	16	1,089	RI	6	196	0.18	3	238
CT	17	630	0.18	13	708	SC	16	586	0.14	14	678
DE	2	128	0.15	2	156	SD	11	150	0.19	4	130
DC	3	1,017	1.75	2	972	TN	26	819	0.14	19	966
FL	40	3,020	0.17	37	3,637	TX	82	2,644	0.11	77	3,339
GA	35	966	0.10	30	1,214	UT	6	332	0.13	6	367
HI	6	266	0.21	6	294	VT	8	107	0.17	3	81
ID	12	210	0.14	8	227	VA	23	3,146	0.41	17	929
IL	66	2,125	0.17	32	2,337	WA	22	952	0.15	16	1,084
IN	67	1,235	0.20	25	1,180	WV	20	373	0.21	14	385
IA	37	576	0.19	13	613	WI	34	827	0.15	17	1,001
KS	41	384	0.14	13	336	WY	9	88	0.17	5	73
KY	24	583	0.14	14	586						

[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, except 2000, enumerated resident population as of April 1.

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

Table 1105. **Periodical Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005**

[**In millions of dollars (42,290 represents $42,290,000,000).** For taxable and tax-exempt employer firms. Covers NAICS 51112. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue [1]	**42,290**	**45,365**	**7.3**
Breakdown of revenue by media type:			
Print	29,375	30,991	5.5
Online	1,461	1,713	17.2
Other media	391	428	9.5
Operating expenses	**34,583**	**36,294**	**4.9**
Personnel	12,847	13,644	6.2
Gross annual payroll	10,370	10,925	5.4
Employer's cost for fringe benefits	2,064	2,290	10.9
Temporary staff and leased employee expense	413	429	3.9
Expensed materials, parts and supplies (not for resale)	1,531	1,521	–0.7
Expensed equipment	246	201	–18.3
Expensed purchase of other materials, parts and supplies	1,284	1,319	2.7
Expensed purchased services	7,375	7,701	4.4
Expensed software	475	(S)	(S)
Expensed electricity and fuels (except motor fuel)	116	136	17.2
Lease and rental payments	1,130	1,248	10.4
Purchased repair and maintenance	247	297	20.2
Purchased advertising and promotional services	2,358	2,519	6.8
Purchased printing services	3,049	3,183	4.4
Other operating expenses	12,830	13,429	4.7
Depreciation and amortization charges	1,714	1,674	–2.3
Government taxes and license fees	174	190	9.2
All other	10,942	11,565	5.7
Inventories at end of year	**1,635**	**1,834**	**12.2**
Finished good	1,118	1,245	11.4
Work-in-process	110	129	17.3
Materials, fuels, supplies etc.	406	460	13.3

S Data do not meet publication standards. [1] Includes other types of revenue (e.g., printing services) not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1106. **Quantity of Books Sold and Value of Consumer Domestic Expenditures: 2006 to 2010**

[**(3,096 represents 3,096,000,000). 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	Net publishers' shipments (mil.)					Domestic U.S. consumer expenditures (mil. dol.)				
	2006	2007, proj.	2008, proj.	2009, proj.	2010 proj.	2006	2007, proj.	2008, proj.	2009, proj.	2010 proj.
Total	**3,096**	**3,141**	**3,173**	**3,199**	**3,216**	**53,616**	**55,696**	**57,455**	**59,333**	**61,054**
Trade	2,273	2,302	2,316	2,323	2,329	25,372	26,307	26,930	27,618	28,342
Adult	824	828	831	834	837	16,134	16,618	17,023	17,443	17,899
Hardback	406	407	408	408	409	9,615	9,877	10,122	10,351	10,603
Paperback	418	421	423	425	427	6,519	6,740	6,901	7,093	7,296
Juvenile	873	891	895	895	894	5,996	6,319	6,427	6,589	6,759
Hardback	273	291	284	288	291	2,796	3,048	3,036	3,145	3,243
Paperback	600	600	610	606	603	3,200	3,271	3,391	3,443	3,516
Mass market paperbacks—rack-sized	575	583	590	595	598	3,242	3,371	3,480	3,586	3,685
Religious	263	270	278	285	292	4,685	4,919	5,169	5,416	5,674
Hardback	94	96	99	102	105	2,796	2,929	3,082	3,234	3,387
Paperback	169	174	178	183	188	1,889	1,990	2,087	2,183	2,287
Professional	281	282	283	284	285	11,020	11,340	11,631	11,925	12,209
Hardback	100	100	101	101	102	6,920	7,125	7,314	7,503	7,684
Paperback	181	182	183	183	184	2,993	3,080	3,160	3,241	3,321
Subscription reference	(X)	(X)	(X)	(X)	(X)	1,107	1,135	1,157	1,182	1,205
University press	25	24	24	24	24	642	656	670	683	696
Hardback	9	9	9	9	9	224	230	234	239	243
Paperback	15	15	15	15	15	418	426	435	444	453
Elementary/high school text	177	186	194	204	207	5,375	5,766	6,161	6,607	6,851
Hardback	60	65	69	72	73	2,570	2,882	3,089	3,315	3,431
Paperback	118	120	126	132	134	2,805	2,884	3,073	3,292	3,420
College text	77	77	78	78	79	6,522	6,710	6,895	7,084	7,282
Hardback	34	34	34	35	35	4,346	4,477	4,609	4,743	4,865
Paperback	43	43	43	43	44	2,176	2,232	2,285	2,341	2,417

X Not applicable.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends, 2007,* annual (copyright).

Table 1107. **Book Publishers—Estimated Revenue and Inventories: 2004 and 2005**

[**In millions of dollars (27,904 represents $27,904,000,000), except percent.** For taxable and tax-exempt employer firms. Covers NAICS 51113. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue, total	**27,904**	**27,729**	**–0.6**
Sources of revenue:			
Books, print	24,735	24,423	–1.3
Textbooks	9,198	9,410	2.3
Children's books	2,029	2,099	3.4
General reference books	1,964	(S)	(S)
Professional, technical, and scholarly books	3,446	3,413	–1.0
Adult trade	8,099	(S)	(S)
All other operating revenue	3,169	3,306	4.3
Breakdown of revenue by media type:			
Print books	(S)	26,111	(S)
Online books	(S)	(S)	(S)
Other media books	(S)	813	(S)
Inventories at end of year	4,421	4,508	2.0
Finished goods	3,702	3,748	1.2
Work-in-process	553	599	8.3
Materials, supplies, fuel, etc.	167	161	–3.6

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1108. **Directory and Mailing List Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005**

[**In millions of dollars (18,040 represents $18,040,000,000).** For taxable and tax-exempt employer firms. Covers NAICS 51114. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue [1]	**18,040**	**19,371**	**7.4**
Breakdown of revenue by media type:			
Print	12,896	13,318	3.3
Online	3,111	3,986	28.1
Other media	491	311	–36.7
Operating expenses	**10,722**	**11,295**	**5.3**
Personnel	4,165	4,612	10.7
Gross annual payroll	3,094	3,464	12.0
Employer's cost for fringe benefits	(S)	996	(S)
Temporary staff and leased employee expense	201	152	–24.4
Expensed materials, parts and supplies (not for resale)	840	845	0.6
Expensed equipment	23	29	26.1
Expensed purchase of other materials, parts and supplies	817	817	(Z)
Expensed purchased services	(S)	(S)	(S)
Expensed software	41	43	4.9
Expensed electricity and fuels (except motor fuel)	(S)	19	(S)
Lease and rental payments	269	278	3.3
Purchased repair and maintenance	(S)	71	(S)
Purchased advertising and promotional services	(S)	375	(S)
Purchased printing services	756	(S)	(S)
Other operating expenses	4,201	4,178	–0.5
Depreciation and amortization charges	698	735	5.3
Government taxes and license fees	(S)	(S)	(S)
All other	(S)	3,364	(S)
Inventories at end of year	**442**	**459**	**3.8**
Finished good	182	206	13.2
Work-in-process	32	32	(Z)
Materials, fuels, supplies etc.	228	221	–3.1

