

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, 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.

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

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

The Federal Communications Commission (FCC), established in 1934, regulates wire and radio communications. Only the largest carriers and holding companies file annual financial reports which are publicly 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 service comparable with Census Bureau's *Annual Survey* because of coverage and different accounting practices for those telephone companies which report to the FCC.

Reports filed by the broadcasting industry cover all radio and television stations operating in the United States. The private radio services represent the largest and most diverse group of licensees regulated by the FCC. These services provide voice, data communications, point-to-point, and point-to-multipoint radio communications for fixed and mobile communicators. Major users of these services are small businesses, the aviation industry, the maritime trades, the land transportation industry, the manufacturing industry, state and local public safety and governmental authorities, emergency medical service providers, amateur radio operators, and personal radio operations (CB and the General Mobile Radio Service). The FCC also licenses entities as private and common carriers. Private and common carriers provide fixed and land mobile communications service on a for-profit basis. Principal sources of wire,

radio, and television data are the FCC's *Annual Report* and its annual *Statistics of Communications Common Carriers* <<http://fcc.gov/wcb/iatd/stats.html>>.

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

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

Statistical reliability—For a discussion of statistical collection and estimation, sampling procedures, and measures of statistical reliability applicable to Census Bureau data, see Appendix III.

Table 1091. Information Industries—Establishments, Employees, and Payroll: 2005 and 2006

[For establishments with payroll (3,402.6 represents 3,402,600). 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.)	
		2005	2006	2005	2006	2005	2006
Information industries	51	141,290	141,945	3,402.6	3,396.2	203,130	213,277
Publishing industries	511	31,538	31,821	1,032.3	1,039.7	67,094	72,651
Newspaper, periodical, book, and database publishers	5111	22,745	23,080	704.6	699.9	33,111	34,857
Newspaper publishers	51111	8,395	8,547	380.1	372.0	14,376	14,401
Periodical publishers	51112	7,846	7,932	158.8	161.8	9,940	10,886
Book publishers	51113	3,359	3,335	83.6	83.5	4,656	4,994
Database and directory publishers	51114	1,824	1,834	57.0	56.5	3,030	3,365
Other publishers	51119	1,321	1,432	25.0	26.1	1,109	1,212
Greeting card publishers	511191	120	132	12.5	12.8	580	631
All other publishers	511199	1,201	1,300	12.6	13.4	529	581
Software publishers	5112	8,793	8,741	327.6	339.8	33,983	37,793
Motion picture and sound recording industries	512	23,579	23,961	314.4	331.2	14,040	15,263
Motion picture and video industries	5121	20,131	20,396	292.1	308.8	12,404	13,450
Motion picture and video production	51211	12,419	12,776	131.6	145.4	9,301	10,143
Motion picture and video distribution	51212	457	412	4.3	4.6	257	270
Motion picture and video exhibition	51213	5,129	5,049	134.0	134.5	1,288	1,283
Motion picture theaters (except drive-ins)	512131	4,854	4,771	132.2	132.8	1,260	1,257
Drive-in motion picture theaters	512132	275	278	1.7	1.8	27	26
Post production and other motion picture and video industries	51219	2,126	2,159	22.3	24.3	1,559	1,754
Teleproduction and other post-production services	512191	1,804	1,841	17.5	19.6	1,201	1,382
Other motion picture and video industries	512199	322	318	4.7	4.7	358	371
Sound recording industries	5122	3,448	3,565	22.3	22.5	1,636	1,813
Record production	51221	349	375	1.5	1.5	72	79
Integrated record production/distribution	51222	402	421	7.8	8.1	891	1,024
Music publishers	51223	645	671	4.6	4.2	337	337
Sound recording studios	51224	1,561	1,608	4.9	5.5	204	235
Other sound recording industries	51229	491	490	3.4	3.2	132	137
Broadcasting (except Internet)	515	10,342	10,583	287.0	302.0	17,354	18,180
Radio and television broadcasting	5151	9,685	9,910	248.3	262.2	13,200	14,516
Radio broadcasting	51511	7,697	7,611	124.1	126.7	6,136	6,100
Radio networks	515111	743	782	11.9	11.9	797	837
Radio stations	515112	6,954	6,829	112.2	114.8	5,339	5,263
Television broadcasting	51512	1,988	2,299	124.2	135.6	7,064	8,416
Cable and other subscription programming	5152	657	673	38.8	39.7	4,154	3,664
Internet publishing and broadcasting	516	2,343	2,653	36.1	41.6	2,687	3,164
Telecommunications	517	49,431	47,762	1,226.5	1,161.8	69,687	69,821
Wired telecommunications carriers	5171	26,744	27,159	693.7	634.5	41,799	41,102
Wireless telecommunications carriers (except satellite)	5172	14,173	12,108	250.0	241.4	14,035	13,578
Paging	517211	788	623	7.6	4.8	359	240
Cellular and other wireless telecommunications	517212	13,385	11,485	242.3	236.6	13,676	13,339
Telecommunications resellers	5173	2,778	2,557	33.7	32.4	1,762	1,791
Satellite telecommunications	5174	605	581	15.4	11.5	992	1,119
Cable and other program distribution	5175	4,561	4,816	224.6	231.8	10,512	11,586
Other telecommunications	5179	570	541	9.2	10.2	587	646
Internet service providers, Web search portals, and data processing service	518	20,142	21,002	452.2	465.3	30,292	32,151
Internet service providers and Web search portals	5181	5,579	5,572	72.7	80.2	7,588	8,036
Internet service providers	518111	4,948	4,839	57.6	58.0	3,701	4,145
Web search portals	518112	631	733	15.1	22.2	3,887	3,890
Data processing, hosting, and related services	5182	14,563	15,430	379.4	385.1	22,704	24,116
Other information services	519	3,915	4,163	54.1	54.6	1,975	2,047
News syndicates	51911	606	764	11.8	11.6	705	746
Libraries and archives	51912	2,593	2,650	30.5	31.5	720	768
All other information services	51919	716	749	11.7	11.5	550	533

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.

Table 1092. Information Sector Services—Estimated Revenue and Expenses: 2005 to 2007

[In millions of dollars (1,003,262 represents \$1,003,262,000,000). 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.]

Industry	2002 NAICS code ¹	Operating revenue			Operating expenses		
		2005	2006	2007	2005	2006	2007
Information industries	51	1,003,262	1,057,430	1,114,883	803,658	836,794	864,642
Publishing industries (except Internet)	511	269,715	282,880	297,709	196,848	204,741	213,829
Newspaper, periodical, book, and directory publishers	5111	148,381	150,623	154,005	110,054	113,759	117,715
Newspaper publishers	51111	49,958	49,601	48,274	41,221	44,134	42,291
Periodical publishers	51112	44,315	46,948	49,292	35,188	36,540	39,615
Book publishers	51113	27,904	28,237	29,296	16,997	16,053	16,954
Directory and mailing list publishers	51114	19,413	18,915	19,890	12,222	12,443	14,135
Other publishers	51119	6,791	6,922	7,253	4,426	4,589	4,720
Greeting card publishers	511191	4,553	4,631	4,799	2,759	2,814	2,913
All other publishers	511199	2,238	2,291	2,454	1,667	1,775	1,807
Software publishers	5112	121,334	132,257	143,704	86,794	90,982	96,114
Motion picture and sound recording industries	512	93,655	98,392	102,166	72,576	74,257	75,885
Motion picture and video industries	5121	74,789	77,576	82,066	57,568	57,826	60,399
Motion picture and video production and distribution	51211,12	59,760	61,847	65,922	45,219	45,407	48,085
Motion picture and video exhibition	51213	10,789	11,194	11,341	8,501	8,454	8,208
Motion picture theaters (except drive-ins)	512131	10,669	10,983	11,123	8,422	8,343	8,075
Drive-in motion picture theaters	512132	120	(S)	(S)	79	(S)	(S)
Postproduction services and other motion picture and video industries	51219	4,240	4,535	4,803	3,848	3,965	4,106
Teleproduction and other postproduction services	512191	3,379	3,624	3,822	3,078	3,145	3,344
Other motion picture and video industries	512199	861	911	981	770	820	762
Sound recording industries	5122	18,866	20,816	20,100	15,008	16,431	15,486
Record production	51221	410	285	350	296	317	310
Integrated record production/distribution	51222	12,856	14,405	13,591	10,993	12,150	(S)
Music publishers	51223	4,260	4,544	4,432	2,444	2,552	2,692
Sound recording studios	51224	766	928	998	672	772	879
Other sound recording industries	51229	574	654	729	603	640	685
Broadcasting (except Internet)	515	87,694	93,134	96,728	67,015	69,710	72,926
Radio and television broadcasting	5151	52,308	55,153	55,858	43,546	44,869	46,198
Radio broadcasting	51511	17,059	18,181	18,850	15,013	16,388	16,395
Radio networks	515111	3,347	4,474	5,226	4,858	6,481	6,407
Radio stations	515112	13,712	13,707	13,624	10,155	9,907	9,988
Television broadcasting	51512	35,249	36,972	37,008	28,533	28,481	29,803
Cable and other subscription programming	5152	35,386	37,981	40,870	23,469	24,841	26,728
Internet publishing and broadcasting	516	10,091	12,862	15,480	9,084	11,272	13,784
Telecommunications	517	446,220	463,253	490,761	380,731	391,733	397,903
Wired telecommunications carriers	5171	206,622	195,092	192,779	176,407	168,750	158,626
Wireless telecommunications carriers (except satellite)	5172	140,025	158,577	174,085	122,543	135,043	137,818
Paging	517211	1,990	1,874	1,557	1,750	1,528	1,221
Cellular and other wireless telecommunications	517212	138,035	156,703	172,528	120,793	133,515	136,597
Telecommunications resellers	5173	11,228	12,224	13,606	6,832	6,839	7,414
Satellite telecommunications	5174	5,808	6,667	7,393	4,447	5,093	5,756
Cable and other program distribution	5175	80,492	88,788	100,849	69,030	74,536	86,481
Other telecommunications	5179	2,045	1,905	2,049	1,472	1,472	1,808
Internet service providers, Web search portals, and data processing services	518	88,598	99,546	104,050	71,943	79,290	84,120
Internet service providers and Web search portals	5181	25,969	28,749	31,168	17,497	19,229	19,709
Internet service providers	518111	18,977	19,092	19,086	14,253	14,318	13,607
Web search portals	518112	6,992	9,657	12,082	3,244	4,911	6,102
Data processing, hosting, and related services	5182	62,629	70,797	72,882	54,446	60,061	64,411
Other information services	519	6,989	7,363	7,989	5,461	5,791	6,195
News syndicates	51911	2,098	2,209	2,418	1,836	1,880	1,911
Libraries and archives	51912	1,967	2,077	2,288	1,720	1,788	1,969
Other information services	51919	2,924	3,077	3,283	1,905	2,123	2,315

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009). See <<http://www.census.gov/services/>>.

