

Americans' Consumption of Communications Media

Newspapers: Low Compared to Much of Europe, and Falling
Television: Still High Compared to All of Europe

[All data are expressed in terms of the number per 1,000 people]

	Telephone Lines		Cell Phones	Newspapers		Televisions	
	1990	1995	1995	1990	1994	1990	1995
United States	510	630	128	250	228	815	776
Canada	570	590	86	228	189	641	647
France	480	560	24	210	237	406	579
Germany	--	490	43	--	317	--	550
East	110	--	--	338	--	514	--
West	480	--	--	338	--	514	--
Italy	390	430	67	107	105	424	436
Japan	420	490	81	587	576	620	619
Mexico	60	100	7	127	113	139	192
Norway	500	560	224	614	607	425	561
Russia	120	170	.6	482	267	329	379
Sweden	680	680	229	533	483	474	476
United Kingdom	440	500	98	395	351	435	612

Source: *Statistical Abstract of the United States*, 1993 and 1998.

Are Electronic Communications Crowding Out Print— Or Is It Something Else?

Per Capita Daily Newspaper Circulation

	Number Sold Per 1000 People
1970	300
1975	280
1980	270
1985	260
1990	250
1995	220
1997	210

Source: *Statistical Abstract of the United States*, 1998.