
Section 24

Information and Communications

This section presents statistics on the various information and communications media: publishing, including newspapers, periodicals, books, and software; motion pictures, sound recordings, broadcasting, and telecommunications; and information services, such as libraries. Statistics on computer use and Internet access are also included. Data on the usage, finances, and operations of the U.S. Postal Service previously shown in this section are now presented in Section 23, Transportation.

Information industry—

The U.S. Census Bureau's *Service Annual Survey, Information Services Sector*, provides estimates of operating revenue of taxable firms and revenues and expenses of firms exempt from federal taxes for industries in the information sector of the economy. Similar estimates were previously issued in the *Annual Survey of Communications Services*. Data are based on the North American Industry Classification System (NAICS). The information sector is a newly created economic sector. It comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data. It includes establishments previously classified in the Standard Industrial Classification (SIC) in manufacturing (publishing); transportation, communications, and utilities (telecommunications and broadcasting); and services (software publishing, motion picture production, data processing, online information services, and libraries).

This new sector is comprised of industries which existed previously, were revised from previous industry definitions, or are completely new industries. Among those which existed previously are newspaper publishers, motion picture and video production, and online information services. Revised industries include book publishers, libraries, and archives.

Newly created industries include database and directory publishers, record production, music publishers, sound recording studios, cable networks, wired telecommunications carriers, paging, and satellite telecommunications.

Data from 1998 to 2003 are based on the 1997 NAICS; beginning 2004, data are based on the 2002 NAICS. Major revisions in many communications industries affect the comparability of these data. The following URL contains detailed information about NAICS, see <<http://www.census.gov/eos/www/naics/>>. See also the text in Section 15, Business Enterprise.

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

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

The Federal Communications Commission (FCC), established in 1934, regulates wire and radio communications. Only the largest carriers and holding companies file annual financial reports which are publically available. The FCC has jurisdiction over interstate and foreign communication services but not over intrastate or local services. Also, the gross operating revenues of the telephone carriers reporting publically available data annually to the FCC are estimated to

cover about 90 percent of the revenues of all U.S. telephone companies. Data are not service comparable with Census Bureau's *Annual Survey* because of coverage and different accounting practices for those telephone companies which report to the FCC.

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

FCC's Annual Report and its annual *Statistics of Communications Common Carriers* at <http://fcc.gov/wcb/iatd/stats.html>.

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

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

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

Table 1127. Information Industries—Establishments, Employees, and Payroll: 2006 and 2007

[(3,396.2 represents 3,396,200). Excludes self-employed individuals, employees of private households, railroad employees, agricultural production employees, and most government employees. For statement on methodology, see Appendix III]

Industry	2002 NAICS code ¹	Establishments		Paid employees ² (1,000)		Annual payroll (mil. dol.)	
		2006	2007	2006	2007	2006	2007
Information industries	51	141,945	143,779	3,396.2	3,399.3	213,277	223,098
Publishing industries	511	31,821	31,508	1,039.7	1,034.7	72,651	78,113
Newspaper, periodical, book, and database publishers	5111	23,080	23,082	699.9	688.0	34,857	35,521
Newspaper publishers	51111	8,547	8,659	372.0	360.3	14,401	14,395
Periodical publishers	51112	7,932	7,869	161.8	159.0	10,886	11,184
Book publishers	51113	3,335	3,321	83.5	87.0	4,994	5,345
Database and directory publishers	51114	1,834	1,849	56.5	56.3	3,365	3,437
Other publishers	51119	1,432	1,384	26.1	25.4	1,212	1,159
Greeting card publishers	511191	132	126	12.8	11.7	631	602
All other publishers	511199	1,300	1,258	13.4	13.8	581	556
Software publishers	5112	8,741	8,426	339.8	346.7	37,793	42,592
Motion picture and sound recording industries	512	23,961	24,883	331.2	320.6	15,263	15,248
Motion picture and video industries	5121	20,396	21,118	308.8	298.6	13,450	13,406
Motion picture and video production	51211	12,776	13,091	145.4	130.3	10,143	9,509
Motion picture and video distribution	51212	412	456	4.6	10.1	270	602
Motion picture and video exhibition	51213	5,049	5,104	134.5	130.7	1,283	1,351
Motion picture theaters (except drive-ins)	512131	4,771	4,801	132.8	129.0	1,257	1,323
Drive-in motion picture theaters	512132	278	303	1.8	1.7	26	28
Post production and other motion picture and video industries	51219	2,159	2,467	24.3	27.5	1,754	1,944
Teleproduction and other postproduction services	512191	1,841	2,128	19.6	22.8	1,382	1,598
Other motion picture and video industries	512199	318	339	4.7	4.7	371	346
Sound recording industries	5122	3,565	3,765	22.5	22.0	1,813	1,842
Record production	51221	375	395	1.5	1.5	79	82
Integrated record production/distribution	51222	421	390	8.1	7.2	1,024	989
Music publishers	51223	671	710	4.2	4.4	337	357
Sound recording studios	51224	1,608	1,745	5.5	5.6	235	257
Other sound recording industries	51229	490	525	3.2	3.4	137	157
Broadcasting (except Internet)	515	10,583	10,415	302.0	294.0	18,180	18,133
Radio and television broadcasting	5151	9,910	9,757	262.2	252.3	14,516	14,265
Radio broadcasting	51511	7,611	7,445	126.7	124.2	6,100	6,030
Radio networks	515111	782	858	11.9	12.4	837	782
Radio stations	515112	6,829	6,587	114.8	111.8	5,263	5,247
Television broadcasting	51512	2,299	2,312	135.6	128.1	8,416	8,236
Cable and other subscription programming	5152	673	658	39.7	41.7	3,664	3,867
Internet publishing and broadcasting	516	2,653	2,746	41.6	46.6	3,164	3,574
Telecommunications	517	47,762	50,078	1,161.8	1,201.9	69,821	73,474
Wired telecommunications carriers	5171	27,159	27,445	634.5	621.7	41,102	40,930
Wireless telecommunications carriers (except satellite)	5172	12,108	11,817	241.4	277.6	13,578	15,964
Paging	517211	623	458	4.8	4.9	240	207
Cellular and other wireless telecommunications	517212	11,485	11,359	236.6	272.7	13,339	15,756
Telecommunications resellers	5173	2,557	3,417	32.4	35.0	1,791	2,104
Satellite telecommunications	5174	581	708	11.5	13.1	1,119	1,111
Cable and other program distribution	5175	4,816	5,326	231.8	240.0	11,586	12,408
Other telecommunications	5179	541	1,365	10.2	14.4	646	958
Internet service providers, Web search portals, and data processing service	518	21,002	19,922	465.3	446.8	32,151	32,304
Internet service providers and Web search portals	5181	5,572	4,260	80.2	71.3	8,036	7,598
Internet service providers	518111	4,839	3,479	58.0	46.1	4,145	3,498
Web search portals	518112	733	781	22.2	25.2	3,890	4,100
Data processing, hosting, and related services	5182	15,430	15,662	385.1	375.5	24,116	24,707
Other information services	519	4,163	4,227	54.6	54.7	2,047	2,251
News syndicates	51911	764	820	11.6	12.5	746	810
Libraries and archives	51912	2,650	2,521	31.5	30.4	768	794
All other information services	51919	749	886	11.5	11.8	533	647

¹ North American Industry Classification System, 2002. See text, Section 15. ² Covers full- and part-time employees who are on the pay period including March 12.

Source: U.S. Census Bureau, "County Business Patterns," July 2009, <<http://www.census.gov/econ/cbp/index.html>>.

Table 1128. Information Sector Services—Estimated Revenue and Expenses: 2006 to 2008

[In millions of dollars (1,052,274 represents \$1,052,274,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the Service Annual Survey and administrative data; see Appendix III]