Table 1093. Information Industries—Establishments, Revenue, Payroll and Employees by Kind of Business: 2007

[For establishments with payroll. (1,075,154 represents \$1,075,154,000,000). Based on the 2007 Economic Census; see Appendix III]

Kind of business	2007 NAICS code ¹	Number of establishments	Receipts (mil. dol.)	Annual payroll (mil. dol.)	Paid employees (1,000)
Information industries	51	141,034	1,075,154	223,377	3,428
Publishing industries (except Internet)	511	30,016	273,416	75,847	1,028
Motion picture & sound recording industries	512	23,542	95,164	17,230	326
Broadcasting (except Internet)	515	10,030	98,663	17,647	291
Telecommunications	517	52,614	498,256	75,228	1,250
Data processing, hosting and related services	518	16,911	71,308	26,841	400
Other information services	519	7,921	38,346	10,584	133

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

Source: U.S. Census Bureau, "2007 Economic Census, Advance Summary Statistics for the United States (2007 NAICS Basis)," <<http://www.census.gov/econ/census07/>>.

Table 1094. Media Usage and Consumer Spending: 2004 to 2012

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

Item	2004	2005	2006	2007	2008, proj.	2009, proj.	2010, proj.	2011, proj.	2012, proj.
HOURS PER PERSON PER YEAR ¹									
Total ²	3,475	3,501	3,499	3,496	3,493	3,493	3,509	3,502	3,515
Television	1,550	1,596	1,612	1,613	1,603	1,606	1,607	1,602	1,597
Broadcast Television	679	655	650	639	639	642	643	644	644
Network - affiliated stations	584	561	577	577	577	582	583	584	585
Independent and public stations ⁴	95	94	73	63	62	60	60	60	59
Cable networks	871	942	962	973	964	964	964	958	952
Basic cable networks	719	778	805	824	817	822	827	832	831
Premium cable networks ⁴	152	164	157	149	147	142	137	126	122
Broadcast and satellite radio	821	807	791	782	777	758	751	735	729
Recorded music	199	197	187	177	173	177	184	192	200
Newspapers	192	187	178	171	164	159	155	152	150
Pure-play internet services ³	166	173	182	189	193	195	197	197	197
Consumer magazines	125	124	125	125	126	124	124	122	123
Consumer books	110	109	110	109	109	108	108	108	107
Videogames	79	73	76	85	101	116	125	131	142
Home video ⁵	67	63	62	61	60	59	59	60	59
Yellow Pages	12	12	12	13	13	13	12	12	12
Box office	13	12	12	12	12	12	12	12	12
Pure-play mobile services ³	7	9	12	15	19	24	29	32	36
Educational books ⁶	8	8	8	8	8	8	8	9	9
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total	770.95	784.24	813.19	851.57	903.30	950.64	997.07	1,038.70	1,077.66
Television	256.39	280.21	307.58	332.78	357.67	383.06	407.59	431.75	454.67
Cable and satellite TV	256.30	279.81	306.60	330.93	354.51	378.15	400.78	422.82	443.61
Broadcast Television	0.09	0.39	0.98	1.86	3.16	4.90	6.81	8.93	11.06
Home video ⁵	125.36	114.77	114.12	109.52	107.24	105.82	105.93	105.78	105.22
Consumer books	94.60	98.01	99.56	103.60	105.52	107.96	110.75	114.03	117.45
Pure-play internet services ³	60.31	57.88	54.06	55.45	59.53	63.88	67.42	70.65	73.48
Recorded music	51.97	50.59	49.48	44.72	43.11	42.37	42.63	43.04	43.33
Newspapers	51.92	50.32	49.23	47.74	45.78	44.61	43.85	44.20	44.41
Consumer magazines	47.33	47.42	44.46	44.35	44.42	43.97	44.31	43.10	43.49
Box office	37.50	35.54	36.38	38.01	38.16	37.66	38.80	39.29	39.66
Videogames	33.61	32.15	33.91	43.91	55.77	67.60	75.36	80.76	90.59
Pure-play mobile services ³	7.54	9.59	12.33	15.66	19.47	23.42	27.22	30.70	33.60
Broadcast and satellite radio	1.19	3.03	5.76	7.59	9.31	10.93	12.25	13.34	14.26

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 websites or info alerts, 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 and dial up, but not cable modems, pure play content such as MobiTV, GameSpy, eHarmony, and mobile instant messaging and email alerts. ⁴ Telemundo and Univision affiliates included in independent and public stations. Pay-per-view, interactive channels, home shopping, and audio-only feeds included in premium cable and satellite services. ⁵ Playback of prerecorded VHS cassettes and DVDs only. ⁶ Grades 9-12 and college only. Not included in consumer spending.

Table 1095. Utilization of Selected Media: 1980 to 2007

[78.6 represents 78,600,000]

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

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. See <<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 as of February; ADS for fourth quarter. Excludes Alaska and Hawaii. Source: See footnote 3. ⁵ Source: Beginning 1999, Federal Communications Commission, unpublished data. See <<http://www.fcc.gov/mb/audio/totals>>. Broadcast Station Totals as of December, Federal Communications Commission. ⁶ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). ⁷ 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 1096. **Multimedia Audiences—Summary: 2008**

[In percent, except total (223,672 represents 223,672,000). 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	223,672	94.1	84.5	81.0	82.7	74.5	71.6
18 to 24 years old	28,532	90.2	72.6	73.1	87.2	67.9	85.1
25 to 34 years old	40,028	92.4	80.8	78.1	88.6	70.0	82.8
35 to 44 years old	42,939	94.1	85.8	82.8	90.3	73.3	81.7
45 to 54 years old	43,634	94.8	87.7	83.5	86.1	78.3	76.3
55 to 64 years old	32,324	96.0	88.6	85.1	81.3	78.0	66.7
65 years old and over	36,215	96.5	88.8	81.5	60.9	78.3	35.1
Male	108,031	94.3	84.4	81.7	84.5	74.3	70.9
Female	115,641	94.0	84.6	80.3	81.1	74.7	72.2
Not high school graduate	33,953	94.3	84.0	69.0	75.5	59.6	32.9
High school graduate	70,385	95.4	85.7	81.5	81.0	73.5	60.9
Attended college	60,791	93.7	83.6	82.7	85.7	77.2	84.1
College graduate	58,543	92.9	84.2	85.5	85.8	81.5	93.8
Household income:							
Less than \$10,000	11,548	90.4	77.7	57.7	74.8	60.9	38.9
\$10,000 to \$19,999	19,649	94.0	85.2	64.0	72.5	66.8	37.0
\$20,000 to \$29,999	22,199	93.8	83.7	71.1	76.8	69.9	47.9
\$30,000 to \$34,999	11,787	94.6	86.9	74.2	76.8	70.6	57.3
\$35,000 to \$39,999	11,010	94.2	84.2	78.4	79.0	73.9	61.0
\$40,000 to \$49,999	20,909	94.6	84.3	81.4	82.3	72.4	67.6
\$50,000 to \$74,999	43,699	94.8	85.1	84.8	85.0	77.3	78.5
\$75,000 to \$99,999	29,331	94.3	85.3	88.6	88.0	76.2	87.6
\$100,000 or more	53,541	94.1	84.7	90.8	88.1	80.7	93.6

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

Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences*, fall 2008 (copyright).

