

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 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 beginning 1998 are based on the North American Industry Classification System (NAICS), 1997 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. The following URL contains detailed information about NAICS and provides a comparison of the SIC and 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 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 publicly 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*. Data on book production and prices are available from Information Today, Medford, NJ. The Book Industry Study Group, New York, NY, collects data on books sold and domestic consumer expenditures. Book purchasing data are from Ipsos, NPD, Inc., Rosemont, IL. Data on academic and public libraries are collected by the U.S. National Center for Education Statistics. Public library data are also gathered by Information Today, Medford, NJ, and the National Commission on Libraries and Information Science, Washington, DC.

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.

No. 1113. Information—Establishments, Receipts, Payroll, and Employees by Industry (1997 NAICS Basis): 1997 and 2002

[2002 preliminary. For establishments with payroll. (623,214 represents \$623,214,000,000). Based on the 1997 and 2002 Economic Censuses; See Appendix III]

Kind of business	1997 NAICS code ¹	Number of establishments	Receipts (mil. dol.)	Annual payroll (mil. dol.)	Paid employees (1,000)
Information: ²					
1997	51	114,475	623,214	129,482	3,066.2
2002	51	137,276	904,614	189,658	3,845.6
Publishing industries:					
1997	511	33,896	179,035	43,358	1,006.2
2002		32,239	235,300	64,064	1,132.4
Motion picture and sound recording industries:					
1997	512	22,204	55,926	9,392	276.0
2002	512	22,831	76,732	11,696	334.4
Broadcasting and telecommunications:					
1997	513	43,480	346,316	63,480	1,434.5
2002	513	57,277	499,061	83,690	1,740.4
Information services and data processing services: ²					
1997	514	14,895	41,937	13,252	349.5
2002	514	24,929	93,521	30,209	638.5

¹ North American Industry Classification System, 1997; see text, Section 15. ² 2002 data include enterprise support establishments, not included in 1997.

Source: U.S. Census Bureau, 2002 Economic Census, *Advance Report*, issued March 2004. See Internet site: <<http://www.census.gov/econ/census02/>>.

No. 1114. Information Sector Services—Estimated Revenue: 2000 to 2002

[In millions of dollars (852,886 represents \$852,886,000,000), except percent. For taxable and tax-exempt employer and nonemployer firms. Except as indicated, estimates adjusted to the results of the 1997 Economic Census]

Industry	1997 NAICS code ¹	2000	2001	2002	Percent change, 2001-02
Information industries	51	852,886	878,387	885,081	0.8
Publishing industries	511	233,935	233,625	232,869	-0.3
Newspaper, periodical, book, database, and other publishers ²					
51111	5111	145,774	142,445	143,435	0.7
51111	51111	51,711	47,357	47,731	0.8
51112	51112	40,314	39,765	39,341	-1.1
51113	51113	25,481	26,347	27,471	4.3
51114	51114	15,956	16,614	16,665	0.3
51119	51119	12,312	12,361	12,227	-1.1
5112	5112	88,161	91,180	89,434	-1.9
Motion picture and sound recording industries	512	69,378	70,525	75,672	7.3
Motion picture and video ³	5121	55,298	56,914	61,735	8.5
Motion picture and video production and distribution	51211, 12	40,045	41,207	45,707	10.9
Motion picture and video exhibition	51213	9,956	10,424	11,138	6.8
Sound recording ²	5122	14,080	13,609	13,937	2.4
Integrated record production/distribution	51222	10,908	10,270	10,466	1.9
Broadcasting and telecommunications	513	470,920	489,328	486,204	-0.6
Radio and television broadcasting	5131	52,992	48,149	52,256	8.5
Radio broadcasting	51311	15,001	13,922	15,069	8.2
Radio networks	513111	1,640	1,555	1,616	16.8
Radio stations	513112	13,361	12,367	13,253	7.2
Television broadcasting	51312	37,991	34,227	37,187	8.6
Cable networks and program distribution ²	5132	68,110	74,598	80,729	8.2
Cable and other program distribution	51321	20,906	21,899	24,073	9.9
51322	51322	47,203	52,698	56,566	7.5
Telecommunications ³	5133	349,819	366,581	353,220	-3.6
Wired telecommunications carriers	51331	266,018	262,921	240,134	-8.7
Wireless telecommunications carriers (except satellite) ²					
51332	51332	64,612	83,441	94,884	13.7
513321	513321	6,908	5,152	3,596	-30.2
513322	513322	57,705	78,288	91,289	16.6
51333	51333	9,042	8,838	8,806	-0.4
51334	51334	8,419	9,649	8,058	-16.5
Information services and data processing services	514	78,653	84,908	90,336	6.4
Information services ³	5141	35,813	36,779	36,397	-1.0
Libraries and archives	51412	1,289	1,267	1,368	8.0
Other information services	51419	32,452	33,458	33,020	-1.3
Online information services	514191	27,515	29,651	28,925	-2.4
Data processing services	5142	42,841	48,129	53,939	12.1

¹ North American Industry Classification System, 1997; see text, this section and Section 15. ² Estimates not adjusted to the 1997 Economic Census. ³ Includes other industries, not shown separately.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1115. Information Industries—Establishments, Employees, and Payroll: 2000 and 2001

[For establishments with payroll (3,545.7 represents 3,545,700.) Excludes most government employees, railroad employees, and self-employed persons]

Industry	1997 NAICS code ¹	Establishments (number)		Paid employees ² (1,000)		Annual payroll (mil. dol)	
		2000	2001	2000	2001	2000	2001
Information industries	51	133,590	137,293	3,545.7	3,754.7	209,394	207,124
Publishing industries	511	32,545	32,111	1,080.7	1,100.9	75,348	68,981
Newspaper, periodical, book, & database publishers	5111	21,946	21,758	749.2	747.6	31,258	32,026
Newspaper publishers	51111	8,586	8,540	412.6	414.0	14,216	14,747
Periodical publishers	51112	6,252	6,248	135.6	133.2	7,676	7,544
Book publishers	51113	2,661	2,698	87.2	89.7	4,310	4,803
Database & directory publishers	51114	1,370	1,394	46.2	45.1	2,418	2,328
Other publishers	51119	3,077	2,878	67.5	65.6	2,637	2,604
Greeting card publishers	511191	112	102	17.8	17.4	631	688
All other publishers	511199	2,965	2,776	49.7	48.2	2,006	1,916
Software publishers	5112	10,599	10,353	331.5	353.3	44,090	36,955
Motion picture & sound recording industries	512	22,899	22,782	304.2	297.1	11,736	11,986
Motion picture & video industries	5121	19,730	19,532	276.6	270.1	9,806	10,156
Motion picture & video production	51211	10,018	10,595	84.5	96.9	5,723	6,816
Motion picture & video distribution	51212	678	537	13.9	5.9	1,119	307
Motion picture & video exhibition	51213	5,884	5,353	144.0	132.7	1,130	1,189
Motion picture theaters (except drive-ins)	512131	5,593	5,050	142.3	130.9	1,107	1,162
Drive-in motion picture theaters	512132	291	303	1.7	1.7	23	26
Post production & other motion picture & video industries	51219	3,150	3,047	34.2	34.7	1,834	1,846
Teleproduction & other postproduction services	512191	2,816	2,702	29.7	30.2	1,591	1,589
Other motion picture & video industries	512199	334	345	4.5	4.6	243	257
Sound recording industries	5122	3,169	3,250	27.6	27.0	1,930	1,830
Record production	51221	276	270	1.1	1.2	55	73
Integrated record production/distribution	51222	310	305	9.0	8.8	1,100	1,043
Music publishers	51223	670	645	5.1	5.1	283	277
Sound recording studios	51224	1,516	1,621	8.1	8.4	327	313
Other sound recording industries	51229	397	409	4.3	3.5	166	123
Broadcasting & telecommunications	513	54,971	59,675	1,631.8	1,777.0	88,766	93,960
Radio & television broadcasting	5131	8,492	9,234	253.6	269.4	12,292	12,740
Radio broadcasting	51311	6,442	7,297	121.5	142.7	4,841	5,381
Radio networks	513111	334	359	9.3	12.2	516	375
Radio stations	513112	6,108	6,938	112.1	130.5	4,325	5,006
Television broadcasting	51312	2,050	1,937	132.2	126.7	7,451	7,359
Cable networks & program distribution	5132	5,270	6,692	212.7	245.4	10,084	11,730
Cable networks	51321	689	887	39.1	41.0	2,654	2,964
Cable & other program distribution	51322	4,581	5,805	173.6	204.4	7,430	8,767
Telecommunications	5133	41,209	43,749	1,165.5	1,262.2	66,389	69,490
Wired telecommunications carriers	51331	26,223	27,509	870.2	905.5	49,010	50,210
Wireless telecommunications carriers (except satellite)	51332	10,424	11,610	202.5	256.6	11,027	13,368
Paging	513321	4,098	3,900	72.4	72.5	3,396	3,488
Cellular & other wireless telecommunications	513322	6,326	7,710	130.1	184.1	7,631	9,880
Telecommunications resellers	51333	2,458	2,475	54.6	59.9	3,342	3,218
Satellite telecommunications	51334	728	737	21.3	21.3	1,680	1,492
Other telecommunications	51339	1,379	1,418	16.9	18.9	1,330	1,202
Information services & data processing services	514	23,175	22,725	529.0	579.6	33,544	32,197
Information services	5141	14,139	13,437	232.5	262.1	19,023	16,709
News syndicates	51411	567	540	11.3	12.2	648	680
Libraries & archives	51412	2,754	2,725	33.8	36.1	679	920
Other information services	51419	10,818	10,172	187.4	213.7	17,696	15,109
Online information services	514191	10,257	9,608	177.3	202.1	15,690	14,410
All other information services	514199	561	564	10.1	11.6	2,006	700
Data processing services	5142	9,036	9,288	296.6	317.5	14,521	15,488

¹ North American Industry Classification System, 1997; see text this section. ² For employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, County Business Patterns; 2001 data published 10 April 2003; <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1116. Gross Domestic Income in Information Technologies (IT) Industries: 1999 to 2003

[In millions of dollars (821,683 represents \$821,683,000,000), except as noted]

Industry	1997 NAICS ¹ code	1999	2000	2001	2002 est.	2003 est.
Total IT-Producing Industries	(X)	821,683	877,813	828,911	831,573	871,875
Percent share of the economy	(X)	8.8	8.8	8.1	7.9	7.9
Hardware	(X)	252,207	244,132	189,362	189,261	208,209
Computers and equipment, calc. machines	(2)	62,263	54,967	46,390	43,700	46,234
Computers and equipment wholesale sales	441430opt.	77,212	72,212	58,796	55,401	58,614
Computer and equipment retail sales	443120opt.	6,431	6,410	5,581	5,785	6,121
Electron tubes	334411	1,758	1,362	1,181	1,324	1,562
Printed circuit boards	334412	5,557	6,627	4,732	5,307	6,259
Semiconductors	334413	68,022	67,897	44,118	49,485	58,360
Passive electronic components	334414,5,6,9	12,658	14,779	11,037	12,380	14,600
Industrial instruments for measurement	334513	4,581	4,802	4,567	4,138	4,242
Instruments for measuring electricity	334515	9,010	10,347	8,237	7,462	7,650
Laboratory analytical instruments	334516	4,715	4,730	4,723	4,279	4,387
Software and services ³	(X)	278,275	316,600	320,336	323,652	328,798
Computer programming services	541511	56,405	63,262	61,145	61,818	62,693
Prepackaged software	5112,334611	69,063	75,961	77,709	78,564	80,201
Computer integrated system design	541512	66,115	75,137	73,733	74,544	75,600
Computer processing, data preparation	5142	30,029	33,603	37,850	38,266	38,809
Information retrieval services	51419	16,354	25,313	26,156	26,443	26,818
Computer services management	541513	11,883	12,780	14,891	15,055	15,268
Office equipment rental and leasing	532420	7,292	7,847	6,636	6,708	6,804
Computer maintenance and repair	811212	8,480	8,494	8,652	8,747	8,871
Computer related services, n.e.c. ⁴	541519	7,497	9,330	9,548	9,653	9,790
Communications hardware ³	(X)	60,625	67,262	54,890	46,601	43,452
Telephone equipment, exc. ext. modems	334210	32,745	35,843	28,005	23,776	22,087
Radio & TV communications equipment	334220, 90	23,123	26,757	22,752	19,316	17,944
Communications services	(X)	230,576	249,820	264,323	272,058	291,597
Telephone and telegraph communications	5133	193,700	208,000	218,500	224,846	240,980
Cable and other pay TV services	5132	36,876	41,820	45,823	47,212	50,617

X Not applicable. ¹ North American Industry Classification System, 1997; see text, Section 15.
² NAICS 334111,2,3,9,334418pt.,333311,.3pt. ³ Includes industries not shown separately. ⁴ N.e.c. means not elsewhere classified.

