Background on CTIA's Semi-Annual Wireless Industry Survey

CTIA-The Wireless Association®'s Semi-annual wireless industry survey develops industry-wide information drawn from operational member and non-member wireless service providers. It has been conducted since January 1985, originally as a cellular-only survey instrument, and now including PCS, ESMR and AWS licensees. No break-out of results specific to spectrum bands or licenses is performed.

The information solicited from the service providers includes: direct employment, number of cell sites, total service revenues, roaming revenues as a subset of total service revenues, the average local monthly bill, and the average length of call. The average local monthly bill is developed on a weighted basis, to avoid skewing the figures. It is not an average of averages. No adjustments are made to these figures.

The CTIA survey also develops information on the number of reported wireless service subscribers for the responding systems, and an estimated total subscriber figure (taking into account non-responding systems). Because the CTIA survey is a voluntary survey, it cannot compel responses from wireless carriers. However, the survey has an excellent response rate. For the June 30, 2009, installment of the semi-annual survey, CTIA received responses from companies serving 95.9 percent of wireless subscribers.

Because not all systems do respond, CTIA develops an estimate of total subscribership. The estimated subscriber figure is developed by determining the identity and character of non-responding markets (*i.e.*, RSA/MSA or equivalent-market designation, age of system, market population), and using a surrogate penetration rate applicable to similar, known systems to derive probable subscribership. These numbers are then summed with the reported subscriber numbers to reach the total estimated subscriber figures. No carrier-specific or market-specific information is maintained as a result of the survey. All such information is aggregated by an independent accounting firm to a nationwide level. The underlying source material for the survey is then destroyed per confidentiality agreements.

The following tables and charts reflect selected top-of-the-line data. Complete results of CTIA's semi-annual survey are available for purchase in the comprehensive report, *CTIA's Wireless Industry Indices: 1985 – 2009*, including data on revenues, subscriber usage, investment, digital subscribership, and other operational indicators and ratios. The report is available for a member price of $850 and a non-member price of $1,075. Subsequent copies are available to members at $475 each and to non-members at $535 each. Annual subscriptions are available at a member price of $1,445 and non-member price of $1,825. The report may be ordered by contacting research@ctia.org or by ordering directly from CTIA's Research e-Store at http://www.ctia.org/store/producttyperesults.cfm?group_id=1. Order forms are also available on CTIA's web site, at http://files.ctia.org/pdf/Indices_Order_Form1.pdf.

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CTIA-THE WIRELESS ASSOCIATION®
ANNUALIZED U.S. WIRELESS INDUSTRY SURVEY RESULTS - JUNE 1985 TO JUNE 2009

Date	Estimated Total Subscribers	Twelve-Month Total Service Revenues (in $000s)	12-Month Roamer Revenues (in $000s)	Cell Sites	Direct Service Provider Employees	Average Local Monthly Bill (June Survey Periods)	Average Local Call Length (June Survey Periods)
1985	203,600	$354,316	N/a	599	1,697	N/a	N/a
1986	500,000	$666,782	N/a	1,194	3,556	N/a	N/a
1987	883,778	$941,981	N/a	1,732	5,656	N/a	N/a
1988	1,608,697	$1,558,080	N/a	2,789	9,154	$95.00	2.25
1989	2,691,793	$2,479,936	$210,699	3,577	13,719	$85.52	2.35
1990	4,368,686	$4,060,494	$365,549	4,768	18,973	$83.94	2.32
1991	6,380,053	$5,075,963	$565,989	6,685	25,545	$74.56	2.20
1992	8,892,535	$6,688,302	$838,077	8,901	30,595	$68.51	2.38
1993	13,067,318	$9,008,700	$1,124,493	11,551	36,501	$67.31	2.38
1994	19,283,306	$12,591,947	$1,552,382	14,740	45,622	$58.65	2.36
1995	28,154,414	$16,460,516	$2,173,003	19,844	60,689	$52.45	2.27
1996	38,195,466	$21,525,861	$2,737,177	24,802	73,365	$48.84	2.24
1997	48,705,553	$25,575,275	$2,858,432	38,650	97,039	$43.86	2.25
1998	60,831,431	$29,637,742	$3,166,656	57,674	113,111	$39.88	2.34
1999	76,284,753	$37,214,819	$3,837,994	74,157	141,929	$40.24	2.40
2000	97,035,925	$45,295,550	$4,134,626	95,733	159,645	$45.15	2.48
2001	118,397,734	$58,726,376	$3,698,683	114,059	186,317	$45.56	2.62
2002	134,561,370	$71,117,599	$4,055,654	131,350	186,956	$47.42	2.60
2003	148,065,824	$81,185,272	$3,874,488	147,719	187,169	$49.46	2.63
2004	169,467,393	$95,515,593	$3,956,823	174,368	212,186	$49.49	3.06
2005	194,479,364	$108,534,727	$4,136,492	178,025	225,162	$49.52	3.04
2006	219,652,457	$118,299,682	$3,558,052	197,576	238,236	$49.30	2.94
2007	243,428,202	$132,893,824	$3,611,049	210,360	257,401	$49.94	3.13
2008	262,720,165	$143,710,400	$3,690,099	220,472	267,855	$48.54	2.43
2009	276,610,580	$151,203,725	$3,546,748	245,912	261,453	$49.57	2.03

