

FACTS & FEATURES



CB03-FF.14SE

September 24 , 2003



** Special Edition **

Dialing for Dollars



Telemarketing

3,169

The number of telemarketing establishments in the United States in 1997.



5,250

The number of collection agencies in the United States in 1997. Collection agencies are another source of pesky, dinnertime calls to people's homes.

http://www.census.gov/epcd/ec97/US_56.HTM#N561

\$8.2 billion

Sales by telemarketing firms, as reported in the 1997 Economic Census, the most current data available (data from the 2002 Economic Census currently are being processed.)

http://www.census.gov/epcd/ec97/US_56.HTM#N561

236,000

The number of people employed by the telemarketing industry in 1997.

http://www.census.gov/epcd/ec97/US_56.HTM#N561

\$3.5 billion

The annual payroll for employees in the telemarketing industry in 1997.

http://www.census.gov/epcd/ec97/US_56.HTM#N561

112 million

The number of residential telephone access lines in the United States in 2001.
<<http://www.census.gov/statab/www/>>, 2003 edition, Table 1149 (unpublished).

Phone Service

103 million

The number of the nation's households (98 percent) with telephone service in 2000. They consisted of 69 million homeowners and 34 million renters.



<<http://factfinder.census.gov>>, Census 2000 Summary File 3, Table H43.

99 percent

The proportion of all owner-occupied housing units that had telephone service in 2000.
<<http://factfinder.census.gov>>, Census 2000 Summary File 3, Table QT-H9.

540 billion

The number of interstate long-distance call minutes clocked by carriers in 2001.
<<http://www.census.gov/statab/www/>>, 2003 edition, Table 1149 (unpublished).

515 billion

The number of local calls originated in the United States in 2001.
<<http://www.census.gov/statab/www/>>, 2003 edition, Table 1149 (unpublished).

98 billion

The number of toll calls originated in the United States in 2001.
<<http://www.census.gov/statab/www/>>, 2003 edition, Table 1149 (unpublished).

\$914

The average annual expenditure by consumers on telephones in 2001. Blacks (\$1,024) spent much more than the average, while Hispanics (\$917) spent about the average. One-person consumer units spent \$620, while those with five or more people spent \$1,194.
<<http://www.census.gov/statab/www/>>, 2003 edition, Tables 678, 679 (unpublished).

1920

The first available census data on telephones, which showed 35 percent of households had access to a telephone, either in their homes or outside the residence (at work or in the home of a neighbor or relative, for example). The percentage didn't pass 50 percent until after World War II. The 1980 census was the first time the question on phones specified, "Do you have a telephone in your living quarters?"

<<http://www.census.gov/statab/www/>>, 1999 edition, Table 1440.

The following is a list of observances typically covered by the Census Bureau's *Facts for Features* series, which can be found at <<http://www.census.gov/Press-Release/www/factsheets.html>>:

African American History Month (February)

Valentine's Day (Feb. 14)

Women's History Month (March)

St. Patrick's Day (March 17)

Asian Pacific American Heritage Month (May)

Older Americans Month (May)

Mother's Day (May 11)

Father's Day (June 15)

The Fourth of July (July 4)

Anniversary of Americans With Disabilities Act (July 26)

Back to School (August)

Labor Day (Sept. 1)

Grandparents Day (Sept. 14)

Hispanic Heritage Month (Sept. 15-Oct. 15)

Halloween (Oct. 31)

American Indian/Alaska Native Heritage

Month (November)

Veterans Day (Nov. 11)

Thanksgiving Day (Nov. 27)

The Holiday Season (December)

Editor's note: Some of the preceding data were collected in surveys and, therefore, are subject to sampling error.

Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: (301)

763-3030; fax: (301) 457-3670; or e-mail: <pio@census.gov>.