S Data do not meet publication standards. Z Less than 0.05. [1] Includes other types of revenue (e.g., sales of mailing lists), not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1109. **Software Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005**

[**In millions of dollars (112,261 represents $112,261,000,000), except percent.** For taxable and tax-exempt employer firms. Covers NAICS 5112. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue	**112,261**	**119,623**	**6.6**
Source of revenue:			
System software publishing [1]	43,696	46,965	7.5
Operating system software	17,836	18,250	2.3
Network software	10,952	12,708	16.0
Database management software	6,304	6,651	5.5
Development tools and programming languages software	3,579	3,538	–1.1
Application software publishing [1]	40,680	42,690	4.9
General business productivity and home use applications	18,391	19,162	4.2
Cross-industry application software	12,150	12,658	4.2
Vertical market application software	6,726	7,153	6.3
Utilities software	925	1,000	8.1
Other services [1]	27,885	29,969	7.5
Customization and integration of packaged software	4,454	5,219	17.2
Information technology technical consulting services	4,000	4,412	10.3
Resale of computer hardware and software	2,648	2,303	–13.0
Information technology-related training services	1,497	1,567	4.7
Operating expenses	**88,280**	**86,696**	**–1.8**
Personnel costs	49,950	49,516	–0.9
Gross annual payroll	41,817	40,339	–3.5
Employer's cost for fringe benefits	6,116	6,709	9.7
Temporary staff and leased employee expense	2,017	2,468	22.4
Expensed materials, parts and supplies (not for resale)	(S)	2,306	(S)
Expensed equipment	663	770	16.1
Expensed purchase of other materials, parts and supplies	(S)	1,536	(S)
Expensed purchased services [1]	9,378	9,276	–1.1
Purchased electricity and fuels (except motor fuel)	253	292	15.4
Lease and rental payments	2,509	2,326	–7.3
Purchased repair and maintenance	377	427	13.3
Purchased advertising and promotional services	4,989	5,162	3.5
Other operating expenses	25,702	25,598	–0.4
Inventories at end of year	**1,549**	**1,686**	**8.8**
Finished goods	965	1,227	27.2
Works-in-process	56	53	–5.4
Materials, supplies, fuel, etc.	528	406	–23.1

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

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1110. **Motion Picture and Video Exhibition—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (11,180 represents $11,180,000,000), except percent.** For taxable and tax-exempt employer firms. For NAICS 51213. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue, total	**11,180**	**10,789**	**–3.5**
Sources of revenue:			
Feature film exhibition revenue	7,522	7,178	–4.6
Admission to domestic films	7,358	6,996	–4.9
Admission to foreign films	165	182	10.3
Other revenue [1]	3,657	3,611	–1.3
Food and beverage sales	3,124	3,049	–2.4
Advertising services	222	217	–2.3
Coin-operated games and rides	43	41	–4.7
Operating expenses	**8,631**	**8,500**	**–1.5**
Personnel costs	1,697	1,663	–2.0
Gross annual payroll	1,495	1,461	–2.3
Employer's cost for fringe benefits	162	163	0.6
Temporary staff and leased employee expense	40	39	–2.5
Expensed materials, parts and supplies (not for resale)	191	177	–7.3
Expensed purchased services [1]	1,970	2,056	4.4
Purchased electricity and fuels (except motor fuel)	299	314	5.0
Lease and rental payments	1,248	1,310	5.0
Purchased repair and maintenance	223	228	2.2
Purchased advertising and promotional services	197	201	2.0
Other operating expenses	4,773	4,603	–3.6

[1] Includes other sources of revenue and other expenses, not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1111. **Recording Media—Manufacturers' Shipments and Value: 1999 to 2006**

[**1,160.6 represents 1,160,600,000.** Based on reports of RIAA member companies who distributed about 84 percent of the pre-recorded music in 2006. These data are supplemented by other sources]

Medium	1999	2000	2001	2002	2003	2004	2005	2006
UNITS SHIPPED (mil.)								
Total [1]	**1,160.6**	**1,079.2**	**968.5**	**859.7**	**798.4**	**958.0**	**1,301.8**	**1,583.2**
Physical:								
Compact disks [2]	938.9	942.5	881.9	803.3	746.0	767.0	705.4	614.9
Music video [3]	19.8	18.2	17.7	14.7	19.9	32.8	33.8	23.1
Other albums [4]	126.5	78.2	47.6	33.3	20.5	7.7	4.4	1.7
Other singles [5]	75.4	40.3	21.3	8.4	12.1	6.6	5.0	2.9
Digital:								
Download single	(X)	(X)	(X)	(X)	(X)	139.4	366.9	586.4
Downnload album	(X)	(X)	(X)	(X)	(X)	4.6	13.6	27.6
Kiosk [6]	(X)	(X)	(X)	(X)	(X)	(X)	0.7	1.4
Music video	(X)	(X)	(X)	(X)	(X)	(X)	1.9	9.9
Mobile [7]	(X)	(X)	(X)	(X)	(X)	(X)	170.0	315.3
Subscription [8]	(X)	(X)	(X)	(X)	(X)	(X)	1.3	1.7
VALUE (mil. dol.)								
Total [1]	**14,584.7**	**14,323.7**	**13,740.9**	**12,614.2**	**11,854.4**	**12,338.1**	**12,269.5**	**11,510.2**
Physical:								
Compact disks [2]	12,816.3	13,214.5	12,909.4	12,044.1	11,232.9	11,446.5	10,520.2	9,162.9
Music video [3]	376.7	281.9	329.2	288.4	399.9	607.2	602.2	451.0
Other albums [4]	1,093.4	653.7	396.8	238.8	164.2	66.1	48.5	22.1
Other singles [5]	298.3	173.6	105.5	42.9	57.4	34.9	24.2	15.4
Digital:								
Download single	(X)	(X)	(X)	(X)	(X)	138.0	363.3	580.6
Downnload album	(X)	(X)	(X)	(X)	(X)	45.5	135.7	275.9
Kiosk [6]	(X)	(X)	(X)	(X)	(X)	(X)	1.0	1.9
Music video	(X)	(X)	(X)	(X)	(X)	(X)	3.7	19.7
Mobile [7]	(X)	(X)	(X)	(X)	(X)	(X)	421.6	774.5
Subscription [8]	(X)	(X)	(X)	(X)	(X)	(X)	149.2	206.2

X Not applicable. [1] Net, after returns. [2] Includes DualDisc. [3] Includes DVD video. [4] Includes cassette, LP/EP, DVD audio, and SACD. [5] Includes CD single, cassette single, and vinyl single. [6] Includes singles and albums. [7] Includes Master Ringtunes, Ringbacks, 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, *2006 Year-end Statistics* and earlier issues (copyright). See Internet site <http://www.riaa.com> (accessed 15 May 2007).