No. 1117. Information Technologies (IT)—Employment and Wages: 2000 to 2002

[110,996 represents 110,996,000]

Industry	2002 NAICS ¹ code	Employment (1,000)			Annual wages per worker (dol.)	
		2000	2001	2002	2001	2002
Total private	(X)	110,996	110,707	108,886	36,160	36,520
IT producing industries	(X)	5,381.6	5,350.4	4,779.0	68,330	67,440
Total computer hardware ²	(X)	1,679.6	1,596.4	1,376.4	69,160	68,740
Electronic computers	334111	168.6	159.3	138.4	95,050	93,020
Computer and software wholesalers	423430	298.4	280.0	251.4	88,530	84,840
Computer and software retailers	443120	191.4	178.9	162.0	53,700	52,870
Bare printed circuit boards	334412	139.5	120.2	83.9	38,680	40,020
Semiconductors and related devices	334413	289.2	292.1	254.8	78,820	75,780
Printed circuit assemblies	334418	64.4	60.8	51.2	47,950	48,010
Miscellaneous electronic components	334415,6,9	121.7	115.1	96.2	43,990	43,820
Industrial process variable instruments	334513	70.1	67.4	61.2	52,290	53,500
Electricity and signal testing instruments	334515	65.8	65.1	54.8	70,240	73,900
Total software and computer services ²	(X)	2,127.5	2,160.8	1,961.0	75,520	72,940
Software publishers	511210	260.6	268.9	256.0	104,810	99,440
Data processing and related services	518210	315.7	316.8	305.3	55,650	55,820
Custom computer programming services	541511	540.0	562.9	511.8	77,540	76,080
Computer systems design services	541512	502.9	520.3	462.4	75,950	75,070
Computer facilities management services	541513	64.9	64.6	58.4	63,620	60,770
Total communications equipment ²	(X)	322.0	301.5	248.4	63,420	65,390
Telephone apparatus	334210	106.5	97.2	70.6	70,740	72,940
Broadcast and wireless communications equipment	334220	107.3	102.5	89.1	61,240	63,010
Audio and video equipment	334310	52.1	47.4	41.6	46,790	48,850
Total communications services ²	(X)	1,252.5	1,291.8	1,193.1	56,390	57,220
Wired telecommunications carriers	517110	719.2	732.2	662.4	59,270	60,810
Telecommunications resellers	517310	213.6	214.1	185.7	55,110	56,790
Cable and other program distribution	517510	123.0	129.2	128.0	42,560	43,430

X Not applicable. ¹ North American Industry Classification System, 2002; see text, Section 15.
² Includes other industries, not shown separately.
 Source of tables 1116 and 1117: U.S. Department of Commerce, Economics and Statistics Administration, *The Digital Economy 2003*, December 2003. See Internet site: <<http://www.esa.doc.gov/DigitalEconomy2003.cfm>>.

No. 1118. Communications Industry—Finances: 1999 to 2002

[In millions of dollars (242,512 represents \$242,512,000,000). Covers 299 publicly reporting media and communications companies with revenues of over \$1 million in 12 media and communication industry segments. Minus sign (-) indicates loss]

Industry	Revenue				Operating income			
	1999	2000	2001	2002	1999	2000	2001	2002
Total	242,512	280,506	288,670	308,597	27,831	30,707	12,393	-14,243
Advertising, marketing services and specialty media ¹	39,546	45,016	46,422	47,250	7,624	7,347	7,481	7,570
Marketing services holding companies	22,011	24,656	25,640	26,389	2,403	3,052	2,281	2,221
Telephone directory publishing	10,275	10,654	10,978	10,936	4,907	4,567	4,919	4,696
Specialty media	2,716	3,084	3,310	3,340	331	422	430	350
Broadcast television	27,119	31,902	31,660	34,318	4,815	6,126	4,850	5,660
Television network companies	20,430	24,282	24,674	26,697	2,956	3,892	3,411	3,498
Television station broadcasters	6,689	7,620	6,986	7,622	1,859	2,234	1,439	2,162
Cable and satellite television	40,343	54,091	62,734	69,068	981	4,638	-7,418	-12,296
Cable and satellite providers	27,882	39,640	46,942	52,166	-825	4,436	-7,944	-12,308
Cable and satellite networks	12,461	14,451	15,792	16,901	1,806	202	526	13
Radio broadcasting	5,729	8,024	10,212	10,824	1,276	1,293	368	3,605
Entertainment	47,367	49,166	45,742	52,408	3,119	2,023	1,400	2,459
Filmed entertainment	28,137	28,707	29,167	32,935	1,203	1,247	1,187	2,292
Recorded music	10,639	11,404	9,315	9,995	434	34	-341	-1,138
Consumer Internet	6,685	10,872	11,574	12,381	-714	835	-490	-33,135
Internet service providers	5,581	8,640	9,912	10,491	-176	1,632	2,280	-32,623
Newspaper publishing	24,418	25,440	23,905	23,703	5,374	5,419	4,010	5,005
Consumer book publishing	4,355	4,531	4,837	4,861	262	484	547	495
Consumer magazine publishing	8,644	8,634	8,867	9,441	345	226	381	1,278
Business-to-business communications	2,370	2,545	2,272	1,999	18	374	5	-192
Professional, educational and training media	12,018	13,683	12,030	13,505	1,236	1,379	969	1,516
Professional and educational media	8,084	9,162	6,738	7,455	991	1,223	726	1,131
Business information services ¹	23,917	26,604	28,417	28,837	3,495	563	290	3,791
Financial information	13,676	14,684	15,463	15,812	2,619	2,360	2,656	2,585
Healthcare information	3,861	4,564	4,829	5,027	174	-2,220	-2,388	549

¹ Includes other industries, not shown separately.

No. 1119. Media Usage and Consumer Spending: 1999 to 2007

[Estimates of time spent were derived using rating data for television, cable and satellite television and radio, survey research and consumer purchase data (units, admissions, access) for books, home video, Internet, interactive TV, magazines, movies in theaters, newspapers, recorded music, and video games. Adults 18 and older were the basis for estimates for television, cable & satellite television, daily newspapers, consumer books, consumer magazines, home video and interactive TV. Persons 12 and older were the basis for estimates for radio, recorded music, movies in theaters, video games and consumer Internet]

Item	1999	2000	2001	2002	2003, proj.	2004, proj.	2005, proj.	2006, proj.	2007, proj.
HOURS PER PERSON PER YEAR									
Total	3,444	3,505	3,534	3,599	3,660	3,732	3,789	3,811	3,874
Television	1,588	1,640	1,672	1,701	1,726	1,749	1,770	1,763	1,785
Broadcast TV	867	865	828	786	778	773	772	756	759
Network stations ¹	706	805	766	724	715	711	709	693	697
Independent stations ¹	162	61	62	62	62	62	63	63	63
Cable & satellite TV	720	774	844	914	949	976	999	1,007	1,026
Basic cable and satellite TV ¹	617	638	697	758	789	812	830	834	845
Premium cable and satellite TV ¹	103	137	147	156	159	164	168	173	180
Satellite radio	939	945	953	994	1,013	1,046	1,068	1,074	1,098
Box office	13	12	13	14	13	13	14	14	14
Home video ^{2,3}	55	57	60	58	67	73	83	91	98
Interactive TV ⁴	1	2	2	2	2	3	4	4	5
Recorded music ²	281	258	229	201	188	179	166	163	152
Video games ²	53	59	60	67	75	84	90	98	109
Consumer Internet	80	107	136	154	169	182	193	205	216
Daily newspapers ²	183	180	177	176	173	171	171	169	168
Consumer books ²	119	109	106	109	110	107	109	109	108
Consumer magazines ²	134	135	128	125	123	122	122	121	119
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total	611.17	632.83	673.38	721.03	764.83	809.44	851.44	895.26	941.07
Television	177.67	187.93	202.73	222.20	235.52	249.18	258.74	271.55	283.09
Cable and satellite TV	177.67	187.93	202.73	222.20	235.52	249.18	258.74	271.55	283.09
Basic cable & satellite networks ¹	132.60	144.24	155.16	170.47	181.12	192.68	198.98	208.18	217.96
Premium cable & satellite services	45.08	43.70	47.57	51.73	54.41	56.51	59.77	63.37	65.13
Satellite radio ²	-	-	-	0.07	0.52	1.40	2.98	4.82	6.47
Box office	32.15	32.75	35.45	39.68	39.35	41.07	43.99	46.46	50.26
Home video ^{2,3}	95.17	100.72	108.40	113.88	126.86	136.38	147.92	156.86	169.02
Interactive TV ⁴	2.14	2.38	2.90	3.47	4.72	6.21	7.43	8.34	9.53
Recorded music ²	62.95	61.24	57.92	52.58	50.23	47.62	45.21	44.40	41.06
Video games ²	26.34	25.89	26.89	30.47	34.95	39.14	42.45	46.48	51.58
Consumer Internet	40.55	49.64	68.70	84.73	97.76	110.46	122.67	134.25	145.26
Daily newspapers ²	52.63	52.48	52.84	53.35	53.22	54.02	54.61	55.15	56.06
Consumer books ²	87.34	86.13	84.45	87.89	90.07	91.26	92.27	93.80	95.62
Consumer magazines ²	47.98	47.70	46.96	42.01	46.43	47.91	48.55	48.54	48.66

- Represents zero. ¹ UPN, WB, and PAX affiliates included in network-affiliated stations, superstations included in basic cable, and pay-per-view included in premium service. ² Does not include Internet-related use of traditional media. Some examples include: listening to downloaded music directly on the computer or from a burned disc on an MP3 player, reading a downloaded e-book, listening to a radio station transmitted by a Windows media player, and reading a Web-based newspaper article. Such activities are included in the time spent data under consumer Internet, although the media content was originally provided on a traditional medium. ³ Playback of prerecorded VHS cassettes and DVDs only. ⁴ Video-on-demand (VOD) only. Personal video recorders (PVRs) included in total TV.

Source of tables 1118 and 1119: Veronis Suhler Stevenson, New York, NY, *Communications Industry Forecast & Report*, annual (copyright).

No. 1120. Utilization of Selected Media: 1970 to 2002

[62.0 represents 62,000,000]

Item	Unit	1970	1980	1990	1995	1997	1998	1999	2000	2001	2002
Households with—											
Telephone service ¹	Percent	87.0	93.0	93.3	93.9	93.9	94.1	94.0	94.6	94.6	95.5
Radio ²	Millions	62.0	78.6	94.4	98.0	98.0	(NA)	(NA)	(NA)	(NA)	(NA)
Percent of total households	Percent	98.6	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.1	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6	(NA)
Television ³	Millions	59	76	92	95	97	98	99	101	102	106
Percent of total households	Percent	95.3	97.9	98.2	98.3	98.4	98.3	98.2	98.2	98.2	98.2
Television sets in homes	Millions	81	128	193	217	229	235	240	245	248	254
Average number of sets per home	Number	1.4	1.7	2.0	2.3	2.4	2.4	2.4	2.4	2.4	2.4
Color set households	Millions	21	63	90	94	97	98	99	101	102	105
Cable television ⁴	Millions	4	15	52	60	64	66	67	69	69	73
Percent of TV households	Percent	6.7	19.9	56.4	63.4	66.5	67.2	67.5	68.0	68.0	69.4
VCRs ⁴	Millions	(NA)	1	63	77	82	83	84	86	88	96
Percent of TV households	Percent	(NA)	1.1	68.6	81.0	84.2	84.6	84.6	85.1	86.2	91.2
Commercial radio stations: ²											
AM	Number	4,323	4,589	4,987	4,909	4,762	4,793	4,783	4,685	4,727	4,804
FM	Number	2,196	3,282	4,392	5,296	5,542	5,662	5,766	5,892	6,051	6,161
Television stations: ⁵ Total	Number	862	1,011	1,442	1,532	1,564	1,589	1,615	1,663	1,686	1,714
Commercial	Number	677	734	1,092	1,161	1,195	1,221	1,243	1,288	1,309	1,333
VHF	Number	501	516	547	562	555	561	561	567	572	581
UHF	Number	176	218	545	599	640	660	682	721	737	752
Cable television: ⁶											
Systems ⁶	Number	2,490	4,225	9,575	11,218	10,950	10,845	10,700	10,243	9,924	9,339
Households served ⁷	Millions	4.5	17.7	54.9	63.0	65.9	67.0	74.9	76.5	79.5	85.5
Daily newspaper circulation ⁸	Millions	62.1	62.2	62.3	58.2	56.7	56.2	56.0	55.8	55.6	55.2

NA Not available. ¹ For occupied housing units, 1970 and 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, *1970 and 1980 Census of Housing*, vol. 1; thereafter Federal Communications Commission, *Trends in Telephone Service*, annual. ² 1970-1995 as of December 31. Source: M Street Corp. as reported by Radio Advertising Bureau New York, NY, through 1990, Radio Facts, annual (copyright); 1995, Radio Marketing Guide and Fact Book for Advertisers, annual (copyright). Number of stations on the air compiled from Federal Communications Commission reports. Beginning 1997, Federal Communications Commission, unpublished data as of Sept. 30. See Internet site <<http://www.fcc.gov/mb/audio/totals->>. ³ 1970, as of September of prior year; all other years as of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). ⁴ As of February. Excludes Alaska and Hawaii. Source: See footnote 3. ⁵ Source: Beginning 1997, Federal Communications Commission, unpublished data. See Internet site <<http://www.fcc.gov/mb/audio/totals->>. 1997 and 1998 as of December; beginning 1999, as of September. For prior years data, see footnote 3. ⁶ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). ⁷ Source: Nielsen Media Research, New York, NY, (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.