Industry	2002 NAICS code ¹	Operating revenue			Operating expenses		
		2006	2007	2008	2006	2007	2008
Information industries.	51	1,052,274	1,114,129	1,156,755	836,377	871,037	903,956
Publishing industries (except Internet)	511	280,794	295,768	300,365	204,111	212,752	215,845
Newspaper, periodical, book, and directory publishers	5111	150,112	152,972	148,657	113,668	115,998	113,355
Newspaper publishers	51111	49,239	47,914	43,918	43,689	41,893	40,389
Periodical publishers	51112	46,827	48,692	47,505	36,461	38,061	35,704
Book publishers	51113	28,240	29,344	30,284	16,131	16,985	18,657
Directory and mailing list publishers	51114	18,886	19,764	20,098	12,804	14,304	14,109
Other publishers	51119	6,920	7,258	6,852	4,583	4,755	4,496
Greeting card publishers	511191	4,630	4,805	4,468	2,816	2,940	2,613
All other publishers	511199	2,290	2,453	2,384	1,767	1,815	1,883
Software publishers	5112	130,682	143,796	151,708	90,443	96,754	102,490
Motion picture and sound recording industries	512	97,199	100,534	101,792	74,044	78,314	81,826
Motion picture and video industries	5121	76,352	80,518	80,668	57,701	62,979	65,895
Motion picture and video production and distribution	51211,12	60,755	64,520	64,577	45,383	50,764	53,632
Motion picture and video exhibition	51213	11,185	11,322	11,453	8,454	8,338	8,350
Motion picture theaters (except drive-ins)	512131	10,974	11,104	11,240	8,343	8,226	8,234
Drive-in motion picture theaters	512132	(S)	(S)	(S)	(S)	112	116
Postproduction services and other motion picture and video industries	51219	4,412	4,676	4,638	3,864	3,877	3,913
Teleproduction and other post-production services	512191	3,501	3,695	3,657	3,044	3,204	3,226
Other motion picture and video industries	512199	911	981	981	820	673	687
Sound recording industries	5122	20,847	20,016	21,124	16,343	15,335	15,931
Record production	51221	285	317	301	313	304	244
Integrated record production/distribution	51222	14,406	13,612	14,931	12,151	10,920	11,822
Music publishers	51223	4,567	4,367	4,231	2,551	2,628	2,343
Sound recording studios	51224	938	1,007	949	801	888	883
Other sound recording industries	51229	651	713	712	527	595	639
Broadcasting (except Internet)	515	93,075	96,453	100,298	69,464	72,521	74,508
Radio and television broadcasting	5151	55,078	55,546	55,247	44,874	46,034	45,886
Radio broadcasting	51511	18,106	18,673	18,027	16,393	16,361	15,638
Radio networks	515111	4,477	5,046	5,315	6,491	6,221	5,818
Radio stations	515112	13,629	13,627	12,712	9,902	10,140	9,820
Television broadcasting	51512	36,972	36,873	37,220	28,481	29,673	30,248
Cable and other subscription programming	5152	37,997	40,907	45,051	24,590	26,487	28,622
Internet publishing and broadcasting	516	12,908	16,683	19,979	11,310	15,604	18,785
Telecommunications	517	462,866	493,609	515,515	393,106	402,804	414,212
Wired telecommunications carriers	5171	195,632	196,981	194,765	173,546	165,524	162,181
Wireless telecommunications carriers (except satellite)	5172	157,491	173,833	184,804	131,114	137,485	143,284
Paging	517211	1,682	1,309	1,245	1,314	946	913
Cellular and other wireless telecommunications	517212	155,809	172,524	183,559	129,800	136,539	142,371
Telecommunications resellers	5173	11,802	12,256	11,619	7,191	7,215	6,636
Satellite telecommunications	5174	6,217	6,296	6,925	4,333	4,452	4,727
Cable and other program distribution	5175	89,713	102,164	115,184	75,205	86,294	95,426
Other telecommunications	5179	2,011	2,079	2,218	1,717	1,834	(S)
Internet service providers, Web search portals, and data processing services	518	98,142	103,462	110,836	78,678	83,283	92,587
Internet service providers and Web search portals	5181	28,061	30,874	33,173	19,247	19,204	20,449
Internet service providers	518111	18,404	18,792	18,803	14,336	13,102	13,505
Web search portals	518112	9,657	12,082	14,370	4,911	6,102	6,944
Data processing, hosting, and related services	5182	70,081	72,588	77,663	59,431	64,079	72,138
Other information services	519	7,290	7,620	7,970	5,664	5,759	6,193
News syndicates	51911	2,198	2,392	2,366	1,795	1,863	1,874
Libraries and archives	51912	2,040	2,194	2,328	1,781	1,914	2,043
Other information services	51919	3,052	3,034	3,276	2,088	1,982	2,276

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

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1129. Information Industries—Establishments, Revenue, Payroll, and Employees by Kind of Business: 2007

[For establishments with payroll. (1,072,343, represents \$1,072,343,000,000). Based on the 2007 Economic Census; see Appendix III]

Kind of business	2007 NAICS code ¹	Establishments	Receipts (mil. dol.)	Annual payroll (mil. dol.)	Paid employees (1,000)
Information industries	51	141,566	1,072,343	228,837	3,497
Publishing industries (except Internet).....	511	30,958	282,224	80,867	1,093
Newspaper, periodical, book, & directory publishers.....	5111	22,683	146,823	34,504	706
Software publishers.....	5112	8,275	135,401	46,363	387
Motion picture & sound recording industries.....	512	23,891	94,986	17,635	336
Motion picture & video industries.....	5121	20,164	79,797	15,494	309
Sound recording industries.....	5122	3,727	15,189	2,142	27
Broadcasting (except Internet).....	515	10,188	99,919	18,076	295
Cable & other subscription programming.....	5152	717	44,926	3,751	46
Telecommunications.....	517	51,999	491,124	75,401	1,251
Wired telecommunications carriers.....	5171	33,548	290,781	54,192	885
Wireless telecommunications carriers (except satellite).....	5172	11,973	170,584	16,201	289
Satellite telecommunications.....	5174	823	4,450	793	10
Other telecommunications.....	5179	5,655	25,309	4,216	67
Data processing, hosting, and related services.....	518	17,129	66,652	26,428	394
Other information services.....	519	7,401	37,438	10,428	128

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

Source: U.S. Census Bureau, "2007 Economic Census; Geographic Area Series: Summary Statistics for the United States, EC0751A1, (2007 NAICS Basis)," June 2010, <<http://www.census.gov/econ/census07/>>.

Table 1130. Media Usage and Consumer Spending: 2003 to 2009

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

Media	2003	2004	2005	2006	2007	2008	2009, proj.
HOURS PER PERSON PER YEAR¹							
Total	3,445	3,473	3,500	3,515	3,545	3,545	3,532
Television.....	1,548	1,559	1,606	1,627	1,654	1,693	1,721
Broadcast Television.....	701	684	660	656	656	640	639
Network—affiliated stations.....	605	589	565	583	592	578	579
Independent and public stations ²	96	95	94	73	64	62	60
Cable networks.....	847	875	946	971	998	1,053	1,081
Basic cable networks.....	698	722	781	809	840	891	920
Premium cable networks ²	148	153	165	162	157	161	161
Broadcast and satellite radio.....	836	823	809	793	784	744	716
Recorded music.....	183	188	187	183	179	172	165
Newspapers.....	198	195	191	182	176	169	158
Pure-play internet services ³	134	145	152	163	174	181	184
Out-of-home media.....	130	134	135	136	136	133	129
Consumer magazines.....	125	128	127	129	129	128	126
Consumer books.....	110	109	109	110	109	104	98
Videogames.....	80	82	78	80	91	107	121
Home video ⁴	61	69	65	66	64	61	59
Yellow Pages.....	12	11	11	11	11	11	10
Box office.....	13	13	12	12	12	12	12
Pure-play mobile services ³	5	7	11	13	17	21	23
In-flight entertainment ⁵	2	1	1	1	1	1	1
Educational books ⁵	8	8	8	8	8	8	8
CONSUMER SPENDING							
PER PERSON PER YEAR (dol.)							
Total	739.75	772.47	785.66	819.38	856.14	882.02	900.99
Television.....	234.26	256.39	280.21	307.58	332.00	357.60	377.34
Cable and satellite TV.....	234.23	256.30	279.81	306.60	330.14	354.72	373.61
Broadcast Television.....	0.03	0.09	0.39	0.98	1.86	2.88	3.73
Home video ⁴	122.22	125.36	114.82	118.84	113.86	106.77	102.39
Consumer books.....	93.76	94.60	98.01	99.56	103.60	100.09	95.21
Pure-play Internet services ³	60.39	60.31	57.88	54.06	55.45	57.46	58.99
Recorded music.....	49.59	51.37	48.98	46.69	40.75	32.87	25.92
Newspapers.....	53.59	51.92	50.32	49.23	47.74	45.75	42.59
Consumer magazines.....	46.54	47.33	47.42	44.46	44.35	43.33	41.63
Box office.....	37.74	37.50	35.54	36.38	38.01	38.34	41.21
Videogames.....	34.65	35.66	35.07	38.36	49.05	61.77	72.05
Pure-play mobile services ³	4.54	7.54	9.59	12.33	15.66	18.55	21.04
Broadcast and satellite radio.....	0.39	1.19	3.03	5.76	7.67	9.12	10.23

¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Telemundo and Univision affiliates included in independent and public stations. Pay-per-view, video-on-demand, interactive channels home shopping and audio-only feeds included in premium cable, satellite & RBOC TV services. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper websites or info alerts, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL and dial up, but not cable modems, pure play content such as MobiTV, GameSpy, eHarmony, and mobile instant messaging and email alerts. ⁴ Playback of prerecorded DVD discs and VHS cassettes only. ⁵ Grades 9–12 and college only. Not included in consumer spending.

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

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).