Table 1112. **Profile of Consumer Expenditures for Sound Recordings—Percent Distribution: 1990 to 2006**

[**In percent.** Based on monthly telephone surveys of the population 10 years old and over]

Item	1990	1995	2000	2002	2003	2004	2005	2006
Total [1]	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Age: 10 to 14 years	7.6	8.0	8.9	8.9	8.6	9.4	8.6	7.6
15 to 19 years	18.3	17.1	12.9	13.3	11.4	11.9	11.9	12.8
20 to 24 years	16.5	15.3	12.5	11.5	10.0	9.2	12.7	9.8
25 to 29 years	14.6	12.3	10.6	9.4	10.9	10.0	12.1	12.7
30 to 34 years	13.2	12.1	9.8	10.8	10.1	10.4	11.3	10.2
35 to 39 years	10.2	10.8	10.6	9.8	11.2	10.7	8.8	10.6
40 to 44 years	7.8	7.5	9.6	9.9	10.0	10.9	9.2	9.0
45 years and over	11.1	16.1	23.8	25.5	26.6	26.4	25.5	26.1
Sex: Male	54.4	53.0	50.6	49.4	49.1	49.5	51.8	50.4
Female	45.6	47.0	49.4	50.6	50.9	50.5	48.2	49.6
Sales outlet:								
Record store	69.8	52.0	42.4	36.8	33.2	32.5	39.4	35.4
Other store	18.5	28.2	40.8	50.7	52.8	53.8	32.0	32.7
Tape/record club	8.9	14.3	7.6	4.0	4.1	4.4	8.5	10.5
Ad or 800 number	2.5	4.0	2.4	2.0	1.5	1.7	2.4	2.4
Internet [2]	(NA)	(NA)	3.2	3.4	5.0	5.9	8.2	9.1
Digital download	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	6.0	6.8
Music type: [3]								
Rock	36.1	33.5	24.8	24.7	25.2	23.9	31.5	34.0
Country	9.6	16.7	10.7	10.7	10.4	13.0	12.5	13.0
Rap/Hip Hop	8.5	6.7	12.9	13.8	13.3	12.1	13.3	11.4
R&B/Urban	11.6	11.3	9.7	11.2	10.6	11.3	10.2	11.0
Pop	13.7	10.1	11.0	9.0	8.9	10.0	8.1	7.1
Religious	2.5	3.1	4.8	6.7	5.8	6.0	5.3	5.5
Jazz	4.8	3.0	2.9	3.2	2.9	2.7	1.8	2.0
Children's	0.5	0.5	0.6	0.4	0.6	2.8	2.3	2.9

NA Not available. [1] Percent distributions exclude nonresponses and responses of "Don't know." Some types of music and sales outlets are not shown separately. [2] Excludes record club purchases over the Internet or digital downloads. [3] As classified by respondent.

Source: Recording Industry Association of America, Washington, DC, *2006 Consumer Profile* and earlier issues (copyright). See Internet site <http://www.riaa.com> (accessed 15 May 2007).

Table 1113. **Radio and Television Broadcasting—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (2,677 represents $2,677,000,000).** 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, this section, and Section 15]

Item	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2004	2005	2004	2005	2004	2005
Operating revenue	**2,677**	**3,510**	**13,817**	**13,713**	**35,599**	**36,297**
Air time	925	1,471	12,268	12,086	25,972	26,052
National/regional air time	723	1,242	2,799	2,723	16,284	16,261
Local advertising revenue	202	229	9,469	9,363	9,689	9,790
Other operating revenue	1,752	2,039	1,548	1,626	9,627	10,245
Network compensation	269	286	224	223	5,783	6,341
Public and noncommercial programming services	484	730	(S)	(S)	(S)	(S)
All other operating revenue	999	1,022	803	835	2,536	2,630
Operating expenses	**4,389**	**5,450**	**9,914**	**10,150**	**27,965**	**28,776**
Personnel costs	1,069	1,223	4,998	5,117	7,161	7,554
Gross annual payroll	893	1,036	4,203	4254	6,093	6,423
Employer's cost for fringe benefits	119	133	550	612	958	1,012
Temporary staff and leased employee expense	57	53	246	251	110	120
Expensed materials, parts and supplies (not for resale)	187	232	111	123	221	223
Expensed equipment	96	106	35	41	61	57
Expensed purchase of other materials, parts and supplies	91	126	76	82	161	165
Expensed purchased services	1,126	1,433	979	1,045	1,897	1,997
Expensed purchases of software	14	16	(S)	(S)	33	33
Purchased electricity and fuels (except motor fuel)	15	17	131	144	(S)	(S)
Lease and rental payments	113	131	304	342	412	427
Purchased repair and maintenance	(S)	(S)	82	85	(S)	(S)
Purchased advertising and promotional services	975	1,259	416	429	879	944
Other operating expenses	2,007	2,563	3,825	3,866	18,686	19,001
Broadcast rights and music license fees	256	338	567	586	11,700	12,023
Network compensation fees	161	173	(S)	(S)	660	697
Depreciation and amortization fees	473	475	566	491	1,413	1,385
Government taxes and license fees	13	16	477	489	177	150
All other operating expenses	1,104	1,561	2,132	2,218	4,736	4,746

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1114. **Cable and Pay TV—Summary: 1975 to 2006**

[**9,800 represents 9,800,000. Cable TV for calendar year. Pay TV as of December 31 of year shown**]

Year	Cable TV				Pay TV					
			Revenue [1] (mil. dol.)		Units [2] (1,000)			Monthly rate (dol.)		
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Total	Basic	Total pay [3]	Pay cable	Non-cable delivered premium	All pay weighted average [3]	Pay cable	Non-cable delivered premium
1975	9,800	6.50	804	764	194	194	(NA)	(NA)	7.85	(NA)
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)
1994	58,373	21.62	21,531	15,144	47,478	42,528	4,950	8.19	8.33	6.99
1995	60,550	23.07	24,137	16,763	55,723	46,798	8,925	8.29	8.54	6.99
1996	62,300	24.41	26,195	18,249	63,705	49,728	13,977	7.98	8.12	7.50
1997	63,600	26.48	28,931	20,213	72,785	51,933	20,852	8.31	8.43	8.00
1998	64,650	27.81	31,191	21,574	80,605	55,280	25,325	8.58	8.74	8.22
1999	65,500	28.92	34,095	22,732	88,455	59,005	29,450	8.73	8.85	8.50
2000	66,250	30.37	36,756	24,142	102,590	65,918	36,672	8.69	8.81	8.48
2001	66,732	32.87	42,238	26,324	115,325	75,433	39,892	8.95	9.10	8.66
2002	66,472	34.71	48,623	27,690	125,662	81,128	44,534	9.19	9.29	9.00
2003	66,050	36.59	53,991	29,000	127,377	83,421	43,956	9.37	9.45	9.23
2004	65,727	38.14	59,559	30,080	140,060	90,843	49,217	10.03	10.11	9.88
2005	65,337	39.63	65,684	31,075	149,067	96,910	52,157	10.08	10.16	9.93
2006	65,319	41.17	72,993	32,274	157,936	101,331	56,605	10.13	10.21	9.98

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, and DBS satellite. Includes average pay unit price based on data for major premium pay movie services.

Source: SNL Kagan, a division of SNL Financial LC. From the *Broadband Cable Financial Databook* 2004, 2005, 2006, 2007 (copyright); the Cable *Cable Program Investor* and *Cable TV Investor: Deals & Finance* newsletters (monthly); and various other SNL Kagan publications.