No. 1121. Multimedia Audiences—Summary: 2003

[In percent, except total (206,900 represents 206,900,000). 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	206,900	94.3	83.3	76.6	84.2	79.8	59.8
18 to 24 years old	27,172	93.0	77.0	73.3	90.0	74.8	73.1
25 to 34 years old	38,085	93.0	81.4	76.1	91.3	77.4	71.9
35 to 44 years old	44,563	93.1	82.2	77.5	90.3	80.8	68.5
45 to 54 years old	38,789	94.2	84.9	78.8	85.3	82.0	66.2
55 to 64 years old	24,854	96.0	86.2	81.0	81.6	81.9	53.6
65 years old and over	33,437	97.2	87.8	72.5	64.1	81.4	20.9
Male	99,258	94.6	83.5	76.9	85.9	80.0	60.6
Female	107,642	94.0	83.0	76.3	82.7	79.7	59.1
White	173,897	94.1	83.2	77.6	84.6	79.8	60.8
Black	24,218	96.4	86.0	71.4	84.0	83.4	48.2
Asian	5,366	90.5	75.7	68.3	78.5	69.8	76.4
Other	3,419	92.4	78.8	72.3	78.3	75.0	67.9
Spanish speaking ³	25,792	94.4	81.4	69.9	85.9	64.7	47.4
Not high school graduate	34,784	94.0	81.3	64.7	74.0	61.7	21.1
High school graduate	66,320	95.4	85.4	78.3	83.0	79.8	45.8
Attended college	56,111	94.2	83.0	79.2	88.2	83.8	74.9
College graduate	49,685	92.9	82.0	79.5	88.7	88.1	88.5
Employed:							
Full time	110,707	93.6	82.5	79.5	91.0	81.8	72.0
Part time	21,788	93.1	81.3	76.4	88.8	80.5	70.0
Not employed	74,405	95.6	84.9	72.3	72.9	76.7	38.7
Household income:							
Less than \$10,000	12,433	91.3	78.7	55.3	69.1	63.3	24.4
\$10,000 to \$19,999	21,824	95.8	84.4	63.5	73.4	69.4	26.0
\$20,000 to \$29,999	23,668	94.3	83.3	62.9	79.0	74.2	37.1
\$30,000 to \$34,999	11,797	94.4	83.6	70.4	79.8	75.5	45.9
\$35,000 to \$39,999	11,209	95.3	83.9	73.5	83.1	78.5	52.1
\$40,000 to \$49,999	20,895	94.6	83.4	76.6	87.6	81.0	58.4
\$50,000 or more	104,874	94.1	83.4	84.7	89.4	85.7	78.9

¹ In the past 7 days. ² In the last 30 days. ³ English-capable household. Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences*, fall 2003 (copyright).

No. 1122. Newspapers and Periodicals—Number by Type: 1980 to 2002

[Data refer to year of compilation of the directory cited as the source, i.e., generally to year preceding year shown. Data for 1995 and prior years include Canada and Mexico]

Type	1980	1985	1990	1995	1997	1998	1999	2000	2001	2002
Newspapers ¹	9,620	9,134	11,471	12,246	10,042	10,504	10,530	10,696	10,739	10,855
Semiweekly	537	517	579	705	558	557	560	558	573	555
Weekly	7,159	6,811	8,420	9,011	7,191	7,267	7,471	7,594	7,622	7,440
Daily	1,744	1,701	1,788	1,710	1,582	1,461	1,647	1,661	1,656	1,507
Periodicals ¹	10,236	11,090	11,092	11,179	8,530	12,448	11,751	13,019	13,878	13,846
Weekly	1,716	1,367	553	513	350	382	366	402	407	393
Monthly	3,985	4,088	4,239	4,067	3,067	3,378	3,204	3,572	3,636	3,605
Bimonthly	1,114	1,361	2,087	2,568	1,943	2,184	2,034	2,294	2,358	2,328
Quarterly	1,444	1,759	2,758	3,621	2,893	3,386	3,158	3,578	3,814	3,826

¹ Includes other items not shown separately.

Source: Gale Group, Farmington Hills, MI, *Gale Directory of Publications and Broadcast Media*, annual (copyright).

No. 1123. Newspaper, Periodical, Database and Directory Publishers—Estimated Revenue, Printing Expenses and Inventories: 2000 to 2002

[In millions of dollars (51,507 represents \$51,507,000,000). For taxable and tax-exempt employer firms. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997; see text, this section and Section 15]

Item	Newspaper publishers (NAICS 51111)			Periodical publishers (NAICS 51112)			Database and directory publishers (NAICS 51114)		
	2000	2001	2002	2000	2001	2002	2000	2001	2002
Revenue¹	51,507	47,153	47,524	39,834	39,266	38,844	16,657	16,512	15,564
Print	(NA)	42,134	42,099	(NA)	31,033	30,404	(NA)	11,856	11,748
Subscription and sales	(NA)	9,314	9,436	(NA)	13,073	12,971	(NA)	693	622
Advertising	(NA)	32,820	32,664	(NA)	17,960	17,434	(NA)	11,162	11,126
Internet	(NA)	410	597	(NA)	1,302	1,333	(NA)	433	(S)
Subscription and sales	(NA)	(S)	(S)	(NA)	888	928	(NA)	(S)	(S)
Advertising	(NA)	303	466	(NA)	(S)	(S)	(NA)	192	(S)
Contract printing	(NA)	1,770	1,749	(NA)	922	690	(NA)	201	(S)
Distribution of flyers, inserts, etc.	(NA)	930	1,020	(NA)	105	118	(NA)	(NA)	(NA)
Graphic design services	(NA)	(S)	(S)	(NA)	(S)	(S)	(NA)	(NA)	(NA)
Sales or licensing of rights of content	(NA)	69	45	(NA)	221	240	(NA)	98	(S)
Rental or sales of mailing lists	(NA)	13	(S)	(NA)	160	168	(NA)	1,051	1,162
Publishing services for others	(NA)	11	12	(NA)	339	(S)	(NA)	31	29
Expenses: Purchased printing	3,352	2,639	2,412	4,981	4,426	4,246	1,112	1,229	(S)
Inventories at end of year	786	748	717	1,340	1,634	1,671	398	374	(S)
Finished goods and work-in-process	51	63	80	879	1,223	1,252	370	355	(S)
Materials, supplies, fuel, etc.	736	685	636	462	411	419	(S)	19	(S)

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

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02 and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1124. Daily and Sunday Newspapers—Number and Circulation: 1970 to 2003

[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	1998	1999	2000	2001	2002	2003
NUMBER												
Daily: Total ¹	1,748	1,756	1,745	1,676	1,611	1,533	1,489	1,483	1,480	1,468	1,457	1,456
Morning	334	339	387	482	559	656	721	736	766	776	777	787
Evening	1,429	1,436	1,388	1,220	1,084	891	781	760	727	704	692	680
Sunday	586	639	736	798	863	888	898	905	917	913	913	917
CIRCULATION (mil.)												
Daily: Total ¹	62.1	60.7	62.2	62.8	62.3	58.2	56.2	56.0	55.8	55.6	55.2	55.2
Morning	25.9	25.5	29.4	36.4	41.3	44.3	45.6	46.0	46.8	46.8	46.6	46.9
Evening	36.2	35.2	32.8	26.4	21.0	13.9	10.5	10.0	9.0	8.8	8.6	8.3
Sunday	49.2	51.1	54.7	58.8	62.6	61.5	60.1	59.9	59.4	59.1	58.8	58.5
PER CAPITA CIRCULATION²												
Daily: Total ¹	0.30	0.28	0.27	0.26	0.25	0.22	0.20	0.20	0.20	0.20	0.19	0.19
Morning	0.13	0.12	0.13	0.15	0.17	0.17	0.17	0.16	0.17	0.16	0.16	0.16
Evening	0.18	0.16	0.14	0.11	0.08	0.05	0.04	0.04	0.03	0.03	0.03	0.03
Sunday	0.24	0.24	0.24	0.25	0.25	0.23	0.22	0.21	0.21	0.21	0.20	0.20

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

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

No. 1125. Daily Newspapers—Number and Circulation by Size of City: 1980 to 2003

[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 26 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	2003	1980	1990	1995	2000	2003
Morning dailies, total . . .	387	559	656	766	787	29,413	41,311	44,310	46,772	46,930
In cities of—										
1,000,001 or more	20	18	25	26	27	8,795	6,508	10,173	10,820	10,937
500,001 to 1,000,000	27	22	22	25	32	5,705	4,804	5,587	5,412	6,625
100,001 to 500,000	99	138	153	163	158	8,996	20,051	17,214	17,469	16,618
50,001 to 100,000	75	100	138	162	160	2,973	4,373	5,602	5,887	5,477
25,001 to 50,000	64	102	115	141	149	1,701	3,209	3,150	3,899	3,906
Less than 25,000	102	179	203	249	261	1,243	2,365	2,584	3,285	3,366
Evening dailies, total . . .	1,388	1,084	891	727	680	32,788	21,017	13,883	9,000	8,255
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	7	4,101	1,350	1,017	519	812
100,001 to 500,000	123	71	45	32	27	8,178	4,687	2,529	1,603	1,324
50,001 to 100,000	156	94	72	54	44	4,896	2,941	2,029	1,332	1,122
25,001 to 50,000	246	204	158	124	116	5,106	4,278	2,819	1,898	1,709
Less than 25,000	829	696	606	513	486	7,523	6,338	5,099	3,648	3,286

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

No. 1126. Daily and Sunday Newspapers—Number and Circulation, 1991 to 2002 and by State, 2003

[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	
	Num-ber	Circulation ¹		Num-ber	Net paid circula-tion (1,000)		Num-ber	Circulation ¹		Num-ber	Net paid circula-tion (1,000)
		Net paid (1,000)	Per capita ²					Net paid (1,000)	Per capita ²		
Total, 1991	1,586	60,687	0.24	875	62,068	Louisiana	26	698	0.16	21	770
Total, 1992	1,570	60,164	0.23	891	62,160	Maine	7	229	0.18	4	193
Total, 1993	1,556	59,812	0.23	884	62,566	Maryland	13	595	0.11	9	808
Total, 1994	1,548	59,305	0.23	886	62,294	Massachusetts	32	1,571	0.24	16	1,520
Total, 1995	1,533	58,193	0.22	888	61,529	Michigan	48	1,655	0.16	27	1,893
Total, 1996	1,520	56,983	0.21	890	60,798	Minnesota	25	864	0.17	15	1,155
Total, 1997	1,509	56,728	0.21	903	60,484	Mississippi	23	367	0.13	18	369
Total, 1998	1,489	56,182	0.20	898	60,066	Missouri	43	936	0.16	23	1,155
Total, 1999	1,483	55,979	0.20	905	59,894	Montana	11	186	0.20	7	185
Total, 2000	1,480	55,773	0.20	917	59,421	Nebraska	17	408	0.23	6	390
Total, 2001	1,468	55,578	0.19	913	59,090	Nevada	8	297	0.13	4	326
Total, 2002	1,457	55,186	0.19	913	58,780	New Hampshire	11	219	0.17	8	227
Total, 2003.	1,456	55,185	0.19	917	58,495	New Jersey	18	1,316	0.15	15	1,619
Alabama	24	631	0.14	20	708	New Mexico	18	280	0.15	13	286
Alaska	7	107	0.16	5	124	New York	59	6,985	0.36	38	5,494
Arizona	16	768	0.14	11	881	North Carolina	47	1,311	0.16	39	1,448
Arkansas	28	468	0.17	16	539	North Dakota	10	161	0.25	7	165
California	91	5,853	0.16	62	6,724	Ohio	84	2,324	0.20	41	2,607
Colorado	30	1,021	0.22	15	1,177	Oklahoma	43	623	0.18	36	764
Connecticut	17	685	0.20	13	793	Oregon	19	663	0.19	12	702
Delaware	2	133	0.16	2	165	Pennsylvania	82	2,656	0.21	41	3,065
District of Columbia	2	835	1.48	2	1,077	Rhode Island	6	220	0.20	3	266
Florida	40	3,029	0.18	37	3,839	South Carolina	16	614	0.15	14	704
Georgia	32	977	0.11	27	1,264	South Dakota	11	154	0.20	4	135
Hawaii	6	267	0.21	6	303	Tennessee	25	828	0.14	17	1,012
Idaho	12	206	0.15	8	228	Texas	84	2,851	0.13	81	3,772
Illinois	66	2,350	0.19	31	2,457	Utah	6	332	0.14	6	360
Indiana	68	1,266	0.20	25	1,253	Vermont	8	119	0.19	3	93
Iowa	37	601	0.20	12	620	Virginia	25	3,154	0.43	17	1,159
Kansas	43	410	0.15	14	369	Washington	23	1,077	0.18	17	1,227
Kentucky	23	583	0.14	14	620	West Virginia	20	337	0.19	12	346
						Wisconsin	35	877	0.16	18	1,068
						Wyoming	9	87	0.17	5	70

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).

No. 1127. Periodicals—Average Retail Prices: 2000 to 2004

[In dollars. Reflects prices for an annual subscription]

Subject	2000	2001	2002	2003	2004
Agriculture	519	546	583	638	714
Anthropology	244	237	259	291	319
Art and architecture	108	113	116	125	136
Astronomy	1,153	1,213	1,396	1,451	1,602
Biology	998	1,062	1,137	1,253	1,377
Botany	785	826	875	947	1,048
Business and economics	412	457	501	555	614
Chemistry	1,995	2,137	2,317	2,501	2,695
Education	248	275	301	330	371
Engineering and technology	1,076	1,170	1,274	1,377	1,491
Food science	787	855	898	969	1,080
General science	678	732	803	887	962
General works	82	84	88	99	116
Geography	592	633	711	774	859
Geology	789	846	906	982	1,071
Health sciences	702	758	812	889	975
History	116	124	131	148	166
Language and literature	107	115	124	138	153
Law	157	169	187	203	222
Library and information science	254	271	290	319	354
Math and computer science	881	946	1,010	1,080	1,171
Military and naval science	289	315	310	337	365
Music	80	83	92	100	106
Philosophy and religion	143	150	164	182	200
Physics	1,865	1,996	2,180	2,351	2,543
Political science	226	257	279	312	360
Psychology	306	336	368	399	446
Recreation	113	126	144	154	167
Sociology	274	306	336	371	422
Technology	958	1,044	1,140	1,241	1,350
Zoology	701	743	803	870	918

Source: Library Journal, New York, NY, *Library Journal*, April 15, 2004. (Copyright 2004, used with permission of Library Journal, a publication of Reed Business Information, a division of Reed Elsevier).

