

# Car-Nation

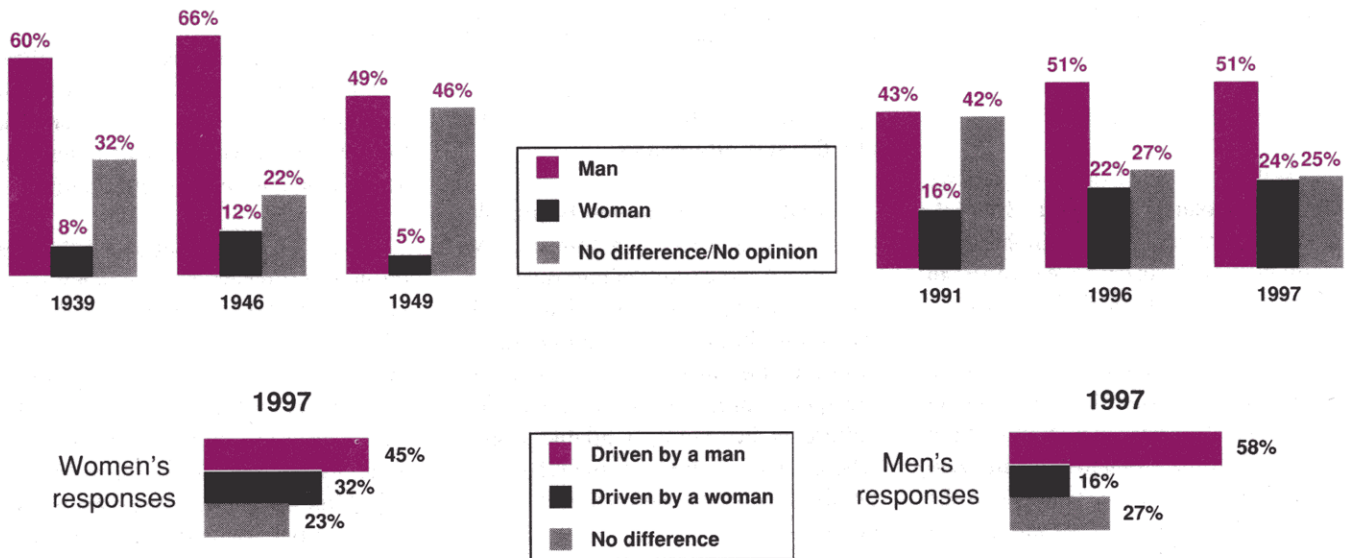
By 1925, The Motor Car had Become Ubiquitous

	Motor-vehicle sales (In thousands)	Motor-vehicle registrations (In thousands)
1900	4.1	8.0
1905	24.9	78.8
1910	187.0	468.5
1915	969.9	2,490.9
1920	2,227.2	9,239.1
1925	4,265.7	20,068.5
1930	3,362.7	26,749.8
1935	3,971.1	26,546.1
1940	4,472.2	32,453.2
1945	725.1	31,035.1
1950	8,002.9	49,161.6
1955	9,169.2	62,688.7
1960	7,869.1	73,868.6
1965	11,057.3	90,357.6
1970	8,239.2	108,407.3
1980	8,067.0	155,796.0
1985	-----	171,654.0
1990	9,775.0	188,798.0
1995	12,023.0	201,530.0
1996	11,916.0	206,365.0

Source: Historical Statistics of the United States, Colonial Times to 1970; Statistical Abstract of the United States, 1986, 1993, 1998.

## Even Women Prefer a Male Driver

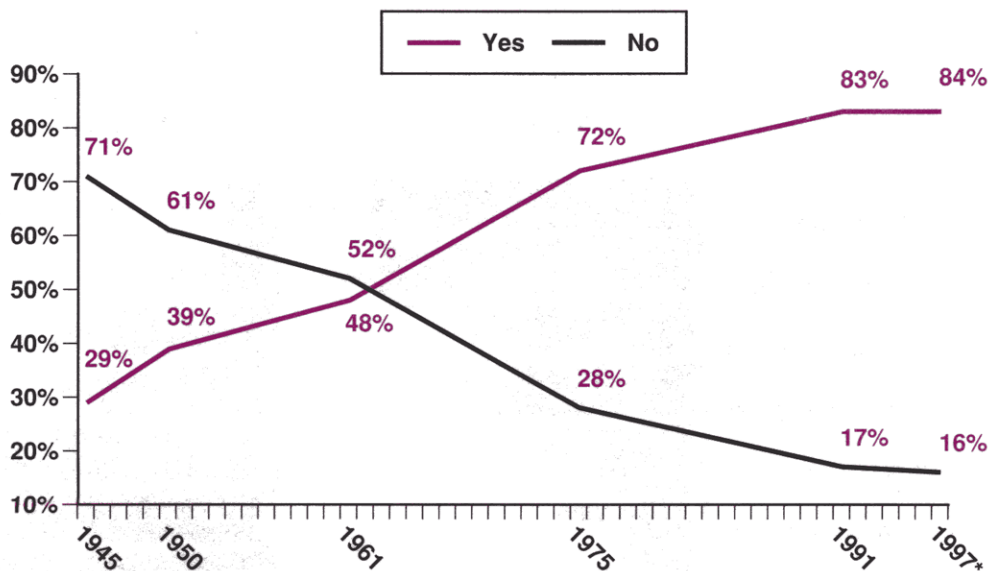
Question: Would you rather ride in a car driven by a man or a woman?