Table 1115. **Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (31,373 represents $31,373,000,000), except percent.** 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, this section, and Section 15]

Item	2004	2005	Percent change, 2004-05
Operating revenue	**31,373**	**35,232**	**12.3**
Source of revenue:			
Licensing of rights to broadcast specialty programming [1]	16,483	18,627	13.0
Air time	12,879	14,193	10.2
All other operating services revenue	2,011	2,411	19.9
Operating expenses	**21,441**	**23,634**	**10.2**
Personnel costs	3,986	4,650	16.7
Gross annual payroll	3,151	3,695	17.3
Employer's cost for fringe benefits	553	630	13.9
Temporary staff and leased employee expense	283	325	14.8
Expensed materials, parts and supplies (not for resale)	267	309	15.7
Expensed equipment	60	63	5.0
Expensed purchase of other materials, parts and supplies	207	246	18.8
Expensed purchased services	1,978	2,122	7.3
Expensed purchases of software	39	44	12.8
Purchased electricity and fuels (except motor fuel)	(S)	42	(S)
Lease and rental payments	448	512	14.3
Purchased repair and maintenance	(S)	95	(S)
Purchased advertising and promotional services	1,329	1,429	7.5
Other operating expenses	15,210	16,553	8.8
Network compensation fees	11,626	12,568	8.1
Depreciation and amortization charges	1,368	1,453	6.2
Government taxes and license fees	124	126	1.6
All other operating expenses	2,092	2,406	15.0

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

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1116. **Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (8,695 represents $8,695,000,000).** For taxable and tax-exempt employer firms. Covers NAICS 516. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue	**8,695**	**10,339**	**18.9**
Source of revenue:			
Publishing and broadcasting of content on the Internet	4,482	4,763	6.3
Online advertising space	1,525	1,969	29.1
Licensing of rights to use intellectual property	384	479	24.7
All other operating revenue	2,303	3,128	35.8
Breakdown of revenue by type of customer:			
Government	(S)	(S)	(S)
Business firms and not-for-profit organizations	6,330	7,405	17.0
Household consumers and individual users	2,022	2,416	19.5
Operating expenses	**7,583**	**8,918**	**17.6**
Personnel	3,358	3,838	14.3
Gross annual payroll	2,747	3,260	18.7
Employer's cost for fringe benefits	360	419	16.4
Temporary staff and leased employee expense	251	160	–36.3
Expensed materials, parts and supplies (not for resale)	268	224	–16.4
Expensed equipment	102	78	–23.5
Expensed purchase of other materials, parts and supplies	166	(S)	(S)
Expensed purchased services	1,227	1,401	14.2
Expensed purchases of software	61	66	8.2
Purchased electricity and fuels (except motor fuel)	20	17	–15.0
Lease and rental payments	303	290	–4.3
Purchased repair and maintenance	36	77	113.9
Purchased advertising and promotional services	807	951	17.8
Other operating expenses	2,730	3,455	26.6
Depreciation and amortization charges	360	614	70.6
Government taxes and license fees	27	85	214.8
All other operating expenses	2,343	2,755	17.6

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1117. **Telecommunications Industry—Carriers and Revenue: 1995 to 2004**

[**Revenue in millions of dollars (190,076 represents $190,076,000,000)**. Data based on carrier filings to the FCC. Because of reporting changes, data beginning 2000 are not strictly comparable with previous years; see source for details]

Category	Carriers					Telecommunications revenue				
	1995	2000	2002 [1]	2003	2004	1995	2000	2002	2003	2004
Total [2]	**3,058**	**4,879**	**4,390**	**4,636**	**5,031**	**190,076**	**292,762**	**292,341**	**291,123**	**291,734**
Local service providers	1,675	2,641	2,531	2,681	2,864	103,792	128,075	130,941	126,860	123,067
Incumbent local exchange carriers (ILECs)	1,347	1,335	1,310	1,303	1,304	102,820	116,158	114,990	109,480	105,496
Pay telephone providers	271	699	606	605	642	349	972	641	523	445
Competitors of ILECs	57	607	615	773	918	623	10,945	15,310	16,857	17,126
CAPs and CLECs [3]	57	479	451	601	690	623	9,814	13,043	15,509	15,112
Local resellers	([4])	105	100	100	136	([4])	879	1,538	721	1,215
Other local exchange carriers	([4])	23	64	72	92	([4])	11	406	338	245
Private carriers	([4])	([4])	([4])	([4])	([4])	([4])	39	281	267	532
Shared tenant service providers	([4])	([4])	([4])	([4])	([4])	([4])	202	42	22	22
Wireless service providers [5]	930	1,430	927	939	963	18,627	63,280	80,467	89,342	99,465
Telephony [6]	792	783	422	413	396	17,208	59,823	78,568	88,168	98,329
Paging service providers	138	425	346	347	360	([4])	3,102	1,473	1,007	872
Toll service providers	453	808	932	1,026	1,204	76,447	101,407	80,934	74,920	69,204
Interexchange carriers	130	212	229	232	257	70,938	87,311	68,146	61,246	51,589
Operator service providers	25	20	18	17	19	500	635	554	567	523
Prepaid service providers	8	23	27	50	67	16	727	460	812	1,635
Satellite service carriers	([4])	25	33	40	40	([4])	336	406	663	721
Toll resellers	260	493	574	642	751	4,220	10,641	9,279	9,294	12,192
Other toll carriers	30	35	51	45	70	773	1,758	2,089	2,339	2,543

[1] Counts dropped in 2002 because many affiliated filers were allowed to file consolidated reports. [2] Revenue data include adjustments, not shown separately. For 1995, revenue data include some nontelecommunications revenue, formerly reported as local exchange wireless revenue. [3] Competitive access providers (CAPs) and competitive local exchange carriers (CLECs). [4] Data not available separately. [5] Beginning 2000, 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, *Trends in Telephone Service*, annual.

Table 1118. **Wired Telecommunications—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (211,176 represents $211,176,000,000).** For taxable and tax-exempt employer firms. Covers NAICS 5171. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue	**211,176**	**206,781**	**–2.1**
Fixed total [1]	105,511	99,814	–5.4
Fixed local	70,355	66,551	–5.4
Fixed long-distance	33,210	29,529	–11.1
Fixed all distance	1,945	3,734	92.0
Other communication services [1]	89,204	90,939	1.9
Carrier services	37,221	36,641	–1.6
Private network services	25,530	26,204	2.6
Subscriber line charges	8,616	8,291	–3.8
Internet access services	10,240	12,034	17.5
Reselling services for telecommunications equipment, retail	4,096	3,984	–2.7
All other	16,462	16,028	–2.6
Operating expenses	**187,746**	**176,600**	**–5.9**
Personnel costs	63,309	60,408	–4.6
Gross annual payroll	40,867	40,116	–1.8
Employer's cost for fringe benefits	18,258	16,733	–8.4
Temporary staff and leased employee expense	4,184	3,559	–14.9
Expensed materials, parts and supplies (not for resale)	4,650	4,413	–5.1
Expensed equipment	439	393	–10.5
Expensed purchase of other materials, parts, and supplies	4,211	4,019	–4.6
Expensed purchased services	11,058	10,325	–6.6
Expensed purchases of software	1,575	1,532	–2.7
Purchased electricity and fuels (except motor fuel)	1,648	1,671	1.4
Lease and rental payments	3,574	3,398	–4.9
Purchased repair and maintenance	2,116	2,005	–5.2
Purchased advertising and promotional services	2,145	1,719	–19.9
Other operating expenses	108,730	101,454	–6.7
Access charges	30,647	29,221	–4.7
Universal service contributions (USC) and other similar charges	2,827	3,673	29.9
Depreciation and amortization charges	39,454	35,502	–10.0
Government taxes and license fees	4,004	3,755	–6.2
All other operating expenses	31,798	29,304	–7.8