No. 1128. Quantity of Books Sold and Value of U.S. Domestic Consumer Expenditures: 2000 to 2004

[2,332 represents 2,332,000,000. 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]

Type of publication	Net publishers shipments ¹ (mil.)					Domestic consumer expenditures (mil. dol.)				
	2000	2001	2002	2003	2004, proj.	2000	2001	2002	2003	2004, proj.
Total	2,332	2,221	2,245	2,222	2,249	36,136	36,060	36,796	37,908	38,999
Trade	1,156	1,080	1,089	1,071	1,102	11,583	11,277	11,496	11,786	12,284
Adult	564	546	550	536	530	8,124	8,062	8,288	8,401	8,540
Hardback	279	265	267	266	263	4,754	4,650	4,914	4,989	5,079
Paperback	286	281	283	270	267	3,370	3,411	3,374	3,411	3,461
Juvenile	592	535	539	535	572	3,459	3,215	3,208	3,386	3,745
Hardback	234	175	177	184	194	2,126	1,644	1,601	1,762	1,926
Paperback	358	359	362	350	377	1,333	1,571	1,607	1,624	1,819
Mass market paperbacks— rack sized	421	407	411	406	404	2,935	2,911	2,967	2,998	3,052
Bookclubs	112	112	113	112	112	1,753	1,795	1,800	1,843	1,904
Hardback	36	36	37	37	37	1,387	1,418	1,420	1,454	1,502
Paperback	75	75	76	75	75	366	377	380	389	402
Mail order publications	68	54	55	56	54	577	491	510	531	531
Religious	133	136	138	138	137	2,783	2,913	2,970	3,208	3,260
Hardback	52	53	54	54	54	1,665	1,745	1,765	1,905	1,931
Paperback	81	83	84	84	84	1,118	1,168	1,205	1,303	1,329
Professional	187	169	170	171	171	6,340	5,858	6,104	6,295	6,446
Hardback	72	65	65	65	65	4,622	4,264	4,334	4,470	4,578
Paperback	116	104	105	106	106	1,718	1,593	1,770	1,825	1,869
University press	18	18	18	18	18	541	533	534	539	560
Hardback	6	5	5	5	5	263	258	262	264	271
Paperback	13	12	12	12	12	279	275	272	276	289
EI/II text	152	159	162	161	161	4,373	4,714	4,497	4,568	4,698
Hardback	58	61	62	57	62	2,383	2,565	2,445	2,281	2,554
Paperback	94	98	100	104	100	1,991	2,150	2,052	2,287	2,143
College text	83	86	88	89	89	4,265	4,571	4,899	5,086	5,236
Hardback	37	39	39	40	40	2,851	3,085	3,287	3,408	3,508
Paperback	46	48	49	49	49	1,414	1,486	1,612	1,678	1,727
Subscription reference	1	1	1	1	1	986	999	1,020	1,045	1,067

¹ Net, after returns.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends, 2004*, annual (copyright).

No. 1129. American Book Title Production: 2000 and 2002

[Data compiled from R.R. Bowker's Books in Print database. Includes the output of small presses and self publishers]

Subject	Total		Hardcover		Mass market ¹		Trade ²	
	2000	2002, prel.	2000	2002, prel.	2000	2002, prel.	2000	2002, prel.
Total	122,117	120,106	53,947	51,897	7,350	5,447	60,820	62,762
Agriculture	1,073	888	563	453	8	1	502	434
Art	4,980	4,483	2,447	2,195	19	23	2,514	2,265
Biography	3,899	5,052	2,017	2,444	96	74	1,786	2,534
Business	4,069	4,571	1,588	1,869	20	6	2,461	2,696
Education	3,379	3,658	1,107	1,202	15	32	2,257	2,424
Fiction	14,615	15,133	4,250	4,309	4,020	2,384	6,345	8,440
General works	1,318	1,470	639	699	12	19	667	752
History	7,931	6,827	4,137	3,122	36	47	3,758	3,658
Home economics	2,513	2,161	1,081	902	48	24	1,384	1,235
Juvenile	8,691	9,545	5,119	6,346	2,358	2,183	1,214	1,016
Language	2,535	2,420	1,143	936	35	66	1,357	1,418
Law	3,070	2,206	1,400	1,112	5	3	1,665	1,091
Literature	3,372	3,946	1,776	1,982	64	62	1,532	1,902
Medicine	6,235	5,949	2,845	2,652	77	41	3,313	3,256
Music	1,582	1,615	619	582	17	11	946	1,022
Philosophy, psychology	5,556	6,012	2,321	2,331	127	112	3,108	3,569
Poetry and drama	2,479	2,812	708	844	39	17	1,732	1,951
Religion	6,210	6,664	2,629	2,532	85	111	3,496	4,021
Science	8,465	7,043	5,222	4,098	52	56	3,191	2,889
Sociology, economics	14,909	13,829	6,981	6,786	89	74	7,839	6,969
Sports, recreation	3,483	3,569	1,254	1,219	91	62	2,138	2,288
Technology	8,582	7,926	3,449	2,799	16	17	5,117	5,110
Travel	3,171	2,327	652	483	21	22	2,498	1,822

¹ "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market.

Source: Information Today, Inc., Medford, NJ, *The Bowker Annual Library and Book Trade Almanac, 2004*. (Copyright 2004 by Information Today, Inc.)

No. 1130. Average Per Volume Book Prices: 2000 and 2002

[In dollars. Data compiled from R.R. Bowker's Books in Print database. Includes the output of small presses and self publishers]

Subject	Hardcover		Mass market ¹		Trade ²	
	2000	2002, prel.	2000	2002, prel.	2000	2002, prel.
Total	60.84	59.80	5.77	6.48	31.07	29.42
Agriculture	66.52	63.88	7.48	7.95	41.31	26.31
Art	50.31	53.86	7.26	8.27	26.96	27.23
Biography	45.31	44.00	6.71	6.61	19.47	21.55
Business	93.84	93.14	8.41	7.80	52.00	50.81
Education	62.23	55.22	7.30	6.51	28.43	29.20
Fiction	25.75	28.01	5.78	6.81	15.90	17.20
General works	165.39	155.05	6.57	8.11	39.84	46.25
History	54.01	54.44	7.36	6.81	27.24	25.44
Home economics	39.76	31.75	7.07	7.69	18.95	18.72
Juvenile	22.71	21.18	5.21	5.72	20.78	18.44
Language	57.27	66.12	6.92	6.50	26.52	30.92
Law	101.50	94.66	8.77	7.66	51.87	42.59
Literature	55.17	64.70	6.71	7.94	20.53	25.28
Medicine	90.32	95.52	6.70	7.33	35.72	44.16
Music	42.91	53.80	7.24	7.52	22.49	21.91
Philosophy, psychology	52.02	59.73	7.24	7.41	21.60	22.95
Poetry and drama	39.90	46.32	6.09	7.23	16.26	16.96
Religion	41.61	44.17	8.16	8.40	18.38	19.43
Science	90.11	96.35	6.58	6.29	40.29	45.51
Sociology, economics	66.79	68.29	6.99	7.67	41.22	29.53
Sports, recreation	40.64	41.85	6.66	8.18	20.76	20.81
Technology	102.40	88.16	6.71	7.92	56.22	54.40
Travel	40.27	41.71	8.65	9.04	22.45	19.52

¹ "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market.

Source: Information Today, Inc., Medford, NJ, *The Bowker Annual Library and Book Trade Almanac, 2004*. (Copyright 2004 by Information Today, Inc.)

No. 1131. Book Publishers—Estimated Revenue, Printing Expenses, and Inventories: 1998 to 2002

[In millions of dollars (22,480 represents \$22,480,000,000). For taxable and tax-exempt employer firms. For NAICS 51113. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997; see text, this section and Section 15]

Item	1998	1999	2000	2001	2002
Revenue, total	22,480	24,129	25,236	26,096	27,203
Books, print, total	(NA)	(NA)	(NA)	21,211	22,436
Books, internet, total	(NA)	(NA)	(NA)	1,499	1,404
Books, other media, total	(NA)	(NA)	(NA)	819	992
Sale or licensing of rights to content	(NA)	(NA)	(NA)	298	274
Contract printing services	(NA)	(NA)	(NA)	186	235
Fulfillment services	(NA)	(NA)	(NA)	141	144
Rental or sale of mailing lists	(NA)	(NA)	(NA)	(S)	7
Publishing services for others	(NA)	(NA)	(NA)	37	52
Other services revenue	(NA)	(NA)	(NA)	1,896	1,657
Expenses: Purchased printing	3,908	4,104	4,229	4,212	4,631
Inventories at end of year	2,737	2,984	3,463	4,092	4,325
Finished goods and work-in-process	2,510	2,723	3,200	3,936	4,154
Materials, supplies, fuel, etc.	227	261	263	156	171

NA Not available. S Data do not meet publication standards.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02 and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1132. Book Purchasing for Adults: 1998 and 2003

[In percent. Excludes all books purchased for children under age 14. Based on an ongoing survey of 12,000 households conducted over 12 months ending in December of year shown. For details, see source]

Characteristic	Total		Mass market ¹		Trade ²		Hardcover		Audio, ³
	1998	2003	1998	2003	1998	2003	1998	2003	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age of purchaser:									
Under 25 years old	5.0	3.9	4.4	2.9	6.6	5.9	3.9	2.9	2.8
25 to 34 years old	15.2	12.1	14.3	9.8	16.8	14.3	14.4	12.4	7.4
35 to 44 years old	24.6	17.8	19.4	14.2	28.3	21.9	26.2	17.5	14.9
45 to 54 years old	24.4	24.2	24.2	23.1	23.2	24.7	25.8	24.7	32.1
55 to 64 years old	15.0	22.4	17.8	25.2	12.9	18.8	14.3	23.2	21.3
65 years old and over	15.9	19.6	20.0	24.8	12.3	14.4	15.4	19.3	21.5
Education of household head:									
Not a high school graduate	7.4	6.3	9.0	8.4	6.6	5.8	6.5	4.8	4.3
High school graduate	56.4	54.3	62.1	60.0	53.2	49.2	53.6	53.5	56.5
College graduate	18.8	22.4	16.6	19.0	19.9	24.7	19.9	23.5	25.4
Post college	17.5	16.9	12.3	12.6	20.4	20.4	20.0	18.2	13.8
Occupation of household head:									
Professional/managerial	37.9	35.3	33.4	28.8	40.3	40.8	40.0	36.8	30.1
Sales/service	8.8	8.1	8.1	7.0	9.4	9.0	9.1	8.5	5.8
Blue collar	19.6	19.1	20.2	19.2	19.7	18.4	18.9	19.4	27.0
Retired/unemployed	29.9	35.0	35.9	42.8	25.4	28.9	28.3	33.1	35.6
Other	3.8	2.5	2.4	2.1	5.2	3.0	3.7	2.3	1.5
Household income:									
Under \$30,000	30.8	25.2	35.8	31.5	29.3	22.8	26.9	20.9	23.5
\$30,000 to 49,999	32.8	22.0	32.0	22.2	33.9	22.5	32.4	21.6	17.2
\$50,000 to 74,999	11.6	18.9	12.5	17.7	10.5	19.3	11.7	19.8	21.6
\$75,000 and over	24.8	33.8	19.8	28.6	26.2	35.4	28.9	37.7	37.8
Household size:									
One member	18.3	17.1	19.8	18.2	17.4	16.7	17.5	16.3	19.1
Two members	43.7	46.0	44.5	45.8	41.7	44.0	45.2	48.3	44.9
Three or more members	38.0	36.9	35.7	35.9	40.9	39.3	37.4	35.3	36.0
Age of intended reader:									
Under 25 years old	8.3	7.1	5.7	4.8	11.8	10.6	7.0	6.1	4.2
25 to 34 years old	15.8	12.6	14.4	10.1	17.5	15.3	15.3	12.8	7.9
35 to 44 years old	23.3	16.9	19.0	13.1	25.8	20.7	25.0	17.2	15.0
45 to 54 years old	22.9	22.4	23.5	22.1	21.1	21.9	24.2	22.9	30.5
55 to 64 years old	14.0	21.4	17.5	24.9	11.3	17.2	13.3	21.9	21.2
65 years old and over	15.8	19.6	19.8	25.0	12.5	14.3	15.2	19.1	21.2
Category of book:									
Popular fiction	49.1	57.3	92.2	93.3	15.7	29.6	38.6	47.2	63.8
General nonfiction	7.8	7.9	2.6	2.3	8.7	9.9	12.6	11.7	12.3
Cooking/crafts	9.5	7.2	0.2	0.1	14.5	13.1	14.2	9.0	0.7
Other	33.6	27.6	5.0	4.3	61.1	47.4	34.6	32.1	23.2
Where purchased (channel):									
Book stores ⁴	45.0	44.8	37.8	41.3	53.0	51.8	43.9	41.9	29.4
Mass merchandisers	6.0	6.3	12.1	12.6	2.2	2.1	3.4	3.7	11.9
Book clubs	17.9	16.9	20.1	19.3	13.5	12.7	20.6	18.6	20.1
Online retailer/Internet	(NA)	9.4	(NA)	5.5	(NA)	11.2	(NA)	11.9	10.3
Other ⁵	31.1	22.6	30.0	21.3	31.3	22.2	32.1	23.9	28.3

NA Not available. ¹ "Pocket size" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market. ³ Audio and digital books were added to questionnaire in January 2001. Sample size for digital book purchasing (i.e. eBooks) was too small to show detailed breaks. ⁴ Includes independent, chain and used bookstores. ⁵ Includes mail order, price clubs, discount stores, food/drug stores, multimedia, and other outlets.