Table 1133. Publishing Industries—Estimated Revenue by Source and Media Type: 2005 to 2008

[In millions of dollars (267,801 represents \$267,801,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51111. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Source of revenue and media type	2005	2006	2007	2008
Publishing industries (except Internet) ¹	267,801	280,794	295,768	300,365
Newspaper publishers	49,594	49,239	47,914	43,918
General newspapers	41,270	40,730	39,239	35,949
Subscription and sales	8,692	8,673	8,308	8,184
Advertising space	32,578	32,056	30,931	27,765
Specialized newspapers	2,505	2,270	2,449	2,361
Subscription and sales	(S)	(S)	(S)	(S)
Advertising space	2,225	1,930	2,080	2,007
Other operating revenue	5,818	6,239	6,226	5,609
Printing services	1,394	1,317	1,231	1,126
Distribution services	2,105	2,035	1,925	1,620
All other	2,318	2,887	3,069	2,863
Print newspapers	41,654	40,953	39,538	35,841
Online newspapers	1,526	1,418	1,645	2,017
Other media newspapers	595	629	504	451
Periodical publishers	44,241	46,827	48,692	47,505
General interest periodicals	21,985	23,627	23,847	22,152
Subscription and sales	7,372	7,722	7,730	7,109
Advertising space	14,612	15,905	16,116	15,042
Professional and academic periodicals	7,793	7,829	8,119	7,376
Subscription and sales	4,260	4,330	4,335	3,671
Advertising space	3,533	3,499	3,784	3,705
Other periodicals	3,751	3,839	4,178	3,918
Subscription and sales	2,046	2,074	1,869	1,723
Advertising space	1,705	1,764	2,309	2,196
Other operating revenue	10,713	11,533	12,548	14,059
Printing services for others	1,303	1,260	1,273	1,269
Licensing of rights to content	394	454	485	477
All other	9,016	9,819	10,789	12,314
Print	30,671	31,567	32,209	28,913
Online	2,307	3,080	2,993	3,507
Other media	550	646	942	1,026
Book publishers	27,909	28,240	29,344	30,284
Books, print	24,270	24,504	24,990	25,888
Textbooks	9,999	10,346	10,985	11,982
Children's books	3,072	3,097	3,114	3,320
General reference books	1,273	1,081	958	903
Professional, technical, and scholarly books	3,166	3,256	2,920	3,195
Adult trade books	6,760	6,725	7,013	6,488
All other operating revenue	3,639	3,736	4,353	4,396
Print books	22,775	22,948	23,096	23,769
Online books	(S)	775	936	1,084
Other media books	733	782	958	1,035
Directory and mailing list publishers	19,413	18,886	19,764	20,098
Directories	13,789	13,520	13,403	12,866
Subscription and sales	361	365	367	381
Advertising space	13,428	13,154	13,036	12,485
Database and other collections	3,426	3,297	4,097	4,502
Subscription and sales	2,736	2,598	3,147	3,227
Advertising space	690	698	949	1,275
Other operating revenue	2,198	2,070	2,264	2,730
Rental or sale of mailing lists	582	556	730	740
All other	1,616	1,514	(S)	1,990
Print directories, databases, and other collections of information	13,063	12,993	12,854	12,422
Online directories, databases, and other collections of information	3,319	3,000	3,700	4,186
Other media directories, databases, and other collections of information	833	824	946	760

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

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1134. Daily and Sunday Newspapers—Number and Circulation: 1970 to 2008

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

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

¹ All-day newspapers are counted in both morning and evening columns but only once in total. Circulation is divided equally between morning and evening. ² Based on U.S. Census Bureau estimated resident population as of July 1.

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

Table 1135. Daily and Sunday Newspapers—Number and Circulation, 1991 to 2008, and by State, 2008

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

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

¹ Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office. ² Per capita based on estimated resident population as of July 1, except 2000, enumerated resident population as of April 1.

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

Table 1136. Book Publishers' Net Shipments: 2007 to 2010

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

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

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

Table 1137. Software Publishers—Estimated Revenue by Source of Revenue and Software Type: 2005 to 2008

[In millions of dollars (119,856 represents \$119,856,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5112. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008
Operating revenue	119,856	130,682	142,796	151,708
Source of revenue:				
System software publishing ¹	44,120	46,248	51,327	54,777
Operating system software	16,367	16,189	18,589	19,288
Network software	12,549	13,459	14,504	15,403
Database management software	7,164	8,646	9,773	10,712
Development tools and programming languages software	3,347	3,209	3,126	3,194
Application software publishing ¹	43,414	45,750	49,593	50,987
General business productivity and home use applications	20,810	20,281	22,236	23,418
Cross-industry application software	11,635	13,349	13,554	13,508
Vertical market application software	6,916	7,099	7,724	7,653
Utilities application software	1,177	1,433	1,528	1,648
Other services ¹	32,322	38,684	41,876	45,944
Customization and integration of packaged software	4,935	4,925	4,268	5,518
Information technology technical consulting services	4,564	5,664	6,348	5,937
Application service provisioning	(S)	(S)	(S)	(S)
Resale of computer hardware and software	2,240	3,256	4,179	5,003
Information technology-related training services	1,518	1,740	1,793	1,943
Breakdown of revenue by software sales type:				
System software	44,120	46,248	51,327	54,777
Personal computer software	14,986	15,135	18,158	19,144
Enterprise or network software	16,428	18,214	18,466	18,916
Mainframe computer software	9,087	9,683	10,132	11,038
Other system software	3,618	3,216	4,572	5,679
Application software	43,414	45,750	49,593	50,987
Personal computer software	21,396	(S)	21,564	22,357
Enterprise or network software	15,099	16,979	19,683	20,156
Mainframe computer software	2,721	2,670	2,738	2,386
Other application software	4,197	5,352	5,609	(S)

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

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1138. Motion Picture and Sound Recording Industries—Estimated Revenue: 2005 to 2008

[In millions of dollars (93,719 represents \$93,719,000,000). For taxable and tax-exempt employer firms. Covers NAICS 512. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Kind of business	2005	2006	2007	2008
Operating revenue	93,719	97,199	100,534	101,792
Motion picture and video industries	74,795	76,352	80,518	80,668
Motion picture and video production and distribution ¹	59,760	60,755	64,520	64,577
Domestic licensing of rights to motion picture films	16,412	16,120	15,592	14,295
Domestic licensing of rights to television programs	9,350	8,747	10,162	9,443
International licensing of rights to motion picture films	6,864	8,370	9,135	8,877
International licensing of rights to television programs	2,949	3,068	3,177	3,428
Sale of audiovisual works for wholesale, retail, and rental markets	7,855	8,061	10,081	10,059
Motion picture and video exhibition ¹	10,789	11,185	11,322	11,453
Feature film exhibition revenue	7,178	7,355	7,528	7,617
Admissions to domestic films	6,996	7,312	7,474	7,557
Admissions to foreign films	182	(S)	55	60
Food and beverage sales	3,049	3,222	3,311	3,332
Postproduction services and other motion picture and video industries ¹	4,246	4,412	4,676	4,638
Audiovisual postproduction services	2,672	2,807	2,902	2,840
Motion picture film laboratory services	463	(S)	461	449
Duplication and copying services	388	414	417	454
Sound recording industries	18,924	20,847	20,016	21,124
Integrated record production and distribution ¹	12,856	14,406	13,612	14,931
Licensing of rights to use musical compositions	(S)	1,409	(S)	1,354
Licensing of rights to use musical recordings	528	638	621	879
Sales of recordings	(S)	(S)	11,180	11,814
Music publishers ¹	4,280	4,567	4,367	4,231
Licensing of rights to use musical compositions	2,274	2,391	(S)	2,712
Licensing of rights to use musical recordings	(S)	(S)	(S)	(S)
Print music	1,748	1,894	1,630	1,221
Sound recording studios ¹	804	938	1,007	949
Studio recording	533	595	632	624

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

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1139. Recording Media—Manufacturers' Shipments and Value 2000 to 2009

[1,079.2 represents 1,079,200,000. Based on reports of Recording Industry Association of America members companies who distributed about 84 percent of the prerecorded music in 2009. These data are supplemented by other sources]

Medium	2000	2002	2003	2004	2005	2006	2007	2008	2009
UNIT SHIPMENTS (mil.)									
Total ¹	1,079.2	859.7	798.4	958.0	1,301.8	1,588.5	1,774.3	1,919.2	1,852.1
Physical:									
Compact disks ²	942.5	803.3	746.0	767.0	705.4	619.7	511.1	368.4	292.9
Music video ³	18.2	14.7	19.9	32.8	33.8	23.2	27.5	25.1	23.6
Other albums ⁴	78.2	33.3	3.2	2.5	2.0	1.3	1.7	3.0	3.2
Other singles ⁵	40.3	8.4	12.1	6.6	5.1	3.2	3.2	1.1	1.2
Digital:									
Download single	(X)	(X)	(X)	139.4	366.9	586.4	809.9	1,042.7	1,138.3
Download album	(X)	(X)	(X)	4.6	13.6	27.6	42.5	63.6	76.4
Kiosk ⁶	(X)	(X)	(X)	(X)	0.7	1.4	1.8	1.6	1.7
Music video	(X)	(X)	(X)	(X)	1.9	9.9	14.2	20.8	20.4
Mobile ⁷	(X)	(X)	(X)	(X)	170.0	315.3	361.0	405.1	305.8
Subscription ⁸	(X)	(X)	(X)	(X)	1.3	1.7	1.8	1.6	1.2
VALUE (mil. dol.)									
Total ¹	14,323.7	12,614.2	11,854.4	12,345.0	12,296.9	11,758.2	10,372.1	8,768.4	7,690.0
Physical:									
Compact disks ²	13,214.5	12,044.1	11,232.9	11,446.5	10,520.2	9,372.6	7,452.3	5,471.3	4,274.1
Music video ³	281.9	288.4	399.9	607.2	602.2	451.1	484.9	434.6	431.0
Other albums ⁴	653.7	238.8	164.2	66.1	48.5	22.1	29.3	57.6	60.2
Other singles ⁵	173.6	42.9	57.5	34.9	24.1	17.6	16.2	6.4	5.6
Digital:									
Download single	(X)	(X)	(X)	138.0	363.3	580.6	801.8	1,032.2	1,220.3
Download album	(X)	(X)	(X)	45.5	135.7	275.9	424.9	635.3	763.4
Kiosk ⁶	(X)	(X)	(X)	(X)	1.0	1.9	2.6	2.6	6.3
Music video	(X)	(X)	(X)	(X)	3.7	19.7	28.2	41.3	40.6
Mobile ⁷	(X)	(X)	(X)	(X)	421.6	774.5	878.9	977.1	728.8
Subscription ⁸	(X)	(X)	(X)	(X)	149.2	206.2	200.9	221.4	213.1

X Not applicable ¹ Net, after returns. ² Includes DualDisc. ³ Includes DVD video. ⁴ Includes cassette, LP/EP, DVD audio, and super audio CD (SACD). ⁵ Includes CD single and vinyl single. ⁶ Includes singles and albums. ⁷ Includes master ringtones, ringbacks, music videos, full length downloads and other mobile. ⁸ Weighted annual average. Number of units not included in total.

