

# BOWLING ALONE

THE COLLAPSE AND REVIVAL  
OF AMERICAN COMMUNITY

Robert D. Putnam

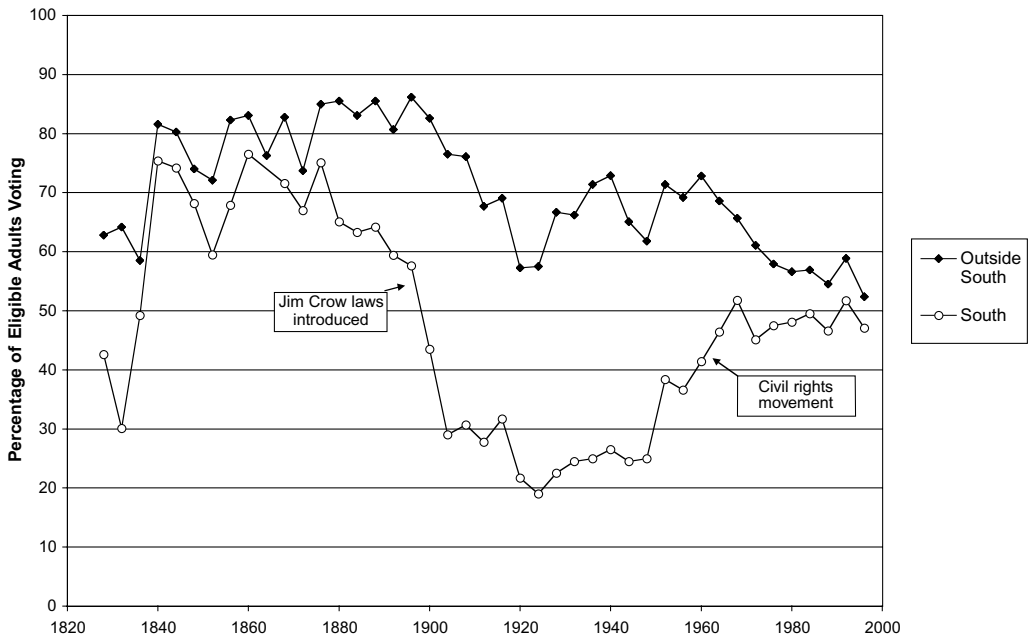


Figure 1: Trends in Presidential Voting (1828–1996), by Region

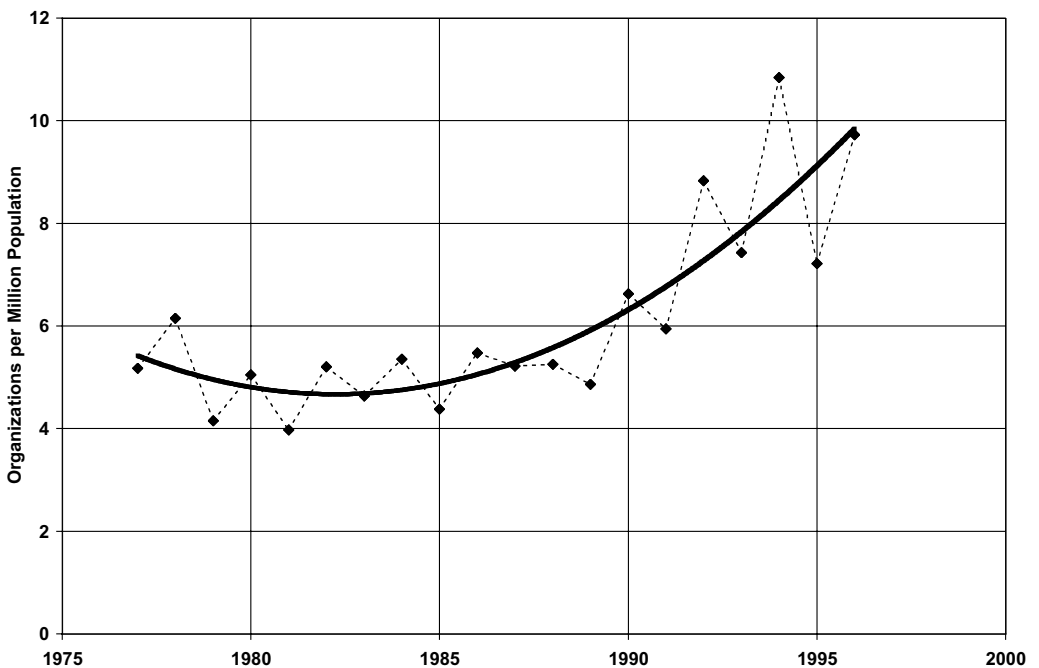


Figure 2: Political Organizations with Regular Paid Staff, 1977–1996