[1] Includes and other sources of revenue, not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1119. **Telephone Systems—Summary: 1985 to 2004**

[**112 represents 112,000,000.** Covers principal carriers filing annual reports with Federal Communications Commission]

Item	Unit	1985	1990	1995	1999	2000	2001 [1]	2002 [1]	2003 [1]	2004 [1]
LOCAL EXCHANGE CARRIERS [2]										
Carriers [3]	Number	55	51	53	52	52	30	29	28	28
Access lines	Millions	112	130	166	228	245	253	262	268	270
Business access lines	Millions	31	36	46	57	58	54	54	49	46
Residential access lines	Millions	79	89	101	115	115	112	103	99	100
Other access lines (public, mobile, special)	Millions	2	6	19	55	72	87	105	120	124
Number of local calls (originating)	Billions	365	402	484	554	537	515	459	425	420
Number of toll calls (originating)	Billions	(NA)	63	94	102	106	98	90	81	92
Gross book cost of plant	Bil. dol.	191	240	284	342	362	360	367	368	(NA)
Depreciation and amortization reserves	Bil. dol.	49	89	127	176	190	194	210	222	(NA)
Net plant	Bil. dol.	142	151	157	166	172	166	157	146	(NA)
Total assets	Bil. dol.	162	180	197	204	214	208	195	182	(NA)
Total stockholders equity	Bil. dol.	63	74	72	67	72	66	58	47	(NA)
Operating revenues	Bil. dol.	73	84	96	113	117	109	103	108	(NA)
Local revenues	Bil. dol.	32	37	46	58	60	55	51	51	50
Operating expenses [4]	Bil. dol.	48	62	72	79	81	77	79	83	(NA)
Net operating income [5]	Bil. dol.	13	14	14	20	20	19	23	9	(NA)
Net income	Bil. dol.	9	11	11	13	15	11	8	4	(NA)
Employees	(1,000)	(NA)	569	447	436	434	386	333	303	(NA)
Compensation of employees	Bil. dol.	(NA)	23	21	24	24	23	23	23	23
Average monthly residential local telephone rate [6]	Dollars	(NA)	19.24	20.01	19.93	20.78	22.62	23.38	24.31	24.52
Average monthly single-line business telephone rate [6]	Dollars	(NA)	41.21	41.80	41.21	41.80	42.43	43.59	43.75	43.49
LONG DISTANCE CARRIERS										
Number of carriers with prescribed lines	Number	(NA)	325	583	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Number of presubscribed lines	Millions	(NA)	132	153	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Total toll service revenues [7]	Bil. dol.	55	67	90	108	110	99	84	77	71
Interstate switched access minutes	Bil. min.	167	307	432	553	567	538	486	444	423
INTERNATIONAL TELEPHONE SERVICE [8]										
Number of U.S. billed calls	Millions	425	984	2,830	5,305	5,742	6,265	5,926	7,350	10,890
Number of U.S. billed minutes	Millions	3,446	8,030	15,889	28,515	30,135	33,287	35,063	42,664	63,553
U.S. billed revenues	Mil. dol.	3,487	8,059	14,335	14,980	14,909	11,380	9,773	8,944	9,178
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,332	5,188	9,397	10,379	10,982	8,034	6,931	5,964	5,546
Revenue from private-line service	Mil. dol.	172	201	514	1,216	1,480	1,467	988	620	458
Revenue from resale service	Mil. dol.	(NA)	167	1,756	4,528	7,600	5,341	4,871	5,420	5,248

NA Not available. [1] Beginning 2001, detailed financial data only filed by regional Bell-operating companies. Access lines and calls reported by 50 reporting companies. [2] 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 1990; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1995, Puerto Rico. [3] The reporting threshold for carriers is $100 million in annual operating revenue. [4] Excludes taxes. [5] After tax deductions. [6] Based on surveys conducted by FCC. [7] Series revised to include all toll revenues: toll, wireless, ILECs, carriers (ILECs) and competitive local exchange carriers (CLECs). [8] Beginning 1995, 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 1995, carriers first started reporting traffic to and from Canada and Mexico. Data for Canada and Mexico in prior years are staff estimates.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers,* annual; *Trends in Telephone Service,* annual; and *Trends in the International Telecommunications Industry,* annual.

Table 1120. **Cellular Telecommunications Industry: 1990 to 2006**

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

Item	Unit	1990	1995	2000	2002	2003	2004	2005	2006
Systems	Number	751	1,627	2,440	2,846	3,123	(NA)	(NA)	(NA)
Subscribers	1,000	5,283	33,786	109,478	140,766	158,722	182,140	207,896	233,041
Cell sites [1]	Number	5,616	22,663	104,288	139,338	162,986	175,725	183,689	195,613
Employees	Number	21,382	68,165	184,449	192,410	205,629	226,016	233,067	253,793
Service revenue	Mil. dol.	4,548	19,081	52,466	76,508	87,624	102,121	113,538	125,457
Roamer revenue [2]	Mil. dol.	456	2,542	3,883	3,896	3,766	4,210	3,786	3,494
Capital investment [3]	Mil. dol.	6,282	24,080	89,624	126,922	145,867	173,794	199,025	223,449
Average monthly bill [4]	Dollars	80.90	51.00	45.27	48.40	49.91	50.64	49.98	50.56
Average length of call [4]	Minutes	2.20	2.15	2.56	2.73	2.87	3.05	3.00	3.03

NA Not available. [1] The basic geographic unit of a wireless PCS or cellular system. A city or county is divided into smaller "cells," each of which is equipped with a low-powered radio transmitter/receiver. The cells can vary in size depending upon terrain, capacity demands, etc. By controlling the transmission power, the radio frequencies assigned to one cell can be limited to the boundaries of that cell. When a wireless PCS or cellular phone moves from one cell toward another, a computer at the switching office monitors the movement and at the proper time, transfers or hands off the phone call to the new cell and another radio frequency. [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.

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

Table 1121. **Cellular and Other Wireless (except Paging) Telecommunications—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (125,693 represents $125,693,000,000).** For taxable and tax-exempt employer firms. Covers NAICS 517212. 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. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change 2004–05
Operating revenue	**125,693**	**141,306**	**12.4**
Mobile services	101,192	113,591	12.3
Mobile telephony	54,871	58,981	7.5
Mobile long distance	3,314	3,672	10.8
Mobile all-distance	36,308	43,000	18.4
Other mobile services	6,699	7,939	18.5
Other telecommunications services [1]	6,744	6,867	1.8
Internet access services	668	1,140	70.7
Reselling services for telecommunications equipment, retail	5,447	4,971	–8.7
All other operating revenue	17,756	20,848	17.4
Operating expenses	**105,138**	**122,081**	**16.1**
Personnel costs	19,910	21,344	7.2
Gross annual payroll	14,408	14,958	3.8
Employer's cost for fringe benefits	3,686	3,505	–4.9
Temporary staff and leased employee expense	1,816	2,881	58.6
Expensed materials, parts and supplies (not for resale)	10,010	10,441	4.3
Expensed equipment	931	1,007	8.2
Expensed purchase of other materials, parts and supplies	9,079	9,434	3.9
Expensed purchased services	15,780	16,572	5.0
Expensed purchases of software	930	1,027	10.4
Purchased electricity and fuels (except motor fuel)	718	853	18.8
Lease and rental payments	4,839	5,584	15.4
Purchased repair and maintenance	(S)	1,151	(S)
Purchased advertising and promotional services	7,901	7,957	0.7
Other operating expenses	59,438	73,724	24.0
Access charges	5,603	5,792	3.4
Universal service contributions (USC) and other similar charges	1,869	2,554	36.7
Depreciation and amortization charges	17,143	22,506	31.3
Government taxes and license fees	1,215	1,362	12.1
All other operating expenses	33,606	41,510	23.5