Table 1097. Publishing Industries—Estimated Revenue by Source and Media Type: 2004 to 2007

[In millions of dollars (256,301 represents \$256,301,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5111. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS). See also Appendix III]

Source of revenue and media type	2004	2005	2006	2007
Publishing industries (except internet) ¹	256,301	269,715	282,880	297,709
Newspaper publishers	48,366	49,958	49,601	48,274
General newspapers	40,810	42,080	41,564	40,083
Subscription and sales	8,884	9,207	9,276	8,918
Advertising space	31,926	32,873	32,289	31,165
Specialized newspapers	2,439	2,524	2,637	2,574
Subscription and sales	(S)	(S)	(S)	(S)
Advertising space	2,149	2,242	2,294	2,202
Other operating revenue	5,117	5,354	5,400	5,617
Printing services	1,310	1,404	1,326	1,240
Distribution services	2,024	2,094	2,022	1,911
All other	1,783	1,856	2,052	2,466
Print newspapers	41,319	42,468	42,118	40,638
Online newspapers	1,308	1,537	1,450	1,728
Other media newspapers	621	600	633	291
Periodical publishers	42,290	44,315	46,948	49,292
General interest periodicals	21,420	22,451	24,025	25,062
Subscription and sales	7,467	7,497	7,856	8,211
Advertising space	13,952	14,954	16,168	16,851
Professional and academic periodicals	6,878	7,009	7,083	7,882
Subscription and sales	3,785	3,924	3,985	4,343
Advertising space	3,093	3,085	3,098	3,540
Other periodicals	3,819	4,176	4,247	3,823
Subscription and sales	1,933	2,081	2,111	1,870
Advertising space	1,886	2,095	2,136	(S)
Other operating revenue	10,173	10,679	11,593	12,524
Printing services for others	887	896	858	808
Licensing of rights to content	237	298	377	333
All other	9,049	9,485	10,358	11,384
Print	29,886	31,113	32,042	32,684
Online	1,848	2,063	2,765	3,271
Other media	382	460	548	813
Book publishers	27,904	27,904	28,237	29,296
Books, print	24,475	24,330	24,600	24,891
Textbooks	9,554	10,038	10,408	10,450
Children's books	3,117	3,082	3,104	3,249
General reference books	1,848	1,415	1,331	972
Professional, technical, and scholarly books	2,745	3,261	3,335	3,044
Adult trade books	7,210	6,535	6,421	7,176
All other operating revenue	3,429	3,574	3,637	4,405
Print books	23,241	23,013	23,163	23,501
Online books	620	654	705	585
Other media books	614	664	731	805
Directory and mailing list publishers	18,040	19,413	18,915	19,890
Directories	13,195	13,873	13,660	13,790
Subscription and sales	340	365	358	329
Advertising space	12,855	13,509	13,301	13,461
Database and other collections	2,894	3,337	3,174	3,828
Subscription and sales	2,323	2,684	2,550	2,853
Advertising space	572	653	624	975
Other operating revenue	1,951	2,203	2,082	2,272
Rental or sale of mailing lists	495	583	557	731
All other	1,456	1,620	1,525	(S)
Print directories, databases, and other collections of information	13,127	13,685	13,483	13,380
Online directories, databases, and other collections of information	2,540	3,243	3,038	3,586
Other media directories, databases, and other collections of information	423	282	313	652

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009). See <http://www.census.gov/services/>.

Table 1098. Daily and Sunday Newspapers—Number and Circulation: 1970 to 2008

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

Type	1970	1980	1990	1995	2000	2002	2003	2004	2005	2006	2007	2008
NUMBER												
Daily: Total ¹	1,748	1,745	1,611	1,533	1,480	1,457	1,456	1,457	1,452	1,437	1,422	1,408
Morning	334	387	559	656	766	777	787	814	817	833	867	872
Evening	1,429	1,388	1,084	891	727	692	680	653	645	614	565	546
Sunday	586	736	863	888	917	913	917	915	914	907	907	902
NET PAID CIRCULATION (mil.)												
Daily: Total ¹	62.1	62.2	62.3	58.2	55.8	55.2	55.2	54.6	53.3	52.3	50.7	48.6
Morning	25.9	29.4	41.3	44.3	46.8	46.6	46.9	46.9	46.1	45.4	44.5	42.8
Evening	36.2	32.8	21.0	13.9	9.0	8.6	8.3	7.7	7.2	6.9	6.2	5.8
Sunday	49.2	54.7	62.6	61.5	59.4	58.8	58.5	57.8	55.3	53.2	51.2	49.1
PER CAPITA CIRCULATION ²												
Daily: Total ¹	0.30	0.27	0.25	0.22	0.20	0.19	0.19	0.19	0.18	0.18	0.17	0.16
Morning	0.13	0.13	0.17	0.17	0.17	0.16	0.16	0.16	0.16	0.15	0.15	0.14
Evening	0.18	0.14	0.08	0.05	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02
Sunday	0.24	0.24	0.25	0.23	0.21	0.21	0.20	0.20	0.19	0.18	0.17	0.16

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 1099. Daily and Sunday Newspapers—Number and Circulation, Total: 1991 to 2008 and by State, 2008

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

State	Daily			Sunday		State	Daily			Sunday	
	Number	Circulation ¹		Number	Net paid circulation (1,000)		Number	Circulation ¹		Number	Net paid circulation (1,000)
		Net paid (1,000)	Per capita ²					Net paid (1,000)	Per capita ²		
1991	1,586	60,687	0.24	875	62,068	KY	23	524	0.12	14	577
1992	1,570	60,164	0.23	891	62,160	LA	24	573	0.13	18	624
1993	1,556	59,812	0.23	884	62,566	ME	7	205	0.16	4	168
1994	1,548	59,305	0.23	886	62,294	MD	10	438	0.08	8	568
1995	1,533	58,193	0.22	888	61,529	MA	32	1,212	0.19	16	1,154
1996	1,520	56,983	0.21	890	60,798	MI	48	1,426	0.14	27	1,628
1997	1,509	56,728	0.21	903	60,484	MN	25	779	0.15	15	976
1998	1,489	56,182	0.20	898	60,066	MS	22	317	0.11	19	327
1999	1,483	55,979	0.20	905	59,894	MO	42	817	0.14	21	1,032
2000	1,480	55,773	0.20	917	59,421	MT	11	180	0.19	7	178
2001	1,468	55,578	0.19	913	59,090	NE	16	374	0.21	6	357
2002	1,457	55,186	0.19	913	58,780	NV	7	253	0.10	5	286
2003	1,456	55,185	0.19	917	58,495	NH	11	193	0.15	8	195
2004	1,457	54,626	0.19	915	57,753	NJ	18	1,052	0.12	15	1,264
2005	1,452	53,345	0.18	914	55,270	NM	17	258	0.13	12	257
2006	1,437	52,329	0.18	907	53,175	NY	59	6,379	0.33	38	4,543
2007	1,422	50,742	0.17	907	51,246	NC	47	1,164	0.13	39	1,294
						ND	10	148	0.23	7	151
Total, 2008	1,408	48,598	0.16	902	49,115	OH	82	1,986	0.17	41	2,215
AL	24	575	0.12	20	638	OK	37	532	0.15	30	635
AZ	7	98	0.14	4	102	OR	19	592	0.16	12	616
AK	16	628	0.10	12	754	PA	80	2,353	0.19	42	2,647
AR	26	453	0.16	16	524	RI	6	170	0.16	3	208
CA	83	4,855	0.13	59	5,184	SC	16	550	0.12	14	632
CO	30	887	0.18	15	914	SD	11	141	0.18	4	119
CT	17	579	0.17	13	642	TN	26	781	0.13	19	893
DE	2	117	0.13	2	142	TX	81	2,408	0.10	78	3,004
DC	3	964	1.63	2	904	UT	6	319	0.12	6	353
FL	38	2,672	0.15	36	3,360	VT	8	98	0.16	3	72
GA	34	857	0.09	29	1,108	VA	23	3,115	0.40	17	862
HI	6	259	0.20	6	277	WA	22	894	0.14	16	999
ID	11	200	0.13	7	214	WV	20	351	0.19	14	367
IL	63	1,921	0.15	30	2,119	WI	33	779	0.14	17	950
IN	67	1,178	0.18	25	1,106	WY	9	84	0.16	5	69
IA	37	552	0.18	13	585						
KS	36	356	0.13	13	321						

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.

Table 1100. Net Book Publishers' Shipments: 2007 to 2010

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

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

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

Table 1101. Software Publishers—Estimated Revenue by Source of Revenue and Software Type: 2004 to 2007

[In millions of dollars (112,261 represents \$112,261,000,000). 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, System (NAICS), 2002. See text, this section and Section 15]

Source of revenue	2004	2005	2006	2007
Software publishers.	112,261	121,334	132,257	143,704
System software publishing ¹	40,845	44,367	46,507	51,668
Operating system software	16,553	16,460	16,282	18,714
Network software	9,982	12,618	13,533	14,599
Database management software	6,778	7,204	8,693	9,836
Development tools and programming languages software	3,483	3,366	3,227	3,148
Application software publishing ¹	41,316	44,466	46,856	49,621
General business productivity and home use applications	19,430	21,710	21,219	22,889
Cross-industry application software	11,626	11,701	13,423	13,174
Vertical market application software	6,590	6,981	7,165	7,987
Utilities application software	1,034	1,184	1,441	1,409
Other services ¹	30,101	32,501	38,894	42,415
Customization and integration of packaged software	4,433	4,962	6,159	5,496
Information technology technical consulting services	4,193	4,590	4,489	5,180
Application service provisioning	784	(S)	(S)	(S)
Resale of computer hardware and software	2,620	2,253	3,275	4,207
Information technology-related training services	1,465	1,527	1,749	2,690
System software ¹	40,845	44,367	46,507	51,668
Personal computer software	14,444	15,071	15,221	18,280
Enterprise or network software	14,333	16,520	18,315	18,587
Mainframe computer software	9,111	9,138	9,737	10,200
Application software ¹	41,316	44,466	46,856	49,621
Personal computer software	19,609	22,299	(S)	22,086
Enterprise or network software	14,258	15,209	17,099	19,133
Mainframe computer software	2,648	2,737	2,685	2,756

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1102. Motion Picture and Sound Recording Industries—Estimated Revenue: 2004 to 2007

[In millions of dollars (88,269 represents \$88,269,000,000). For taxable and tax-exempt employer firms. For NAICS 512. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. See also Appendix III]