Source: Recording Industry Association of America, Washington, DC, 2009 Year-end Statistics (copyright). See also <<http://www.riaa.com/keystatistics.php>>

Table 1140. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2007 and 2008

[In millions of dollars (5,046 represents \$5,046,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2007	2008	2007	2008	2007	2008
Operating revenue	5,046	5,315	13,627	12,712	36,873	37,220
Air time	1,305	1,333	11,927	11,066	29,662	29,133
National/regional air time	674	739	2,952	2,940	18,088	17,960
Local air time	631	594	8,976	8,126	11,574	11,173
Other operating revenue	3,742	3,982	1,700	1,646	7,211	8,087
Network compensation	178	213	279	329	1,524	1,442
Public and noncommercial programming services	457	472	(S)	(S)	2,066	2,181
All other operating revenue	3,107	3,297	820	699	3,620	4,464
Operating expenses	6,221	5,818	10,140	9,820	29,673	30,248
Personnel costs	1,210	1,160	5,350	4,642	8,817	8,901
Gross annual payroll	989	943	4,527	3,926	7,402	7,521
Employer's cost for fringe benefits	170	161	650	560	1,254	1,245
Temporary staff and leased employee expense	51	56	173	156	161	135
Expensed materials, parts and supplies (not for resale)	48	28	106	90	207	263
Expensed equipment	(S)	12	35	32	68	84
Expensed purchase of other materials, parts and supplies	37	16	72	58	139	179
Expensed purchased services	(S)	(S)	1,148	1,027	2,016	2,034
Expensed purchases of software	26	27	41	40	88	162
Purchased electricity and fuels (except motor fuel)	24	25	163	177	305	297
Lease and rental payments	127	111	362	355	500	539
Purchased repair and maintenance	28	26	91	70	209	208
Purchased advertising and promotional services	(S)	(S)	492	385	914	827
Other operating expenses	4,369	4,114	3,535	4,062	18,632	19,049
Broadcast rights and music license fees	576	533	793	794	11,229	10,714
Network compensation fees (networks only)	192	212	63	67	343	405
Depreciation and amortization charges	(S)	(S)	473	565	1,630	1,799
Governmental taxes and license fees	19	18	394	370	129	152
All other operating expenses	3,074	2,887	1,811	2,266	5,303	5,978

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1141. Cable and Premium TV—Summary: 1980 to 2009

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

Year	Cable TV				Premium TV					
	Average basic sub-scribers (1,000)	Average monthly basic rate (dol.)	Revenue ¹		Units ²			Monthly rate ⁴		
			Total (mil. dol.)	Basic (mil. dol.)	Total premium ³ (1,000)	Premium cable (1,000)	Non-cable delivered premium (1,000)	All premium weighted average ⁴ (dollars)	Premium cable (dollars)	Non-cable delivered premium (dollars)
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1990	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1995	60,550	23.07	24,137	16,763	60,098	46,798	8,925	8.32	8.54	6.99
1996	62,300	24.41	26,195	18,249	67,372	49,607	13,265	8.01	8.12	7.50
1997	63,600	26.48	28,931	20,213	72,910	51,600	17,810	8.33	8.43	8.00
1998	64,650	27.81	31,191	21,574	79,483	54,528	21,673	8.60	8.74	8.22
1999	65,500	28.92	34,095	22,732	84,234	57,095	25,864	8.75	8.85	8.50
2000	66,250	30.37	36,427	24,142	94,100	62,715	30,535	8.72	8.81	8.48
2001	66,732	32.87	41,847	26,324	101,676	68,441	33,035	8.97	9.10	8.66
2002	66,472	34.71	47,989	27,690	109,046	71,732	37,314	9.19	9.29	9.00
2003	66,050	36.59	53,242	29,000	108,522	71,841	36,681	9.38	9.45	9.23
2004	65,727	38.14	58,586	30,080	118,151	76,948	41,203	9.91	9.92	9.88
2005	65,337	39.63	64,891	31,075	126,067	81,910	44,157	9.95	9.97	9.93
2006	65,319	41.17	71,887	32,274	132,951	85,194	47,890	10.01	10.02	9.98
2007	65,141	42.72	78,937	33,393	143,009	91,032	51,977	10.05	10.06	10.02
2008	64,274	44.28	85,232	34,151	149,749	92,540	57,209	10.08	10.10	10.06
2009	62,874	46.13	89,470	34,804	150,401	85,975	64,426	10.12	10.13	10.09

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, DBS satellite and Telco Video for full- and mini-premium services. ⁴ Includes average premium unit price based on data for major premium movie services.

Source: SNL Kagan, a division of SNL Financial LC. From the Broadband Cable Financial Databook 2004, 2005, 2006, 2007, 2009 (copyright); the Cable Program Investor and Cable TV Investor: Deals & Finance newsletters (monthly); and various other SNL Kagan publications.

Table 1142. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2005 to 2008

[In millions of dollars (35,400 represents \$35,400,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008
Operating revenue	35,400	37,997	40,907	45,051
Source of revenue:				
Licensing of rights to broadcast specialty programming ¹	18,254	19,679	21,450	23,777
Air time	15,223	15,900	16,947	18,164
All other operating services revenue	1,923	2,417	2,510	3,110
Operating expenses	23,255	24,590	26,487	28,622
Personnel costs	4,575	4,415	5,096	5,400
Gross annual payroll	3,688	3,461	3,820	4,122
Employer's cost for fringe benefits	575	566	796	796
Temporary staff and leased employee expense	311	388	480	482
Expensed materials, parts and supplies (not for resale)	135	128	125	159
Expensed equipment	52	46	61	73
Expensed purchase of other materials, parts and supplies	83	82	64	85
Expensed purchased services	2,186	2,593	2,243	2,800
Expensed purchases of software	30	37	45	143
Purchased electricity and fuels (except motor fuel)	37	36	36	64
Lease and rental payments	522	460	430	505
Purchased repair and maintenance	80	75	59	108
Purchased advertising and promotional services	1,516	1,985	1,673	1,980
Other operating expenses	16,359	17,454	19,024	20,263
Depreciation and amortization charges	(S)	2,483	2,635	3,023
Government taxes and license fees	107	74	60	61
Program and production costs	10,501	11,330	12,568	13,139
All other operating expenses	3,269	3,566	3,762	4,040

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

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010,

<<http://www.census.gov/econ/www/servmenu.html>>.

Table 1143. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2005 to 2008

[In millions of dollars (10,391 represents \$10,391,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008
Operating revenue	10,391	12,908	16,683	19,979
Source of revenue:				
Publishing and broadcasting of content on the Internet	6,084	7,069	8,728	10,437
Online advertising space	1,994	2,874	3,676	4,604
Licensing of rights to use intellectual property	432	521	569	585
All other operating revenue	1,881	(S)	(S)	4,355
Breakdown of revenue by type of customer:				
Government	(S)	(S)	(S)	(S)
Business firms and not-for-profit organizations	7,329	8,844	11,313	14,269
Household consumers and individual users	2,467	3,361	4,312	4,503
Operating expenses	9,085	11,310	15,604	18,785
Personnel	3,949	4,917	6,319	7,623
Gross annual payroll	3,153	3,935	4,654	5,658
Employer's cost for fringe benefits	561	711	1,029	(S)
Temporary staff and leased employee expense	235	270	(S)	(S)
Expensed materials, parts and supplies (not for resale)	316	361	(S)	(S)
Expensed equipment	133	139	(S)	(S)
Expensed purchase of other materials, parts and supplies	182	222	(S)	(S)
Expensed purchased services	1,544	1,997	(S)	3,245
Expensed purchases of software	194	276	(S)	319
Purchased electricity and fuels (except motor fuel)	16	23	(S)	(S)
Lease and rental payments	343	383	(S)	624
Purchased repair and maintenance	100	108	(S)	(S)
Purchased advertising and promotional services	891	1,208	1,594	2,100
Other operating expenses	3,275	4,035	(S)	7,380
Depreciation and amortization charges	792	909	(S)	(S)
Government taxes and license fees	62	74	96	94

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010,

<<http://www.census.gov/econ/www/servmenu.html>>.

Table 1144. Telecommunications Industry—Carriers and Revenue: 2000 to 2007

[Revenue in millions of dollars (292,762 represents \$292,762,000,000). Based on annual Telecommunications Reporting Worksheets (FCC Form 499-A) filed by telecommunications providers. Revenues are categorized as those billed to universal service contributors for resale, and those billed to telecommunication providers with annual contributions less than \$10,000 and end users.]