Source: Ipsos-NPD, Inc., Rosemont IL., *Ipsos BookTrends*, a service mark of Ipsos-NPD, Inc. (copyright).

No. 1133. Software Publishers—Estimated Revenue, Expenses, and Inventories: 1999 to 2002

[In millions of dollars (80,959 represents \$80,959,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5112. Estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997; see text this section, and Section 15]

Item	1999	2000	2001	2002	Percent change, 2001-02
Revenue	80,959	88,042	90,591	88,846	-1.9
System software publishing, total	(NA)	(NA)	31,842	31,459	-1.2
Operating system software	(NA)	(NA)	9,217	10,010	8.6
Network software	(NA)	(NA)	7,543	7,963	5.6
Database management software	(NA)	(NA)	9,929	8,602	-13.4
Development tools and programming languages software	(NA)	(NA)	3,717	3,535	-4.9
Other systems software	(NA)	(NA)	1,437	1,348	-6.1
Application software publishing, total	(NA)	(NA)	37,297	37,473	0.5
General business productivity and home use applications	(NA)	(NA)	16,980	17,940	5.7
Cross-industry application software	(NA)	(NA)	11,580	10,643	-8.1
Vertical market application software	(NA)	(NA)	7,414	7,717	4.1
Utilities software	(NA)	(NA)	943	850	-9.9
Other application software	(NA)	(NA)	380	323	-15.0
Custom application design and development services	(NA)	(NA)	(S)	(S)	(S)
Customization and integration of packaged software	(NA)	(NA)	4,045	4,029	-0.4
Information technology consulting services	(NA)	(NA)	5,847	5,004	-14.4
Application service provisioning	(NA)	(NA)	(S)	(S)	(S)
Business process management services	(NA)	(NA)	(S)	(S)	(S)
Re-sale of computer hardware and software	(NA)	(NA)	(S)	(S)	(S)
Information technology related training services	(NA)	(NA)	1,245	1,173	-5.8
Other services revenue	(NA)	(NA)	7,667	7,459	-2.7
Expenses: Selected purchases, total	5,460	6,060	(S)	(S)	(S)
Purchased printing	693	769	(S)	(S)	(S)
Purchased software reproduction	2,413	2,777	(S)	(S)	(S)
Purchased programming services	2,354	2,514	(S)	(S)	(S)
Inventories at end of year	863	1,020	1,671	2,072	24.0
Finished goods and work-in-process	697	864	1,310	1,691	29.1
Materials, supplies, fuel, etc.	167	157	361	381	5.5

NA Not available. S Data do not meet publication standards.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02 and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1134. Motion Picture and Sound Recording Industries—Estimated Revenue and Inventories: 1998 to 2002

[In millions of dollars (59,404 represents \$59,404,000,000), except percent. For taxable and tax-exempt employer firms. Except where indicated, estimates have been adjusted to results of the 1997 Economic Census. Based on the North American Industry Classification System 1997, see text, this section, and Section 15. Minus sign (-) indicates decrease]

Item	1998	1999	2000	2001	2002	Percent change, 2001-02
Motion picture and recording industries (NAICS 512):						
Operating revenue	59,404	63,906	67,325	68,529	73,525	7.3
Total inventories	14,384	15,423	15,813	15,780	16,657	5.6
Finished goods and work-in-process	14,218	15,241	15,605	15,554	16,455	5.8
Materials, supplies, fuel, etc.	168	181	208	225	202	-10.3
Motion picture and video (NAICS 5121):						
Operating revenue	48,002	51,330	53,619	55,315	59,990	8.5
Total inventories	14,068	15,117	15,454	15,387	16,243	5.6
Finished goods and work-in-process	13,952	14,994	15,319	15,242	16,115	5.7
Materials, supplies, fuel, etc.	117	123	135	(S)	(S)	(S)
Sound recording (NAICS 5122): ¹						
Operating revenue	11,403	12,575	13,705	13,215	13,535	2.4
Total inventories	317	306	359	393	414	5.5
Finished goods and work-in-process	266	248	286	313	340	8.9
Materials, supplies, fuel, etc.	51	58	73	80	74	-7.6

S Data do not meet publication standards. ¹ Estimates not adjusted to the results of the 1997 Economic Census.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1135. Recording Media—Manufacturers' Shipments and Value: 1990 to 2003

[865.7 represents 865,700,000. Based on reports of RIAA member companies who distributed about 84 percent of the prerecorded music in 2003. These data are supplemented by other sources. Minus sign (-) indicates returns greater than shipments]

Medium	1990	1995	1998	1999	2000	2001	2002	2003
UNIT SHIPMENTS¹ (mil.)								
Total²	865.7	1,112.7	1,123.9	1,160.6	1,079.2	968.5	859.7	798.4
CD's	286.5	722.9	847.0	938.9	942.5	881.9	803.3	745.9
CD singles	1.1	21.5	56.0	55.9	34.2	17.3	4.5	8.3
Cassettes	442.2	272.6	158.5	123.6	76.0	45.0	31.1	17.2
Cassette singles	87.4	70.7	26.4	14.2	1.3	-1.5	-0.5	(NA)
Albums—LPs and EPs	11.7	2.2	3.4	2.9	2.2	2.3	1.7	1.5
Vinyl singles	27.6	10.2	5.4	5.3	4.8	5.5	4.4	3.8
Music video	9.2	12.6	27.2	19.8	18.2	17.7	14.7	19.9
DVD video	(X)	(X)	0.5	2.5	3.3	7.9	10.7	17.5
DVD audio	(X)	(X)	(X)	(X)	(X)	0.3	0.4	0.4
VALUE (mil. dol.)								
Total²	7,541.1	12,320.3	13,711.2	14,584.7	14,323.7	13,740.9	12,614.2	11,854.4
CD's	3,451.6	9,377.4	11,416.0	12,816.3	13,214.5	12,909.4	12,044.1	11,232.9
CD singles	6.0	110.9	213.2	222.4	142.7	79.4	19.6	35.9
Cassettes	3,472.4	2,303.6	1,419.9	1,061.6	626.0	363.4	209.8	108.1
Cassette singles	257.9	236.3	94.4	48.0	4.6	-5.3	-1.6	(NA)
Albums—LPs and EPs	86.5	25.1	34.0	31.8	27.7	27.4	20.5	21.7
Vinyl singles	94.4	46.7	25.7	27.9	26.3	31.4	24.9	21.5
Music video	172.3	220.3	508.0	376.7	281.9	329.2	288.4	399.9
DVD video	(X)	(X)	12.2	66.3	80.3	190.7	236.3	369.6
DVD audio	(X)	(X)	(X)	(X)	(X)	6.0	8.5	8.0

X Not applicable. ¹ Net units, after returns. ² Includes discontinued media. Beginning 2003 includes super audio compact disks (SACD), not shown separately.

Source: Recording Industry Association of America, Washington, DC, *2003 Yearend Statistics* and earlier issues (copyright). See Internet site <<http://www.riaa.com>> (accessed 28 April 2004).

No. 1136. Profile of Consumer Expenditures for Sound Recordings—Percent Distribution: 1990 to 2003

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

Item	1990	1995	1998	1999	2000	2001	2002	2003
Total¹	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	9.1	8.5	8.9	8.5	8.9	8.6
15 to 19 years	18.3	17.1	15.8	12.6	12.9	13.0	13.3	11.4
20 to 24 years	16.5	15.3	12.2	12.6	12.5	12.2	11.5	10.0
25 to 29 years	14.6	12.3	11.4	10.5	10.6	10.9	9.4	10.9
30 to 34 years	13.2	12.1	11.4	10.1	9.8	10.3	10.8	10.1
35 to 39 years	10.2	10.8	12.6	10.4	10.6	10.2	9.8	11.2
40 to 44 years	7.8	7.5	8.3	9.3	9.6	10.3	9.9	10.0
45 years and over	11.1	16.1	18.1	24.7	23.8	23.7	25.5	26.6
Sex: Male	54.4	53.0	48.7	50.3	50.6	48.8	49.4	49.1
Female	45.6	47.0	51.3	49.7	49.4	51.2	50.6	50.9
Sales outlet:								
Record store	69.8	52.0	50.8	44.5	42.4	42.5	36.8	33.2
Other store	18.5	28.2	34.4	38.3	40.8	42.4	50.7	52.8
Tape/record club	8.9	14.3	9.0	7.9	7.6	6.1	4.0	4.1
Ad or 800 number	2.5	4.0	2.9	2.5	2.4	3.0	2.0	1.5
Internet ²	(NA)	(NA)	1.1	2.4	3.2	2.9	3.4	5.0
Music type: ³								
Rock	36.1	33.5	25.7	25.2	24.8	24.4	24.7	25.2
Rap/Hip Hop	8.5	6.7	9.7	10.8	12.9	11.4	13.8	13.3
R&B/Urban	11.6	11.3	12.8	10.5	9.7	10.6	11.2	10.6
Country	9.6	16.7	14.1	10.8	10.7	10.5	10.7	10.4
Pop	13.7	10.1	10.0	10.3	11.0	12.1	9.0	8.9
Religious	2.5	3.1	6.3	5.1	4.8	6.7	6.7	5.8
Classical	3.1	2.9	3.3	3.5	2.7	3.2	3.1	3.0
Jazz	4.8	3.0	1.9	3.0	2.9	3.4	3.2	2.9
Soundtracks	0.8	0.9	1.7	0.8	0.7	1.4	1.1	1.4
Oldies	0.8	1.0	0.7	0.7	0.9	0.8	0.9	1.3
New age	1.1	0.7	0.6	0.5	0.5	1.0	0.5	0.5
Children's	0.5	0.5	0.4	0.4	0.6	0.5	0.4	0.6
Other	5.6	7.0	7.9	9.1	8.3	7.9	8.1	7.6
Media type: CDs	31.1	65.0	74.8	83.2	89.3	89.2	90.5	87.8
Cassettes	54.7	25.1	14.8	8.0	4.9	3.4	2.4	2.2
Singles (all types)	8.7	7.5	6.8	5.4	2.5	2.4	1.9	2.4
Music video	(NA)	0.9	1.0	0.9	0.8	1.1	0.7	0.6
DVD audio	(NA)	(NA)	(NA)	(NA)	(NA)	1.1	1.3	2.7
Digital download	(NA)	(NA)	(NA)	(NA)	(NA)	0.2	0.5	1.3
SACD ⁵	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	0.5
Vinyl LPs	4.7	0.5	0.7	0.5	0.5	0.6	0.7	0.5

NA Not available. ¹ Percent distributions exclude nonresponses and responses of don't know. ² Excludes record club purchases over the Internet. ³ As classified by respondent. ⁴ Beginning 2001 includes video DVDs. ⁵ Super audio compact disks.

Source: Recording Industry Association of America, Inc., Washington, DC, *2003 Consumer Profile* and earlier issues (copyright). See Internet site <<http://www.riaa.com>> (accessed 28 April 2004).