Source of revenue	2004	2005	2006	2007
Motion picture and Sound Recording Industries	88,269	93,655	98,392	102,166
Motion picture and video industries	71,774	74,789	77,576	82,066
Motion picture and video production and distribution ¹	56,605	59,760	61,847	65,922
Domestic licensing of rights to motion picture films	14,884	16,244	16,241	15,505
Domestic licensing of rights to television programs	10,526	9,348	9,479	10,421
International licensing of rights to motion picture films	5,446	6,862	8,525	8,733
International licensing of rights to television programs	2,673	2,948	3,514	3,581
Contract production of audiovisual works	4,446	4,376	4,725	4,570
Sale of audiovisual works for wholesale, retail, and rental markets	6,309	7,853	7,251	8,910
Motion picture and video exhibition ¹	11,180	10,789	11,194	11,341
Admissions to domestic films	7,358	6,996	7,312	7,470
Admissions to foreign films	165	182	(S)	55
Food and beverage sales	3,124	3,049	3,225	3,313
Coin-operated games and rides	43	41	52	44
Postproduction services and other motion picture and video industries ¹	3,989	4,240	4,535	4,803
Audiovisual postproduction services	2,525	2,650	2,750	2,845
Motion picture film laboratory services	576	605	686	704
Duplication and copying services	373	376	392	395
Sound recording industries	16,495	18,866	20,816	20,100
Integrated record production and distribution ¹	11,021	12,856	14,405	13,591
Licensing of rights to use musical compositions	(S)	(S)	1,410	(S)
Sales of recordings	9,806	(S)	(S)	11,281
Music publishers ¹	3,885	4,260	4,544	4,432
Licensing of rights to use musical compositions	2,025	2,259	2,372	(S)
Print music	1,591	1,748	1,894	1,684
Sound recording studios ¹	724	766	928	998
Studio recording	504	529	592	631

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1103. Recording Media—Manufacturers' Shipments and Value: 2000 to 2008

[1,079.2 represents 1,079,200,000. Based on reports of RIAA member companies who distributed about 84 percent of the prerecorded music in 2008. These data are supplemented by other sources]

Medium	2000	2001	2002	2003	2004	2005	2006	2007	2008
UNIT SHIPMENTS (mil.)									
Total ¹	1,079.2	968.5	859.7	798.4	958.0	1,301.8	1,588.5	1,774.3	1,852.5
Physical:									
Compact disks ²	942.5	881.9	803.3	746.0	767.0	705.4	619.7	511.1	384.7
Cassette	76.0	45.0	31.1	17.2	5.2	2.5	0.7	0.4	0.1
Music video ³	18.2	17.7	14.7	19.9	32.8	33.8	23.2	27.5	12.8
LP/EP	2.2	2.3	1.7	1.5	1.4	1.0	0.9	1.3	2.9
Digital:									
Download single	(X)	(X)	(X)	(X)	139.4	366.9	586.4	809.9	1,033.0
Download album	(X)	(X)	(X)	(X)	4.6	13.6	27.6	42.5	56.9
Kiosk ⁴	(X)	(X)	(X)	(X)	(X)	0.7	1.4	1.8	1.6
Music video	(X)	(X)	(X)	(X)	(X)	1.9	9.9	14.2	20.8
Mobile ⁵	(X)	(X)	(X)	(X)	(X)	170.0	315.0	362.0	338.4
Subscription ⁶	(X)	(X)	(X)	(X)	(X)	1.3	1.3	1.8	1.6
VALUE (mil. dol.)									
Total ¹	14,323.7	13,740.9	12,614.2	11,854.4	12,345.0	12,296.9	11,758.2	10,372.1	8,480.2
Physical:									
Compact discs ²	13,214.5	12,909.4	12,044.1	11,232.9	11,446.5	10,520.2	9,372.6	7,452.3	5,471.3
Cassette	626.0	363.4	209.8	108.1	23.7	13.1	3.7	3.0	0.9
Music video ³	281.9	329.2	288.4	399.9	607.2	602.2	451.1	484.9	218.9
LP/EP	27.7	27.4	20.5	21.7	19.3	14.2	15.7	22.9	56.7
Digital:									
Download single	(X)	(X)	(X)	(X)	138.0	363.3	580.6	801.8	1,022.7
Download album	(X)	(X)	(X)	(X)	45.5	135.7	275.9	424.9	568.9
Kiosk ⁴	(X)	(X)	(X)	(X)	(X)	1.0	1.9	2.6	2.6
Music video	(X)	(X)	(X)	(X)	(X)	3.7	19.7	28.2	41.3
Mobile ⁵	(X)	(X)	(X)	(X)	(X)	421.6	773.8	880.8	816.3
Subscription ⁶	(X)	(X)	(X)	(X)	(X)	149.2	206.2	201.3	188.2

X Not applicable. ¹ Net, after returns. ² Includes DualDisc. ³ Includes DVD video. ⁴ Includes singles and albums.
⁵ Includes Master Ringtones, Ringbacks, full length downloads and other mobile. ⁶ Weighted annual average. Number of units not included in total.

Table 1104. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2005 and 2007

[In millions of dollars (3,347 represents \$3,347,000,000). 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)	
	2005	2007	2005	2007	2005	2007
Operating revenue	3,347	5,226	13,712	13,624	35,249	37,008
Air time	1,187	1,271	12,084	11,924	29,106	29,798
National/regional air time	639	648	2,683	2,885	18,233	18,224
Local air time	548	623	9,401	9,039	10,873	11,574
Other operating revenue	2,160	3,955	1,627	1,700	6,143	7,211
Network compensation	122	324	223	252	1,659	1,524
Public and noncommercial programming services	375	455	(S)	(S)	1,767	2,066
All other operating revenue	1,663	3,177	835	905	2,717	3,620
Operating expenses	4,858	6,407	10,155	9,988	28,533	29,803
Personnel costs	1,013	1,307	5,120	5,326	7,796	8,869
Gross annual payroll	867	1,120	4,408	4,502	6,646	7,371
Employer's cost for fringe benefits	104	164	612	650	1,049	1,337
Temporary staff and leased employee expense	42	(S)	100	174	100	161
Expensed materials, parts and supplies (not for resale)	35	28	123	107	241	207
Expensed equipment	8	(S)	41	35	66	68
Expensed purchase of other materials, parts and supplies	27	17	82	72	175	139
Expensed purchased services	602	(S)	1,046	1,126	1,889	2,028
Expensed purchases of software	20	26	(S)	40	43	70
Purchased electricity and fuels (except motor fuel)	13	24	144	148	255	331
Lease and rental payments	65	129	342	355	415	502
Purchased repair and maintenance	18	26	85	91	177	210
Purchased advertising and promotional services	487	(S)	429	492	999	914
Other operating expenses	3,207	4,478	3,867	3,429	18,607	18,699
Broadcast rights and music license fees	407	(S)	491	461	10,937	11,216
Network compensation fees	143	205	(S)	(S)	668	463
Depreciation and amortization fees	401	581	587	768	1,526	1,675
Government taxes and license fees	17	20	489	395	168	126
All other operating expenses	2,240	3,159	2,219	1,755	5,308	5,220

S Data do not meet publication standards.

Source: U.S. Census Bureau, 2007 Service Annual Survey, "Information Sector Services" (published March 2009); <<http://www.census.gov/econ/services/>>.

Table 1105. Cable and Premium TV—Summary: 1980 to 2008

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

Year	Cable TV				Premium TV					
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Revenue ¹ (mil. dol.)		Units ² (1,000)			Monthly rate (dol.)		
			Total	Basic	Total premium ³	Premium cable	Non cable delivered premium	All premium weighted average ³	Premium cable	Non cable delivered premium
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1990	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1995	60,550	23.07	24,137	16,763	46,823	46,798	8,925	8.29	8.54	6.99
1996	62,300	24.41	26,195	18,249	50,722	49,607	13,265	7.98	8.12	7.50
1997	63,600	26.48	28,931	20,213	55,660	51,600	17,810	8.31	8.43	8.00
1998	64,650	27.81	31,191	21,574	59,751	54,528	21,673	8.58	8.74	8.22
1999	65,500	28.92	34,095	22,732	64,477	57,095	25,864	8.74	8.85	8.50
2000	66,250	30.37	36,723	24,142	70,730	62,715	30,535	8.72	8.81	8.48
2001	66,732	32.87	42,159	26,324	74,649	68,441	33,035	8.97	9.10	8.66
2002	66,472	34.71	48,295	27,690	77,751	71,732	37,314	9.19	9.29	9.00
2003	66,050	36.59	53,536	29,000	75,197	71,841	36,681	9.38	9.45	9.23
2004	65,727	38.14	58,889	30,080	80,384	76,948	41,203	9.91	9.92	9.88
2005	65,337	39.63	64,832	31,075	81,983	81,910	44,157	9.95	9.97	9.93
2006	65,319	41.17	71,668	32,274	86,218	85,193	47,890	10.01	10.02	9.98
2007	65,141	42.72	78,462	33,393	89,623	91,032	51,977	10.05	10.06	10.02
2008	64,274	44.28	85,371	34,151	93,149	92,539	57,209	10.08	10.10	10.06

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 and Telco Video. 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, 2008 (copyright); the *Cable Cable Program Investor* and *Cable TV Investor: Deals & Finance* newsletters (monthly); and various other SNL Kagan publications.