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CTIA'S SEMI-ANNUAL WIRELESS INDUSTRY SURVEY RESULTS
JANUARY 1985 – JUNE 2009

Date	Estimated Subscribers	Total Six-Month Revenues ($000)	Roamer Service Revenues ($000)	Cell Sites	Direct Service Provider Employees	Average Local Monthly Bill	Avg. Local Call Length (Min)	Avg. Roam Call Length
Jan-85	91,600	$178,085	N/A	346	1,404	N/A	N/A	N/A
Jun-85	203,600	$176,231	N/A	599	1,697	N/A	N/A	N/A
Dec-85	340,213	$306,197	N/A	913	2,727	N/A	N/A	N/A
Jun-86	500,000	$360,585	N/A	1,194	3,556	N/A	N/A	N/A
Dec-86	681,825	$462,467	N/A	1,531	4,334	N/A	N/A	N/A
Jun-87	883,778	$479,514	N/A	1,732	5,656	N/A	N/A	N/A
Dec-87	1,230,855	$672,005	N/A	2,305	7,147	$96.83	N/A	N/A
Jun-88	1,608,697	$886,075	N/A	2,789	9,154	$95.00	N/A	N/A
Dec-88	2,069,441	$1,073,473	$89,331	3,209	11,400	$98.02	N/A	N/A
Jun-89	2,691,793	$1,406,463	$121,368	3,577	13,719	$85.52	N/A	N/A
Dec-89	3,508,944	$1,934,132	$173,199	4,169	15,927	$89.30	N/A	N/A
Jun-90	4,368,686	$2,126,362	$192,350	4,768	18,973	$83.94	N/A	N/A
Dec-90	5,283,055	$2,422,458	$263,660	5,616	21,382	$80.90	N/A	N/A
Jun-91	6,380,053	$2,653,505	$302,329	6,685	25,545	$74.56	N/A	N/A
Dec-91	7,557,148	$3,055,017	$401,325	7,847	26,327	$72.74	N/A	N/A
Jun-92	8,892,535	$3,633,285	$436,725	8,901	30,595	$68.51	N/A	N/A
Dec-92	11,032,753	$4,189,441	$537,146	10,307	34,348	$68.68	N/A	N/A
Jun-93	13,067,318	$4,819,259	$587,347	11,551	36,501	$67.31	2.38	3.38
Dec-93	16,009,461	$6,075,916	$774,266	12,824	39,810	$61.49	2.41	3.26
Jun-94	19,283,306	$6,519,031	$778,116	14,740	45,622	$58.65	2.36	2.89
Dec-94	24,134,421	$7,710,891	$1,052,666	17,920	53,902	$56.21	2.24	2.85
Jun-95	28,154,414	$8,749,625	$1,120,337	19,844	60,689	$52.45	2.27	2.74
Dec-95	33,758,661	$10,330,614	$1,422,233	22,663	68,165	$51.00	2.15	2.79
Jun-96	38,195,466	$11,194,247	$1,314,943	24,802	73,365	$48.84	2.24	2.80

