Leisure Time—Let’s Stay Home

Question: ...As I read each activity, can you tell me if it is something you do frequently, occasionally, seldom or not at all.

Those responding “frequently/occasionally”
- Listen to music on records, CDs or audio tapes: 93%
- Read a book: 83%
- Go out to see a movie in a theater: 61%
- Grow vegetables, flowers or shrubs in the garden: 54%
- Participate in any sports activity: 49%
- Take photographs as a hobby: 49%
- Go to a live musical performance, not including school performances: 45%
- Attend an amateur or professional sports event: 41%
- Go camping, hiking, canoeing: 39%
- Go out dancing: 35%
- Collect things, like stamps or coins: 30%
- Paint, draw or do graphic arts like etching: 25%
- Play a musical instrument like the piano, guitar or violin: 20%

Question: Some people get the most pleasure from things they can do at home—hobbies, reading, music, cooking, gardening, etc. Other people prefer to go out—shopping, or to a movie, or out for dinner, or to a sports event, etc. All things considered, which kind of leisure activities do you enjoy the most...

Those responding “at home” or “away”

<table>
<thead>
<tr>
<th>Age</th>
<th>At home</th>
<th>Away</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>30-44</td>
<td>42%</td>
<td>16%</td>
</tr>
<tr>
<td>45-59</td>
<td>52%</td>
<td>12%</td>
</tr>
<tr>
<td>60+</td>
<td>52%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Note: Selected items shown. Those responding “not interested in either” (vol.) ranged from 4% for watching movies to 23% for seeing a sports event.
American Popular Culture

Vacations: People from Big Countries Take Them at Home

**United States**

**Question:** In the past year, have you gone on a vacaction?

- Yes 47%
- No 53%

**CBS/NYT** March 9-12, 1995

**Question:** Are you staying inside the United States or going to another country?

- Inside the United States 91%
- Going to another country 7%

**Note:** Asked of the 43% who are planning a summer vacation or have already taken a summer vacation.

**GALLUP** For *Health Magazine*, January 19-30, 1994

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**Canada**

**Question:** Did you take a vacation this summer? Do you intend to take a vacation this summer?

- Have taken/will be taking a vacation 60%

**REID** July 21-25, 1994

**Question:** What was (or will be) your primary destination for your vacation this summer?

- Within Canada 79%
- United States 13%
- Outside Canada or US 7%

**Note:** Asked of the 60% who are planning a summer vacation or have already taken a summer vacation.

**REID** July 21-25, 1994

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**Great Britain**

**Question:** Have you been away from home on holiday in the last 12 months for four nights or more?

- Those who took a holiday 60%

**MORI** For *Mail on Sunday*, September 22-26, 1994

**Question:** ... Which of the statements... describe the main holiday you took in the last 12 months?

- In Britain 47%
- Abroad, in Europe 40%
- Abroad, outside of Europe 13%

**Note:** Asked of the 60% who have been away from home on holiday in the last 12 months for four nights or more.

**MORI** For *Mail on Sunday*, September 22-26, 1994
**Technology, Technology**

**1980-81**
- Microwave oven: 13%
- Smoke alarm: 47%
- Automatic coffee maker: 57%
- Ceiling fan: 15%
- Telephone answering machine: 3%
- Outside gas grill: 15%
- Home video games: 9%
- Food processor: 11%
- Wok: 7%

**1994**
- Microwave oven: 88%
- Smoke alarm: 79%
- Automatic coffee maker: 67%
- Ceiling fan: 64%
- Telephone answering machine: 51%
- Outside gas grill: 39%
- Home video games: 33%
- Food processor: 28%
- Wok: 25%

**Note:** Selected items shown. The earlier microwave, blender, gas grill, food processor and wok data are from July 1983, all other 1980-81 products are from July 1981.

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**The Cellular Phone Is Arriving**

**GALLUP**

**For US News and World Report/CNN/IBM, January 16-22, 1995**

**Question:** Do you currently own a cellular phone, or not?

- Yes: 25%
- No: 75%

**Question:** Here are reasons some people give for purchasing a cellular phone...tell me if you would consider this an extremely important reason, very important, somewhat important, not very important, or not at all important to you?

- For emergencies: 72%
- For business: 34%
- To be able to stay in touch with family and friends: 28%

**Question:** Do you think that people who use cellular phones in their cars really need them, or do you think they just like to play with new gadgets?

- Gadget: 53%
- Really need: 41%
- DK: 6%

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**Most Have Mastered This Old Technology**

**GALLUP**

**For CNN/USA Today, April 16-18, 1994**

**Question:** How confident are you that you could change a flat tire on a car? Very confident, somewhat confident, not too confident, not at all confident?

- Very confident: 65%
- Somewhat confident: 14%
- Not too confident: 7%
- Not at all confident: 14%

**Those responding “very confident”**

- Men: 92%
- Women: 38%

**Note:** Response of “don’t know” (1%) has been calculated out.
People, Opinions, & Polls

American Popular Culture

America on Wheels

Cars Are A Must

Question: ... tell me for each one whether you personally think of it pretty much as a necessity or pretty much as a luxury you could do without... an automobile?

United States

Necessity 87%

Luxury 13%

Note: Data from Maritz Marketing Research indicate that in February 1995 car ownership was 95% of those surveyed.

ROPER December 3-10, 1994

Question: How strongly do you agree or disagree with the following statements... I would find it difficult to adjust my lifestyle to being without a car.