Source: Surveys by the Gallup Organization June 18-23, 1939, March 29-April 3, 1946, May 21-26, 1949, March 28-30, 1991, April 25-28, 1996; and CBS News, August 17-19, 1997.

## Everyone (Nearly) is Up in The Air (and Electrified)

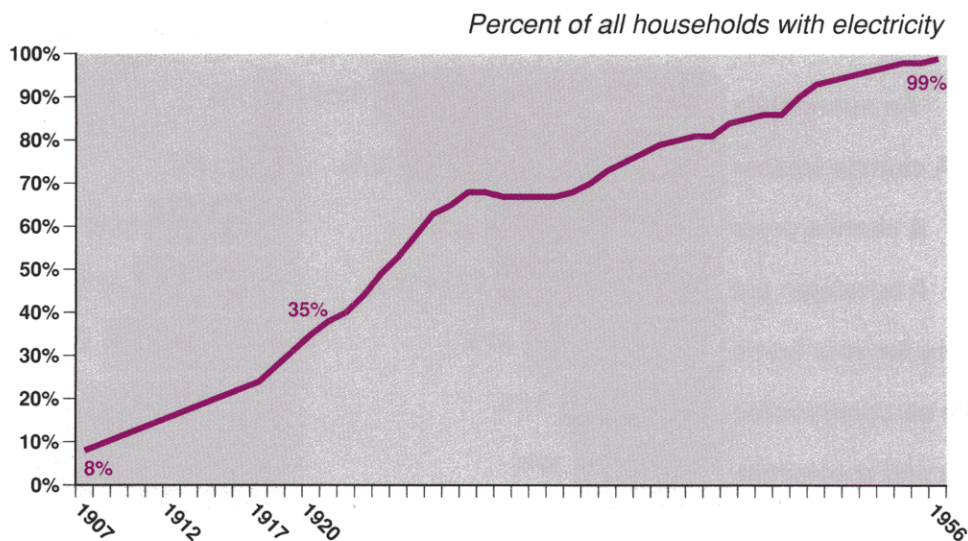
Question: Have you ever been up in an airplane?



\*Question wording varies slightly in this asking.

Source: Surveys by the Gallup Organization, April 20-25, 1945, February 5-10, 1950, October 24, 1961; the Roper Organization, July 19-26, 1975; Princeton Survey Research Associates for Troika Productions and Lifetime Television, January 17-20, 1991; and Yankelovich Partners, Inc., for *Time/CNN* March 11-12, 1997.