Table 1106. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2004 to 2007

[In millions of dollars (31,373 represents \$31,373,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. This industry comprises establishments engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. 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	2006	2007
Operating revenue	31,373	35,386	37,981	40,870
Source of revenue:				
Licensing of rights to broadcast specialty programming ¹ . . .	16,323	17,704	18,989	20,644
Air time	13,129	14,921	15,588	16,653
All other operating services revenue	1,921	2,761	3,404	3,573
Operating expenses	21,003	23,469	24,841	26,728
Personnel costs:				
Gross annual payroll	4,021	4,677	4,588	5,242
Employer's cost for fringe benefits	3,205	3,737	3,550	3,907
Temporary staff and leased employee expense	539	619	627	824
Expensed materials, parts and supplies (not for resale)	276	321	411	511
Expensed equipment	255	265	305	405
Expensed purchase of other materials, parts and supplies . . .	58	53	48	63
Expensed purchased services	197	212	256	342
Expensed purchases of software	1,872	2,224	2,643	2,245
Purchased electricity and fuels (except motor fuel)	36	43	52	50
Lease and rental payments	49	48	50	50
Purchased repair and maintenance	432	515	457	335
Purchased advertising and promotional services	(S)	97	93	84
Depreciation and amortization charges	1,235	1,521	1,992	1,725
Government taxes and license fees	14,856	16,303	17,305	18,835
Program and production costs	(S)	(S)	2,591	2,714
All other operating expenses	120	133	103	77
	10,063	10,452	11,227	12,394
	2,294	3,098	3,384	3,650

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1107. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2004 to 2007

[In millions of dollars (8,695 represents \$8,695,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

Item	2004	2005	2006	2007
Operating revenue	8,695	10,391	12,862	15,480
Source of revenue:				
Publishing and broadcasting of content on the Internet	5,278	6,068	7,109	8,478
Online advertising space	1,607	1,976	2,879	3,642
Licensing of rights to use intellectual property	401	433	527	556
All other operating revenue	1,410	1,912	2,347	2,804
Breakdown of revenue by type of customer:				
Government	446	(S)	(S)	(S)
Business firms and not-for-profit organizations	6,310	7,315	8,810	10,307
Household consumers and individual users	1,939	2,479	3,392	4,461
Operating expenses	7,056	9,084	11,272	13,784
Personnel	3,087	3,936	4,901	5,732
Gross annual payroll	2,394	3,138	3,917	4,447
Employer's cost for fringe benefits	479	562	712	968
Temporary staff and leased employee expense	214	236	272	(S)
Expensed materials, parts and supplies (not for resale)	239	317	327	(S)
Expensed equipment	104	134	140	(S)
Expensed purchase of other materials, parts and supplies . .	135	183	187	(S)
Expensed purchased services	1,218	1,547	2,000	2,472
Expensed purchases of software	78	194	275	(S)
Purchased electricity and fuels (except motor fuel)	14	16	23	22
Lease and rental payments	281	344	383	455
Purchased repair and maintenance	105	100	107	(S)
Purchased advertising and promotional services	741	893	1,211	1,607
Other operating expenses	2,512	3,285	4,044	5,190
Depreciation and amortization charges	767	792	910	(S)
Government taxes and license fees	53	62	73	90
All other operating expenses	1,692	(S)	3,061	4,076

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1108. Telecommunications Industry—Carriers and Revenue: 1995 to 2006

[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	2004	2005	2006	1995	2000	2004	2005	2006
Total ¹	3,058	4,879	5,031	5,005	6,222	190,076	292,762	291,734	297,921	295,742
Local service providers	1,675	2,641	2,864	2,922	3,540	103,792	128,075	123,067	122,609	119,905
Incumbent local exchange carriers (ILECs)	1,347	1,335	1,304	1,303	1,311	102,820	116,158	105,496	103,561	99,997
Pay telephone providers	271	699	642	576	595	349	972	445	481	435
Competitors of ILECs	57	607	918	1,043	1,634	623	10,945	17,126	18,568	19,473
CAPs and CLECs ²	57	479	690	734	985	623	9,814	15,112	16,930	17,276
Local resellers	(³)	105	136	122	186	(³)	879	1,215	630	460
Other local exchange carriers	(³)	23	92	187	212	(³)	11	245	216	124
Private carriers	(³)	(³)	(³)	(³)	(³)	(³)	39	532	770	1,080
Shared tenant service providers	(³)	(³)	(³)	(³)	(³)	(³)	202	22	22	19
Wireless service providers ⁴	930	1,430	963	905	1,045	18,627	63,280	99,465	108,809	117,752
Telephony ⁵	792	783	396	402	467	17,208	59,823	98,329	107,834	116,971
Paging service providers	138	425	360	300	315	(³)	3,102	872	579	555
Toll service providers	453	808	1,204	1,178	1,637	76,447	101,407	69,204	66,503	59,611
Interexchange carriers	130	212	257	262	361	70,938	87,311	51,589	46,856	44,083
Operator service providers	25	20	19	23	29	500	635	523	548	631
Prepaid service providers	8	23	67	69	154	16	727	1,635	1,828	1,713
Satellite service carriers	(³)	25	40	40	43	(³)	336	721	714	444
Toll resellers	260	493	751	721	923	4,220	10,641	12,192	13,362	9,943
Other toll carriers	30	35	70	63	127	773	1,758	2,543	3,195	2,798

¹ Revenue data include adjustments, not shown separately. For 1995, revenue data include some nontelecommunications revenue, formerly reported as local exchange wireless revenue. ² Competitive access providers (CAPs) and competitive local exchange carriers (CLECs). ³ Data not available separately. ⁴ Beginning 2000, includes specialized mobile radio services and other services, not shown separately. ⁵ Cellular service, personal communications service, and specialized mobile radio.

Source: U.S. Federal Communications Commission, Telecommunications Industry Revenue; <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1109. Wired and Wireless Telecommunications Carriers— Estimated Revenue: 2004 to 2007

[In millions of dollars (211,176 represents \$211,176,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5171 Wired Telecommunications, NAICS 517211 Paging, and NAICS 517212 Cellular and Other Wireless (except Paging). See Table 1092 for industry composition. 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]

Item	2004	2005	2006	2007
Wired telecommunications carriers operating revenue	211,176	206,622	195,092	192,779
Fixed total ¹	101,627	94,422	89,905	90,675
Fixed local	61,316	58,928	57,327	58,516
Fixed long-distance	38,420	33,802	31,252	30,498
Fixed all distance	1,891	1,692	(S)	1,661
Other telecommunication services	94,609	96,295	89,629	88,833
Carrier services	37,656	37,423	31,387	27,410
Private network services	26,144	26,678	23,279	23,472
Subscriber line charges	8,520	8,204	7,692	6,043
Internet access services	12,616	14,374	15,350	18,609
Internet telephony	798	938	1,663	1,855
Telecommunications network installation services	(S)	(S)	5,948	6,314
Reselling services for telecommunications equipment, retail	3,878	3,560	3,364	3,350
Rental of telecommunications equipment	291	251	(S)	982
Repair and maintenance services for telecommunications equipment	851	802	740	797
All other	14,941	15,905	15,558	13,272
Wireless telecommunications carriers operating revenue²	127,602	140,025	158,577	174,085
Paging	1,909	1,990	1,874	1,557
Messaging (paging) services	1,472	1,584	1,469	1,252
Mobile services	99,949	111,663	124,645	133,912
Mobile telephony	54,114	57,097	53,820	54,516
Mobile long distance	3,267	4,398	4,804	5,312
Mobile all-distance	35,783	42,292	(S)	60,310
Other mobile services	6,785	7,875	(S)	(S)
Other telecommunications services	8,258	9,508	11,888	14,312
Internet access services	659	1,124	(D)	(D)
Installation services for telecommunications networks	(S)	(S)	146	181
Reselling services for telecommunications equipment, retail	6,980	7,377	8,585	9,382
Rental of telecommunications equipment	74	(S)	110	70
Repair and maintenance services for telecommunications equipment	431	732	(D)	(D)
All other operating revenue	17,485	16,865	20,170	24,304

S Estimate does not meet publication standard. D Estimate withheld to avoid disclosing data of individual companies, data are included in higher level totals. ¹ No distinction between local or long distance. ² Excludes satellite.

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1110. Telephone Systems—Summary: 1990 to 2006

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

Item	Unit	1990	1995	2000	2001 ¹	2002 ¹	2003 ¹	2004 ¹	2005 ¹	2006 ¹
LOCAL EXCHANGE CARRIERS²										
Carriers ³	Number	51	53	52	52	53	54	56	56	56
Access lines	Millions	130	166	245	253	264	275	286	349	379
Business access lines	Millions	36	46	58	54	53	49	48	47	46
Residential access lines	Millions	89	101	115	112	104	99	94	89	82
Other access lines (public, mobile, special)	Millions	6	19	72	87	107	127	144	213	251
Number of local calls (originating)	Billions	402	484	537	515	454	418	381	330	280
Number of toll calls (originating)	Billions	63	94	106	98	96	88	82	79	73
INTERNATIONAL TELEPHONE SERVICE⁴										
Number of U.S. billed calls	Millions	984	2,830	5,742	6,265	5,926	7,350	10,895	13,134	13,673
Number of U.S. billed minutes	Millions	8,030	15,889	30,135	33,287	35,064	42,664	63,553	70,064	72,440
U.S. billed revenues	Mil. dol.	8,059	14,335	14,909	11,380	9,956	8,944	9,178	7,976	7,299
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	5,188	9,397	10,982	8,034	7,114	6,167	5,546	4,514	4,277
Revenue from private-line service	Mil. dol.	201	514	1,480	1,419	988	743	574	628	678
Revenue from resale service	Mil. dol.	167	1,756	7,600	5,341	4,871	5,760	5,226	5,750	6,077

¹ Beginning 2001, detailed financial data are only filed by regional Bell-operating companies. Access lines and calls reported by all subject 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 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; Trends in Telephone Service*; and *Trends in the International Telecommunications Industry*; <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1111. Average Annual Telephone Service Expenditures by All Consumer Units: 2001 to 2007

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

Year	Average annual expenditure (dollars)				Percent distribution			
	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹
2001	914	686	210	19	100.0	75.0	23.0	2.0
2002	957	641	294	22	100.0	67.0	30.7	2.3
2003	956	620	316	20	100.0	64.8	33.1	2.1
2004	990	592	378	20	100.0	59.8	38.2	2.0
2005	1,048	570	455	23	100.0	54.4	43.4	2.2
2006	1,087	542	524	21	100.0	49.9	48.2	2.0
2007	1,110	482	608	20	100.0	43.4	54.8	1.8

¹ Phone cards and pager services.