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

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1122. **Cable and Other Programming Distribution—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (73,317 represents $73,317,000,000).** 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, this section, and Section 15. Minus sign (–) indicates decrease]

Item	2004	2005	Percent change, 2004–05
Operating revenue	**73,317**	**80,493**	**9.8**
Source of revenue:			
Multichannel programming distribution services	49,256	53,090	7.8
Basic programming package	37,563	40,734	8.4
Premium programming package	8,654	8,993	3.9
Pay-per-view	3,039	3,363	10.7
Other revenue [1]	24,061	27,402	13.9
Air time	3,383	3,572	5.6
Rental and reselling services for program distribution equipment	2,308	2,509	8.7
Internet access services	9,435	11,139	18.1
Operating expenses	**64,957**	**69,031**	**6.3**
Personnel costs	11,871	13,385	12.8
Gross annual payroll	8,782	10,229	16.5
Employer's cost for fringe benefits	2,354	2,409	2.3
Temporary staff and leased employee expense	734	747	1.8
Expensed materials, parts and supplies (not for resale)	1,313	1,571	19.6
Expensed equipment	856	1,030	20.3
Expensed purchase of other materials, parts and supplies	457	541	18.4
Expensed purchased services	4,261	4,183	–1.8
Expensed purchases of software	231	264	14.3
Purchased electricity and fuels (except motor fuel)	(S)	503	(S)
Lease and rental payments	846	794	–6.1
Purchased repair and maintenance	(S)	693	(S)
Purchased advertising and promotional services	1,644	1,930	17.4
Other operating expenses	47,513	49,892	5.0
Program and production costs	20,363	22,162	8.8
Depreciation and amortization charges	13,977	14,379	2.9
Government taxes and license fees	1,969	1,819	–7.6
All other operating expenses	11,204	11,532	2.9

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

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1123. **Internet Service Providers and Data Processing, Hosting, and Related Services—Estimated Revenue and Expenses: 2004 and 2005**

[**In millions of dollars (20,201 represents $20,201,000,000).** 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, this section, and Section 15]

Item	Internet service provider (NAICS 518111)		Data processing, hosting, and related services (NAICS 5182)	
	2004	2005	2004	2005
Operating revenue, (NAICS 518111) [1]	**20,201**	**18,914**	**(X)**	**(X)**
Internet access service	14,081	12,240	(X)	(X)
Online advertising space	2,830	3,332	(X)	(X)
Internet backbone services	1,013	1,094	(X)	(X)
Internet telephony	68	140	(X)	(X)
Operating revenue, (NAICS 5182)	**(X)**	**(X)**	**57,330**	**62,764**
Data processing IT infrastructure provising, and hosting services [1]	(X)	(X)	26,978	29,772
Business processing management services	(X)	(X)	16,956	18,557
Data management services	(X)	(X)	5,095	5,426
Application service provising	(X)	(X)	3,132	3,693
Other operating revenue [1]	(X)	(X)	(S)	(S)
IT technical consulting services	(X)	(X)	990	976
Information and document transformation services	(X)	(X)	2,508	2,690
Software publishing	(X)	(X)	1,164	1,567
Reselling services for computer hardware and software, retail	(X)	(X)	1,116	1,115
Operating expenses	**16,301**	**14,283**	**51,436**	**55,558**
Personnel costs	(S)	5,199	24,932	27,659
Gross annual payroll	3,924	3,981	19,695	21,048
Employer's cost for fringe benefits	(S)	708	3,371	3,913
Temporary staff and leased employee expense	(S)	510	1,866	2,698
Expensed materials, parts and supplies (not for resale)	(S)	(S)	1,814	1,975
Expensed equipment	(S)	95	736	761
Expensed purchase of other materials, parts and supplies	(S)	(S)	1,077	1,214
Expensed purchased services	(S)	3,155	7,319	7,971
Expensed purchases of software	86	107	1,304	1,430
Purchased electricity and fuels (except motor fuels)	127	128	264	306
Lease and rental payments	518	485	2,988	3,237
Purchased repair and maintenance	127	115	1,681	1,782
Purchased advertising and promotional services	(S)	2,320	1,081	1,217
Other operating expenses	(S)	5,744	17,372	17,953
Depreciation and amortization charges	(S)	1,750	4,690	4,238
Government taxes abd license fees	121	110	340	369
All other operating expenses	(S)	3,884	12,342	13,347

S Data do not meet publication standards. X Not applicable. [1] Includes other sources of revenue, not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <http://www.census.gov/econ/www/servmenu.html> (released February 2007).

Table 1124. **Academic Libraries—Summary: 2004**

[**For fiscal year 200,204 represents 200,204,000.** For 2- and 4-year degree-granting institutions. Based on the Academic Libraries Survey; see source for details]

Item	Number of libraries	Circulation [1] (1,000)	Gate count [2] (1,000)	Volumes held [3] (1,000)	Staff [4]		Expenditures		Electronic services (percent)	
					Total	Librarians (percent)	Total (mil. dol.)	Salary [5] (percent)	Reference service by e-mail or Web	Technology for persons with disabilities
Total	**3,653**	**200,204**	**19,369**	**982,590**	**94,085**	**27.6**	**5,751**	**50.7**	**69.0**	**49.0**
Control: Public	1,581	132,836	13,125	590,977	57,071	26.6	3,437	52.2	79.6	73.7
Private	2,072	67,368	6,243	391,613	37,013	29.1	2,314	48.3	61.0	30.2
Level: [6]										
4-year degree and above [7]	2,217	174,158	15,181	924,214	80,412	27.1	5,166	48.4	74.4	47.1
Doctorate	597	124,956	9,453	668,301	54,963	26.2	3,887	46.6	85.4	68.0
Master's	918	34,455	4,094	184,926	18,352	28.5	925	54.2	76.5	47.7
Bachelor's	668	13,009	1,500	67,062	6,567	29.9	308	54.7	61.7	27.8
Less than 4-year	1,436	26,046	4,188	58,375	13,673	30.3	585	70.9	60.7	51.9
Enrollment: [4]										
Less than 1,500	1,802	18,293	2,572	99,624	11,554	31.2	516	55.4	53.9	26.1
1,500 to 4,999	1,175	38,791	4,934	186,100	21,461	29.4	1,121	54.0	80.3	61.9
5,000 or more	676	143,120	11,863	696,865	61,070	26.2	4,114	49.1	89.5	87.6

[1] Includes reserves. [2] In a typical week. [3] At end of year. [4] Full-time equivalent. [5] Salary and wages. [6] Level of highest degree offered. [7] Includes 34 institutions granting "other" degrees, not shown separately.

Source: U.S. National Center for Education Statistics, "Academic Libraries: 2004," NCES 2007-301, November 2006.