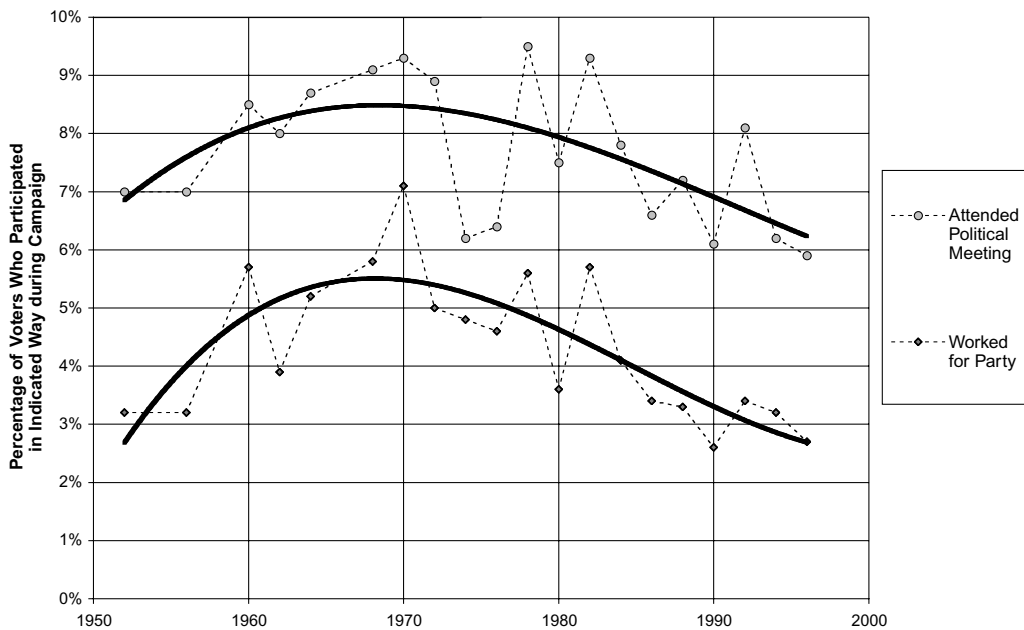


Figure 3: Citizen Participation in Campaign Activities, 1952–1996

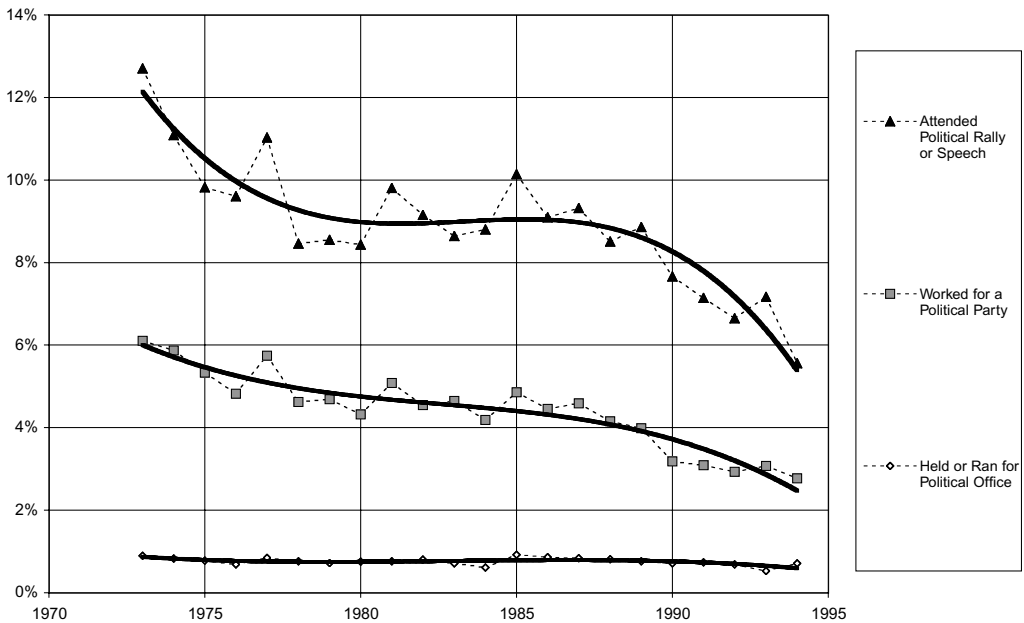


Figure 4: Trends in Civic Engagement I: Partisan Activities

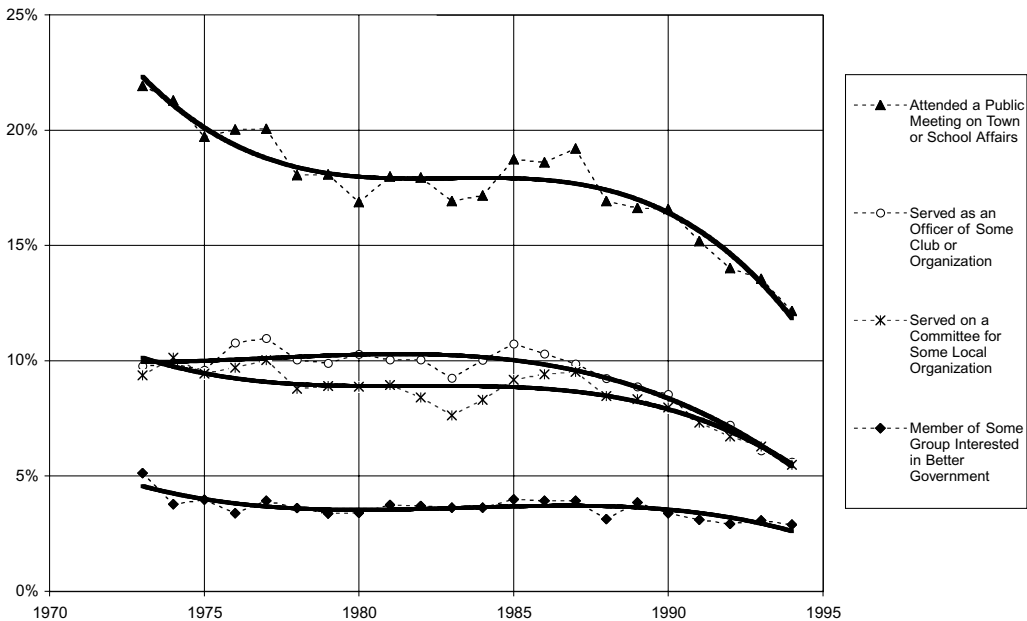


Figure 5: Trends in Civic Engagement II: Communal Participation

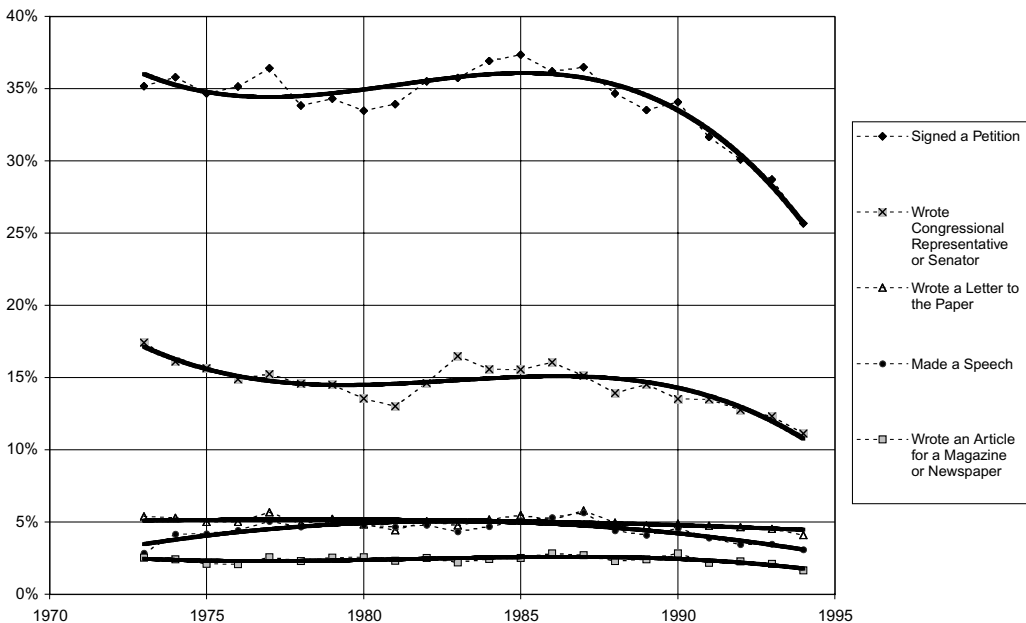