Source: Bureau of Labor Statistics, *Consumer Expenditures in 2007* (published November 25, 2008); <<http://www.bls.gov/cex/cellphones.htm>>

Table 1112. Cellular Telecommunications Industry: 1990 to 2008

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

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

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

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

Table 1113. Cable and Other Programming Distribution—Estimated Revenue and Expenses: 2004 to 2007

[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]

Item	2004	2005	2006	2007
Operating revenue	73,317	80,492	88,788	100,849
Multichannel programming distribution services	48,336	52,158	56,080	61,561
Basic programming package	36,498	39,639	42,440	45,971
Premium programming package	9,312	9,816	10,489	11,859
Pay-per-view	2,525	2,703	3,151	3,731
Other revenue	24,982	28,334	32,708	39,288
Air time	3,933	4,144	4,565	4,671
Rental and reselling services for program distribution equipment	2,376	2,581	3,158	3,990
Installation services for connections to program distribution networks	621	668	735	954
Internet access services	9,924	11,651	13,778	16,501
Internet telephony	698	318	1,048	2,708
Fixed local telephony	1,445	1,478	1,754	(S)
Fixed long-distance telephony	531	648	418	(S)
All other operating revenue	5,454	6,846	7,251	8,164

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1114. Internet Service Providers and Data Processing, Hosting, and Related Services—Estimated Revenue: 2005 to 2007

[In millions of dollars (18,977 represents \$18,977,000,000). 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 providers (NAICS 51811)			Data processing, hosting, and related services (NAICS 5182)		
	2005	2006	2007	2005	2006	2007
Operating revenue, (NAICS 51811) ¹	18,977	19,092	19,086	(X)	(X)	(X)
Internet access service.	12,465	11,492	10,379	(X)	(X)	(X)
Online advertising space.	3,442	(S)	(S)	(X)	(X)	(X)
Internet backbone services	335	407	477	(X)	(X)	(X)
Internet telephony	(S)	(S)	168	(X)	(X)	(X)
Web Site hosting services.	818	1,077	969	(X)	(X)	(X)
Information technology design and development services	(S)	(S)	(S)	(X)	(X)	(X)
Operating revenue, (NAICS 5182)	(X)	(X)	(X)	62,629	70,797	72,882
Data processing IT infrastructure provisioning, and hosting services ¹	(X)	(X)	(X)	31,875	37,428	37,249
Business processing management services	(X)	(X)	(X)	17,841	21,183	19,742
Data management services	(X)	(X)	(X)	5,867	6,231	6,007
Application service provisioning	(X)	(X)	(X)	4,933	6,063	6,672
Web Site hosting services	(X)	(X)	(X)	2,514	2,745	(S)
Collocation services	(X)	(X)	(X)	(S)	(S)	(S)
Other operating revenue ¹	(X)	(X)	(X)	30,753	33,368	35,633
IT design and development services	(S)	(S)	(S)	6,578	6,161	6,154
IT technical support services	(X)	(X)	(X)	1,458	1,495	1,450
IT technical consulting services	(X)	(X)	(X)	1,247	1,553	1,927
Information and document transformation services.	(X)	(X)	(X)	3,212	3,431	3,563
Software publishing	(X)	(X)	(X)	1,872	2,061	2,358
Reselling services for computer hardware and software, retail	(X)	(X)	(X)	1,224	2,092	2,157

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.

Table 1115. Public Libraries by Selected Characteristics: 2007

[10,998 represents \$10,998,000,000. Based on survey of public libraries. Data are for public libraries in the 50 states and the District of Columbia. The response rates for these items are between 97 and 100 percent]

Population of service area	Number of—		Operating income—			Paid staff ³		Average number of public use Internet computers per stationary outlet ⁵
	Public libraries	Stationary outlets ¹	Total (mil. dol.) ²	Source (percent)		Total	Librarians with ALA-MLS ⁴	
				State government	Local government			
Total	9,214	16,604	10,998	6.7	84.1	144,655	32,173	12.5
1,000,000 or more . . .	26	1,077	1,694	6.5	80.9	18,856	4,749	21.7
500,000 to 999,000 . . .	58	1,181	1,769	6.2	85.8	20,566	5,006	22.0
250,000 to 499,999 . . .	104	1,137	1,312	9.5	82.9	16,233	4,026	18.1
100,000 to 249,999 . . .	335	2,004	1,720	6.4	86.2	23,214	4,989	16.2
50,000 to 99,999	556	1,633	1,377	8.4	84.0	18,908	4,253	15.6
25,000 to 49,999	952	1,690	1,322	5.6	86.0	18,109	4,281	13.8
10,000 to 24,999	1,764	2,261	1,112	5.3	84.6	16,211	3,445	11.1
5,000 to 9,999	1,483	1,632	404	4.6	83.5	6,741	1,014	8.1
2,500 to 4,999	1,340	1,373	167	4.4	79.4	3,117	271	5.9
1,000 to 2,499	1,524	1,543	93	4.6	74.8	1,995	114	4.3
Fewer than 1,000	1,072	1,073	27	7.4	72.8	707	24	3.2

¹ The sum of central and branch libraries. The total number of central libraries was 9,040; the total of branch libraries was 7,564. ² Includes income from the federal government (0.4%) and other sources (8.7%), not shown separately. ³ Full-time equivalents. ⁴ Librarians with master's degrees from a graduate library education program accredited by the American Library Association (ALA). Total librarians, including those without ALA-MLS, were 47,151. ⁵ See footnote 2, Table 1115.

Source: Institute of Museum and Library Services, "Public Libraries Survey Fiscal Year 2007" (published June 2009); <<http://harvester.census.gov/imls/pubs/pls/index.asp>>.

Table 1116. Number of Public Library Service Outlets and Library Services by State: 2007

[For Fiscal Year. 1,433,734 represents 1,433,734,000. Based on Public Libraries Survey. Public libraries can have one or more outlets that provide direct service to the public. The three types of outlets include central libraries, branch libraries, and bookmobiles]

State	Stationary outlets ¹	Library visits (1,000)	Total circulation (1,000)	Average number of public use Internet computers per stationary outlet ²	State	Stationary outlets ¹	Library visits (1,000)	Total circulation (1,000)	Average number of public use Internet computers per stationary outlet ²
U.S. . . .	16,604	1,433,734	2,166,787	12.5	MO	360	27,033	47,691	12.9
AL	286	15,306	18,712	14.3	MT	109	3,935	5,606	7.2
AK	104	3,432	4,257	4.9	NE	288	9,568	13,312	6.4
AZ	198	24,754	44,755	18.3	NV	85	10,406	16,147	12.3
AR	214	9,405	12,612	7.7	NH	235	6,769	10,499	4.5
CA	1,107	159,252	204,758	14.3	NJ	454	46,604	56,541	13.7
CO	248	28,943	53,731	15.1	NM	117	7,141	9,338	11.3
CT	245	22,895	31,544	12.7	NY	1,067	112,989	146,709	12.6
DE	33	4,417	7,814	13.4	NC	388	36,290	49,416	15.7
DC	27	2,144	1,463	12.0	NC	89	2,669	3,960	5.7
FL	507	78,934	109,634	24.4	OH	720	87,764	182,648	15.3
GA	385	35,704	40,816	15.5	OK	204	14,276	20,388	10.5
HI	51	5,730	6,792	9.7	OR	215	21,344	50,441	10.3
ID	139	7,939	11,310	7.8	PA	629	47,199	66,659	11.1
IL	781	75,079	101,711	11.7	RI	73	6,147	7,184	13.2
IN	433	39,220	74,212	16.0	SC	186	15,731	22,477	15.6
IA	559	17,872	28,391	5.9	SD	145	4,013	5,405	6.2
KS	375	14,939	26,073	7.2	TN	290	19,707	24,312	12.3
KY	196	17,769	26,542	15.1	TX	864	72,002	105,933	16.0
LA	327	14,450	17,619	12.8	UT	116	16,730	32,143	12.8
ME	278	6,964	8,898	4.9	VT	183	3,819	4,464	4.7
MD	183	28,843	53,244	19.4	VA	342	36,786	65,179	14.1
MA	476	39,539	52,312	10.2	WA	332	39,543	74,353	14.3
MI	658	51,777	74,998	14.5	WI	173	5,905	7,542	6.4
MN	359	28,266	53,992	12.0	WI	458	34,300	59,611	9.6
MS	238	8,211	8,298	8.3	WY	75	3,281	4,340	7.6

¹ The sum of central and branch libraries (does not include bookmobiles). ² The average per stationary outlet was calculated by dividing the total number of public use Internet computers in central and branch outlets by the total number of such outlets.

Source: Institute of Museum and Library Services, "Public Libraries Survey Fiscal Year 2007" (published June 2009); <<http://harvester.census.gov/imls/data/pls/index.asp>>.