Table 1125. **Public Libraries by Selected Characteristics: 2004**

[**9,130 represents $9,130,000,000.** 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 98 and 100 percent]

Population of service area	Number of—		Operating income—			Paid staff [3]		Public use Internet terminals, average per stationary outlet
				Source (percent)				
	Public libraries	Stationary outlets [1]	Total (mil. dol.) [2]	State government	Local government	Total	Librarians with ALA-MLS [4]	
Total	**9,207**	**16,549**	**9,130**	**10.0**	**81.5**	**136,014**	**30,560**	**10.3**
1,000,000 or more	25	1,036	1,383	6.6	80.9	16,350	4,571	19.5
500,000 to 999,000	55	1,136	1,378	11.1	81.9	18,807	4,728	17.7
250,000 to 499,999	96	1,084	1,079	12.2	81.2	15,260	3,804	14.9
100,000 to 249,999	332	2,017	1,491	9.8	83.0	22,667	4,912	13.3
50,000 to 99,999	538	1,617	1,156	11.8	81.3	17,884	3,983	12.8
25,000 to 49,999	930	1,708	1,118	10.2	82.4	17,332	4,012	11.2
10,000 to 24,999	1,771	2,268	943	8.9	81.8	15,670	3,223	9.3
5,000 to 9,999	1,476	1,639	339	11.2	77.7	6,484	940	6.8
2,500 to 4,999	1,341	1,383	141	7.4	76.8	2,999	267	4.9
1,000 to 2,499	1,619	1,633	81	5.2	74.4	1,943	102	3.6
Fewer than 1,000	1,024	1,028	21	6.7	72.4	619	20	2.6

[1] The sum of central and branches' libraries. The total number of central libraries was 9,047 the total of branch libraries was 7,502. [2] Includes income from the federal government (0.5%) and other sources (8.0%), 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 45,037.

Source: U.S. National Center for Education Statistics, *Public Libraries in the United States: 2004,* NCES 2006-349, August 2006.

Table 1126. **Public Library Use of the Internet: 2007**

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

Item		Metropolitan status [1]			Poverty status [2]		
	Total	Urban	Sub-urban	Rural	Less than 20 percent	20 to 40 percent	More than 40 percent
All libraries' outlets [3]	**16,192**	**2,868**	**5,270**	**8,054**	**13,579**	**2,432**	**181**
Connected to the Internet	99.7	100.0	99.8	99.5	99.8	99.3	97.6
Connected with public access	99.1	99.4	99.3	98.9	99.2	99.0	95.3
Average number of workstations	10.7	18.3	12.7	7.1	10	14.3	25.4
Speed of access:							
128kbps or less	7.5	1.6	4.5	11.4	7.2	9.1	4.9
129kbps to 768kbps	15.6	4.2	10.5	22.7	16.4	11.5	5.0
769kbps to 1.5mbps	32.9	40.5	38.4	26.8	31.9	38.1	40.1
1.6mbps to 5mbps	13.6	21.7	15.2	9.9	13.8	12.5	14.2
Greater than 5mbps	15.6	26.2	16.6	11.4	14.9	18.6	33.2
Don't know	14.8	5.8	14.8	17.8	15.8	10.2	2.6
Public library availability of wireless Internet access:							
Currently available	54.2	66.8	60.7	45.8	55.6	47.0	50.1
Plan to make available within the next year	17.4	18.8	17.3	17.0	17.0	19.3	25.8

[1] Urban = inside central city; Suburban = In metro area, outside of a central city; Rural = outside a metro area. [2] Determined by the 2000 poverty status of the service area of the outlet. [3] Central libraries and branches; excludes bookmobiles.

Source: Information Use Management and Policy Institute, College of Information, Florida State University, Tallahassee, FL, *Public Libraries and the Internet 2007: Survey Results and Findings,* by John Carlo Bertot, et al., Florida State University, Tallahassee, FL. Study funded by the American Library Association.

Table 1127. **Internet Access and Usage and Online Service Usage: 2006**

[**For persons 18 years old and over (218,289 represents 218,289,000). As of fall.** Based on sample and subject to sampling error; see source for details]

Item	Total adults	Have Internet access			Used the Internet in the last 30 days		
		Home or work or other	Home	Work	Home or work or other	Home	Work
Total adults [1] (1,000)	**218,289**	**176,641**	**142,072**	**80,577**	**143,111**	**123,090**	**69,118**
PERCENT DISTRIBUTION							
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age:							
18 to 34 years old	31.0	33.3	31.4	33.2	36.2	33.8	33.2
35 to 54 years old	39.2	42.3	44.9	52.1	44.1	45.4	52.6
55 years old and over	29.8	24.4	23.7	14.7	19.7	20.8	14.2
Sex:							
Male	48.2	48.2	48.9	49.5	47.5	48.1	49.4
Female	51.8	51.8	51.1	50.5	52.5	51.9	50.6
Census region: [2]							
Northeast	19.0	20.0	21.3	19.5	20.3	21.1	19.5
Midwest	22.5	23.4	22.3	22.6	22.9	22.3	22.3
South	36.2	33.8	33.0	33.9	33.2	32.6	33.4
West	22.3	22.8	23.4	24.1	23.5	24.0	24.8
Household size:							
1 to 2 persons	46.9	43.4	40.7	41.2	42.0	41.3	41.9
3 to 4 persons	37.6	40.9	43.2	44.4	42.5	43.4	44.4
5 or more persons	15.4	15.7	16.1	14.4	15.5	15.4	13.7
Any child in household	40.6	43.7	44.8	47.2	45.0	44.9	46.9
Marital status:							
Single	24.8	25.8	23.2	23.5	27.1	24.6	23.7
Married	56.4	58.8	63.6	63.6	59.5	63.0	64.0
Other	18.8	15.5	13.2	12.9	13.4	12.4	12.3
Educational attainment:							
Graduated college plus	25.1	30.0	34.6	46.1	35.3	37.8	49.7
Attended college	27.2	30.8	31.9	31.3	33.4	33.3	30.8
Did not attend college	47.6	39.3	33.5	22.6	31.3	28.8	19.5
Employed full-time	53.3	58.5	60.4	87.0	63.0	62.6	87.8
Employed part-time	11.2	12.2	12.5	12.6	12.8	12.8	11.9
Occupation of the employed:							
Professional	13.4	16.3	18.6	29.9	19.3	20.6	31.3
Management/business/financial	9.6	11.5	12.9	20.6	13.2	13.7	22.4
Sales/office	16.0	18.6	18.8	29.5	20.9	19.6	30.1
Natural resources/construction/ maintenance	7.0	6.5	6.4	5.4	6.1	6.0	4.7
Other	18.5	17.8	16.4	14.2	16.3	15.5	11.1
Type of firm of the employed:							
Business	35.0	37.6	38.3	52.0	40.0	39.4	51.8
Government	10.2	12.1	12.9	20.8	13.7	13.7	21.4
Other	19.3	21.1	21.7	26.8	22.1	22.3	26.5
Household income:							
Less than $50,000	47.1	38.7	31.0	22.1	32.8	28.9	19.8
$50,000 to $74,999	20.0	22.1	23.4	22.1	22.8	23.0	21.9
$75,000 to $149,999	24.7	29.2	33.6	40.0	32.9	35.2	41.2
$150,000 or more	8.3	10.0	11.9	15.7	11.5	12.9	17.1

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

Source: Mediamark Research Inc., New York, NY, *CyberStats,* fall 2006 (copyright). See Internet site <http://www.mriplus.com /pocketpiece.html>.