Figure 6: Trends in Civic Engagement III: Public Expression

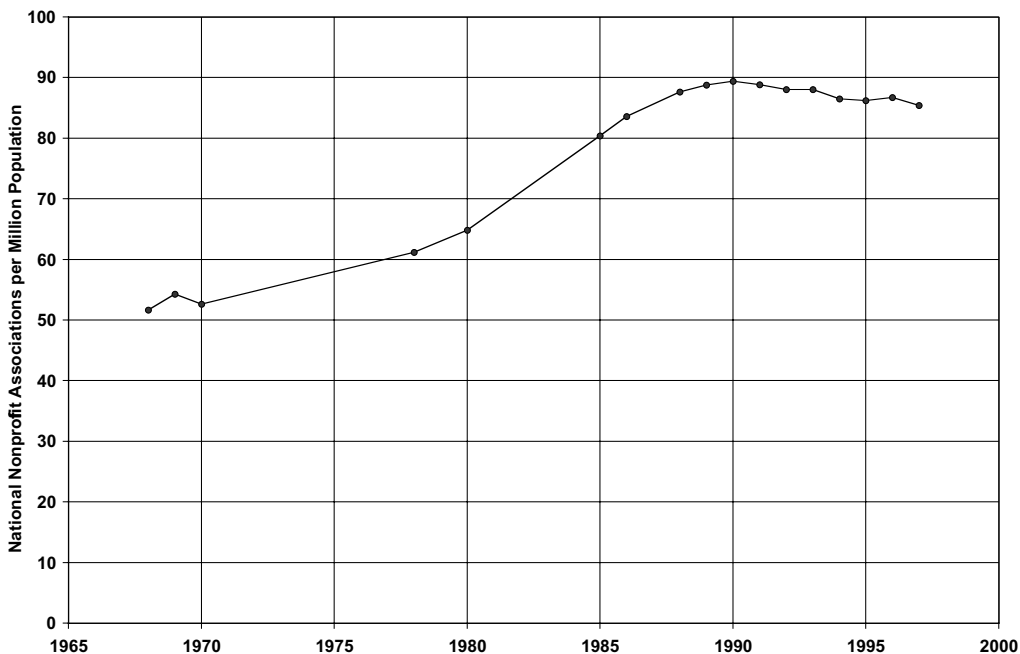


Figure 7: The Growth of National Nonprofit Associations, 1968–1997

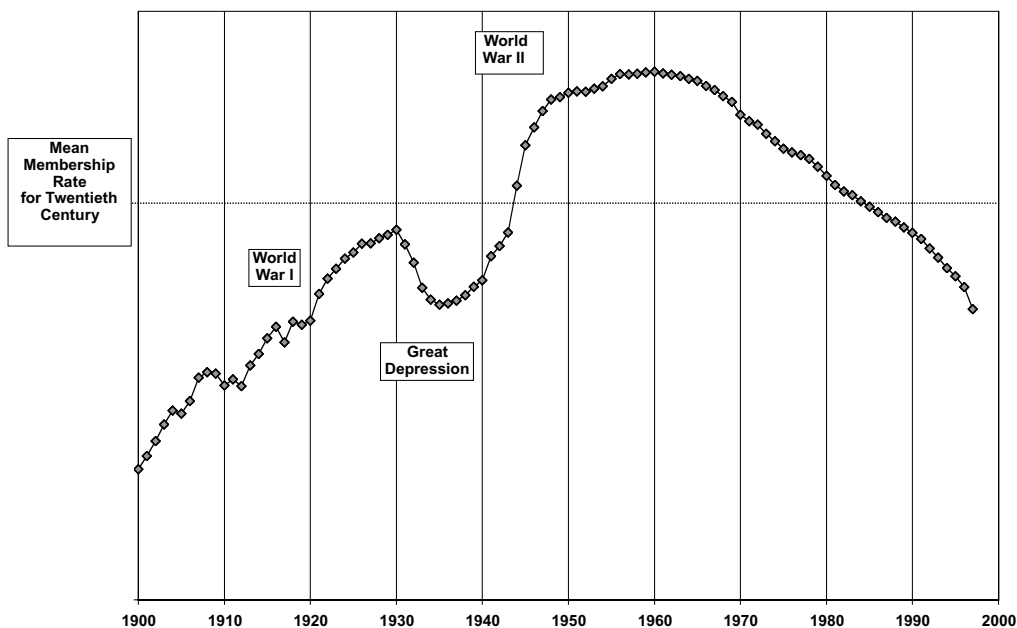


Figure 8: Average Membership Rate in Thirty-two National Chapter-Based Associations, 1900–1997