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CTIA'S SEMI-ANNUAL WIRELESS INDUSTRY SURVEY RESULTS

Date	Estimated Subscribers	Total Six-Month Revenues ($000)	Roamer Service Revenues ($000)	Cell Sites	Direct Service Provider Employees	Average Local Monthly Bill	Avg. Local Call Length (Min)	Avg. Roam Call Length
Dec-96	44,042,992	$12,440,724	$1,465,992	30,045	84,161	$47.70	2.32	3.14
Jun-97	48,705,553	$13,134,551	$1,392,440	38,650	97,039	$43.86	2.25	2.95
Dec-97	55,312,293	$14,351,082	$1,581,765	51,600	109,387	$42.78	2.31	2.94
Jun-98	60,831,431	$15,286,660	$1,584,891	57,674	113,111	$39.88	2.34	2.65
Dec-98	69,209,321	$17,846,515	$1,915,578	65,887	134,754	$39.43	2.39	3.11
Jun-99	76,284,753	$19,368,304	$1,922,416	74,157	141,929	$40.24	2.40	2.96
Dec-99	86,047,003	$20,650,185	$2,163,001	81,698	155,817	$41.24	2.38	3.11
Jun-00	97,035,925	$24,645,365	$1,971,625	95,733	159,645	$45.15	2.48	3.19
Dec-00	109,478,031	$27,820,655	$1,911,356	104,288	184,449	$45.27	2.56	3.23
Jun-01	118,397,734	$30,905,721	$1,727,058	114,059	186,317	$45.56	2.62	3.01
Dec-01	128,374,512	$34,410,513	$2,205,768	127,540	203,580	$47.37	2.74	2.94
Jun-02	134,561,370	$36,707,086	$1,846,267	131,350	186,956	$47.42	2.60	3.07
Dec-02	140,766,842	$39,801,101	$2,049,245	139,338	192,410	$48.40	2.73	3.11
Jun-03	148,065,824	$41,384,171	$1,825,243	147,719	187,169	$49.46	2.63	3.15
Dec-03	158,721,981	$46,239,922	$1,941,024	162,986	205,629	$49.91	3.07	3.45
Jun-04	169,467,393	$49,275,671	$2,015,799	174,368	212,186	$49.49	3.06	3.45
Dec-04	182,140,362	$52,845,539	$2,194,532	175,725	226,016	$50.64	3.05	2.80
Jun-05	194,479,364	$55,689,208	$1,941,960	178,025	225,162	$49.52	3.04	2.66
Dec-05	207,896,198	$57,849,013	$1,844,371	183,689	233,067	$49.98	3.00	3.36
Jun-06	219,652,457	$60,450,669	$1,713,680	197,576	238,236	$49.30	2.94	3.40
Dec-06	233,040,781	$65,006,156	$1,780,614	195,613	253,793	$50.56	3.03	3.47
June-07	243,428,202	$67,887,668	$1,830,435	210,360	257,401	$49.94	3.13	3.35
Dec-07	255,395,599	$70,981,636	$1,911,579	213,299	266,782	$49.79	N/A	3.40
Jun-08	262,720,165	$72,728,764	$1,778,519	220,472	267,855	$48.54	2.43	3.16
Dec-08	270,333,881	$75,355,406	$1,960,755	242,130	268,528	$50.07	2.27	3.27
Jun-09	276,610,580	$75,848,319	$1,585,993	245,912	261,453	$49.57	2.03	3.39