Table 1128. **Adult Computer and Adult Internet Users, by Selected Characteristics: 1995 to 2006**

[**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. In 2006, 2,373 persons were interviewed and the response rate was 27 percent. For 1995, Internet users include those who ever use a home, work, or school computer and modem to connect to information services, bulletin boards, or other computers over the Internet. 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 and 2006, 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, **2006**	
	1995	2000	2005	2006	1995	2000	2005	2006	Broad-band	Dial-up
Total adults	**54**	**65**	**71**	**73**	**14**	**53**	**69**	**70**	**44**	**16**
Age:										
18 to 29 years old	70	82	83	84	21	72	82	83	58	13
30 to 49 years old	66	76	81	84	18	62	80	82	55	17
50 to 64 years old	46	61	72	74	9	48	68	70	40	20
65 years old and over	12	21	31	35	2	15	28	33	16	12
Sex:										
Male	58	66	72	73	18	56	70	71	47	16
Female	51	64	70	73	10	51	67	69	42	16
Race/ethnicity:										
White, non-Hispanic	54	66	72	74	14	55	70	72	45	17
Black, non-Hispanic	50	59	60	63	11	42	54	58	37	11
English-speaking Hispanic	64	64	75	74	21	48	73	69	45	12
Educational attainment:										
Less than high school	17	28	36	38	2	19	35	36	16	10
High school graduate [1]	46	56	63	63	8	41	59	59	32	17
Some college	72	80	81	87	20	69	80	84	53	17
College graduate or higher	82	88	90	92	29	79	88	91	68	16
Annual household income:										
Less than $30,000	37	48	52	52	8	35	50	49	24	13
$30,000 to $49,999	61	74	76	78	15	61	74	75	46	20
$50,000 to $74,999	(NA)	85	88	90	23	74	86	90	61	22
$75,000 or more	(NA)	90	92	94	32	81	91	93	73	14

NA Not available. [1] Includes those with a GED certificate.

Source: 1995 data based on the Times Mirror Center for the People & the Press survey from May and June of 1995; thereafter, Pew Internet & American Life Project Surveys from September–December 2000; September and December of 2005; and November and December of 2006. See Internet site <http://www.pewinternet.org/index.asp>.

Table 1129. **Internet Activities of Adults, by Type of Home Internet Connection: 2006**

[**For Internet users 18 years old and over (128 represents 128,000,000).** For persons who have ever performed the activity. Based on telephone surveys of persons with land-line telephones. In December 2006, 2,373 persons were interviewed and the response rate was 27 percent]

Activity	Survey date (month,year)	Adult Internet users (mil)	Percent of users performing activity	Percent of home dial-up users performing activity	Percent of home broadband users performing activity
Send or read e-mail	Dec, 06	128	91	93	95
Use a search engine to find information	Dec, 06	128	91	87	95
Search for a map or driving directions	Dec, 06	121	86	83	90
Buy a product online	Aug, 06	100	71	61	81
Get news online	Dec, 06	95	67	53	76
Visit a local, state or federal government Web site	Aug, 06	93	66	66	72
Buy or make a reservation for travel	Aug, 06	89	63	55	70
Look for news or information about politics	Aug, 06	76	54	48	59
Take a virtual tour of a location online	Aug, 06	72	51	41	62
Look online for info about a job	Aug, 06	65	46	39	48
Get sports scores and info online	Aug, 06	63	45	34	52
Read someone else's blog	Jan, 06	57	39	31	47
Look online for info about a place to live	Aug, 06	55	39	30	45
Send instant messages	Aug, 06	55	39	39	43
Play online games	Aug, 06	49	35	29	37
Rate a product, service, or person	Dec, 06	45	32	23	38
Log onto the Internet using a wireless device	Feb–Apr, 06	44	30	13	43
Download music	Feb–Apr, 06	40	27	19	34
Participate in an online auction	Aug, 06	38	27	22	33
Download video files to your computer	Feb–Apr, 06	28	19	12	26

Source: Pew Internet & American Life Project Surveys. See Internet site <http://www.pewinternet.org/index.asp>.

Table 1130. **Daily Typical Internet Activities of Adult Internet Users: 2006**

[**Percent of Internet users 18 years old and over.** Represents persons who report doing the activity "yesterday." Based on telephone surveys of persons with land-line telephones. In December 2006, 2,373 persons were interviewed and the response rate was 27 percent]

Activity	Survey date (month-year)	Total	Age				Sex	
			18 to 29 years old	30 to 49 years old	50 to 64 years old	65 years old and over	Male	Female
Send or read e-mail	Dec, 06	54	48	58	54	49	56	52
Use a search engine to find information	Dec, 06	41	44	47	33	20	45	37
Search for a map or driving directions	Dec, 06	10	11	11	9	4	12	9
Buy a product online	Aug, 06	6	10	5	4	2	7	5
Get news online	Dec, 06	31	31	36	25	27	37	25
Visit a local, state, or federal government Web site	Aug, 06	14	11	18	11	7	16	12
Buy or make a reservation for travel	Aug, 06	3	1	4	3	2	3	3
Look for news or information about politics	Aug, 06	19	21	21	14	12	24	14
Take a virtual tour of a location online	Aug, 06	4	4	3	4	2	3	4
Look online for info about a job	Aug, 06	5	6	8	3	1	7	4
Get sports scores and info online	Aug, 06	15	18	15	16	11	24	7
Look online for info about a place to live	Aug, 06	5	9	5	3	1	7	4
Send instant messages	Aug, 06	10	20	9	5	1	10	10
Play online games	Aug, 06	9	13	8	9	8	10	8
Rate a product, service, or person	Dec, 06	3	2	3	3	3	3	3
Log onto the Internet using a wireless device	Feb–Apr, 06	15	20	16	12	5	19	11
Download music	Feb–Apr, 06	4	9	4	1	(Z)	6	2
Participate in an online auction	Aug, 06	3	3	3	2	2	4	1
Download video files to your computer	Feb-Apr, 06	4	7	3	2	1	6	2
Pay to access or download digital content online	Aug, 06	4	3	5	3	3	6	2
Use an online social or professional networking site	Aug, 06	9	31	4	2	(Z)	11	8
Sell something online	Aug, 06	1	1	(Z)	2	3	2	(Z)
Download a podcast so you can listen to it or view it later	Aug, 06	1	2	1	(Z)	2	2	(Z)

Z Less than .05 percent.

Source: Pew Internet & American Life Project Surveys. See Internet site <http://www.pewinternet.org/index.asp>.

Table 1131. **Primary News Sources of Adults: 2005**

[**Percent of persons 18 years old and over.** Represents where people said they got their news "yesterday." Based on December 2005 telephone survey of 3,011 persons with land-line telephones. The response rate was 29 percent]

News source	All adults	All Internet users	All non-Internet users	Home dial-up users	Home broadband users
TV	59	60	57	66	57
National TV	47	49	43	50	49
Radio	44	49	34	52	49
Local paper	38	38	37	41	38
National paper	12	14	9	12	17
Internet, total	(X)	35	(X)	26	43
National TV news site	(X)	14	(X)	9	17
Portal	(X)	16	(X)	13	21
Local daily paper site	(X)	9	(X)	6	11
Local TV news site	(X)	8	(X)	6	10
National daily paper site	(X)	6	(X)	4	8
International news site	(X)	3	(X)	2	5
News blogs	(X)	3	(X)	2	5
Radio news organization	(X)	2	(X)	2	3
Alternative news organization	(X)	2	(X)	1	2
Online listervs	(X)	2	(X)	2	2

X Not applicable.

Source: Pew Internet & American Life Project December 2005 Survey. See Internet site <http://www.pewinternet.org/index.asp>.