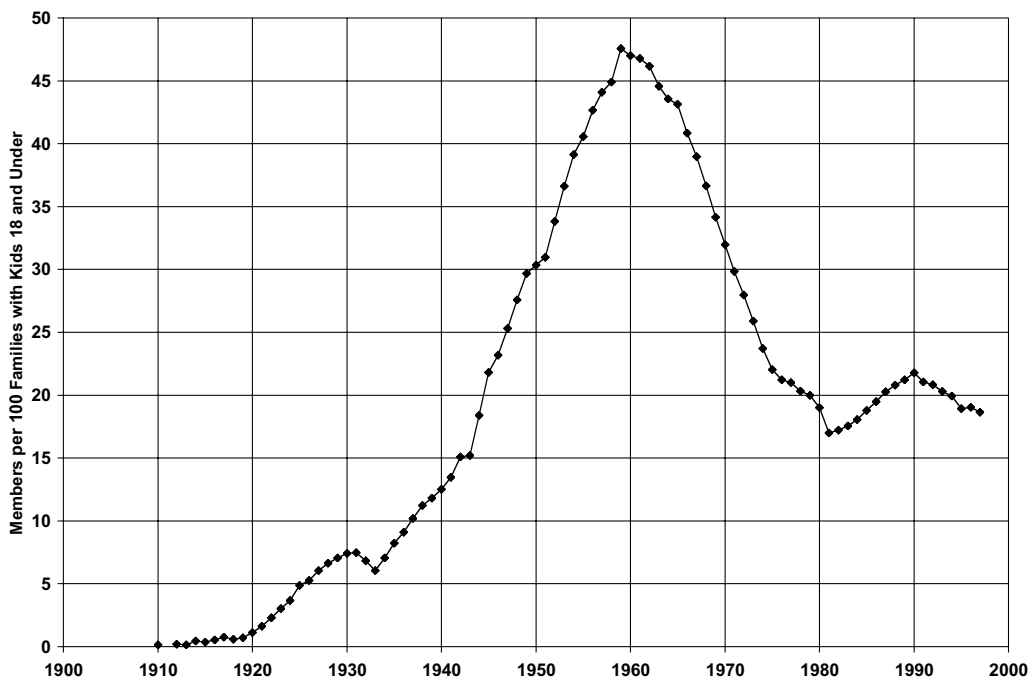


Figure 9: The Rise and Fall of the PTA, 1910–1997

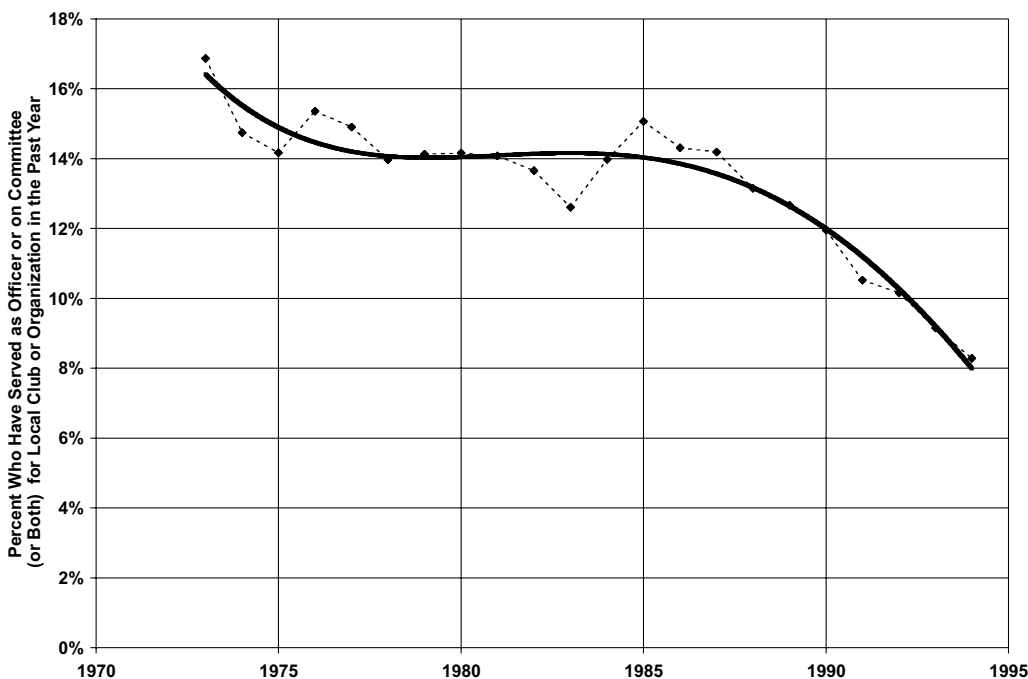


Figure 10: Active Organizational Involvement, 1973–1994

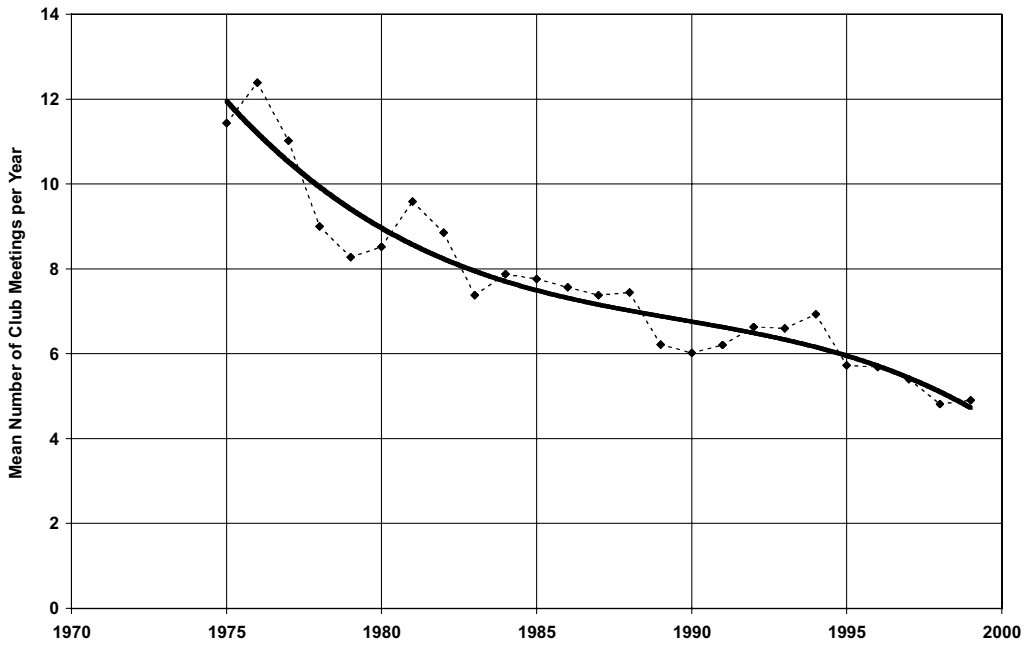


Figure 11: Club Meeting Attendance Dwindles, 1975–1999

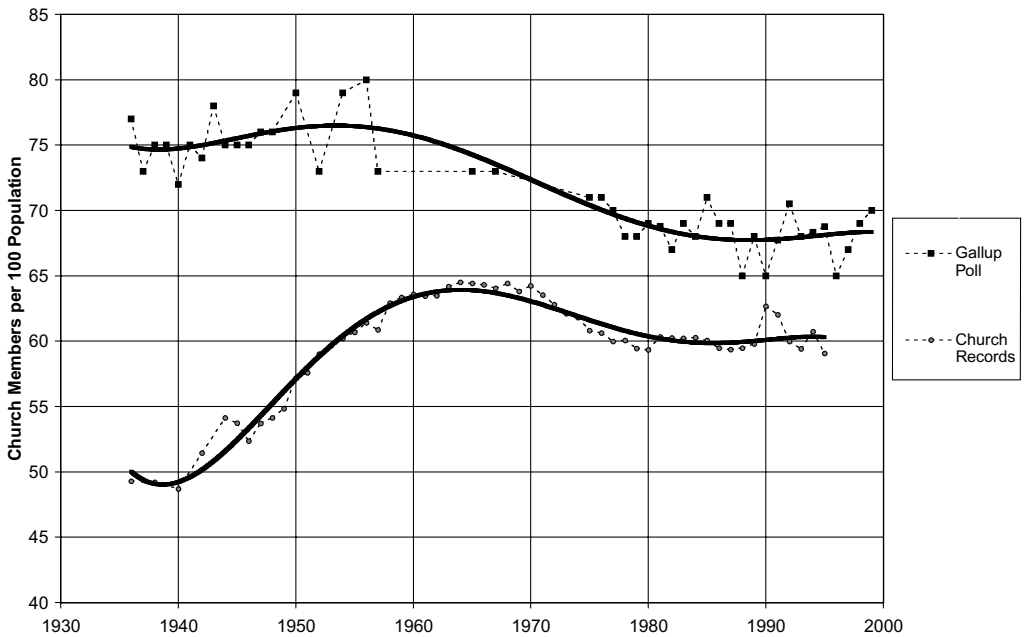