No. 1137. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2000 to 2002

[In millions of dollars (52,668 represents \$52,668,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997 see text, this section, and Section 15]

Item	Total (NAICS 5131)			Radio broadcasting (NAICS 51311)			TV broadcasting (NAICS 51312)		
	2000	2001	2002	2000	2001	2002	2000	2001	2002
Operating revenue	52,668	47,840	51,918	14,811	13,740	14,870	37,858	34,100	37,048
Station time sales	(NA)	28,820	31,335	(NA)	11,489	12,258	(NA)	17,331	19,077
Network compensation	(NA)	514	487	(NA)	91	97	(NA)	424	390
National/regional advertising	(NA)	9,502	10,738	(NA)	2,538	2,816	(NA)	6,964	7,922
Local advertising revenue	(NA)	18,803	20,110	(NA)	8,861	9,345	(NA)	9,943	10,766
Network time sales	(NA)	14,322	15,655	(NA)	935	1,122	(NA)	13,387	14,535
Program rights	(NA)	177	272	(NA)	171	259	(NA)	(S)	(S)
Production and post-production services	(NA)	(S)	67	(NA)	(S)	22	(NA)	(S)	44
Public and non-commercial programming rights	(NA)	1,751	1,621	(NA)	(S)	(S)	(NA)	1,229	1,109
Other operating services revenue	(NA)	2,715	2,968	(NA)	619	697	(NA)	2,095	2,271
Expenses ¹	40,366	39,714	41,432	11,406	11,242	12,000	28,960	28,472	29,432
Annual payroll	11,280	11,242	11,943	4,458	4,476	4,683	6,821	6,766	7,261
Employer contributions to employee benefit plans	1,535	1,541	1,475	590	566	582	945	975	893
Contract labor	(NA)	(NA)	419	(NA)	(NA)	314	(NA)	(NA)	105
Broadcast rights and music license fees	12,754	11,898	12,750	713	728	657	12,041	11,170	12,092
Depreciation	3,648	4,048	3,045	1,638	1,572	1,095	2,010	2,475	1,951
Lease and rental	655	787	871	294	386	354	362	401	517
Purchased repairs	276	266	327	91	94	104	185	172	223
Purchased communications	(NA)	(NA)	350	(NA)	(NA)	156	(NA)	(NA)	194
Purchased utilities	(NA)	(NA)	380	(NA)	(NA)	157	(NA)	(NA)	223
Purchased advertising	1,534	1,445	1,559	455	523	624	1,079	923	934
Purchased materials, parts, and supplies	(NA)	(NA)	316	(NA)	(NA)	124	(NA)	(NA)	192

NA Not available. S Does not meet publication standards. ¹ Includes other expenses, not shown separately.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02; and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1138. Cable and Pay TV—Summary: 1975 to 2003

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

Year	Cable TV				Pay 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 ³ pay	Pay cable	Non-cable delivered premium	All pay weighted average ⁴	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)
1984	32,800	8.98	7,738	3,534	28,815	27,754	(NA)	10.03	9.96	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1986	38,170	10.67	9,955	4,887	31,033	30,668	(NA)	10.35	10.31	(NA)
1987	41,160	12.18	11,563	6,016	33,528	33,232	(NA)	10.25	10.23	(NA)
1988	44,160	13.86	13,409	7,345	37,085	36,777	(NA)	10.24	10.17	(NA)
1989	47,500	15.21	15,378	8,670	39,055	38,916	(NA)	10.25	10.20	(NA)
1990	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1991	52,570	18.10	19,426	11,418	39,983	36,569	(NA)	10.35	10.27	(NA)
1992	54,300	19.08	21,079	12,433	40,893	36,879	(NA)	10.29	10.17	(NA)
1993	56,200	⁴ 19.39	22,809	13,528	42,010	37,113	(NA)	9.27	9.11	(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	23,338	16,763	55,723	46,798	8,925	7.59	7.70	6.99
1996	62,300	24.41	25,371	18,249	63,705	49,728	13,977	7.28	7.36	6.99
1997	63,600	26.48	27,895	20,213	72,785	51,933	20,852	7.14	7.20	6.99
1998	64,650	27.81	30,486	21,574	80,605	55,280	25,325	7.02	7.03	6.99
1999	65,500	28.92	33,599	22,732	88,455	59,005	29,450	6.73	6.60	6.99
2000	66,250	30.37	36,757	24,142	102,590	65,918	36,672	6.67	6.49	6.99
2001	66,732	32.87	42,723	26,324	115,325	75,433	39,892	6.45	6.13	7.06
2002	66,472	34.71	47,896	27,690	125,662	81,128	44,534	6.14	5.56	7.20
2003 est.	65,883	36.59	53,050	28,926	123,558	81,236	42,322	5.99	5.28	7.35

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. ⁴ Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate.

Source: Kagan Research LLC. From the *Broadband Cable Financial Databook 2002* (copyright); *The Pay TV Newsletter*, June 28, 2002, July 31, 2002; and *Cable Program Investor*, Dec. 23, 2003 and various other publications.

No. 1139. Cable Networks and Program Distribution Services—Estimated Revenue and Expenses: 1999 to 2002

[In millions of dollars (59,895 represents \$59,895,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5132. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997 see text, this section, and Section 15. Minus sign (-) indicates decrease]

Item					Percent change, 2001-02
	1999	2000	2001	2002	
Operating revenue	59,895	67,930	74,420	80,536	8.2
Air time (advertising)	(NA)	(NA)	12,225	13,825	13.1
Special programming service	(NA)	(NA)	12,466	13,097	5.1
Basic programming service	(NA)	(NA)	32,148	34,340	6.8
Premium cable programming packages	(NA)	(NA)	5,215	5,253	0.7
Pay-per-view service	(NA)	(NA)	1,927	2,133	10.7
Program distribution installation services	(NA)	(NA)	512	504	-1.6
Program distribution equipment sales and rentals	(NA)	(NA)	1,779	1,725	-3.0
Other program distribution related services	(NA)	(NA)	2,350	2,203	-6.3
Internet access services	(NA)	(NA)	2,127	3,400	59.8
Basic fixed local telephony	(NA)	(NA)	1,031	1,112	7.9
Basic fixed long-distance	(NA)	(NA)	128	163	26.7
Other communication services	(NA)	(NA)	399	340	-14.8
Other operating revenue	(NA)	(NA)	2,113	2,441	15.5
Operating expenses ¹	52,952	62,039	70,821	74,885	5.7
Annual payroll	8,388	9,696	10,640	10,705	0.6
Employer contributions to employee benefit plans	1,666	1,929	2,019	1,993	-1.3
Contract labor	(NA)	(NA)	(NA)	958	(NA)
Program and production costs	16,525	19,077	22,177	24,430	10.2
Depreciation	11,498	13,965	16,869	17,935	6.3
Lease and rental	878	1,005	1,058	974	-7.9
Purchased repairs and maintenance	721	684	865	688	-20.5
Purchased communications	(NA)	(NA)	(NA)	607	(NA)
Purchased advertising	1,836	2,251	2,319	2,703	16.6
Taxes and licence fees	(NA)	(NA)	(NA)	878	(NA)
Purchased legal and accounting services	(NA)	(NA)	(NA)	461	(NA)

NA Not available. ¹ Includes other expenses, not shown separately.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02; and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1140. Telecommunications—Estimated Revenue and Expenses: 2000 to 2002

[In millions of dollars (349,109 represents \$349,109,000,000), except percent. For taxable and tax-exempt employer firms. Except for NAICS 51332, wireless telecommunications carriers (except satellite), estimates have been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997; see text, this section, and Section 15. Minus sign (-) indicates decrease. See Table 1141 for wireless telecommunications carriers, NAICS 51332]

Item	Telecommunications (NAICS 5133)			Wired telecommunications carriers (NAICS 51331)		
	2000	2001	2002	2000	2001	2002
Operating revenue	349,109	365,540	352,198	265,704	262,615	239,850
Fixed total	(NA)	188,155	171,670	(NA)	178,150	161,890
Fixed local	(NA)	87,980	83,540	(NA)	86,657	82,049
Basic service	(NA)	72,687	69,859	(NA)	71,480	68,538
Fixed long-distance	(NA)	75,346	64,597	(NA)	71,203	60,962
Outbound service	(NA)	64,701	55,389	(NA)	61,357	52,397
Fixed all distance	(NA)	5,146	4,294	(NA)	4,943	3,922
Dedicated network services	(NA)	11,525	11,212	(NA)	8,130	7,811
Data transmission services	(NA)	8,159	8,027	(NA)	7,216	7,147
Mobile total	(NA)	74,008	84,145	(NA)	857	907
Mobile telephony services	(NA)	69,089	80,504	(NA)	(NA)	(NA)
Local access and use	(NA)	49,684	59,174	(NA)	(NA)	(NA)
Messaging services	(NA)	4,725	3,426	(NA)	(NA)	(NA)
Mobile dispatch services	(NA)	194	214	(NA)	(NA)	(NA)
Carrier services	(NA)	61,366	58,604	(NA)	54,926	53,722
Network access	(NA)	52,992	52,286	(NA)	50,329	49,467
Other telecommunications services	(NA)	10,518	10,618	(NA)	5,934	4,712
Other services revenue ¹	(NA)	31,493	27,161	(NA)	22,748	18,618
Telecommunications network installation services	(NA)	3,026	2,047	(NA)	2,720	1,860
Telecommunications equipment sales	(NA)	8,013	8,199	(NA)	1,889	1,776
Sales of directory advertising space	(NA)	1,245	1,156	(NA)	1,072	1,026
Other revenue	(NA)	18,034	14,486	(NA)	16,057	12,898
Operating expenses ¹	306,706	331,423	302,653	230,098	235,716	202,885
Annual payroll	65,306	66,433	56,613	52,517	51,039	42,958
Employer contributions to Social Security and other supplemental benefits	14,119	15,467	15,748	11,414	12,489	13,013
Access charges	40,530	40,654	37,604	32,891	31,472	29,006
Depreciation	59,725	73,892	61,687	44,075	52,737	43,058
Lease and rental	8,010	8,995	9,202	4,476	4,949	4,688
Purchased communications	(NA)	(NA)	7,713	(NA)	(NA)	5,790
Purchased utilities	(NA)	(NA)	4,793	(NA)	(NA)	3,930
Purchased advertising	(NA)	8,840	8,095	(NA)	4,366	3,325
Purchased materials, parts, and supplies	(NA)	(NA)	7,402	(NA)	(NA)	4,067
Taxes and licence fees	(NA)	(NA)	6,020	(NA)	(NA)	5,184

NA Not available. ¹ Includes other revenue sources and expenses, not shown separately.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02; and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004).

No. 1141. Wireless Telecommunications Carriers (Except Satellite)—Estimated Revenue and Expenses: 1999 to 2002

[In millions of dollars (53,485 represents \$53,485,000,000). For taxable and tax-exempt employer firms. For NAICS 51332. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System, 1997; see text, this section and Section 15. See Table 1140 for telecommunications total and wired carriers (NAICS 5133 and 51331). Minus sign (-) indicates decrease]

Item					Percent change, 2001-02
	1999	2000	2001	2002	
Operating revenue	53,485	64,309	83,145	94,605	13.8
Mobile total	(NA)	(NA)	71,596	81,531	13.9
Mobile telephony services	(NA)	(NA)	66,965	78,082	16.6
Local access and use	(NA)	(NA)	49,354	58,532	18.6
Mobile value-added services	(NA)	(NA)	2,277	2,762	21.3
Mobile long distance	(NA)	(NA)	4,820	5,697	18.2
Mobile all distance	(NA)	(NA)	8,258	9,480	14.8
Dedicated network services	(NA)	(NA)	(S)	(S)	(S)
Other mobile telephony revenue	(NA)	(NA)	2,257	1,610	-28.6
Messaging services	(NA)	(NA)	4,439	3,236	-27.1
Mobile dispatch services	(NA)	(NA)	192	213	11.0
Carrier services	(NA)	(NA)	2,743	2,610	-4.9
Network access	(NA)	(NA)	1,093	1,138	4.1
Other carrier services	(NA)	(NA)	1,650	1,472	-10.8
Other telecommunications services	(NA)	(NA)	2,526	3,051	20.8
Other services revenue	(NA)	(NA)	6,280	7,412	16.6
Operating expenses	50,381	59,214	78,156	85,189	9.0
Annual payroll	8,259	9,224	11,726	10,681	-8.9
Employer contributions to social security and other supplemental benefits	1,787	2,095	2,266	2,367	4.5
Contract labor	(NA)	(NA)	(NA)	1,659	(NA)
Access charges	3,371	5,038	6,745	6,302	-6.6
Depreciation	10,376	13,275	18,594	16,103	-13.4
Lease and rental	2,328	2,793	3,445	3,906	13.4
Purchased repairs and maintenance	660	846	988	932	-5.6
Purchased communications	(NA)	(NA)	(NA)	1,429	(NA)
Purchased utilities	(NA)	(NA)	(NA)	773	(NA)
Purchased advertising	2,343	3,330	4,211	4,539	7.8
Universal service, contributions, and other similar charges	441	526	624	591	-5.3
Purchased materials, parts, and supplies	(NA)	(NA)	(NA)	2,987	(NA)
Taxes and licence fees	(NA)	(NA)	(NA)	674	(NA)
Purchased legal and accounting services	(NA)	(NA)	(NA)	295	(NA)
Purchased computer services	(NA)	(NA)	(NA)	949	(NA)
Management consulting services	(NA)	(NA)	(NA)	411	(NA)
Other operating expenses	19,505	20,329	27,513	30,593	11.2

NA Not available. S Data do not meet publication standards.

Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02; and prior issue. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004)

No. 1142. Telecommunications Industry—Carriers and Revenue: 1995 to 2002

[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 1999 are not strictly comparable with previous years; see source for details]

Category	Carriers					Telecommunications revenue				
	1995	1999	2000	2001	2002 ¹	1995	1999	2000	2001	2002
Total ²	3,058	4,486	4,879	5,001	4,390	190,076	268,505	292,762	301,799	292,341
Local service providers	1,675	2,416	2,641	2,755	2,531	103,792	119,938	128,075	133,502	130,941
Incumbent local exchange carriers (ILECs)	1,347	1,318	1,335	1,335	1,310	102,820	112,216	116,158	117,885	114,990
Pay telephone providers	271	704	699	751	606	349	1,213	972	836	641
Competitors of ILECs	57	394	607	669	615	623	6,508	10,945	14,781	15,310
CAPs and CLECs ³	57	298	479	511	451	623	5,652	9,814	12,998	13,043
Local resellers	(⁴)	73	105	132	100	(⁴)	511	879	1,393	1,538
Other local exchange carriers	(⁴)	23	23	26	64	(⁴)	171	11	329	406
Private carriers	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	87	39	15	281
Shared tenant service providers	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	(⁴)	87	202	46	42
Wireless service providers ⁵	930	1,419	1,430	1,306	927	18,627	50,152	63,280	74,596	80,467
Telephony ⁶	792	784	783	670	422	17,208	46,513	59,823	71,887	78,568
Paging service providers	138	391	425	425	346	(⁴)	3,232	3,102	2,197	1,473
Toll service providers	453	651	808	940	932	76,447	98,414	101,407	93,702	80,934
Interexchange carriers	130	178	212	233	229	70,938	87,570	87,311	81,272	68,146
Operator service providers	25	15	20	19	18	500	337	635	611	554
Prepaid service providers	8	18	23	27	27	16	866	727	133	460
Satellite service carriers	(⁴)	17	25	34	33	(⁴)	280	336	373	406
Toll resellers	260	406	493	558	574	4,220	9,211	10,641	8,797	9,279
Other toll carriers	30	17	35	69	51	773	150	1,758	2,516	2,089

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 non-telecommunications 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.