Category	Carriers (number)				Telecommunications revenue			
	2000	2005	2006	2007	2000	2005	2006	2007, proj.
Total ¹	4,879	5,005	5,312	5,114	292,762	297,921	297,268	299,451
Local service providers (fixed local & pay phone)	2,641	2,922	3,119	3,048	128,075	122,609	119,905	115,963
Incumbent local exchange carriers (ILECs)	1,335	1,303	1,311	1,304	116,158	103,561	99,997	93,885
Competitors of Incumbent local exchange carriers	607	1,043	1,227	1,312	10,945	18,568	19,473	21,690
CAPs and CLECs ²	479	734	780	774	9,814	16,930	17,276	17,476
Interconnected VoIP providers ³	(NA)	(NA)	145	251	(NA)	(NA)	514	2,394
Private carriers	(⁴)	(⁴)	(⁴)	(⁴)	39	770	1,080	1,031
Wireless service providers ⁵	1,430	905	955	874	63,280	108,809	117,752	124,943
Telephony ⁶	783	402	426	428	59,823	107,834	116,971	123,968
Paging service providers	425	300	304	238	3,102	579	555	607
Toll service providers	808	1,178	1,238	1,192	101,407	66,503	59,611	58,545
Interexchange carriers	212	262	270	250	87,311	46,856	44,083	43,701
Operator service providers	20	23	24	23	635	548	631	595
Prepaid service providers	23	69	85	93	727	1,828	1,713	2,195
Satellite service carriers	25	40	39	41	336	714	444	708
Toll resellers	493	721	744	693	10,641	13,362	9,943	8,314
Other toll carriers, including VoIP ³	35	63	76	92	1,758	3,195	2,798	3,031

NA Not available. ¹ Revenue data include adjustments, not shown separately. ² Competitive access providers (CAPs) and competitive local exchange carriers (CLECs). ³ Voice Over Internet Protocol. 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, Wireline Competition Bureau, Telecommunications Industry Revenues: 2007, September 2009. See also <<http://www.fcc.gov/wcb/iatd/recent.html>>.

Table 1145. Wired and Wireless Telecommunications Carriers—Estimated Revenue: 2005 to 2008

[In millions of dollars (205,652 represents \$205,652,000,000). Based on Service Annual Survey and administrative data. For taxable and tax-exempt employer firms. Covers NAICS 5171 Wired Telecommunications, NAICS 517211 Paging, and NAICS 517212 Cellular and Other Wireless. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text Section 15 and Appendix III]

Item	2005	2006	2007	2008
Wired telecommunications carriers operating revenue	205,652	195,632	196,981	194,765
Fixed services	93,910	89,575	92,545	89,192
Fixed local	56,905	56,375	59,159	56,325
Fixed long-distance	33,830	31,357	31,420	31,086
Fixed all distance ¹	3,176	1,843	1,966	1,782
Other telecommunication services	96,340	90,874	91,042	92,489
Carrier services	34,572	29,450	26,749	24,861
Private network services	26,852	23,643	23,736	23,905
Subscriber line charges	8,438	7,909	6,167	5,375
Internet access services	16,448	17,516	21,143	23,692
Internet telephony	1,217	1,894	2,145	2,440
Telecommunications network installation services	(S)	6,137	6,494	7,477
Reselling services for telecommunications equipment, retail	3,529	3,352	3,459	3,514
Rental of telecommunications equipment	259	(S)	342	287
Repair and maintenance services for telecommunications equipment	835	761	807	938
All other operating revenue	15,401	15,183	13,395	13,084
Wireless telecommunications carriers operating revenue	140,030	157,491	173,833	184,804
Paging	1,995	1,682	1,309	1,245
Messaging (paging) services	1,588	1,277	975	916
Mobile services	111,663	123,414	132,870	138,504
Mobile telephony	57,097	53,804	54,194	58,128
Mobile long distance	4,398	4,808	5,312	4,757
Mobile all-distance	42,292	(S)	57,755	55,963
Other mobile services	7,875	(S)	(S)	19,656
Other telecommunications services	9,508	11,963	14,822	17,127
Internet access services	1,124	2,509	4,541	6,863
Installation services for telecommunications networks	(S)	146	181	301
Reselling services for telecommunications equipment, retail	7,377	8,082	8,689	8,512
Rental of telecommunications equipment	(S)	110	70	71
Repair and maintenance services for telecommunications equipment	732	(S)	(S)	1,380
All other operating revenue	16,865	20,433	24,832	27,928

S Estimate does not meet publication standard. ¹ No distinction between local or long distance.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1146. Telephone Systems—Summary: 1990 to 2007

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

Item	Unit	1990	2000	2001 ¹	2002 ¹	2003 ¹	2004 ¹	2005 ¹	2006 ¹	2007 ¹
LOCAL EXCHANGE CARRIERS²										
Carriers ³	Number	51	52	52	53	54	56	56	56	55
Access lines	Millions	130	245	253	264	275	286	349	379	424
Business access lines	Millions	36	58	54	53	49	48	47	46	45
Residential access lines	Millions	89	115	112	104	99	94	89	82	76
Other access lines (public, mobile, special)	Millions	6	72	87	107	127	144	213	251	303
Number of local calls (originating)	Billions	402	537	515	454	418	381	330	280	235
Number of toll calls (originating)	Billions	63	106	98	96	88	82	79	73	70
Average monthly residential local telephone rate	Dollars	19.24	20.78	22.62	24.07	24.52	24.52	24.64	25.26	25.62
Average monthly single-line business telephone rate	Dollars	41.21	41.80	42.43	41.95	41.96	43.49	43.75	45.32	48.17
INTERNATIONAL TELEPHONE SERVICE⁴										
Number of U.S. billed calls	Millions	984	5,742	6,265	5,926	7,839	10,890	13,134	13,673	13,695
Number of U.S. billed minutes	Millions	8,030	30,135	33,287	35,988	45,904	63,653	70,064	72,440	69,975
End-User U.S. billed revenues	Mil. dol.	8,059	14,909	11,386	9,956	9,294	9,176	7,976	7,907	7,220
U.S. carrier end-user revenue net of settlements with foreign carriers	Mil. dol.	5,188	10,820	7,978	6,822	6,093	5,268	4,515	4,277	3,544

¹ Beginning 2001, detailed financial data are only filed by regional Bell-operating companies. Access lines and calls reported by all subject reporting companies. ² Gross operating revenues, gross plant, and total assets of reporting carriers estimated at more than 90 percent of total industry. New accounting rules became effective in 1990; prior years may not be directly comparable on a one-to-one basis. Includes Virgin Islands, and prior to 1995, Puerto Rico. ³ The reporting threshold for carriers is \$100 million in annual operating revenue. ⁴ Beginning 1991, 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 1991, carriers first started reporting traffic to and from Canada and Mexico. Data for Canada and Mexico in prior years are staff estimates. Beginning 2004, revenue from private-line service includes non-confidential private line service revenue and the total of private line and miscellaneous service revenue for carriers requesting confidential treatment for international telephone service.

Source: U.S. Federal Communications Commission, *Statistics of Communications Common Carriers, Trends in Telephone Service, and Trends in the International Telecommunications Industry*. See also <<http://www.fcc.gov/wcb/iatd/stats.html>>.

Table 1147. Average Annual Telephone Service Expenditures by All Consumer Units: 2001 to 2008

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

Year	Average annual telephone service (dol.)				Percent distribution			
	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹	Total telephone services	Residential telephone/pay phone	Cellular phone service	Other services ¹
2001	914	686	210	19	100.0	75.0	23.0	2.0
2002	957	641	294	22	100.0	67.0	30.7	2.3
2003	956	620	316	20	100.0	64.8	33.1	2.1
2004	990	592	378	20	100.0	59.8	38.2	2.0
2005	1,048	570	455	23	100.0	54.4	43.4	2.2
2006	1,087	542	524	21	100.0	49.9	48.2	2.0
2007	1,110	482	608	20	100.0	43.4	54.8	1.8
2008	1,127	467	643	17	100.0	41.4	57.1	1.5

¹ Phone cards, pager services, and beginning in 2007, Voice over Internet Protocol, known as VoIP.

Source: Bureau of Labor Statistics, "Consumer Expenditures in 2008," October 2009, <<http://www.bls.gov/cex/cellphones.htm>>.

Table 1148. Cellular Telecommunications Industry: 1990 to 2009

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

Item	Unit	1990	2000	2004	2005	2006	2007	2008	2009
Subscribers	1,000	5,283	109,478	182,140	207,896	233,041	255,396	270,334	285,646
Cell sites ¹	Number	5,616	104,288	175,725	183,689	195,613	213,299	242,130	247,081
Employees	Number	21,382	184,449	226,016	233,067	253,793	266,782	268,528	249,247
Service revenue	Mil. dol.	4,548	52,466	102,121	113,538	125,457	138,869	148,084	152,552
Roamer revenue ²	Mil. dol.	456	3,883	4,210	3,786	3,494	3,742	3,739	3,061
Capital investment ³	Mil. dol.	6,282	89,624	173,794	199,025	223,449	244,591	264,761	285,122
Average monthly bill ⁴	Dollars	80.90	45.27	50.64	49.98	50.56	49.79	50.07	48.16
Average length of call ⁴	Minutes	2.20	2.56	3.05	3.00	3.03	(NA)	2.27	1.81
Number of text messages ⁵	Billions	(NA)	(Z)	4.7	9.8	18.7	48.1	110.4	152.7
Number of MMS ^{5,6}	Billions	(NA)	(NA)	(NA)	0.2	0.3	0.8	1.6	5.1

NA Not available. Z Entry less than half the unit of measurement shown. ¹ The basic geographic unit of a wireless PCS or cellular system. ² Service revenue generated by subscribers' calls outside of their system areas. ³ Beginning 2005, cumulative capital investment figure reached by summing the incremental capital investment in year shown with cumulative capital investment of prior year. ⁴ As of December 31. ⁵ Number of messages in final month of survey, (December). ⁶ Multimedia Messaging Service.