Figure 12: Church Membership, 1936–1999: Church Records and Survey Data

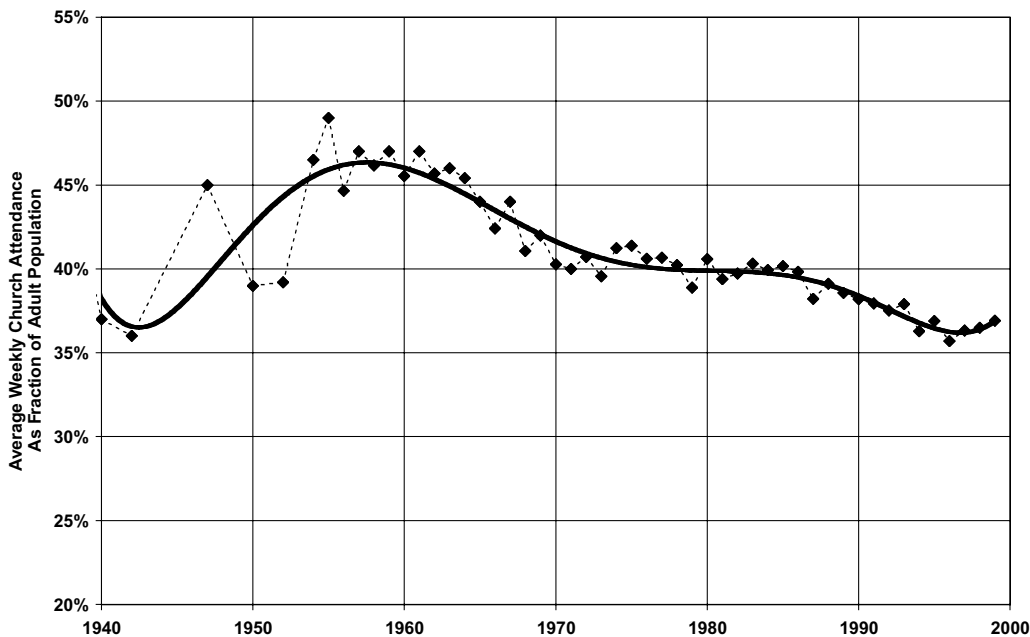


Figure 13: Trends in Church Attendance, 1940–1999

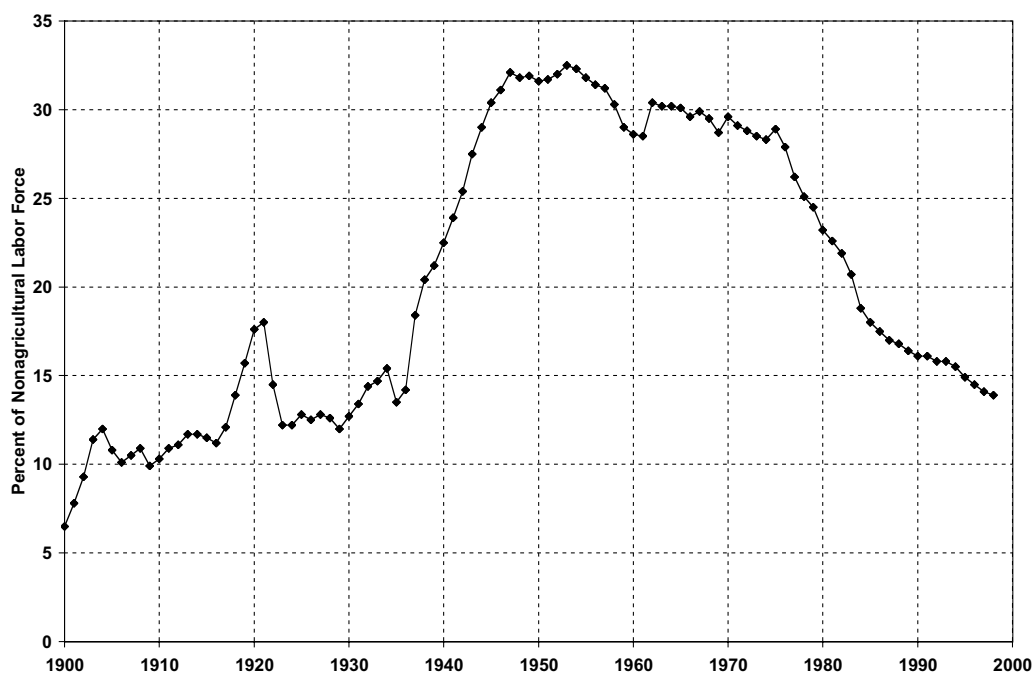


Figure 14: Union Membership in the United States, 1900–1998



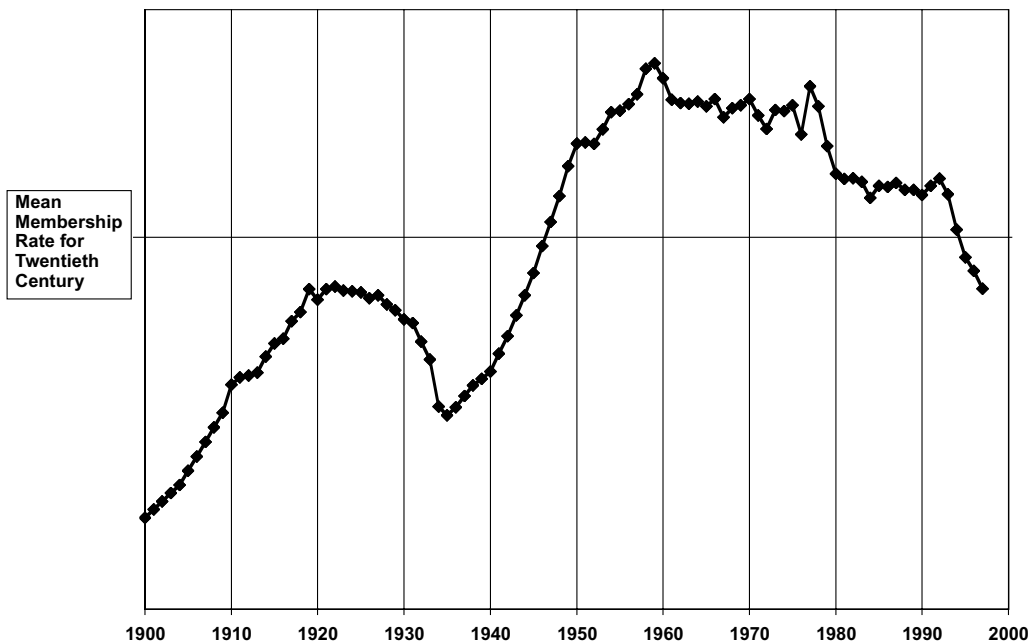


Figure 15: Average Membership Rate in Eight National Professional Associations, 1900–1997