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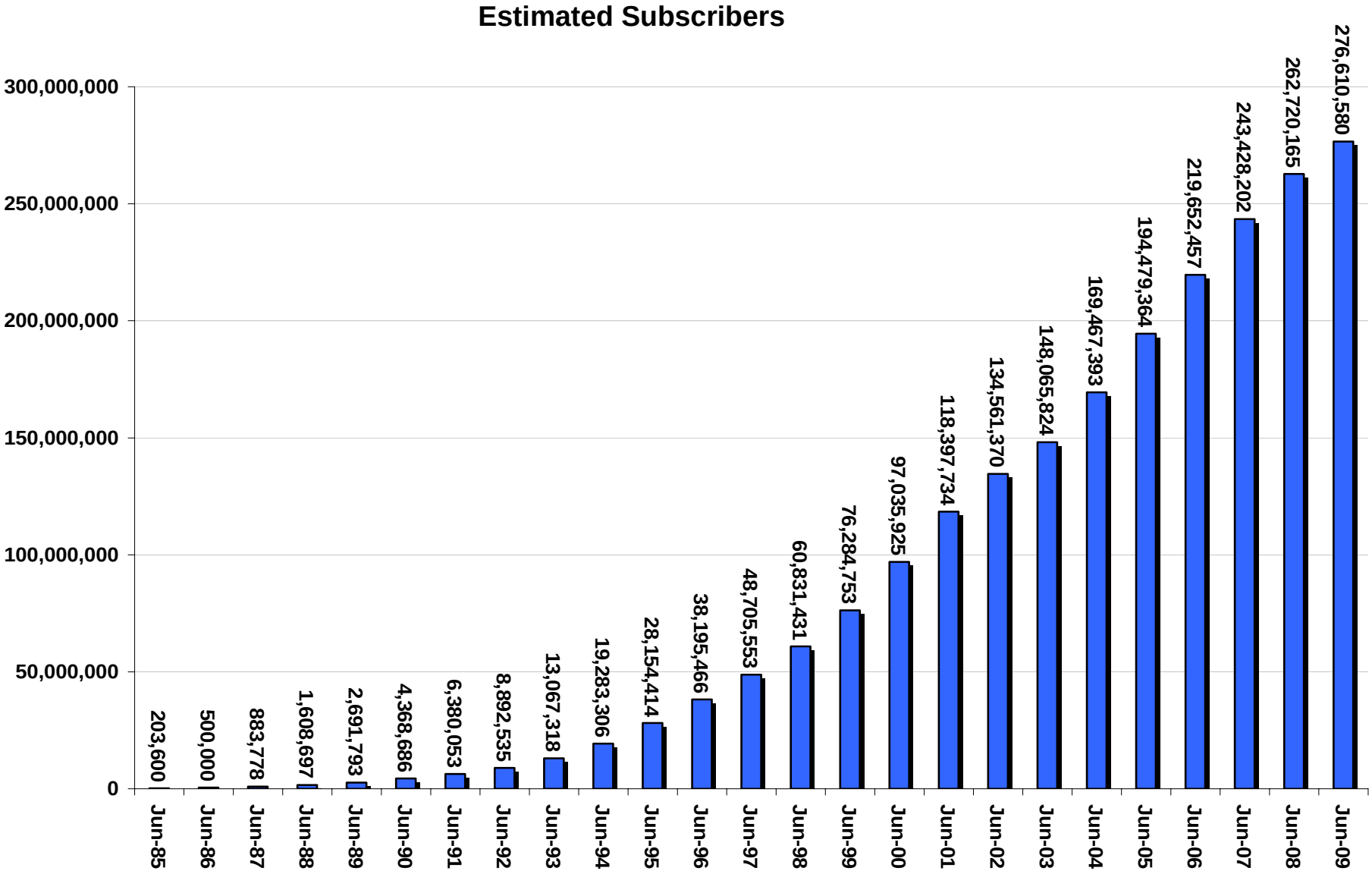

Mid-Year 2009 Estimated Wireless Subscribers
Up 13.9 Million from June 2008

Source: CTIA

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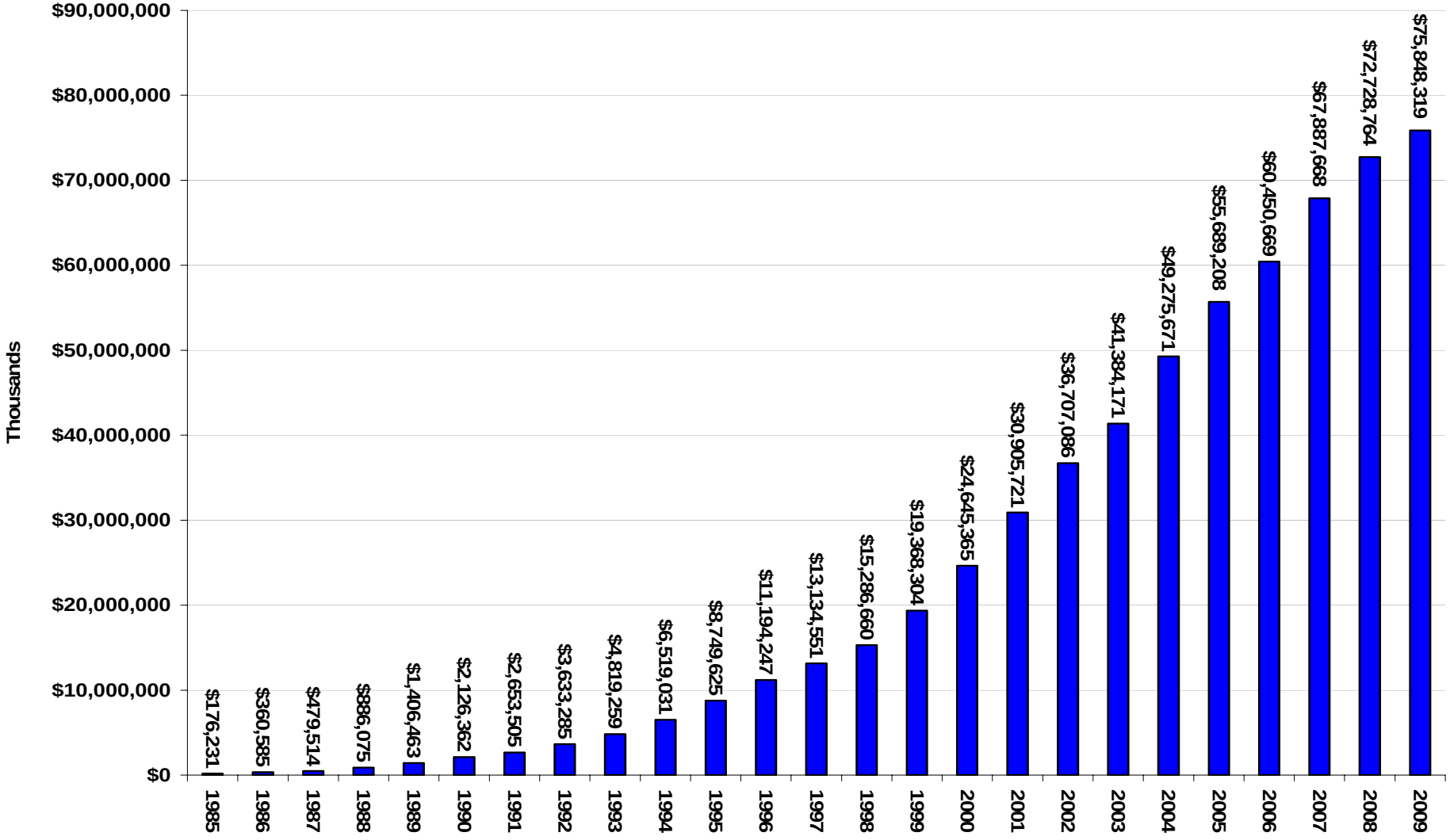
Total Six-Month Service Revenues (000s)