Table 1117. Public Library Use of the Internet: 2009

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

Item	Total	Metropolitan status ¹			Poverty status ²		
		Urban	Sub-urban	Rural	Less than 20 percent	20 to 40 percent	More than 40 percent
All libraries' outlets ³	16,620	2,940	5,421	8,259	13,943	2,490	187
Connected with public access	98.7	98.7	99.3	98.5	99.0	98.0	100.0
Average number of workstations	11.0	18.7	12.7	7.6	10.4	12.9	22.0
Speed of access:							
Less than 256kbps	3.4	(⁴)	2.4	5.1	3.2	4.8	(⁴)
257kbps to 768kbps	9.2	3.2	5.8	13.7	9.4	8.5	5.5
769kbps to 1.4mbps	9.3	3.9	7.8	12.2	9.7	7.6	(⁴)
1.5Mbps	25.5	26.9	27.2	23.8	24.9	28.7	30.7
1.6mbps to 3mbps	10.0	8.0	9.5	11.1	10.0	10.5	5.5
3.1mbps to 6mbps	11.2	14.0	11.6	10.0	11.4	10.2	17.1
6.1mbps to 10mbps	11.0	16.5	15.7	5.9	11.0	10.8	16.5
Greater than 10mbps	12.3	23.9	12.4	7.9	11.8	14.1	20.9
Don't Know	8.1	2.8	7.6	10.3	8.7	4.8	3.7
Public library availability of wireless Internet access:							
Currently available	76.4	83.0	81.9	70.5	77.2	71.9	73.2
Plan to make available within the next year . . .	9.2	8.1	7.6	10.7	9.1	9.2	17.7

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. ⁴ Less than 1 percent.

Source: Center for Library and Information Innovation, College of Information Studies, University of Maryland, College Park, MD, *Public Libraries and the Internet 2009: Survey Results and Findings*, by John Carlo Bertot, et al., University of Maryland, College Park, MD. Study funded by the American Library Association.

Table 1118. Household Internet Usage In and Outside of the Home by Selected Characteristics: 2007

[As of October. Civilian noninstitutional population 16 years and older. Based on the Current Population Survey. Householder refers to the person (or one of the persons) in whose name the housing unit is owned or rented (maintained) or, if there is no such person, any adult member, excluding roomers, boarders, or paid employees. If the house is owned or rented jointly by a married couple, the householder may be either the husband or the wife. The person designated as the householder is the "reference person" to whom the relationship of all other household members, if any, is recorded]

Characteristics	Total households	In the home			Anywhere		No internet use	
		Percent			Total households	Percent of total	Total households	Percent of total
		All household	Dial-up	Broadband				
All households	117,840	61.7	10.7	50.8	83,708	71.0	34,132	29.0
Age of householder								
Under 25 years old	7,028	57.7	5.6	51.9	5,238	74.5	1,791	25.5
25 to 34 years old	19,718	65.6	7.0	58.3	15,566	78.9	4,152	21.1
35 to 44 years old	22,854	71.8	10.1	61.4	18,862	82.5	3,992	17.5
45 to 54 years old	24,773	70.7	12.4	58.0	19,763	79.8	5,010	20.2
55 years and older	43,467	50.2	12.4	37.5	24,280	55.9	19,188	44.1
Sex of householder								
Male	59,871	65.3	10.6	54.4	43,985	73.5	15,887	26.5
Female	57,969	58.0	10.8	47.0	39,723	68.5	18,245	31.5
Race and ethnicity of householder ¹								
White	83,294	67.0	11.8	54.9	62,593	75.2	20,701	24.9
Black	14,303	44.9	8.4	36.4	8,433	59.0	5,870	41.0
American Indian/Alaskan Native	643	41.5	11.2	29.8	385	59.9	258	40.1
Asian	4,477	75.5	6.1	69.1	3,672	82.0	805	18.0
Hispanic	13,619	43.4	8.0	35.2	7,463	54.8	6,156	45.2
Educational attainment of householder								
Elementary	5,812	18.5	5.4	13.1	1,490	25.6	4,322	74.4
Some high school	9,264	28.2	7.4	20.5	3,542	38.2	5,721	61.8
High school diploma/GED	35,295	49.1	12.1	36.8	20,973	59.4	14,322	40.6
Some college	33,078	68.9	12.1	56.5	26,498	80.1	6,580	19.9
Bachelors degree or more	34,392	84.1	9.7	74.2	31,205	90.7	3,187	9.3
Family Income of householder ¹								
Less than \$15,000	13,939	82.7	18.5	63.9	5,433	120.9	8,506	179.1
\$15,000 to 24,999	10,848	76.2	20.2	55.7	5,468	100.3	5,382	99.7
\$25,000 to 34,999	11,650	50.9	11.2	39.7	7,565	64.9	4,085	35.1
\$35,000 to 49,999	13,718	65.7	14.4	51.0	10,723	78.2	2,995	21.8
\$50,000 to 74,999	17,101	80.2	13.8	66.0	15,151	88.6	1,949	11.4
\$75,000 to 99,999	9,872	88.6	11.4	76.8	9,326	94.5	546	5.5
\$100,000 to 149,000	8,481	92.1	8.0	83.7	8,118	95.7	363	4.3
\$150,000 and over	5,570	95.5	5.0	90.3	5,450	97.9	120	2.2

¹ Includes other groups not shown separately.

Table 1119. Household Internet Usage by Type of Internet Connection and State: 2007

[In percent. As of October. See headnote, Table 1118. Based on the Current Population Survey. See Appendix III]

State	Any-where	In the home			No Internet use	State	Any-where	In the home			No Internet use
		Total	Broad-band	Dial-up				Total	Broad-band	Dial-up	
U.S. . . .	71.0	61.7	50.8	10.7	29.0	MO	67.3	56.1	45.3	10.6	32.7
AL	60.6	49.8	37.4	12.4	39.4	MT	68.6	56.9	40.2	16.7	31.4
AK	84.3	73.4	62.5	10.4	15.8	NE	73.9	63.8	54.1	9.6	26.2
AZ	71.7	62.5	53.9	8.2	28.3	NV	73.4	65.4	54.4	10.6	26.6
AR	62.0	51.2	38.2	11.9	38.0	NH	80.6	74.9	64.9	9.9	19.4
CA	73.6	66.1	56.4	9.4	26.4	NJ	74.1	68.4	57.1	11.3	25.9
CO	78.9	69.1	58.0	10.8	21.1	NM	67.4	54.8	43.2	11.2	32.6
CT	73.4	66.3	59.7	6.4	26.6	NY	68.0	61.5	54.1	7.3	32.0
DE	72.8	65.7	50.4	14.9	27.3	NC	67.8	56.8	47.1	9.5	32.2
DC	74.7	58.9	52.0	6.6	25.3	NC	72.6	59.3	48.7	10.4	27.4
FL	69.7	64.8	53.2	11.0	30.3	OH	69.1	58.6	48.8	9.5	30.9
GA	72.0	61.7	53.9	7.7	28.1	OK	63.7	53.1	38.8	14.0	36.3
HI	72.5	64.1	57.6	5.9	27.5	OR	75.3	68.2	57.5	10.3	24.7
ID	69.9	57.9	45.6	12.0	30.1	PA	69.3	60.1	47.7	12.1	30.7
IL	73.4	63.0	51.6	11.0	26.6	RI	72.5	66.1	59.3	6.6	27.5
IN	68.0	58.1	42.3	15.6	32.0	SC	66.8	54.7	39.1	15.3	33.3
IA	73.6	62.4	46.8	15.5	26.4	SD	73.6	60.8	47.5	13.2	26.4
KS	76.7	62.8	55.2	7.2	23.3	TN	65.9	53.5	41.6	11.9	34.2
KY	66.7	54.9	40.0	14.4	33.3	TX	68.1	57.3	47.6	9.6	31.9
LA	63.2	53.9	42.9	11.0	36.9	UT	82.0	69.5	59.3	10.0	18.0
ME	74.5	65.1	48.4	16.5	25.5	VT	79.4	70.2	46.8	21.8	20.6
MD	76.8	66.4	56.1	9.9	23.2	VA	75.0	68.0	53.3	14.6	25.0
MA	72.9	66.4	61.1	5.2	27.1	WA	81.7	71.6	58.4	12.6	18.3
MI	70.7	58.5	45.9	12.5	29.3	WV	58.2	49.1	32.7	16.1	41.8
MN	78.6	66.6	53.0	13.4	21.4	WI	76.6	65.0	52.6	12.3	23.4
MS	59.7	46.0	33.2	12.5	40.3	WY	76.4	61.4	50.4	10.9	23.6

Source: U.S. Department of Commerce, *National Telecommunications and Information Administration, Networked Nation: Broadband in America 2007*, (published January 2008). See also <<http://www.ntia.doc.gov/reports/2008/NetworkedNation.html>>.