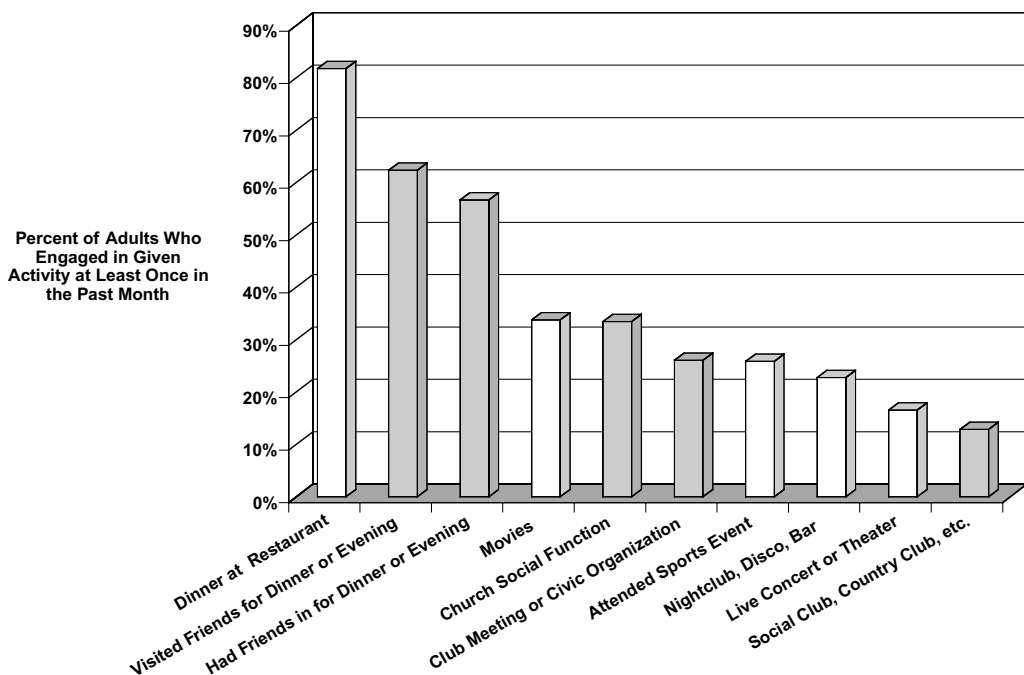


Figure 16: Social and Leisure Activities of American Adults (1986–1990)

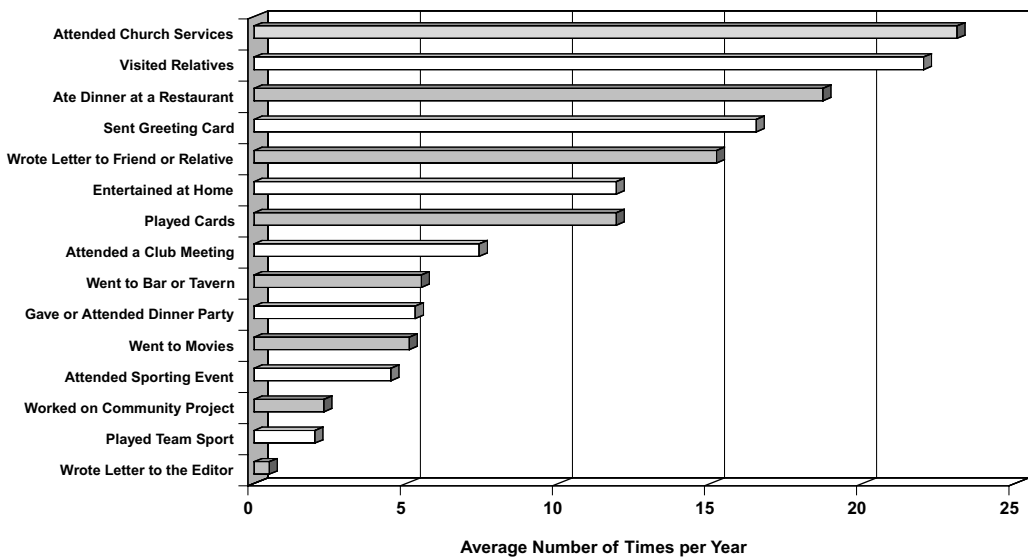


Figure 17: Frequency of Selected Formal and Informal Social Activities, 1975-1998

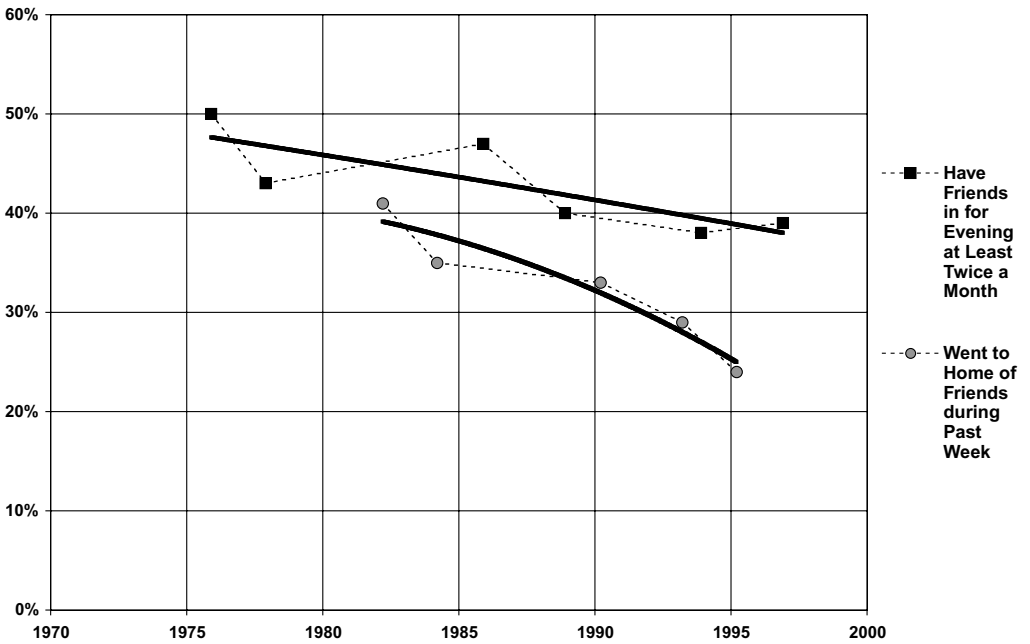
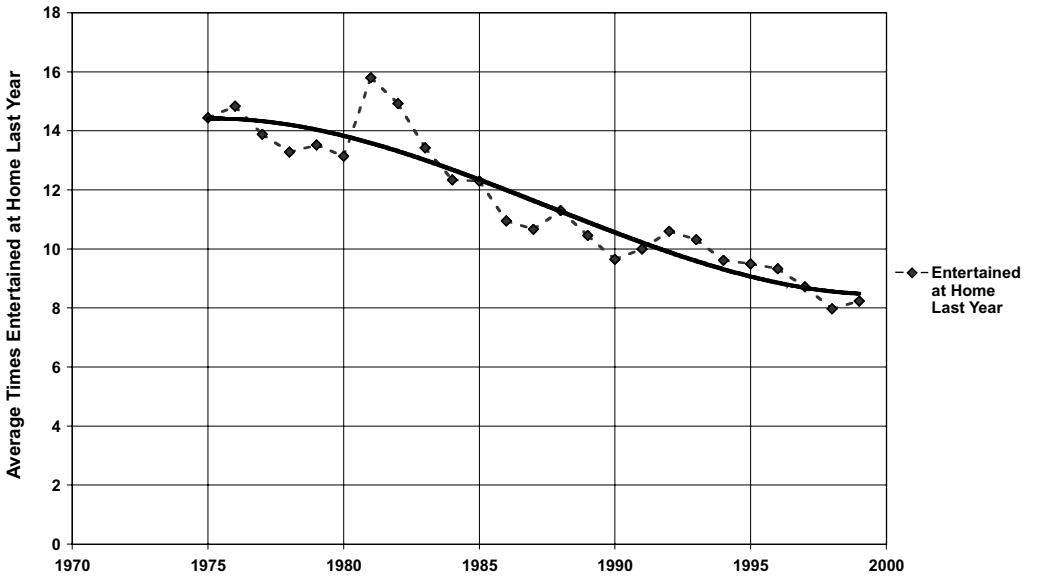