Total Wireless Service Revenues Exceed $75.8 billion for First Six Months of 2009 - Total Twelve-Month Revenues Ending June 2009 Reach More Than $151 Billion

Source: CTIA

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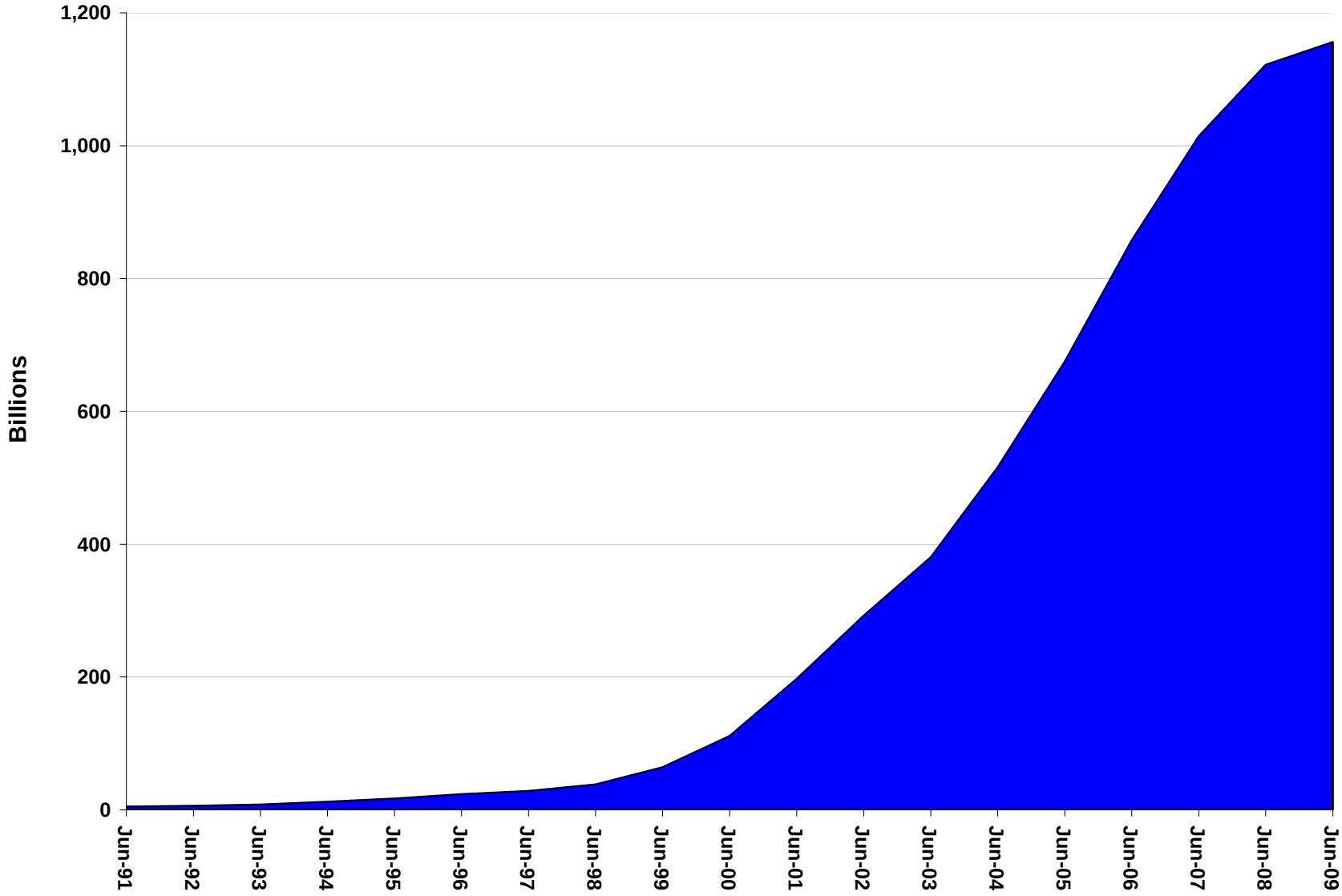
Reported Wireless Minutes of Use Exceed 1.1 Trillion in First Half of 2009



