

## No. 1440. Selected Communications Media: 1920 to 1998

Year	Percent of households with—			Percent of TV households with—		Commercial television stations		Cable television		Daily newspapers	
	Tele- phone service <sup>1</sup>	Radio <sup>2</sup>	Televi- sion <sup>3</sup>	Cable TV <sup>4</sup>	VCRs <sup>4</sup>	VHF <sup>3</sup>	UHF <sup>3</sup>	Systems (num- ber) <sup>5</sup>	House- holds served <sup>6</sup> (mil.)	Num- ber <sup>7</sup>	Circula- tion <sup>7</sup> (mil.)
1920 . . . . .	35	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,042	27.8
1925 . . . . .	39	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2,008	33.7
1930 . . . . .	41	39	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,942	39.6
1935 . . . . .	32	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,950	38.2
1940 . . . . .	37	73	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,878	41.1
1945 . . . . .	46	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	1,749	48.4
1950 . . . . .	62	91	9	(NA)	(NA)	98	-	(NA)	(NA)	1,772	53.8
1955 . . . . .	72	94	63	(NA)	(NA)	297	114	400	0.2	1,760	56.1
1960 . . . . .	78	94	85	(NA)	(NA)	440	75	640	0.7	1,763	58.9
1965 . . . . .	85	95	90	2.3	(NA)	481	88	1,325	1.3	1,751	60.4
1970 . . . . .	91	99	95	6.7	(NA)	501	176	2,490	4.5	1,748	62.1
1975 . . . . .	95	99	97	12.6	(NA)	514	192	3,506	9.8	1,756	60.7
1980 . . . . .	93	99	98	19.9	1.1	516	218	4,225	17.7	1,745	62.2
1985 . . . . .	92	99	98	42.8	20.9	520	363	6,600	39.9	1,676	62.8
1990 . . . . .	93	99	98	56.4	68.6	547	545	9,575	54.9	1,611	62.3
1991 . . . . .	94	99	98	58.9	71.9	547	551	10,704	55.8	1,586	60.7
1992 . . . . .	94	99	98	60.2	75.0	551	567	11,035	56.4	1,570	60.2
1993 . . . . .	94	99	98	61.4	77.1	552	585	11,108	57.2	1,556	59.8
1994 . . . . .	94	99	98	62.4	79.0	561	584	11,214	60.5	1,548	59.3
1995 . . . . .	94	99	98	63.4	81.0	562	599	11,218	63.0	1,533	58.2
1996 . . . . .	94	99	98	65.3	82.2	554	620	11,119	64.6	1,520	57.0
1997 . . . . .	94	99	98	66.5	84.2	558	619	10,950	65.9	1,509	56.7
1998 . . . . .	(NA)	(NA)	98	67.2	84.6	562	642	10,845	(NA)	1,489	56.2

- Represents zero. NA Not available. <sup>1</sup> For occupied housing units. Census years as of April 1; all other years as of March. Source: U.S. Census Bureau, *1970 and 1980 Census of Housing*, Vol. 1; thereafter Federal Communications Commission, *Trends in Telephone Service*, July 1998. <sup>2</sup> As of December 31, except as noted. Source: Radio Advertising Bureau, New York, NY, through 1992, *Radio Facts*, annual, (copyright); beginning 1993, *Radio Marketing Guide and Fact Book for Advertisers*, annual, (copyright). Number of stations on the air compiled from Federal Communications Commission reports. <sup>3</sup> Through 1970, as of September of prior year; all other years as of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). <sup>4</sup> As of February. Excludes Alaska and Hawaii. Source: See footnote 3. <sup>5</sup> As of January 1. Source: Warren Publishing, Washington DC, *Television and Cable Factbook* (copyright). <sup>6</sup> Source: Nielsen Media Research, *Nielsen Station Index*, November diary estimates (copyright). <sup>7</sup> As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright). Source: Compiled from sources mentioned in footnotes.