Figure 18: Social Visiting Declines, 1975–1999

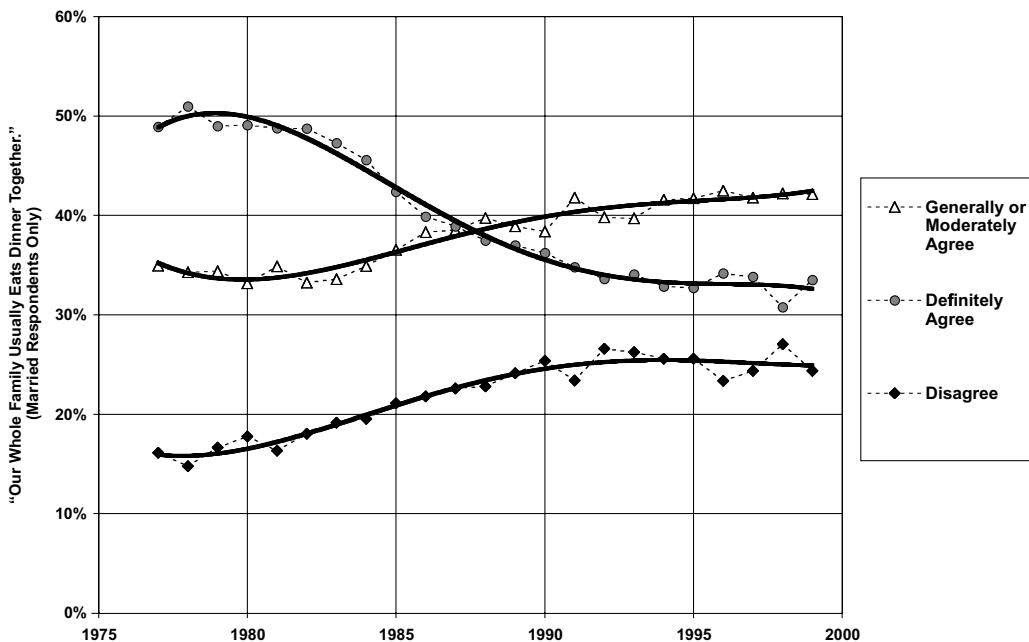


Figure 19: Family Dinners Become Less Common, 1977–1999

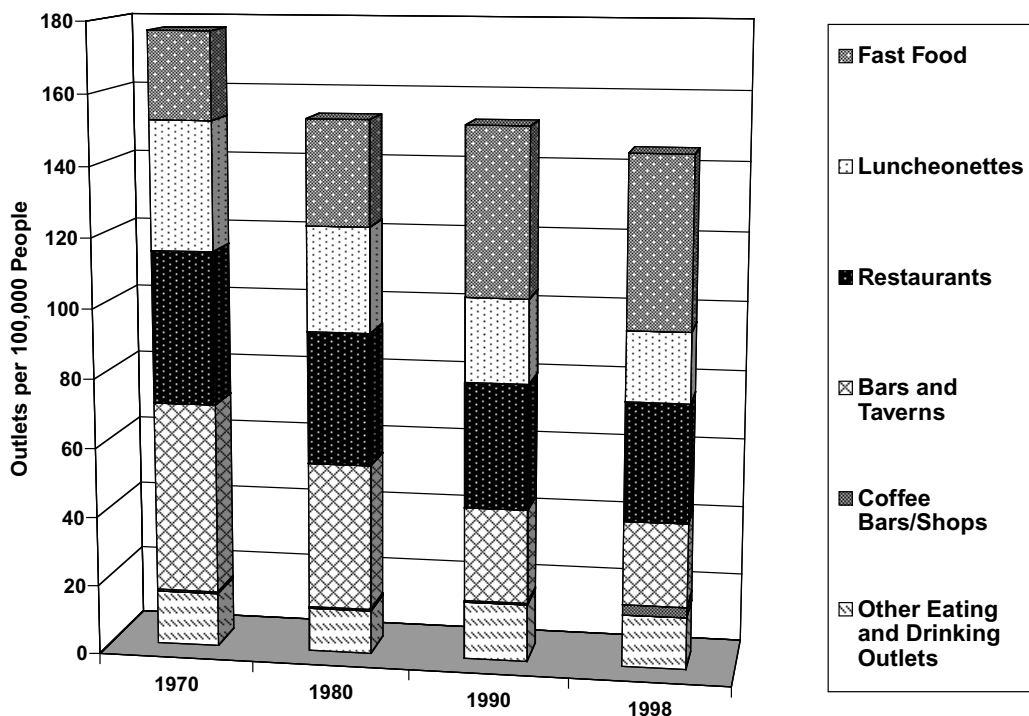


Figure 20: Bars, Restaurants, and Luncheonettes Give Way to Fast Food, 1970–1998

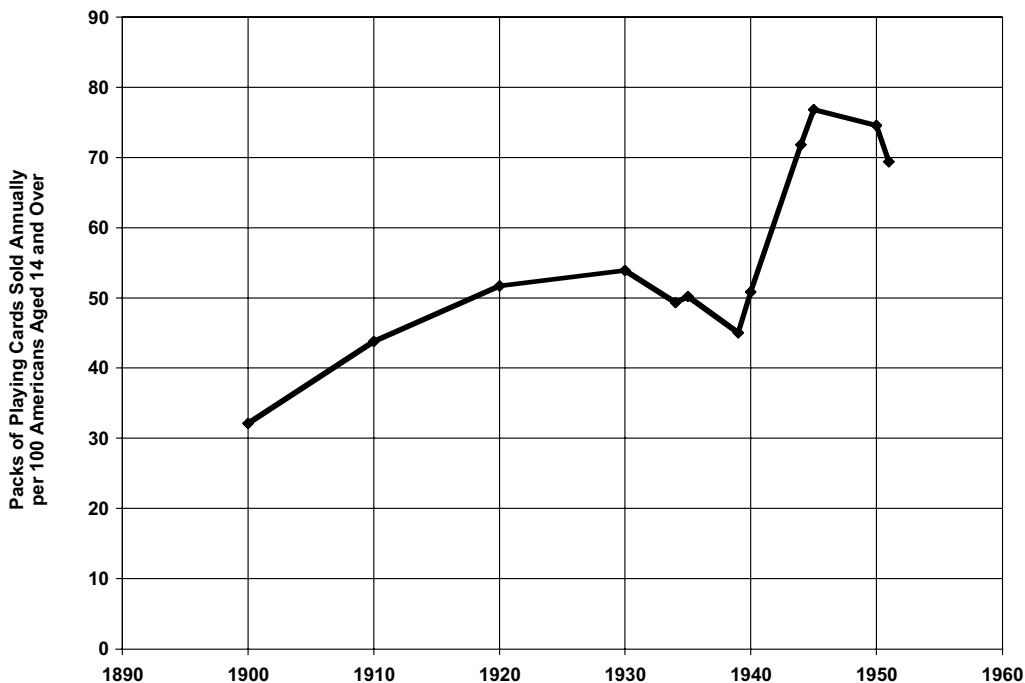


Figure 21: The Rise of Card Games in America, 1900–1951