Reported Wireless MOUs Grow 3% Year-to-Year

Source: CTIA

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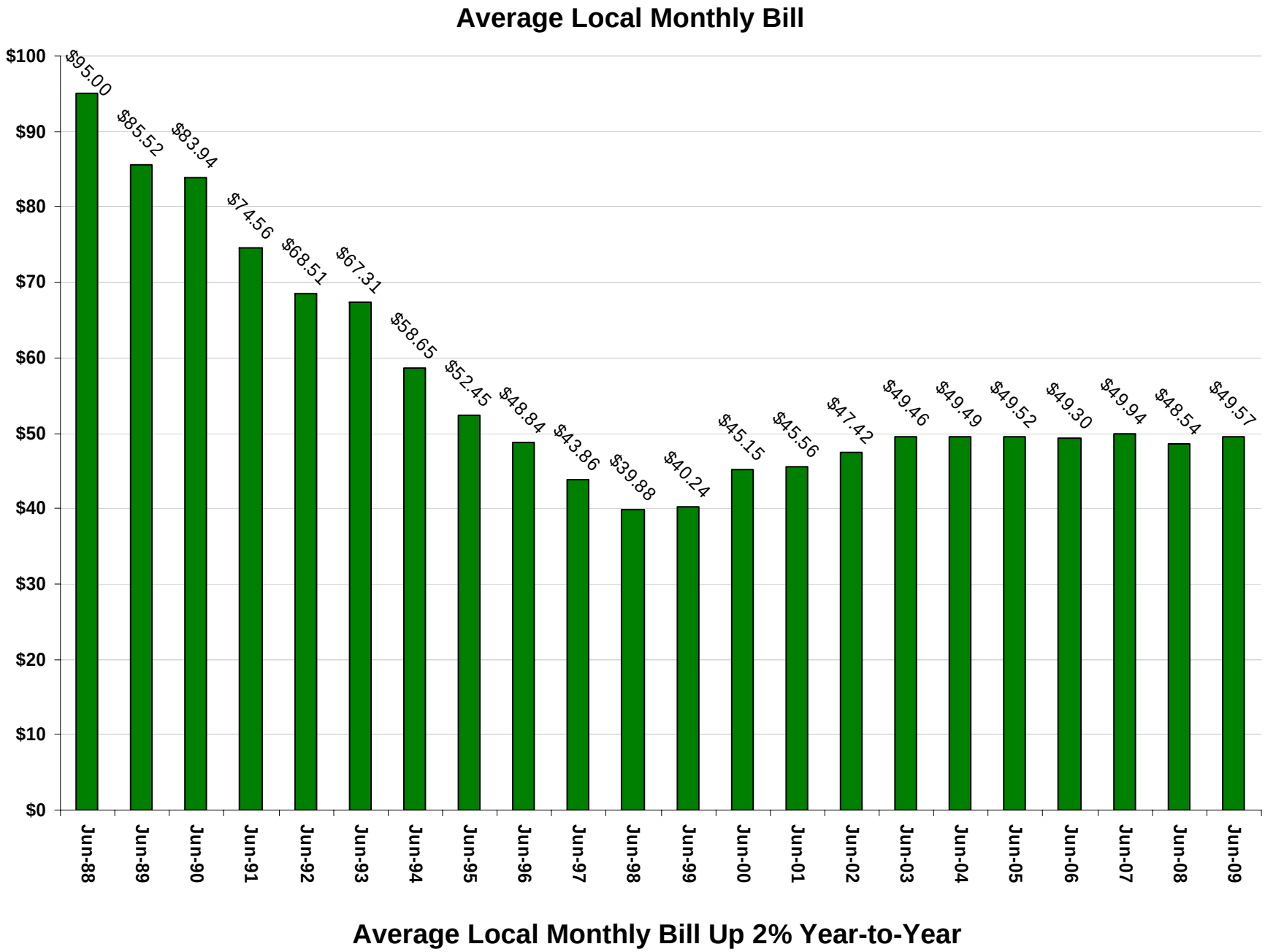