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

Table 1149. Cable and Other Programming Distribution—Estimated Revenue: 2005 to 2008

[In millions of dollars (80,555 represents \$80,555,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5175. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008
Operating revenue	80,555	89,713	102,164	115,184
Sources of revenue:				
Multichannel programming distribution services	52,676	56,730	61,939	68,384
Basic programming package	40,440	43,394	46,751	51,022
Premium programming package	9,604	10,221	11,550	13,411
Pay-per-view	2,633	3,115	3,638	3,951
Other revenue	27,878	32,983	40,224	46,800
Air time	3,539	3,933	4,005	4,338
Rental and reselling services for program distribution equipment	2,426	3,067	3,834	4,443
Installation services for connections to program distribution networks	637	721	933	998
Internet access services	11,246	13,415	15,989	18,361
Internet telephony	523	1,599	3,493	5,448
Fixed local telephony	1,554	1,931	(S)	2,662
Fixed long-distance telephony	646	420	(S)	184
All other operating revenue	7,308	7,898	9,376	10,367
Type of customer:				
Government	494	463	517	630
Business firms and not for profit organizations	6,581	6,937	8,686	8,856
Household customers and individual customers	73,479	82,313	92,961	105,698

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1150. Internet Service Providers, Web Search Portals, and Data Processing, Hosting and Related Services—Estimated Revenue: 2006 to 2008

[In millions of dollars (18,404 represents \$18,404,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	Internet service providers (NAICS 518111)			Data processing, hosting, and related services (NAICS 5182)		
	2006	2007	2008	2006	2007	2008
Operating revenue	18,404	18,792	18,803	(X)	(X)	(X)
Internet access service	12,235	11,121	9,858	(X)	(X)	(X)
Online advertising space	2,304	3,087	4,105	(X)	(X)	(X)
Internet backbone services	306	405	(S)	(X)	(X)	(X)
Internet telephony	(S)	181	(S)	(X)	(X)	(X)
Web site hosting services	1,164	1,028	875	(X)	(X)	(X)
Information technology design and development services	(S)	(S)	(S)	(X)	(X)	(X)
All other operating revenue	(S)	2,707	(S)	(X)	(X)	(X)
Operating revenue	(X)	(X)	(X)	70,081	72,588	77,663
Data processing IT infrastructure provisioning, and hosting services	(X)	(X)	(X)	36,824	36,969	39,784
Business processing management services	(X)	(X)	(X)	19,691	18,313	19,933
Data management services	(X)	(X)	(X)	7,036	7,091	7,357
Application service provisioning	(X)	(X)	(X)	6,338	6,810	7,844
Web site hosting services	(X)	(X)	(X)	2,529	(S)	(S)
Collocation services	(X)	(X)	(X)	(S)	(S)	(S)
Other operating revenue	(X)	(X)	(X)	33,256	35,619	37,879
IT design and development services	(S)	(S)	(S)	6,309	6,337	(S)
IT technical support services	(X)	(X)	(X)	1,419	1,406	1,726
IT technical consulting services	(X)	(X)	(X)	1,550	1,882	1,930
Information and document transformation services	(X)	(X)	(X)	3,397	3,508	4,028
Software publishing	(X)	(X)	(X)	1,961	2,229	2,740
Reselling services for computer hardware and software, retail	(X)	(X)	(X)	2,081	2,155	(S)
All other operating revenue	(X)	(X)	(X)	16,538	18,101	19,208

S Data do not meet publication standards. X Not applicable.

Source: U.S. Census Bureau, "2008 Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1151. Public Libraries, Selected Characteristics: 2008

[11,391 represents \$11,391,000,000. Based on survey of public libraries. Data are for public libraries in the 50 states and the District of Columbia. The response rates for these items are between 97 and 100 percent. See source for details]

Population of service area	Number of—		Operating income			Paid staff ³		Average number of public use Internet computers per stationary outlet ⁵
	Public libraries	Stationary outlets ¹	Total ² (mil. dol.)	Source		Total	Librarians with ALA-MLS ⁴	
				State government (percent)	Local government (percent)			
Total	9,221	16,671	11,391	8.7	82.7	145,244	32,562	13.2
1,000,000 or more	27	1,126	1,764	6.4	82.8	18,678	4,782	24.0
500,000 to 999,000	57	1,156	1,766	8.5	83.8	20,309	4,991	21.6
250,000 to 499,999	106	1,141	1,352	11.0	81.4	16,578	4,083	18.6
100,000 to 249,999	337	2,010	1,791	8.6	84.2	23,134	4,980	17.1
50,000 to 99,999	557	1,646	1,443	10.6	82.1	18,873	4,301	16.2
25,000 to 49,999	967	1,705	1,394	8.2	83.9	18,435	4,364	14.7
10,000 to 24,999	1,763	2,275	1,158	8.2	82.5	16,468	3,531	12.0
5,000 to 9,999	1,497	1,647	422	9.1	79.4	6,873	1,054	8.5
2,500 to 4,999	1,340	1,372	174	7.0	77.1	3,176	315	6.2
1,000 to 2,499	1,573	1,594	100	5.8	75.4	2,050	132	4.6
Fewer than 1,000	997	999	28	11.1	69.5	671	30	3.5

¹ The sum of central and branch libraries. The total number of central libraries was 9,042; the total of branch libraries was 7,629. ² Includes income from the federal government (0.4%) and other sources (8.2%), not shown separately. ³ Full-time equivalents. ⁴ Librarians with master's degrees from a graduate library education program accredited by the American Library Association (ALA). Total librarians, including those without ALA-MLS, were 47,926. ⁵ The average per stationary outlet was calculated by dividing the total number of public use Internet computers in central and branch outlets by the total number of such outlets.

Source: Institute of Museum and Library Services, "Public Libraries Survey: Fiscal Year 2008," (IMLS-2010-PLS-02), June 2010. See also <<http://harvester.census.gov/imls/pubs/pls/index.asp>>.

Table 1152. Number of Public Libraries and Library Services by State: 2008

[For Fiscal Year. 1,504,861 represents 1,504,861,000. Based on Public Libraries Survey. Public libraries can have one or more outlets that provide direct service to the public. The three types of outlets include central libraries, branch libraries, and bookmobiles]

State	Number of public libraries ¹	Library visits (1,000s)	Per capita visits ²	Per capita circulation of materials ²	Internet computers per stationary outlet ³	Average number of public use Internet computers per stationary outlet ³	State	Number of public libraries ¹	Library visits (1,000s)	Per capita visits ²	Per capita circulation of materials ²	Internet computers per stationary outlet ³	Average number of public use Internet computers per stationary outlet ³
U.S.	9,221	1,504,861	5.1	7.7	13.2	13.2	MO.	152	28,353	5.5	9.4	12.8	12.8
AL.	210	15,477	3.5	4.4	15.4	15.4	MT.	80	4,063	4.5	6.5	7.8	7.8
AK.	86	3,473	5.1	6.3	5.5	5.5	NE.	270	8,983	6.9	10.5	6.6	6.6
AZ.	86	26,196	4.0	7.3	17.8	17.8	NV.	22	10,956	4.0	6.5	12.7	12.7
AR.	51	9,909	3.7	4.9	8.6	8.6	NH.	231	7,302	5.6	8.4	4.9	4.9
CA.	181	171,873	4.5	5.8	15.7	15.7	NJ.	303	49,289	5.9	7.3	14.4	14.4
CO.	115	30,666	6.3	12.0	15.9	15.9	NM.	91	7,487	4.8	6.3	11.9	11.9
CT.	195	23,775	6.8	9.4	14.2	14.2	NY.	755	117,214	6.2	8.2	13.7	13.7
DE.	21	4,361	5.5	10.4	13.9	13.9	NC.	77	37,600	4.1	5.8	15.7	15.7
DC.	1	2,705	4.6	3.0	12.0	12.0	ND.	81	2,426	4.3	7.2	5.6	5.6
FL.	80	84,363	4.5	6.2	25.5	25.5	OH.	251	92,280	8.0	16.7	15.8	15.8
GA.	59	36,980	4.0	4.7	16.4	16.4	OK.	115	14,551	4.9	7.0	10.6	10.6
HI.	1	5,891	4.6	5.5	10.4	10.4	OR.	126	22,267	6.6	15.4	10.6	10.6
ID.	104	8,550	6.4	9.4	8.9	8.9	PA.	457	48,315	4.0	5.8	11.4	11.4
IL.	634	77,553	6.6	9.0	13.3	13.3	RI.	48	6,330	6.0	7.0	14.2	14.2
IN.	238	41,168	7.2	13.7	16.0	16.0	SC.	42	16,770	3.8	5.4	16.0	16.0
IA.	539	18,534	6.3	9.6	6.4	6.4	SD.	114	3,922	5.6	8.4	6.1	6.1
KS.	327	14,671	6.2	11.4	8.0	8.0	TN.	187	20,454	3.4	4.1	13.6	13.6
KY.	116	18,512	4.4	6.7	16.7	16.7	TX.	561	74,221	3.3	4.9	17.2	17.2
LA.	68	14,632	3.3	4.0	13.1	13.1	UT.	69	17,487	6.7	13.0	13.2	13.2
ME.	272	7,188	5.9	7.7	5.2	5.2	VT.	183	3,893	6.4	7.7	5.0	5.0
MD.	24	32,814	5.9	9.9	20.7	20.7	VA.	91	39,888	5.2	9.2	15.0	15.0
MA.	370	42,169	6.5	8.4	10.6	10.6	WA.	64	42,271	6.5	12.1	13.4	13.4
MI.	384	54,390	5.5	8.0	14.8	14.8	WV.	97	6,008	3.3	4.2	7.0	7.0
MN.	138	28,793	5.5	10.7	12.4	12.4	WI.	381	35,467	6.3	10.9	9.9	9.9
MS.	50	8,859	3.0	2.9	8.6	8.6	WY.	23	3,560	6.8	9.0	9.4	9.4

¹ Of the 9,221 public libraries, 7,469 were single outlet libraries and 1,752 were multiple outlet libraries. Single outlet libraries are a central library, bookmobile, or books by mail only outlet. Multiple outlet libraries have to or more direct service outlets including some combination of single outlet libraries. ² Per capita rate and per 1,000 population based on total unduplicated population of legal service area given by the state library agency of each state. ³ The average per stationary outlet was calculated by dividing the total number of public use Internet computers in central and branch outlets by the total number of such outlets.