Great Britain

Agree 82%

Disagree 15%

Note: Asked of private car drivers. Company car drivers agreed, 89%; disagreed, 9%.

MORI For Lex Service, October 12-25, 1993

I Drive Well...

Question: Do you consider yourself to be an excellent, good, fair or a poor driver?

Excellent driver 42%

Good 45%

Fair/poor 8%

Don’t drive 5%


...They Don’t

Question: Among the following, who do you think are the worst drivers?

Teenage boys 44%

Elderly drivers 37%

Teenage girls 9%

Men in general 3%

Women in general 2%

Note: When respondents were asked what age people should be to have a driver’s license, 46% said 16, 41% said 18 or over.


No to “55”

Question: ... what should be the legal speed limit on most major state and interstate highways in the United States?

Less than 55 mph 2%

55-64 mph 27%

65-69 mph 55%

Over 70 mph 14%

GALLUP For CNN/USA Today, June 5-6, 1995

Yes to Seatbelts

Question: How often do you wear a seatbelt when you are in the front seat of a car, all the time, sometimes, or never?

In percent

80

70

60

50

40

30

20

10

0


19%

73%

Those responding wear seatbelt "all the time"

PSRA For Prevention Magazine, latest that of November 3-16, 1994

Just Don’t Break Down

Question: Thinking now about automobiles and buying your next car... when you go to buy a car, what is the main thing you look for, other than cost? Is it...

Its dependability 47%

Whether it is made by an American or foreign country 23%

The mileage it gets 10%

Whether it is made by a particular car company 6%

How it handles 5%

What the car looks like 3%

Other—miscellaneous 6%

YP For Time/CNN, December 2, 1993
Television: A Growing Attraction (or Distraction)

United States

Number of hours: minutes of television viewing per household per day

1950-51 4:43
1975-76 6:12
1994-95 7:16

Average hours: minutes of television viewing per week

Per person 28:20
18 years and older
Women 32:33
Men 28:11
12-17 yrs old 21:34
2-11 yrs old 21:43

Note: Demographic data based on the 94-95 television season.

Canada

Number of hours: minutes of television viewing per household per day

1993-94 8:17

Average hours: minutes of television viewing per week

Per person 22:48
18 years and older
Women 25:30
Men 23:36
12-17 yrs old 16:54
2-11 yrs old 16:42

Note: Demographic data based on the 93-94 television season.

Question: People have given us various reasons why they watch television... Please tell me if you think each of them explains your use of television very well, somewhat, or hardly at all...

Those responding “very well”

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<tbody>
<tr>
<td>To be entertained</td>
<td>10%</td>
<td>67%</td>
<td>87%</td>
<td>94%</td>
<td>96%</td>
<td>97%</td>
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<td>To obtain information about what is happening in the world</td>
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<td>Simply to relax</td>
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<td>To fill your spare time</td>
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<td>12%</td>
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<td>22%</td>
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<td>50%</td>
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<td>For companionship when you’re alone</td>
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<td>To meet your kids’ favorite characters</td>
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<tr>
<td>To see what happens to your favorite characters</td>
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<td>To spend time with your family and friends</td>
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<td>To be able to talk to others about programs</td>
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<tr>
<td>To get ideas on how to deal with stressful situations</td>
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NIELSEN Data provided from Television Audience

ROPER For the National Association of Broadcasters and the Network Television Association, November 5-12, 1994
# American Popular Culture

## IT'S BLUE—From Sky and Ocean, to Popular Tastes

### United States

**Question:** What would you say is your most favorite color?

- Blue: 47%
- Green: 14%
- Red: 12%

**RC**
For the *Reader's Digest*, August 22-29, 1994

### Japan

**Question:** What is your favorite color without thinking about a particular product? Please choose three colors by order of your preference.

- Blue: 28%
- Green: 25%
- White: 13%

*Note:* Light blue-green was fourth with 12%. Data are calculated by combining responses for first, second or third favorite color and dividing that number by the total number of respondents. Data are from the greater Tokyo and Osaka metropolitan area.

**SHIKISAI**
March 1994

### Denmark

**Question:** If you are to name such a favorite color, which of the alternatives I mention now is closest to that color?

- Blue: 37%
- Red: 22%
- Green: 16%

**KOMAR**
Data provided from the "People's Choice" art poll.
Interview dates are as follows: Denmark, October 1994; Finland, October 12-21, 1994; Iceland, February 20-28, 1995.

### Finland

**Question:** Speaking of colors, if you had to name your favorite color—the color you would like to see stand out in a painting you would consider buying for your home, for example—which color would it be?

- Blue: 25%
- Green: 16%
- Brown: 12%

### Iceland

**Question:** What about colors, if you had to name one color as your favorite color, which color would it be?

- Blue: 31%
- Green: 20%
- Red: 14%

### China

**Question:** Speaking of colors, if you had to name one color as your favorite color—the color you would like to see stand out in a painting you would consider buying for your home, for example—which color would it be?

- Blue: 19%
- Green: 15%
- White: 13%

**KOMAR**
Data provided from the "People's Choice" art poll.
Interview dates are as follows: China, July 1995; Kenya, April 1995; Russia, June 1994.

**Note:** For all data shown on this page, only the top three responses appear. In some cases, preference for various shades (e.g., light vs dark) have been combined.

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