

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 ¹ | Millions | 100.2 | 102.2 | 104.0 | 107.1 | 106.4 | 107.0 | 108.8 | 112.2 | 112.7 |
| Telephone service ¹ | 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 ² | Percent | (X) | (X) | (X) | (X) | (X) | 42.4 | 45.6 | 58.9 | 58.5 |
| Wireless-only ² | Percent | (X) | (X) | (X) | (X) | (X) | 7.3 | 10.5 | 13.6 | 17.5 |
| Radio ³ | 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 ⁴ | 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 ⁵ | Hours/min. | 7.35 | 7.4 | 7.4 | 7.6 | 8.0 | 8.1 | 8.1 | 8.1 | 8.2 |
| Wired cable television ⁴ | Percent | 70.4 | 71.0 | 70.3 | 68.6 | 67.5 | 65.8 | 64.1 | 61.3 | 61.6 |
| Alternative delivery system (ADS) households ⁴ | Percent | 9.8 | 11.9 | 14.7 | 16.7 | 18.8 | 19.7 | 21.6 | 25.8 | 27.8 |
| Total broadcast stations ^{6,7} | Number | (NA) | 25,890 | 26,319 | 26,613 | 26,254 | 27,354 | 27,807 | 29,593 | 29,832 |
| Radio stations ⁸ | 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 ⁶ | 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 ⁸ | 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: ⁹ | | | | | | | | | | |
| 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. ¹ As of November. Based on Current Population Survey. For occupied housing units. Source: Federal Communications Commission, *Telephone Subscribership in the United States*, February 2010. See also <www.fcc.gov/wcb/iatd/stats.html>. ² From January to June. Based on National Health Interview Survey. For families living in the same housing unit. Source: National Center for Health Statistics, *Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, July–December 2008* December 2009. <www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905.htm#Methods>. ³ Source: Radio Advertising Bureau New York, NY, *Radio Marketing Guide*, annual (copyright). ⁴ Source: Television Bureau of Advertising, *TV Basics*, <http://www.tvb.org/nav/build_frameset.aspx>. ⁵ Annual average per TV, home per day. ⁶ As of December, 31. Source: Federal Communications Commission, *Broadcast Station Totals Index*, <<http://www.fcc.gov/mb/audio/totals/index.html>>. ⁷ Includes Class A, Low Power TV, UHF and VHF Translators, FM Translators and Boosters, and Low Power FM stations. ⁸ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). ⁹ 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 ¹ | Radio listening | Newspaper reading | Accessed Internet ² |
|--------------------------|--------------------------|--------------------|-------------------------------|----------------------------|-----------------|-------------------|--------------------------------|
| Total | 225,887 | 93.2 | 83.0 | 82.2 | 82.3 | 70.7 | 74.1 |
| 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 |

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