No. 1143. Telephone Systems—Summary: 1985 to 2002

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

Item	Unit	1985	1990	1995	1997	1998	1999	2000	2001 ¹	2002 ¹
LOCAL EXCHANGE CARRIERS²										
Carriers ³	Number	55	51	53	51	52	52	52	30	29
Access lines	Millions	112	130	166	194	205	228	245	253	262
Business access lines	Millions	31	36	46	53	57	57	58	54	54
Residential access lines	Millions	79	89	101	108	110	115	115	112	103
Other access lines (public, mobile, special)	Millions	2	6	19	33	38	55	72	87	105
Number of local calls (originating)	Billions	365	402	484	522	544	554	537	515	459
Number of toll calls (originating)	Billions	(NA)	63	94	101	97	102	106	98	90
Gross book cost of plant	Bil. dol.	191	240	284	309	325	342	362	360	367
Depreciation and amortization reserves	Bil. dol.	49	89	127	149	163	176	190	194	210
Net plant	Bil. dol.	142	151	157	160	161	166	172	166	157
Total assets	Bil. dol.	162	180	197	198	200	204	214	208	195
Total stockholders equity	Bil. dol.	63	74	72	72	70	67	72	66	58
Operating revenues	Bil. dol.	73	84	96	103	108	113	117	109	103
Local revenues	Bil. dol.	32	37	46	52	55	58	60	55	51
Operating expenses ⁴	Bil. dol.	48	62	72	75	78	79	81	77	79
Net operating income ⁵	Bil. dol.	13	14	14	16	18	20	20	19	23
Net income	Bil. dol.	9	11	11	12	12	13	15	11	8
Employees	(1,000)	(NA)	569	447	435	436	436	434	386	333
Compensation of employees	Bil. dol.	(NA)	23	21	22	23	24	24	23	23
Average monthly residential local telephone rate ⁶	Dollars	(NA)	19.24	20.01	19.88	19.76	19.93	20.78	22.62	23.38
Average monthly single-line business telephone rate ⁶	Dollars	(NA)	41.21	41.80	41.67	41.29	41.21	41.80	42.43	43.59
LONG DISTANCE CARRIERS										
Number of carriers with presubscribed 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.	43	52	78	91	96	100	103	94	79
Interstate switched access minutes	Bil. min.	167	307	432	497	519	553	567	538	486
INTERNATIONAL TELEPHONE SERVICE⁸										
Number of U.S. billed calls	Millions	425	984	2,830	4,259	4,477	5,305	5,742	6,265	5,926
Number of U.S. billed minutes	Millions	3,446	8,030	15,889	22,753	24,250	28,515	30,135	33,287	35,063
U.S. billed revenues	Mil. dol.	3,487	8,059	14,335	15,662	14,726	14,980	14,909	11,380	9,773
U.S. carrier revenue net of settlements with foreign carriers	Mil. dol.	2,332	5,188	9,397	10,232	10,242	10,379	10,982	8,034	6,931
Revenue from private-line service	Mil. dol.	172	201	514	851	921	1,216	1,480	1,467	988
Revenue from resale service	Mil. dol.	(NA)	167	1,756	4,112	4,798	4,528	7,600	5,341	4,871

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 Starting 1995, includes other toll, wireless and CLECs (competitive local exchange carriers.) 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.

No. 1144. Cellular Telecommunications Industry: 1990 to 2003

[Calendar year data, except as noted (5,283 represents 5,283,000). Based on a survey mailed to all cellular, personal communications services, and enhanced special mobile radio (ESMR) systems. For 2003 data, the universe was 3,123 systems and the response rate was 87 percent. 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	1998	1999	2000	2001	2002	2003
Systems	Number	751	1,627	3,073	3,518	2,440	2,587	2,846	3,123
Subscribers	1,000	5,283	33,786	69,209	86,047	109,478	128,375	140,766	158,722
Cell sites ¹	Number	5,616	22,663	65,887	81,698	104,288	127,540	139,338	162,986
Employees	Number	21,382	68,165	134,754	155,817	184,449	203,580	192,410	205,629
Service revenue	Mil. dol.	4,548	19,081	33,133	40,018	52,466	65,016	76,508	87,624
Roamer revenue ²	Mil. dol.	456	2,542	3,501	4,085	3,883	3,936	3,896	3,766
Capital investment	Mil. dol.	6,282	24,080	60,543	71,265	89,624	105,030	126,922	145,867
Average monthly bill ³	Dollars	80.90	51.00	39.43	41.24	45.27	47.37	48.40	49.91
Average length of call ³	Minutes	2.20	2.15	2.39	2.38	2.56	2.74	2.73	2.87

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 As of December 31.

Source: Cellular Telecommunications & Internet Association, Washington, DC, *Semi-annual Wireless Survey* (copyright).

No. 1145. Information Services and Data Processing Services—Estimated Revenue: 1999 to 2002

[In millions of dollars (60,105 represents \$60,105,000,000), except percent. For taxable and tax-exempt employer firms. Estimates have been adjusted to results of the 1997 Economic Census. Based on the 1997 North American Industry Classification System; see text, this section, and Section 15]

Item	1999	2000	2001	2002
Total (NAICS 514)	60,105	76,524	82,641	87,890
News syndicates (NAICS 51411):				
Revenue	1,823	1,986	1,960	1,917
Fees from supplying information	(NA)	(NA)	1,838	1,838
Other services revenue	(NA)	(NA)	122	79
Libraries and archives (NAICS 51412):				
Revenue	1,018	1,151	1,116	1,212
Subsidies, contributions, gifts, and grants	(NA)	(NA)	812	904
Fees from educational workshops and seminars	(NA)	(NA)	(S)	(S)
Fees and dues from providing access to collections	(NA)	(NA)	49	47
Sales of books and other educational materials	(NA)	(NA)	(S)	(S)
Other services revenue	(NA)	(NA)	246	250
On-line information services (NAICS 514191):				
Revenue	18,012	26,577	28,623	27,832
Internet access services	(NA)	(NA)	14,222	14,632
Advertising	(NA)	(NA)	3,516	2,866
Web site hosting	(NA)	(NA)	839	731
Internet backbone services	(NA)	(NA)	(S)	(S)
Internet telecommunications services	(NA)	(NA)	180	(S)
Information technology consulting services	(NA)	(NA)	201	(S)
Information technology design and development	(NA)	(NA)	(S)	(S)
Application service provisioning	(NA)	(NA)	(S)	(S)
Business process management	(NA)	(NA)	(S)	(S)
Video and audio streaming services	(NA)	(NA)	(S)	36
Other services revenue	(NA)	(NA)	4,429	4,315
All other information services (NAICS 514199):				
Revenue	2,109	4,861	3,724	4,011
Advertising	(NA)	(NA)	1,670	1,408
Web hosting and design	(NA)	(NA)	(S)	48
Information search services	(NA)	(NA)	713	849
Stock photo services	(NA)	(NA)	719	750
Data processing services (NAICS 5142):				
Revenue	37,143	41,950	47,219	52,920
Business process management	(NA)	(NA)	15,953	20,124
Information and document transformation	(NA)	(NA)	1,183	(S)
Information technology design and development	(NA)	(NA)	13,660	13,441
Data storage services	(NA)	(NA)	224	214
Data management services	(NA)	(NA)	3,238	4,321
Collocation services	(NA)	(NA)	(S)	(S)
Information technology consulting services	(NA)	(NA)	(S)	(S)
Web site hosting	(NA)	(NA)	1,161	(S)
Software publishing	(NA)	(NA)	771	743
Rental and leasing of computer hardware	(NA)	(NA)	(S)	19
Application service provisioning	(NA)	(NA)	973	1,066
Video and audio streaming services	(NA)	(NA)	43	39
Other services revenue	(NA)	(NA)	8,476	8,713

NA Not available. S Data do not meet publication standards. ¹ Includes other sources of revenue, not shown separately. Source: U.S. Census Bureau, *Service Annual Survey: 2002*, SAS/02; and prior issues. See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2004)

No. 1146. Academic Libraries—Summary: 2000

[For fiscal year. (193,963 represents 193,963,000.) For 2- and 4-year degree granting institutions. Based on the Academic Libraries Survey; see source for details]

Item					Staff ⁴	Expenditures		Percent with access from within library to—		
	Number of libraries	Circulation ¹ (1,000)	Gate count ² (1,000)	Volumes held ³ (1,000)	Total	Librarians (percent)	Total (mil. dol.)	Salary ⁵ (percent)	Electronic catalog	Internet
Total	3,527	193,963	16,457	913,547	95,665	26.3	5,026	50.1	93.7	98.6
Control: Public	1,566	127,848	10,890	544,917	58,277	25.6	3,080	51.5	98.9	99.6
Private	1,961	66,115	5,567	368,630	37,388	27.4	1,946	47.9	88.9	97.8
Level: ⁶										
4-year degree and above ⁷	2,148	166,442	12,563	856,414	81,800	25.9	4,473	48.0	95.6	98.7
Doctor's	568	117,186	7,449	605,978	55,990	24.9	3,284	46.6	98.0	98.6
Master's	884	34,228	3,667	179,758	19,193	27.3	859	52.4	96.1	99.1
Bachelor's	660	12,814	1,278	66,740	6,887	28.8	286	51.7	92.4	98.2
Less than 4-year	1,379	27,521	3,894	57,133	13,864	28.9	553	66.6	90.6	98.5
Enrollment: ⁴										
Less than 1,500	1,910	25,131	2,982	117,713	14,385	30.2	596	53.4	87.9	97.6
1,500 to 4,999	1,051	39,563	4,395	176,512	22,355	27.5	1,041	53.0	99.4	99.8
5,000 or more	566	129,268	9,079	619,323	58,925	24.9	3,389	48.6	99.8	99.6

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 36 institutions granting "other" degrees, not shown separately. Source: U.S. National Center for Education Statistics, *Academic Libraries: 2000*, NCES 2004-317, November, 2003.

No. 1147. Libraries—Number by Type: 1980 to 2003

Type	1980	1990	2000	2003	Type	1980	1990	2000	2003
Total ¹	31,564	34,613	37,024	36,142	Junior college . . .	1,191	1,233	1,283	1,323
United States	28,638	30,761	32,914	32,169	Colleges,	3,400	3,360	3,494	3,997
Public	8,717	9,060	9,480	9,567	universities	1,489	1,454	1,454	1,524
Public branches	5,936	5,833	6,957	7,181	Departmental . . .				
Special ²	7,649	9,051	9,948	8,530	Law,				
Medicine	1,674	1,861	1,955	1,698	medicine,				
Religious	913	946	1,015	1,101	religious	269	501	418	622
Law ³	417	647	1,172	1,001	Government	1,260	1,735	1,411	1,261
Academic	4,591	4,593	4,777	5,320	Armed Forces	485	489	341	310
					Outlying areas . . .	113	110	(NA)	(NA)

NA Not available. ¹ Includes Canadian libraries, and libraries in regions administered by the United States, not shown separately. Data are exclusive of elementary and secondary school libraries. Law libraries with fewer than 10,000 volumes are included only if they specialize in a particular field. ² Includes other types of special libraries, not shown separately. Increase between 1980 and 1990 is due mainly to revised criteria for identifying special libraries and improved methods of counting. ³ Increase in 2000 due to increased effort in identifying special libraries.

Source: Information Today, Inc., Medford, NJ, *The Bowker Annual Library and Book Trade Almanac* and *American Library Directory*, annual. (Copyright 2004 by Information Today, Inc.)

No. 1148. Public Libraries by Selected Characteristics: 2001

[8,223 represents \$8,223,000,000. 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 96 and 97 percent]

Population of service area	Number of—		Operating income—			Paid staff ³		
	Public libraries	Stationary outlets	Total (mil. dol.) ²	Source (percent)		Total	Librarians with ALA-MLS ⁴	Libraries with Internet access
				State government	Local government			
Total	9,129	16,421	8,223	12.7	77.3	133,456	30,094	8,785
1,000,000 or more	24	977	1,223	9.2	78.7	16,608	4,757	24
500,000 to 999,000	52	1,104	1,305	16.0	75.3	18,313	4,630	24
250,000 to 499,999	95	1,099	946	13.1	79.0	14,794	3,695	95
100,000 to 249,999	327	1,992	1,322	11.9	80.0	22,117	4,878	327
50,000 to 99,999	541	1,642	1,061	15.2	76.2	17,729	3,968	538
25,000 to 49,999	913	1,706	985	13.4	77.4	16,789	3,840	909
10,000 to 24,999	1,767	2,273	866	11.8	76.1	15,488	3,120	1,757
5,000 to 9,999	1,443	1,597	297	11.2	74.4	6,110	861	1,425
2,500 to 4,999	1,305	1,354	123	7.7	74.2	2,808	229	1,272
1,000 to 2,499	1,621	1,631	74	6.0	67.0	2,003	94	1,548
Fewer than 1,000	1,041	1,046	21	7.6	66.0	697	22	838

¹ The sum of central and branches libraries. The total number of central libraries was 8,971; the total of branch libraries was 7,450. ² Includes income from the federal government (0.6%) and other sources (9.4%), 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 44,428.

Source: U.S. National Center for Education Statistics, *Public Libraries in the United States: 2001*, NCES 2003-399, June 2003.

