



## No. 934. UTILIZATION OF SELECTED MEDIA: 1950 TO 1982

ITEM	Unit	1950	1955	1960	1965	1970	1975	1978	1979	1980	1981	1982
Households with —												
Telephone service <sup>1</sup> .....	Percent.....	62	72	79	85	91	93	96	96	96	97	(NA)
Radio sets <sup>2</sup> .....	Percent.....	92.6	96.4	96.3	98.6	98.8	98.6	98.9	99.0	99.0	99.0	99.0
Average number of sets.....	Number.....	2.1	2.4	3.7	4.1	5.1	5.6	5.7	5.7	5.5	5.5	5.5
Television sets <sup>3</sup> .....	Percent.....	9	65	87	93	95	97	98	98	98	98	98
Average number of sets.....	Number.....	1.01	1.03	1.13	1.22	1.39	1.54	1.63	1.67	(NA)	(NA)	(NA)
Color set households.....	Millions.....	-	(2)	.3	2.8	20.9	46.9	56.9	60.3	63.4	68.1	71.4
Average viewing per day <sup>4</sup> .....	Hours.....	4.6	4.9	5.1	5.5	5.9	6.1	6.3	6.3	6.3	6.6	6.7
Stations <sup>5</sup> .....	Number.....	2,336	3,179	4,218	4,867	5,584	6,228	6,462	6,492	6,603	(NA)	(NA)
AM and FM.....	Number.....	2,143	2,704	3,470	3,941	4,209	4,355	4,316	4,253	4,259	(NA)	(NA)
FM affiliates of AM stations.....	Number.....	(NA)	(NA)	(NA)	(NA)	225	477	655	681	715	(NA)	(NA)
FM independents.....	Number.....	86	38	218	338	464	703	777	835	904	(NA)	(NA)
TV stations.....	Number.....	107	437	530	588	686	693	714	723	725	(NA)	(NA)
Cable television: <sup>6</sup>												
Systems.....	Number.....	70	400	640	1,325	2,490	3,506	3,875	4,150	4,225	4,375	4,825
Subscribers served.....	Millions.....	7.01	.15	.65	1.3	4.5	9.8	13.0	14.1	15.5	18.3	21.0
Daily newspaper circulation: <sup>7</sup>												
Number.....	Millions.....	53.8	56.1	58.9	60.4	62.1	60.7	62.0	62.2	62.2	61.4	(NA)
Per capita <sup>8</sup> .....	Number.....	.354	.340	.327	.312	.305	.282	.279	.277	.275	.268	(NA)

- Represents zero. NA Not available. Z Less than 50,000. <sup>1</sup>As of Dec. 31. Source: American Telephone and Telegraph Company, New York, N.Y., unpublished data. <sup>2</sup>As of Dec. 31. Source: Radio Advertising Bureau, New York, N.Y., *Radio Facts*, annual (copyright). <sup>3</sup>1970-1979, as of Sept. of prior year; all other years as of Jan. of year shown. Source: Except as noted, 1950-1965, National Broadcasting Company, New York, N.Y., thereafter, A.C. Nielsen Company, Northbrook, Ill. (copyright). In Television Bureau of Advertising, Inc., New York, "Trends in Television, 1950 to Date," April 1, 1982. <sup>4</sup>Source: A.C. Nielsen Company, Northbrook, Ill. (copyright). <sup>5</sup>Reporting stations, as of Dec. 1. Includes Puerto Rico and Virgin Islands. Source: U.S. Federal Communications Commission, *AM-FM and TV Broadcast Financial Data*, annual, and unpublished data.

<sup>6</sup>As of Jan. 1. Source: Television Digest, Inc., Washington, D.C. *Television Factbook*, annual (copyright). <sup>7</sup>Data for 1952. <sup>8</sup>As of Sept. 30, except 1950-1965, as of Oct. 1. Source: Editor & Publisher, Inc., New York, N.Y., *Editor & Publisher International Year Book*, annual (copyright). <sup>9</sup>Per capita based on total resident population enumerated as of April 1, 1970 and 1980, and estimated as of July 1 for other years.

Source: Compiled from sources listed in footnotes.