Source: Institute of Museum and Library Services, "Public Libraries Survey: Fiscal Year 2008," (IMLS-2010-PLS-02), June 2010. See also <<http://harvester.census.gov/imls/pubs/pls/index.asp>>.

Table 1153. Public Library Use of the Internet: 2009

[In percent, except number of outlets. As of spring. Kbps = kilobits per second. Mbps = million bits per second. Based on sample survey; see source for details]

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

¹ Urban = inside central city; Suburban = In metro area, outside of a central city; Rural = outside a metro area. ² Determined by the 2000 poverty status of the service area of the outlet. ³ Central libraries and branches; excludes bookmobiles. ⁴ Less than 1 percent.

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

Table 1154. Household Internet Usage In and Outside of the Home by Selected Characteristics: 2009

[In thousands except percent (119,296 represents 119,296,000). As of October. Based on the Current Population Survey and subject to sampling error. See Appendix III]

Characteristics	Total households	In the home			Anywhere		No internet use	
		Percent			Total households	Percent of households	Total households	Percent of households
		All households	Dial-up	Broad-band				
All households	119,296	68.69	4.74	63.53	91,471	76.68	27,826	23.32
Age of householder:								
Under 25 years old	6,635	66.96	2.27	64.25	5,502	82.92	1,133	17.08
25 to 34 years old	19,811	74.24	2.50	71.15	16,965	85.63	2,846	14.37
35 to 44 years old	22,180	77.77	4.12	73.26	19,288	86.96	2,892	13.04
45 to 54 years old	25,034	75.83	5.01	70.34	20,966	83.75	4,068	16.25
55 years and older	45,636	58.20	6.21	51.66	28,750	63.00	16,886	37.00
Sex of householder:								
Male	60,867	71.72	4.58	66.74	48,073	78.98	12,794	21.02
Female	58,429	65.53	4.90	60.20	43,398	74.27	15,031	25.73
Race and ethnicity of householder:								
White	83,810	73.31	4.95	67.95	66,945	79.88	16,865	20.12
Black	14,876	54.25	4.40	49.48	10,100	67.89	4,776	32.11
American Indian/Alaskan Native	804	53.41	4.46	48.28	530	65.89	274	34.11
Asian	4,560	80.70	3.00	77.36	3,905	85.65	654	14.35
Hispanic	13,799	52.77	4.35	47.88	8,821	63.92	4,978	36.08
Educational attainment of householder:								
Elementary	5,384	25.18	3.58	21.35	1,802	33.47	3,582	66.53
Some high school	9,339	37.70	4.47	33.15	4,479	47.96	4,860	52.04
High school diploma/GED	34,985	57.18	5.87	50.91	23,333	66.69	11,652	33.31
Some college	33,687	75.01	4.98	69.49	28,449	84.45	5,239	15.55
Bachelor's degree or more	35,900	88.54	3.64	84.47	33,407	93.06	2,493	6.94
Family income of householder:								
Less than \$15,000	15,160	35.90	3.67	31.97	7,431	49.02	7,729	50.98
15,000 to 24,999	11,234	46.75	5.34	41.03	6,551	58.31	4,683	41.69
25,000 to 34,999	12,036	59.92	6.40	53.05	8,611	71.54	3,425	28.46
35,000 to 49,999	13,918	74.20	6.03	67.81	11,604	83.38	2,314	16.62
50,000 to 74,999	17,548	85.55	5.66	79.26	16,131	91.93	1,416	8.07
75,000 to 99,999	10,124	92.13	4.09	87.63	9,725	96.05	400	3.95
100,000 to 149,000	8,818	95.46	1.98	93.10	8,634	97.92	184	2.08
150,000 and over	6,142	97.38	1.47	95.50	6,052	98.54	90	1.46

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, *Networked Nation: Broadband in America 2007*, January 2008. See also <<http://www.ntia.doc.gov/reports/2008/NetworkedNation.html>> and <http://www.ntia.doc.gov/data/CPS2009_Tables.html>.

Table 1155. Household Internet Usage by Type of Internet Connection and State: 2009

[In percent. As of October. See headnote, Table 1154. Based on Current Population Survey. See Appendix III]

State	Any-where	In the home			No Internet use	State	Any-where	In the home			No Internet use
		Total	Broad-band	Dial-up				Total	Broad-band	Dial-up	
U.S.	76.68	68.69	63.53	4.74	23.3	MO.	73.99	63.67	57.50	5.51	26.01
AL.	66.60	56.13	48.44	6.38	33.4	MT.	76.73	64.06	58.30	5.60	23.27
AK.	86.27	77.26	72.97	3.63	13.7	NE.	79.77	70.00	63.89	4.39	20.23
AZ.	79.75	72.08	67.16	4.48	20.3	NV.	79.23	72.38	67.70	3.75	20.77
AR.	66.10	55.88	51.01	4.48	33.9	NH.	83.09	78.74	73.21	5.00	16.91
CA.	79.88	73.09	67.63	4.85	20.1	NJ.	81.05	76.81	72.44	4.19	18.95
CO.	82.39	72.91	68.77	3.79	17.6	NM.	72.51	61.71	54.62	7.09	27.49
CT.	80.62	74.75	70.75	3.69	19.4	NY.	75.57	70.65	65.80	4.47	24.43
DE.	77.47	71.07	66.70	3.61	22.5	NC.	73.21	63.86	59.34	4.35	26.79
DC.	80.88	71.78	66.21	5.46	19.1	ND.	77.18	67.10	62.54	3.89	22.82
FL.	78.35	71.53	66.59	4.66	21.7	OH.	75.98	66.85	61.44	5.17	24.02
GA.	75.89	67.61	63.94	3.54	24.1	OK.	73.40	60.65	55.82	4.69	26.60
HI.	79.07	73.33	69.97	3.36	20.9	OR.	84.03	76.00	70.08	5.69	15.97
ID.	81.39	72.18	67.40	4.42	18.6	PA.	73.61	67.31	61.57	5.43	26.39
IL.	78.30	68.31	62.54	5.45	21.7	RI.	77.01	71.57	69.47	1.80	22.99
IN.	70.93	62.51	56.48	5.75	29.1	SC.	69.00	58.26	53.30	4.82	31.00
IA.	77.24	67.79	62.02	5.40	22.8	SD.	74.62	65.49	59.65	5.60	25.38
KS.	79.43	70.48	66.78	3.06	20.6	TN.	69.80	62.33	55.44	6.47	30.20
KY.	69.10	59.49	53.55	5.45	30.9	TX.	72.91	63.93	59.92	3.28	27.09
LA.	69.67	60.59	57.06	3.05	30.3	UT.	86.41	77.86	73.34	4.14	13.59
ME.	77.30	70.19	61.35	8.45	22.7	VT.	82.58	70.80	60.61	7.73	17.42
MD.	80.98	73.37	69.76	3.21	19.0	VA.	77.73	71.02	65.01	5.83	22.27
MA.	80.78	75.85	72.93	2.19	19.2	WA.	86.26	77.93	72.41	5.21	13.74
MI.	78.03	68.03	62.32	5.42	22.0	WV.	66.30	59.72	52.05	7.52	33.70
MN.	82.52	72.38	66.91	5.22	17.5	WI.	79.90	71.81	66.95	4.67	20.10
MS.	62.58	51.80	41.76	9.31	37.4	WY.	79.87	69.79	65.55	3.77	20.13

Source: U.S. Department of Commerce, National Telecommunications and Information Administration, "Current Population Survey (CPS) Internet use 2009," November 2009, <http://www.ntia.doc.gov/data/CPS2009_Tables.html>.

