

## U. S. Camera Film Sales and Camera Sales and Use (1995 to 2012)

Year	Camera film annual sales(in million units)	Film camera annual sales (in million units)	Digital camera annual sales (in million units)	Single-use camera annual sales (in million units)	Camera-phone in use (in million units)**	Facebook users (in millions)***
1995	725	15.0		54		
1996	744	15.1	0.4	72		
1997	745	15.6	0.7	88		
1998	763	16.2	1.1	110		
1999	800	18.0	2.2	138		
2000	786	19.7	4.5	162		
2001	737	16.3	7.0	181		
2002	691	14.2	9.4	197		
2003	595	11.2	13.0	211	3	
2004	438	6.7	18.2	218	16	1
2005	305	4.3	20.5	202	44	6
2006	201	2.0	25.0	172	69	12
2007	120	1.1	28.3	129	92	58
2008	79	0.5	27.7	84	120	148
2009	49	0.3	25.4	53	141	360
2010	32	0.2	24.8	40	165	608
2011*	20	0.1	21.1	31	189	845
2012*	15	0.1	21.3	27	212	901

Note: \*Years 2011 and 2012 are predictions based on available data

\*\*Camera phone figures are not annual sales, but on use

\*\*\*Facebook users are as of December of each year, except March of 2012

Source: PMA Marketing Research, Facebook.com, (Newsroom, Timeline and Key Facts)