

**Table 1131. Utilization and Number of Selected Media: 2000 to 2008**

[100.2 represents 100,200,000]

Media	Unit	2000	2001	2002	2003	2004	2005	2006	2007	2008
Households with—										
Telephones <sup>1</sup>	Millions	100.2	102.2	104.0	107.1	106.4	107.0	108.8	112.2	112.7
Telephone service <sup>1</sup>	Percent	94.1	94.9	95.3	94.7	93.5	92.9	93.4	94.9	95.0
Land line households with wireless telephone <sup>2</sup>	Percent	(X)	(X)	(X)	(X)	(X)	42.4	45.6	58.9	58.5
Wireless-only <sup>2</sup>	Percent	(X)	(X)	(X)	(X)	(X)	7.3	10.5	13.6	17.5
Radio <sup>3</sup>	Millions	100.5	101.9	105.1	106.7	108.3	109.9	110.5	110.5	115.6
Percent of total households	Percent	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.6	5.6	5.6	8.0	8.0	8.0	8.0	8.0	8.0
Television <sup>4</sup>	Millions	101	102	106	107	109	110	110	111	113
Percent of total households	Percent	98.2	98.2	98.2	98.2	98.2	98.2	98.2	98.2	98.2
Television sets in homes	Millions	245	248	254	260	268	287	301	311	310
Average number of sets per home	Number	2.4	2.4	2.4	2.4	2.5	2.6	2.7	2.8	2.8
Time spent watching <sup>5</sup>	Hours/min.	7.35	7.4	7.4	7.6	8.0	8.1	8.1	8.1	8.2
Wired cable television <sup>4</sup>	Percent	70.4	71.0	70.3	68.6	67.5	65.8	64.1	61.3	61.6
Alternative delivery system (ADS) households <sup>4</sup>	Percent	9.8	11.9	14.7	16.7	18.8	19.7	21.6	25.8	27.8
Total broadcast stations <sup>6,7</sup>	Number	(NA)	25,890	26,319	26,613	26,254	27,354	27,807	29,593	29,832
Radio stations <sup>8</sup>	Number	(NA)	13,120	13,331	13,563	13,525	13,660	13,837	13,977	14,253
AM stations	Number	(NA)	4,772	4,804	4,794	4,774	4,757	4,754	4,776	4,786
FM commercial	Number	(NA)	6,089	6,173	6,217	6,218	6,231	6,266	6,309	6,427
FM educational	Number	(NA)	2,259	2,354	2,552	2,533	2,672	2,817	2,892	3,040
Television stations <sup>6</sup>	Number	(NA)	1,695	1,719	1,733	1,748	1,750	1,756	1,759	1,759
Commercial	Number	(NA)	1,316	1,338	1,352	1,366	1,370	1,376	1,379	1,378
Educational	Number	(NA)	379	381	381	382	380	380	380	381
Cable television systems <sup>8</sup>	Number	10,400	10,300	9,900	9,400	8,875	7,926	7,090	6,635	6,101
Cable subscribers	1,000	66,054	64,920	64,556	64,820	65,263	65,296	64,908	65,913	66,218
Cable availability (passed by cable)	1,000	91,700	91,809	90,689	90,779	91,585	92,590	94,060	95,112	95,350
Broadband subscribers: <sup>9</sup>										
Total fixed broadband	Millions	6.8	12.4	19.4	27.7	37.4	47.8	60.2	70.2	76.9
Mobile broadband	Millions	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	25.1