Average Local Monthly Bill Up 2% Year-to-Year

Source: CTIA

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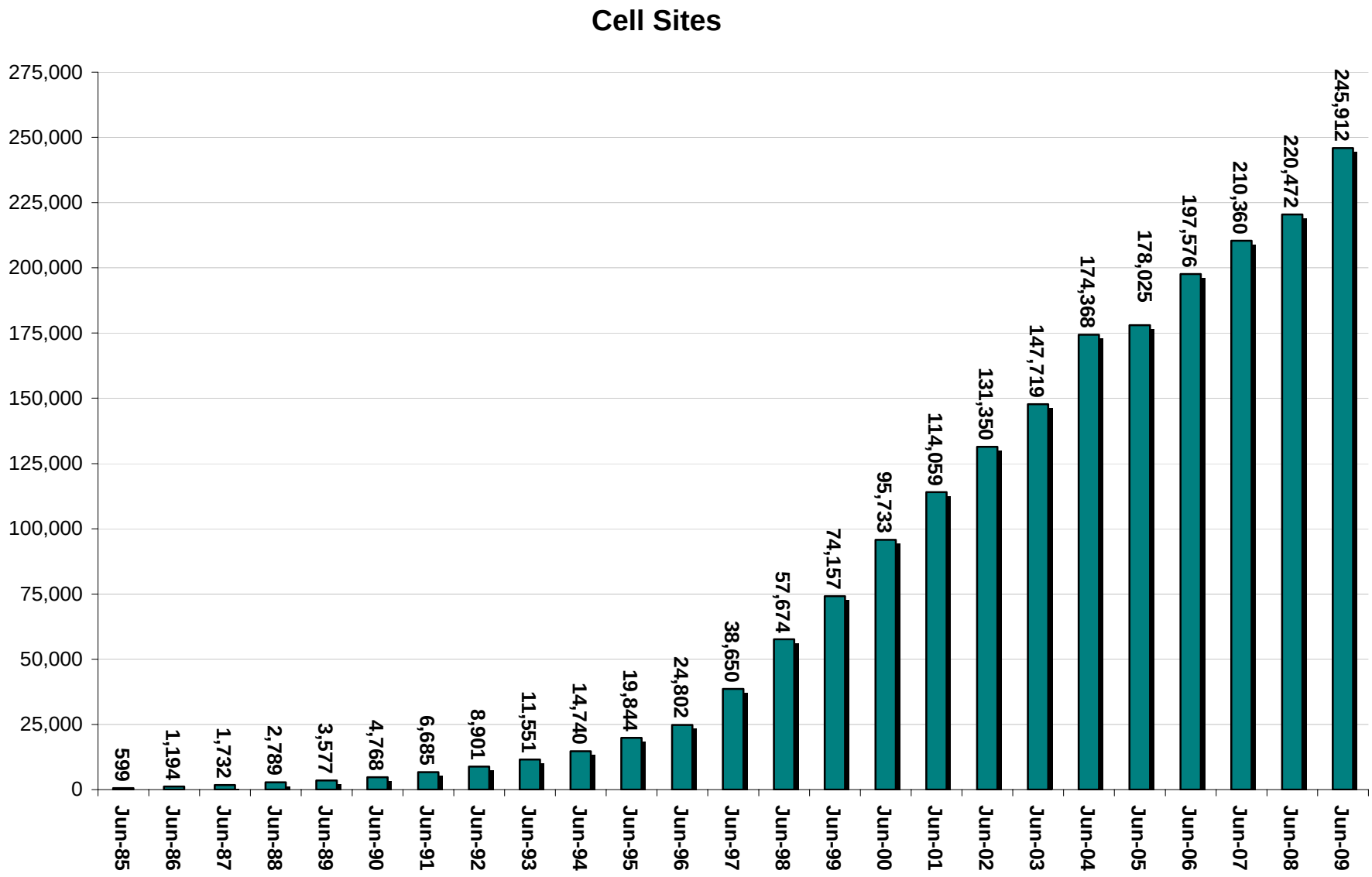