Table 1156. Internet Access and Usage: 2009

[For persons 18 years old and over (225,887 represents 225,887,000. As of fall 2009. Based on sample and subject to sampling error; see source for details)]

Characteristic	Total adults	Have Internet access			Used the Internet in the last 30 days		
		Home or work or other	Home	Work	Home or work or other	Home	Work
Total adults, (1,000) ¹	225,887	195,960	167,972	84,132	167,294	150,756	73,393
PERCENT DISTRIBUTION							
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Age:							
18 to 34 years old	30.50	32.49	31.34	32.39	35.20	33.46	31.60
35 to 54 years old	38.31	40.27	42.21	50.12	41.78	42.94	51.45
55 years old and over	31.20	27.24	26.45	17.49	23.02	23.60	16.94
Sex:							
Male.	48.33	48.35	48.58	49.63	48.01	47.96	49.42
Female.	51.67	51.65	51.42	50.37	51.99	52.04	50.58
Census region: ²							
Northeast.	18.43	19.09	19.81	18.64	19.11	19.67	18.80
Midwest.	22.06	22.13	21.71	22.35	22.24	22.04	21.54
South.	36.76	35.41	34.43	34.51	34.49	34.03	34.52
West.	22.76	23.37	24.05	24.51	24.16	24.26	25.14
Household size:							
1 to 2 persons	46.55	43.81	41.68	41.90	41.99	41.54	42.17
3 to 4 persons	37.23	39.51	41.38	43.28	41.15	41.97	43.19
5 or more persons	16.22	16.68	16.94	14.82	16.85	16.48	14.64
Any child in household.	40.02	42.31	43.40	45.93	44.05	44.06	45.95
Marital status:							
Single.	25.95	26.66	24.91	24.71	28.06	26.36	23.90
Married.	55.01	57.29	60.86	62.05	57.83	60.27	62.93
Other.	19.04	16.05	14.22	13.24	14.12	13.37	13.16
Educational attainment:							
Graduated college plus	26.92	30.43	33.93	46.28	34.53	36.78	49.43
Attended college	27.90	30.49	31.41	32.40	32.69	32.66	31.93
Did not attend college	45.18	39.08	34.66	21.32	32.79	30.55	18.64
Employed full-time	49.48	53.69	55.43	86.04	57.36	57.30	87.71
Employed part-time	11.91	12.62	12.83	13.32	13.26	13.29	11.80
Household income:							
Less than \$50,000	41.54	35.24	29.12	18.07	30.43	27.04	16.23
\$50,000 to \$74,999	19.36	20.70	21.46	20.21	21.02	21.19	19.69
\$75,000 to \$149,999	28.65	32.14	35.80	43.15	35.15	37.27	44.34
\$150,000 or more	10.45	11.92	13.62	18.57	13.40	14.50	19.75

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

Source: Mediastat Research & Intelligence, LLC, New York, NY, CyberStats, fall 2009 (copyright); <http://www.mriplus.com/pocketpiece.html>.

1157. Adult Computer and Adult Internet Users by Selected Characteristics: 2000 to 2010

[Percent of persons 18 years old and over. Represents persons who use a computer or the Internet at a workplace, school, home, or anywhere else, on at least an occasional basis. Based on telephone surveys of persons with land line telephones. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the land line sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent. For 2000, Internet users include persons who have ever gone online to access the Internet or World Wide Web or to send and receive e-mail. For 2005, 2009 and 2010 Internet users include those who at least occasionally use the Internet or send and receive e-mail]

Characteristic	Adult computer users				Adult Internet users				All adults, by type of home connection, 2010	
	2000	2005	2009	2010	2000	2005	2009	2010	Broad-band	Dial-up
Total adults	65	71	78	77	53	69	79	79	66	5
Age:										
18 to 29 years old	82	83	88	89	72	82	92	95	80	4
30 to 49 years old	76	81	87	86	62	80	87	87	75	4
50 to 64 years old	61	72	78	78	48	68	79	78	63	6
65 years old and over	21	31	42	42	15	28	42	42	31	7
Sex:										
Male	66	72	78	78	56	70	81	79	66	5
Female	64	70	77	76	51	67	77	79	65	5
Race/ethnicity:										
White, non-Hispanic	66	72	78	79	55	70	79	80	67	5
Black, non-Hispanic	59	60	66	72	42	54	67	71	56	5
English-speaking Hispanic	64	75	84	74	48	73	84	82	66	5
Educational attainment:										
Less than high school	28	36	47	43	19	35	50	52	33	4
High school graduate ¹	56	63	67	67	41	59	69	67	54	6
Some college	80	81	89	88	69	80	88	90	76	6
College graduate or higher	88	90	94	96	79	88	94	96	86	4
Annual household income:										
Less than \$30,000	48	52	56	58	35	50	60	63	45	6
\$30,000 to \$49,999	74	76	82	82	61	74	80	84	67	8
\$50,000 to \$74,999	85	88	93	89	74	86	94	89	79	4
\$75,000 or more	90	92	95	96	81	91	95	95	87	3

¹ Includes those with a GED certificate.

Source: Pew Internet & American Life Project Surveys from September-December 2000; September and December of 2005; April 2009 and May 2010. <<http://www.pewinternet.org/index.asp>>.

Table 1158. Internet Activities of Adults by Type of Home Internet Connection: 2010

[In percent. For Internet users 18 years old and over. For persons who have ever performed the activity. Based on telephone surveys of persons with land line telephones, unless otherwise noted. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the land line sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent. In January 2010, 2,259 persons were interviewed including 562 cell phone users. The response rate for the land line sample was 22 percent. The response rate for the cellular sample was 20 percent]

Activity	Survey date (month/year)	Percent of American adults performing activity	Percent of Internet users performing activity	Percent of home dial-up users performing activity	Percent of home broadband users performing activity
Send or read e-mail	May, 2010	74	94	91	95
Use a search engine to find information	May, 2010	69	87	61	92
Check weather reports and forecasts online	May, 2010	64	81	70	84
Get news online	May, 2010	59	75	58	79
Buy a product online	May, 2010	29	66	49	71
Visit a local, state, or federal government Web site	May, 2010	53	67	57	70
Buy or make a reservation for travel	May, 2010	52	66	45	70
Look for news or information about politics	May, 2010	40	50	33	54
Do any banking online	May, 2010	46	58	35	63
Watch a video on a video-sharing site	May, 2010	52	66	35	69
Look online for info about a job	May, 2010	43	54	49	56
Look for information on Wikipedia	May, 2010	42	53	26	59
Send instant messages	May, 2010	37	47	26	50
Get financial information online	May, 2010	29	37	23	40
Use online classified ads or sites like Craig's List	May, 2010	42	53	39	56
Rate a product, service, or person	May, 2010	25	32	15	35
Use a social networking site	May, 2010	48	61	43	66
Participate in an online auction	May, 2010	21	26	8	30
Look for religious or spiritual information online	May, 2010	25	32	29	34
Download a podcast so you can listen to it or view it later	May, 2010	17	21	15	23
Make a donation to a charity online	May, 2010	18	22	9	25
Create or work on your own online journal or blog	January, 2010	11	14	8	15

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

1159. Typical Daily Internet Activities of Adult Internet Users: 2010

[Percent of Internet users 18 years old and over. Represents persons who reported doing the activity "yesterday." Based on telephone surveys of persons with land-line telephones, unless otherwise noted]

Activity	Survey date (month/year)	Total Internet users	Age					Sex	
			18 to 29 years old	30 to 49 years old	50 to 64 years old	65 years old and over	Male	Female	
			Send or read e-mail	May, 2010	62	62	67	60	55
Use a search engine to find information	May, 2010	49	55	54	42	34	49	49	
Get news online	May, 2010	43	44	45	42	34	48	38	
Check weather reports and forecasts online	May, 2010	34	38	37	27	27	37	31	
Look for news or information about politics	May, 2010	19	18	22	17	19	23	16	
Do any banking online	May, 2010	26	27	30	22	19	27	25	
Watch a video on a video-sharing site	May, 2010	23	39	20	12	17	26	20	
Use a social networking site	May, 2010	38	60	39	20	13	34	41	
Send instant messages	May, 2010	15	24	15	9	4	13	17	
Visit a local, state or federal government Web site	May, 2010	12	11	12	12	10	15	9	
Get financial information online	May, 2010	12	9	14	13	14	19	6	
Buy a product online	May, 2010	8	7	10	6	6	8	7	
Look online for info about a job	May, 2010	10	13	10	7	4	10	9	
Use online classified ads or sites like Craig's List	May, 2010	11	14	13	6	5	13	8	
Create or work on your own online journal or blog	January, 2010	4	6	4	4	4	4	5	
Buy or make a reservation for travel	May, 2010	5	5	6	4	3	5	5	
Rate a product, service, or person	May, 2010	4	4	4	6	2	4	5	
Participate in an online auction	May, 2010	4	5	5	4	2	6	3	
Download a podcast so you can listen to it or view it later	May, 2010	3	5	2	3	1	4	2	
Make a donation to a charity online	May, 2010	1	2	1	1	1	1	1	
Look for information on Wikipedia	May, 2010	17	29	15	11	4	21	14	
Look for religious or spiritual information online	May, 2010	5	5	5	6	4	6	4	

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

1160. Online News Consumption by Selected Characteristics: 2000 to 2010

[Percent of Internet users 18 years old and over. Represents persons who report getting news online "ever" or "yesterday." Based on telephone surveys of persons with land line telephones, unless otherwise noted. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the land line sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent]

Characteristic	"Ever" get news online			Got news online "yesterday"		
	2000	2009	2010	2000	2009	2010
Total adult Internet users	60	72	75	22	38	43
Age:						
18 to 29 years old	56	74	75	16	35	44
30 to 49 years old	63	76	78	25	44	45
50 to 64 years old	57	71	76	25	37	42
65 years old and over	53	56	62	28	28	34
Sex:						
Male	66	73	77	29	42	48
Female	53	72	74	16	35	38
Race/ethnicity:						
White, non-Hispanic	60	73	75	23	40	43
Black, non-Hispanic	63	72	72	13	32	42
English-speaking Hispanic	57	67	73	23	34	35
Annual household income:						
Less than \$30,000	55	59	64	21	28	28
\$30,000 to \$49,999	57	69	74	20	33	35
\$50,000 to \$74,999	63	75	78	22	40	47
\$75,000 or more	69	84	84	31	53	60
Frequency of Internet use:						
Daily	66	81	82	33	50	54
Several times per week	59	59	64	17	13	14
Less Often	51	30	38	12	2	5

Source: Pew Internet & American Life Project Surveys from March 2000, April 2009, and May 2010, <<http://www.pewinternet.org/index.asp>>.