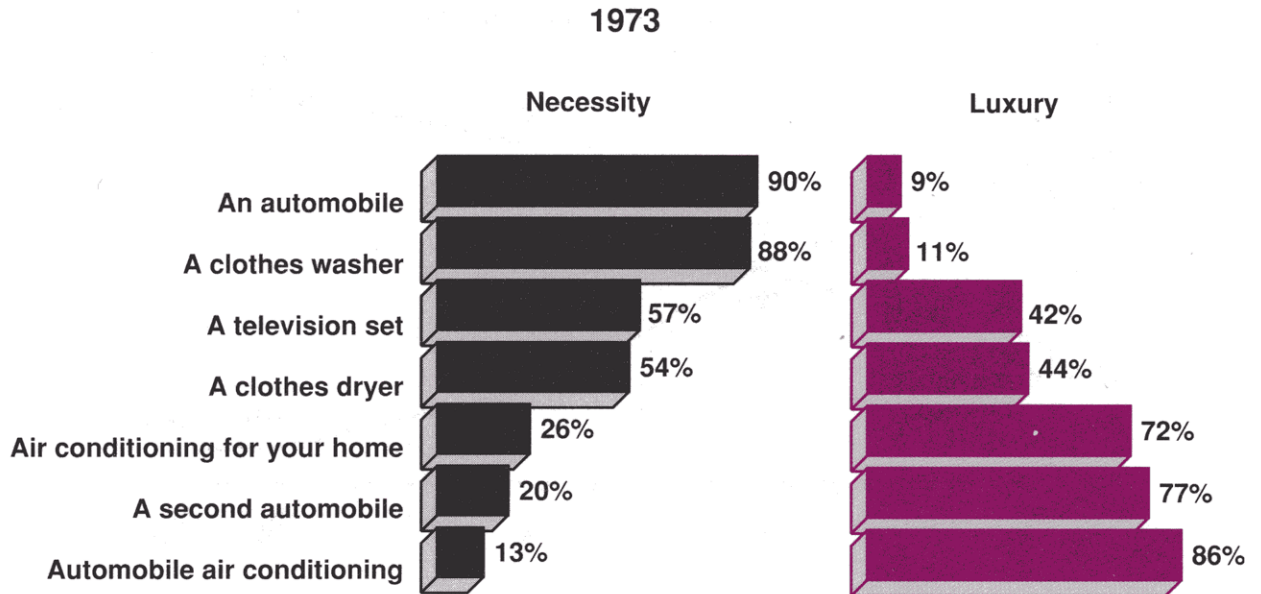
## Growth of Household Access To Power



Source: *Historical Statistics of the United States, Colonial Times to 1970.*

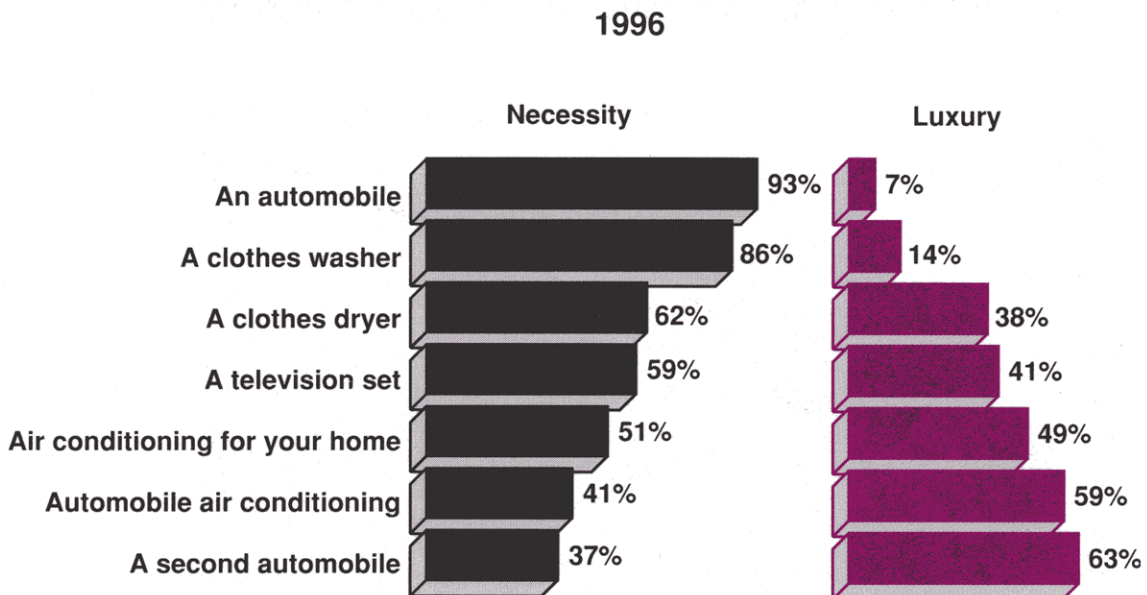
## Gotta Have It: What is Necessary, and What's Just "Nice"?

**Question:** ...[Do] you personally... think of... [each item] pretty much as a necessity or pretty much as a luxury you could do without...?



Source: Survey by the Roper Organization, December 1-15, 1973.

**Question:** ...[Do] you personally... think of... [each item] pretty much as a necessity or pretty much as a luxury you could do without...?



Source: Survey by Chilton Research Services for the *Washington Post*, Henry J. Kaiser Family Foundation, and Harvard University, July 22-August 2, 1996.

# In 1940, the Question was, Do You Have a Phone? In the Late 1990s, the Question is, How Many Phones?

**Question:** Is there a telephone in your home?



**Source:** Survey by the Gallup Organization, October 26-31, 1940.



**Source:** Survey by the Gallup Organization, January 6-13, 1944.



**Source:** Survey by the Gallup Organization, December 10-15, 1948.



**Source:** Survey by the Gallup Organization, September 11-16, 1952.

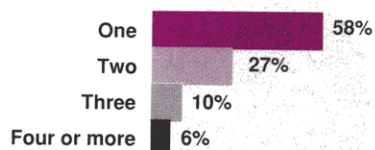


**Source:** Survey by Cambridge Reports/Research International, January, 1985.



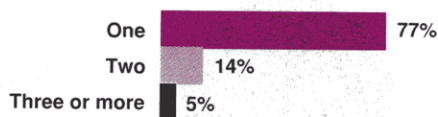
**Source:** Survey by Cambridge Reports/Research International, October, 1989.

**Question:** How many working phone lines are there in your home, not including any car phones?



**Source:** Survey by the Institute for Social Inquiry/Roper Center, University of Connecticut, July 18-30, 1996.

**Question:** How many different telephone numbers will reach this household, including those that are attached to faxes or computers?



**Source:** Survey by Princeton Survey Research Associates, Pew Research Center, June 18-22, 1997.