No. 1149. Public Library Use of the Internet: 2002

[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	16,004	2,742	4,764	8,498	12,847	2,832	325
Connected to the Internet	98.7	100.0	99.7	97.8	99.0	97.4	100.0
Connected with public access	95.3	100.0	95.3	93.7	94.4	98.9	100.0
Average number of workstations	10.8	20.6	11.7	6.7	9.8	15.1	10.6
Speed of access: ⁴							
56kbps dial-up	6.5	-	2.8	11.0	7.7	2.2	-
56kbps direct connect	14.8	6.6	10.6	20.1	14.3	15.8	23.7
64kbps to 1.5mbps	16.6	11.9	19.7	16.5	16.8	16.7	7.2
1.5mbps (T1) or greater	49.1	77.2	59.3	33.2	48.0	53.9	47.2
Public access database subscription services available on—							
All workstations	65.0	75.5	61.7	63.3	64.5	69.0	53.2
Some workstations	25.6	21.8	31.0	23.8	25.5	24.4	36.2
No workstations	9.4	2.7	7.3	12.9	10.0	6.6	10.6
Database subscription services offered remotely to off-site users	44.3	61.9	41.2	40.0	44.7	43.1	42.5
Public access Internet content filtering/blocking on—							
All workstations	24.4	38.9	19.5	22.1	21.6	36.9	23.2
Some workstations	17.5	18.1	23.8	13.7	18.5	12.7	23.2
No workstations	58.1	43.0	56.7	64.2	59.9	50.4	53.6

- Represents or rounds to zero. ¹ Urban = inside central city; Suburban = in metro area, outside of a central city; Rural = outside a metro area. ² Determined by the 1990 poverty status of the service area of the outlet. ³ Central libraries and branches; excludes bookmobiles. ⁴ Less than 56kbps accounts for 1.7 percent of public libraries connected to the Internet. Don't know responses are 10.5 percent total.

Source: Information Use Management and Policy Institute, School of Information Studies, Florida State University, Tallahassee, FL, *Public Libraries and the Internet 2002: Internet Connectivity and Networked Services*, by John Carlo Bertot and Charles R. McClure, Florida State University, Tallahassee, FL.

No. 1150. Internet Access and Usage and Online Service Usage: 2003

[For persons 18 years old and over (209,657 represents 209,657,000). As of fall. Based on sample and subject to sampling error; see source for details]

Item	Total adults	Any Online/Internet usage	Have Internet access			Used the Internet in the last 30 days			Used any online service in the past 30 days
			Home or work or other	Home only	Work only	Home or work or other	Home only	Work only	
Total adults (1,000)	209,657	131,839	165,898	128,549	73,315	128,417	107,604	62,159	118,133
PERCENT DISTRIBUTION									
Age:									
18 to 34 years old	31.5	37.2	34.3	32.1	33.8	37.6	34.7	34.2	37.7
35 to 54 years old	40.0	45.6	43.1	46.2	54.0	45.7	47.2	54.4	45.3
55 years old and over	28.5	17.2	22.7	21.6	12.2	16.8	18.1	11.4	17.0
Sex:									
Male	48.0	48.4	48.3	49.3	50.2	48.3	49.0	49.9	47.9
Female	52.0	51.6	51.7	50.7	49.8	51.7	51.0	50.1	52.1
Household size:									
1 to 2 persons	46.3	40.4	42.3	38.8	41.3	40.6	39.4	42.0	40.1
3 to 4 persons	38.2	44.3	41.9	45.1	45.1	44.2	45.5	45.4	44.5
5 or more persons	15.5	15.3	15.8	16.1	13.6	15.2	15.1	12.7	15.4
Any child in household	42.0	47.1	45.1	47.1	47.8	47.0	47.7	47.6	47.0
Marital status:									
Single	24.4	26.7	25.6	22.8	23.7	26.9	24.3	23.5	27.5
Married	56.7	60.7	59.3	64.6	63.8	60.7	64.1	64.5	60.2
Other	18.9	12.5	15.2	12.7	12.5	12.4	11.5	12.0	12.4
Educational attainment:									
Graduated college plus	24.3	35.0	29.6	34.1	45.3	35.7	37.9	49.5	34.6
Attended college	26.9	33.0	30.7	31.5	32.2	33.3	32.9	31.6	33.4
Did not attend college	48.8	31.9	39.7	34.4	22.6	31.0	29.2	18.9	32.0
Employed full time									
Employed full time	53.0	63.9	59.0	60.9	87.5	64.2	63.1	88.9	64.1
Employed part time	10.8	12.3	11.9	12.4	12.1	12.4	12.9	10.7	12.1
Occupation of employed persons:									
Professional	10.4	15.6	13.0	14.7	24.4	15.9	16.7	25.4	15.3
Exec./manager/administrator	9.8	14.2	12.0	13.7	22.9	14.4	14.9	25.2	14.1
Clerical/sales/technical	18.2	23.9	21.3	21.9	32.5	24.2	23.1	33.4	24.3
Precision/crafts/repair	6.8	6.5	6.9	6.7	6.8	6.4	6.2	5.6	6.3
Other	18.7	16.0	17.7	16.3	13.1	15.7	15.1	10.1	16.3
Household income:									
Less than \$50,000	49.1	33.8	39.8	31.7	22.5	33.3	29.5	20.2	33.4
\$50,000 to \$74,999	20.3	23.7	23.1	24.4	24.0	23.7	24.0	23.6	23.9
\$75,000 to \$149,999	24.0	33.1	29.1	34.0	41.0	33.4	35.7	42.8	33.5
\$150,000 or more	6.5	9.4	8.1	9.8	12.4	9.6	10.8	13.4	9.2

Source: Mediamark Research Inc., New York, NY, *CyberStats, fall 2003* (copyright). Internet site <<http://www.mriplus.com/pocketpiece.html>>.

No. 1151. Programs for Adults in Public Library Outlets: 2000

[In percent. For activities offered during a typical week during the prior year. Represents programs for which the outlet provided funding, materials, or staff to support the program or the library system ran the program within or on behalf of of the outlet. Based on the Fast Response Survey System and subject to sampling error; see source for details]

Program and group	Number of visits per week			Metropolitan status ¹			
	All outlets	Less than 300	300 to 1,400	1,500 or more	Urban	Suburban	Rural
GENERAL PROGRAMS							
Computer/Internet instruction	56	36	59	77	68	59	49
Book/film discussions or presentations	43	22	45	69	56	50	34
Cultural performances	41	11	48	71	60	51	28
Recreational activities ²	39	24	40	59	52	50	29
Parenting skills	20	6	22	38	28	24	15
Financial planning/investment information	18	4	19	38	30	26	11
Employment/career guidance	17	8	20	24	31	18	12
College/continuing education guidance	15	9	18	18	21	14	13
Citizenship preparation	5	5	4	5	7	6	3
PROGRAMS FOR SPECIFIC GROUPS							
Senior citizens	24	12	25	38	35	29	18
Parents	24	10	27	38	32	31	17
Limited English speaking and/or recent immigrants	9	1	11	19	20	11	5
Adults with physical disabilities	6	4	7	9	7	5	6
Adults with learning disabilities	5	2	6	6	8	3	5

¹ Urban = inside central city; Suburban = In metro area, outside of a central city; Rural = outside a metro area. ² Such as crafts and hobbies.

Source: U.S. National Center for Education Statistics, Fast Response Survey System, *Programs for Adults in Public Library Outlets*, NCES 2003-010, November 2002.

No. 1152. Households With Computers and Internet Access by Selected Characteristic: 2003

[Percent of all households in specified group. As of October. Based on the Current Population Survey and subject to sampling error; for details see source. See also text Section 1, Population, and Appendix III]

Characteristic	Households with computers				Households with Internet access			
	Total	Rural ¹	Urban ¹	Central city ¹	Total	Rural ¹	Urban ¹	Central city ¹
All households	61.8	61.9	61.7	56.9	54.6	54.1	54.8	49.3
Age of householder:								
Under 25 years old	56.5	52.5	57.2	56.6	46.9	43.3	47.5	46.0
25 to 34 years old	68.6	71.6	67.8	64.3	60.2	62.1	59.7	56.1
35 to 44 years old	73.2	75.3	72.6	65.8	65.2	66.2	64.9	57.0
45 to 54 years old	71.9	71.5	72.1	65.3	65.1	63.9	65.6	58.4
55 years old or over	46.6	46.7	46.6	41.5	40.8	40.3	40.9	35.4
Sex:								
Male	65.6	64.2	66.2	61.3	58.6	56.3	59.5	54.2
Female	57.4	58.6	57.1	52.5	50.1	51.1	49.8	44.4
Education of householder:								
Elementary	20.6	18.1	21.6	20.7	14.0	12.7	14.5	13.2
Some high school	32.7	34.7	32.0	28.0	24.3	26.3	23.6	20.1
High school graduate or GED	51.1	56.5	48.7	43.0	43.0	47.5	41.1	34.6
Some college	70.6	73.3	69.7	65.4	62.4	64.8	61.6	56.7
BA degree or more	83.3	84.4	83.0	80.1	78.3	79.3	78.3	74.3
Household income:								
Under \$5,000	35.6	29.8	37.0	33.6	26.8	20.0	28.4	24.3
\$5,000 to \$9,000	26.9	24.4	27.5	27.0	20.0	17.7	20.6	20.4
\$10,000 to \$14,999	31.7	31.7	31.7	32.2	23.7	23.6	23.7	23.2
\$15,000 to \$19,999	38.2	36.7	38.8	37.8	29.4	26.9	30.3	28.8
\$20,000 to \$24,999	46.1	47.7	45.5	45.6	36.7	36.6	36.7	37.8
\$25,000 to \$34,999	55.4	55.7	55.4	54.7	45.6	46.3	45.4	44.5
\$35,000 to \$49,999	71.1	72.6	70.6	70.0	62.8	62.3	63.0	62.0
\$50,000 to \$74,999	81.9	82.4	81.7	81.7	76.0	75.8	76.1	75.1
\$75,000 to \$99,999	88.1	87.9	88.2	85.6	84.1	84.1	84.1	81.7
\$100,000 to \$149,999	92.9	92.2	93.2	89.8	90.4	89.7	90.6	86.0
\$150,000 or more	94.7	95.0	94.7	92.3	92.4	91.6	92.5	91.8

¹ See text, Section 1, Population, and Appendix II.

Source: US Department of Commerce, National Telecommunications and Information Administration, *A Nation Online, 2004*, forthcoming report. See Internet site <<http://www.ntia.doc.gov/ntiahome/dn/index.html>>.

No. 1153. Households With Computers and Internet Access: 1998 and 2003

[Percent of all households in specified group. As of October. Based on survey and subject to sampling error; for details, see source]

State	1998		2003		State	1998		2003	
	Computers	Internet access	Computers	Internet access		Computers	Internet access	Computers	Internet access
U.S.	42.1	26.2	61.8	54.6	MO	41.8	24.3	60.7	53.0
AL	34.3	21.6	53.9	45.7	MT	40.9	21.5	59.5	50.4
AK	62.4	44.1	72.7	67.6	NE	42.9	22.9	66.1	55.4
AZ	44.3	29.3	64.3	55.2	NV	41.6	26.5	61.3	55.2
AR	29.8	14.7	50.0	42.4	NH	54.2	37.1	71.5	65.2
CA	47.5	30.7	66.3	59.6	NJ	48.1	31.3	65.5	60.5
CO	55.3	34.5	70.0	63.0	NM	42.2	25.8	53.9	44.5
CT	43.8	31.8	69.2	62.9	NY	37.3	23.7	60.0	53.3
DE	40.5	25.1	59.5	53.2	NC	35.0	19.9	57.7	51.1
DC	41.4	24.2	64.3	56.8	ND	40.2	20.6	61.2	53.2
FL	39.5	27.8	61.0	55.6	OH	40.7	24.6	58.8	52.5
GA	35.8	23.9	60.6	53.5	OK	37.8	20.4	55.4	48.4
HI	42.3	27.9	63.3	55.0	OR	51.3	32.7	67.0	61.0
ID	50.0	27.4	69.2	56.4	PA	39.3	24.9	60.2	54.7
IL	42.7	26.5	60.0	51.1	RI	41.0	27.1	62.3	55.7
IN	43.5	26.1	59.6	51.0	SC	35.7	21.4	54.9	45.6
IA	41.4	21.8	64.7	57.1	SD	41.6	23.9	62.1	53.6
KS	43.7	25.7	63.8	54.3	TN	37.5	21.3	56.7	48.9
KY	35.9	21.1	58.1	49.6	TX	40.9	24.5	59.0	51.8
LA	31.1	17.8	52.3	44.1	UT	60.1	35.8	74.1	62.6
ME	43.4	26.0	67.8	57.9	VT	48.7	31.8	65.5	58.1
MD	46.3	31.0	66.0	59.2	VA	46.4	27.9	66.8	60.3
MA	43.4	28.1	64.1	58.1	WA	56.3	36.6	71.4	62.3
MI	44.0	25.4	59.9	52.0	WV	28.3	17.6	55.0	47.6
MN	47.6	29.0	67.9	61.6	WI	43.0	25.1	63.8	57.4
MS	25.7	13.6	48.3	38.9	WY	46.1	22.7	65.4	54.7

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *Falling through the Net: Defining the Digital Divide*, July 1999, and *A Nation Online, 2004*, forthcoming report. See Internet site <<http://www.ntia.doc.gov/ntiahome/dn/index.html>>.