Table 1120. Internet Access and Usage: 2008

[For persons 18 years old and over (223,672 represents 223,672,000). 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 adults¹ (1,000)	223,672	190,646	160,757	85,342	160,093	141,444	72,841
PERCENT DISTRIBUTION							
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Age:							
18 to 34 years old	30.65	33.02	31.57	33.03	35.88	33.97	32.72
35 to 54 years old	38.71	41.21	43.03	50.69	42.71	43.84	51.66
55 years old and over	30.64	25.77	25.40	16.29	21.41	22.20	15.62
Sex:							
Male	48.30	48.44	49.03	50.62	47.84	48.15	50.42
Female	51.70	51.56	50.97	49.38	52.16	51.85	49.58
Census region: ²							
Northeast	18.62	19.05	19.97	19.48	19.31	19.96	19.34
Midwest	22.28	22.32	21.64	21.27	21.93	21.59	20.66
South	36.59	36.09	35.04	36.39	35.59	34.75	36.18
West	22.51	22.54	23.35	22.85	23.17	23.70	23.81
Household size:							
1 to 2 persons	47.19	43.74	41.85	41.48	42.34	41.84	41.82
3 to 4 persons	36.60	39.37	40.80	42.71	40.97	41.44	42.84
5 or more persons	16.22	16.89	17.34	15.81	16.70	16.72	15.34
Any child in household	41.45	44.21	45.11	46.90	45.67	45.58	46.98
Marital status:							
Single	25.21	25.90	23.73	23.80	27.24	25.21	23.16
Married	56.05	58.54	62.88	63.04	59.05	61.92	63.76
Other	18.74	15.57	13.39	13.16	13.71	12.87	13.08
Educational attainment:							
Graduated college plus	26.17	29.97	33.64	45.09	34.31	36.73	48.13
Attended college	27.18	29.81	30.51	31.03	31.94	31.73	30.74
Did not attend college	46.65	40.22	35.85	23.88	33.76	31.53	21.13
Employed full-time	53.47	58.25	59.77	86.62	62.16	61.56	87.73
Employed part-time	11.09	11.77	11.94	12.75	12.33	12.46	11.70
Household income:							
Less than \$50,000	43.41	36.55	29.99	19.79	31.24	27.89	17.76
\$50,000 to \$74,999	19.54	20.99	21.89	21.12	21.43	21.45	20.68
\$75,000 to \$149,999	26.95	30.72	34.45	40.79	33.88	35.86	42.12
\$150,000 or more	10.10	11.74	13.66	18.29	13.44	14.80	19.44

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

Source: Mediamark Research & Intelligence, LLC, New York, NY, *CyberStats*, fall 2008 (copyright); <<http://www.mriplus.com/site/index.aspx>>.

Table 1121. Adult Computer and Adult Internet Users by Selected Characteristics: 2000 to 2009

[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 landline telephones. In 2009, 2,253 persons were interviewed, including 651 cell phone users. The response rate for the landline sample was 20.6 percent and 18.2 percent for the cell sample. 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, 2008 and 2009 Internet users include those who at least occasionally use the Internet or send and receive e-mail]

Characteristic	Adult computer users				Adult Internet users				Adult broadband users, 2009
	2000	2005	2008	2009	2000	2005	2008	2009	
Total adults.	65	71	74	78	53	69	73	79	63
Age:									
18 to 29 years old	82	83	90	88	72	82	90	92	77
30 to 49 years old	76	81	86	87	62	80	85	87	72
50 to 64 years old	61	72	70	78	48	68	70	79	61
65 years old and over	21	31	35	42	15	28	35	42	30
Sex:									
Male	66	72	74	78	56	70	73	81	64
Female	64	70	74	77	51	67	73	77	63
Race/ethnicity:									
White, non-Hispanic	66	72	75	78	55	70	75	79	65
Black, non-Hispanic	59	60	65	66	42	54	59	67	46
English-speaking Hispanic	64	75	77	84	48	73	80	84	68
Educational attainment:									
Less than high school	28	36	46	47	19	35	44	50	30
High school graduate ¹	56	63	65	67	41	59	63	69	52
Some college	80	81	83	89	69	80	84	88	71
College graduate or higher	88	90	92	94	79	88	91	94	83
Annual household income:									
Less than \$30,000	48	52	55	56	35	50	53	60	42
\$30,000 to \$49,999	74	76	78	82	61	74	76	80	62
\$50,000 to \$74,999	85	88	84	93	74	86	85	94	80
\$75,000 or more	90	92	95	95	81	91	95	95	85

¹ Includes those with a GED certificate.

Table 1122. Internet Activities of Adults by Type of Home Internet Connection: 2008 and 2009

[In percent. For Internet users 18 years old and over. For persons who have ever performed the activity. Based on telephone surveys of persons with land-line telephones, unless otherwise noted. In May 2008, 2,251 persons were interviewed. The response rate was 25 percent. In April 2009, 2,253 persons were interviewed, including 651 cell phone users. The response rate for the landline sample was 20.6 percent and 18.2 percent for the cell sample]

Activity	Survey date (month,year)	American adults performing activity	Internet users performing activity	Home broadband users performing activity
Send or read e-mail	April, 09	71	90	94
Use a search engine to find information	April, 09	69	88	91
Check weather reports and forecasts online	April, 09	60	76	81
Get news online.	April, 09	57	72	79
Buy a product online.	April, 09	59	75	80
Visit a local, state, or federal government Web site.	Nov, 08	44	59	64
Buy or make a reservation for travel	April, 09	52	66	71
Look for news or information about politics	April, 09	47	60	66
Do any banking online.	April, 09	45	57	65
Watch a video on a video-sharing site	April, 09	49	62	69
Look online for info about a job.	April, 09	41	52	54
Look for information on Wikipedia	Dec, 08	35	47	54
Send instant messages	Nov, 08	29	38	41
Get financial information online	April, 09	31	39	43
Use online classified ads or sites like Craig's List.	April, 09	39	49	53
Rate a product, service, or person.	April, 09	24	31	34
Use a social networking site.	April, 09	36	46	50
Participate in an online auction	April, 09	21	27	30
Look for religious or spiritual information online	April, 09	22	28	30
Download a podcast so you can listen to it or view it later	May, 08	14	19	22
Make a donation to a charity online	April, 09	15	19	23
Create or work on your own online journal or blog	Dec, 08	8	11	12

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

Table 1123. Typical Daily Internet Activities of Adult Internet Users: 2008 and 2009

[Percent of Internet users 18 years old and over. Represents persons who reported doing the activity “yesterday.” Based on telephone surveys of persons with landline telephones unless otherwise noted. In May 2008, 2,251 persons were interviewed. The response rate was 25 percent. In November 2008, 2,254 persons were interviewed. The response rate was 23 percent. In April 2009, 2,253 persons were interviewed, including 561 cell phone users. The response rate for the landline sample was 20.6 percent and 18.2 percent for the cell sample]

Activity	Survey date (month-year)	Total Internet users	Age				Sex	
			18 to 29 years old	30 to 49 years old	50 to 64 years old	65 years old and over	Male	Female
Send or read e-mail	April, 09	57	57	62	53	46	53	61
Use a search engine to find information	April, 09	50	56	56	41	30	51	49
Get news online	April, 09	38	35	44	37	28	42	35
Check weather reports and forecasts online .	April, 09	33	31	38	29	27	35	30
Look for news or information about politics . .	April, 09	25	24	27	28	20	32	19
Do any banking online	April, 09	24	24	30	19	14	25	24
Watch a video on a video-sharing site	April, 09	19	36	17	10	10	23	15
Use a social networking site	April, 09	27	51	28	10	4	23	31
Send instant messages.	Nov., 08	11	20	12	4	3	14	8
Visit a local, state or federal government Web site	Nov., 08	10	9	12	9	2	11	8
Get financial information online.	April, 09	12	6	14	13	15	16	8
Buy a product online	April, 09	8	9	8	7	6	9	7
Look online for information about a job	April, 09	9	16	10	5	1	9	10
Use online classified ads or sites	April, 09	9	12	11	6	3	12	7
Create or work on your own online journal or blog	Dec., 08	3	5	3	2	2	3	3
Buy or make a reservation for travel	April, 09	3	4	4	3	(Z)	3	3
Rate a product, service, or person	April, 09	3	3	2	3	5	4	2
Participate in an online auction.	April, 09	3	3	3	3	1	4	1
Download a podcast so you can listen to it or view it later	May, 08	3	6	3	2	1	3	3
Make a donation to a charity online.	April, 09	(Z)	1	1	(Z)	(Z)	(Z)	(Z)

Z Less than .05 percent.

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

Table 1124. Online News Consumption by Selected Characteristics: 2000 to 2009

[Percent of internet users 18 years old and over. Represents persons who report getting news online “ever” or “yesterday.” Based on telephone surveys of persons with landline telephones. In 2008, 2,251 persons were interviewed. The response rate was 25 percent. In April 2009, 2,253 persons were interviewed, including 561 cell phone users. The response rate for the landline sample was 20.6 percent and 18.2 percent for the cell sample]

Characteristic	“Ever” get news online			Got news online “yesterday”		
	2000	2008	2009	2000	2008	2009
Total adult Internet users . . .	60	73	72	22	39	38
Age:						
18 to 29 years old	56	73	74	16	41	35
30 to 49 years old	63	77	76	25	44	44
50 to 64 years old	57	72	71	25	35	37
65 years old and over	53	61	56	28	25	28
Sex:						
Male	66	75	73	29	48	42
Female	53	72	72	16	31	35
Race/ethnicity:						
White, non-Hispanic	60	73	73	23	41	40
Black, non-Hispanic	63	69	72	13	37	32
English-speaking Hispanic	57	69	67	23	31	34
Annual household income:						
Less than \$30,000	55	63	59	21	21	28
\$30,000 to \$49,999	57	73	69	20	33	33
\$50,000 to \$74,999	63	78	75	22	46	40
\$75,000 or more	69	79	84	31	53	53
Frequency of Internet use:						
Daily	66	83	81	33	52	50
Several times per week	59	59	59	17	15	13
Less Often	51	38	30	12	3	2

Source: Pew Internet & American Life Project Surveys from March 2000, April–May 2008, and April 2009; <<http://www.pewinternet.org/>>.