NA Not available. X Not applicable. <sup>1</sup> As of November. Based on Current Population Survey. For occupied housing units. Source: Federal Communications Commission, *Telephone Subscribership in the United States*, February 2010. See also <[www.fcc.gov/wcb/iatd/stats.html](http://www.fcc.gov/wcb/iatd/stats.html)>. <sup>2</sup> From January to June. Based on National Health Interview Survey. For families living in the same housing unit. Source: National Center for Health Statistics, Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, July–December 2008 December 2009. <[www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905.htm#Methods](http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905.htm#Methods)>. <sup>3</sup> Source: Radio Advertising Bureau New York, NY, *Radio Marketing Guide*, annual (copyright). <sup>4</sup> Source: Television Bureau of Advertising, *TV Basics*, <[http://www.tvb.org/nav/build\\_frameset.aspx](http://www.tvb.org/nav/build_frameset.aspx)>. <sup>5</sup> Annual average per TV, home per day. <sup>6</sup> As of December, 31. Source: Federal Communications Commission, *Broadcast Station Totals Index*, <<http://www.fcc.gov/mb/audio/totals/index.html>>. <sup>7</sup> Includes Class A, Low Power TV, UHF and VHF Translators, FM Translators and Boosters, and Low Power FM stations. <sup>8</sup> As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). <sup>9</sup> As of December. Source: Federal Communications Commission, Wireline Competition Bureau, *High-Speed Services for Internet Access: December, 31 2008*, February 2010.

Source: Compiled from sources mentioned in footnotes.

**Table 1132. Multimedia Audiences—Summary: 2009**

[In percent, except total (225,887 represents 225,887,000). As of fall 2009. For persons 18 years old and over. Represents the percent of persons participating during the prior week, except as indicated. Based on sample and subject to sampling error; see source for details]

Item	Total population (1,000)	Television viewing	Television prime time viewing	Cable viewing <sup>1</sup>	Radio listening	Newspaper reading	Accessed Internet <sup>2</sup>
<b>Total</b>	<b>225,887</b>	<b>93.2</b>	<b>83.0</b>	<b>82.2</b>	<b>82.3</b>	<b>70.7</b>	<b>74.1</b>
18 to 24 years old	28,537	89.3	72.7	78.6	85.0	63.3	87.3
25 to 34 years old	40,349	90.1	77.5	77.4	86.4	64.4	84.2
35 to 44 years old	42,375	93.2	83.6	83.4	88.2	69.4	84.2
45 to 54 years old	44,155	94.0	85.1	84.7	87.1	74.1	77.5
55 to 64 years old	33,466	95.0	87.8	85.1	82.5	73.5	70.3
65 years old and over	37,006	96.9	89.3	83.3	63.0	78.4	40.5
Male	109,165	93.2	83.1	81.7	84.3	70.5	73.6
Female	116,722	93.1	82.9	82.7	80.4	71.0	74.5
Not high school graduate	32,257	93.7	81.3	72.3	73.9	54.5	33.6
High school graduate	69,801	94.3	84.4	82.2	81.0	70.6	63.1
Attended college	63,023	93.4	82.7	84.6	85.6	73.2	86.8
College graduate	60,806	91.4	82.5	85.1	84.7	77.0	95.0
Household income:							
Less than \$10,000	11,157	90.8	79.8	61.2	72.0	61.5	40.8
\$10,000 to \$19,999	19,550	92.9	82.1	67.8	70.5	61.0	39.2
\$20,000 to \$29,999	21,550	93.3	83.2	73.2	75.8	64.6	50.3
\$30,000 to \$34,999	10,859	93.8	83.5	77.9	77.1	67.0	58.2
\$35,000 to \$39,999	10,470	92.4	81.6	75.8	79.5	71.2	65.4
\$40,000 to \$49,999	20,241	92.2	82.6	82.5	81.0	70.0	72.6
\$50,000 to \$74,999	43,740	93.3	82.3	84.5	85.5	71.5	80.4
\$75,000 to \$99,999	31,460	93.3	83.8	88.1	86.1	73.2	88.3
\$100,000 or more	56,863	94.0	84.2	91.7	88.1	77.2	94.0

<sup>1</sup> In the past 7 days. <sup>2</sup> In the last 30 days.Source: Mediamark Research & Intelligence, LLC, New York, NY, *Multimedia Audiences*, fall 2009 (copyright).