Reported Cell Sites in Service are Up 11.5% Year-to-Year

Source: CTIA

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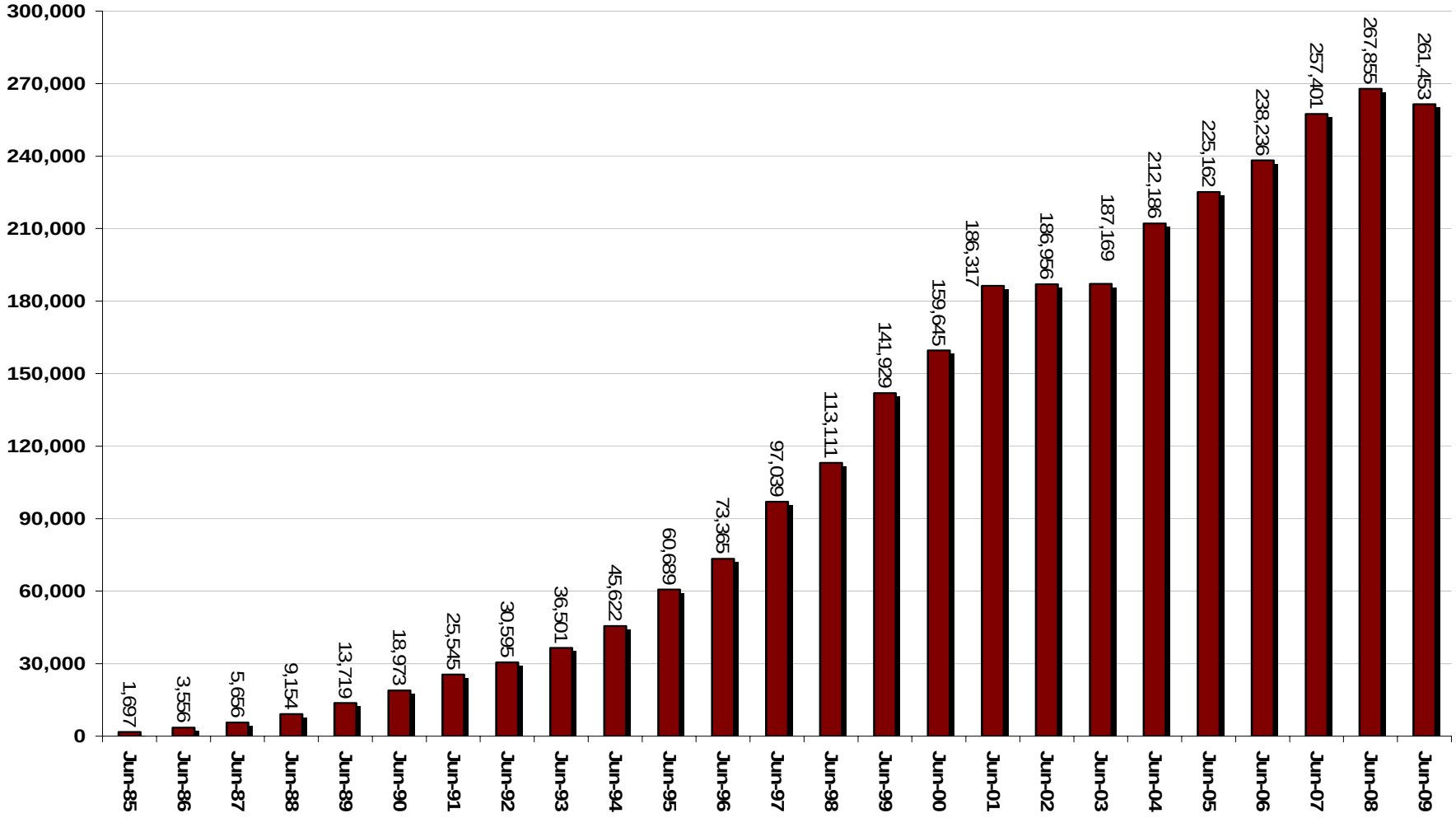
Direct Carrier Employees



Reported Direct Wireless Carrier Employment Falls 2.4% Year-to-Year
Direct Employment More Than 261,000 at Mid-Year 2009

Source: CTIA

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