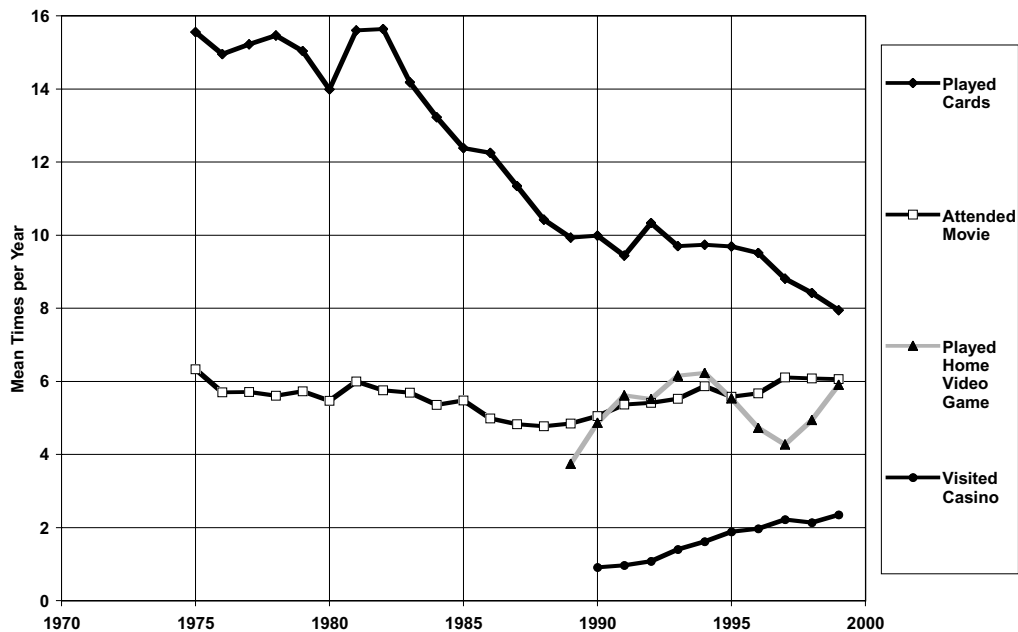


Figure 22: Card Playing and Other Leisure Activities, 1975–1999

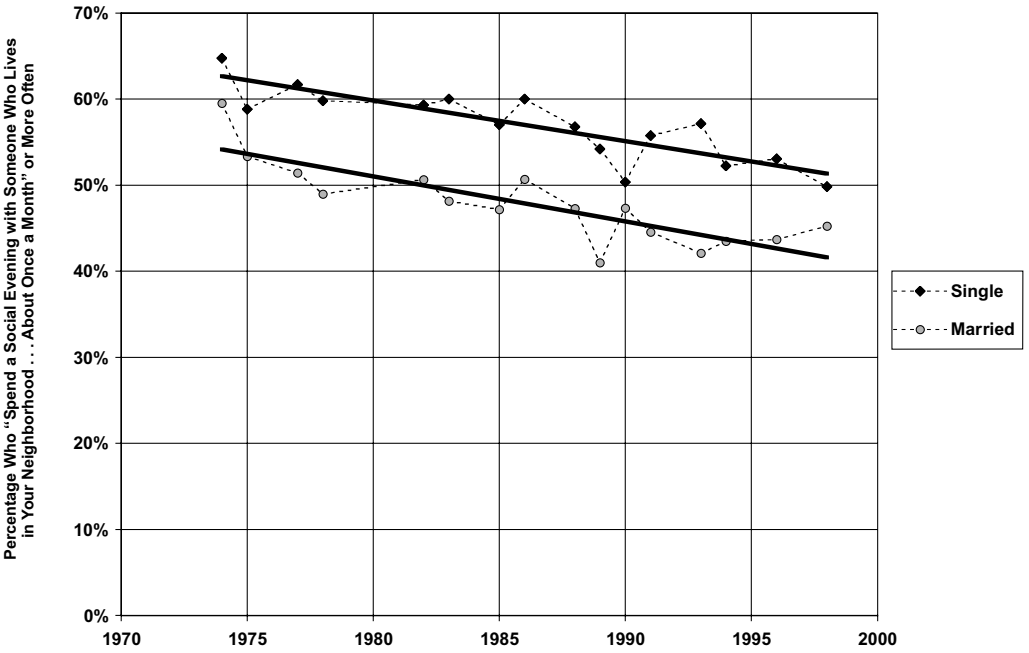


Figure 23: The Decline of Neighboring, 1974–1998

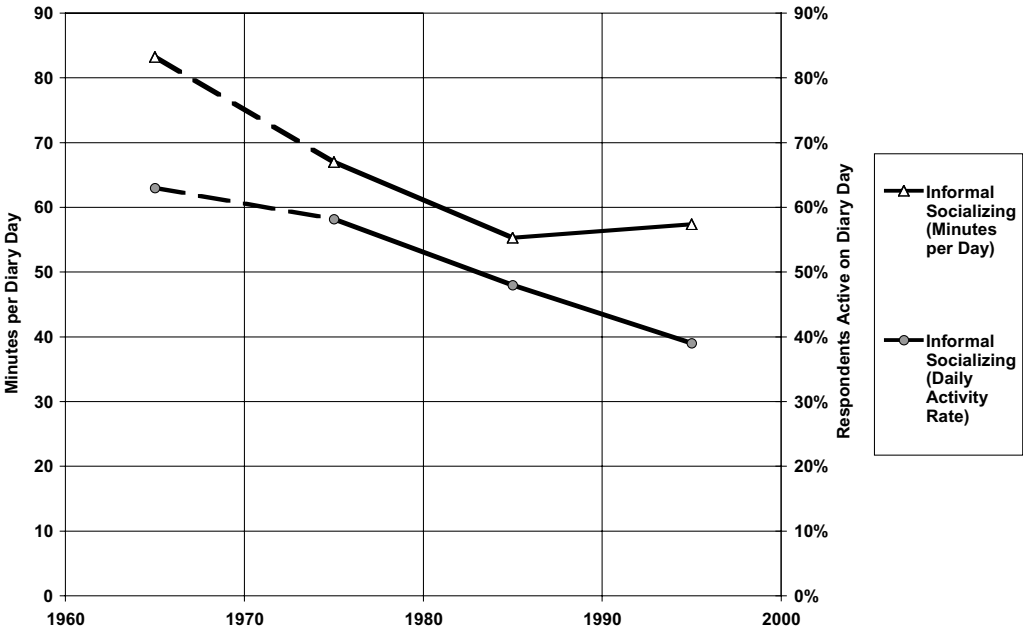


Figure 24: Informal Socializing as Measured in Time Diary Studies, 1965–1995

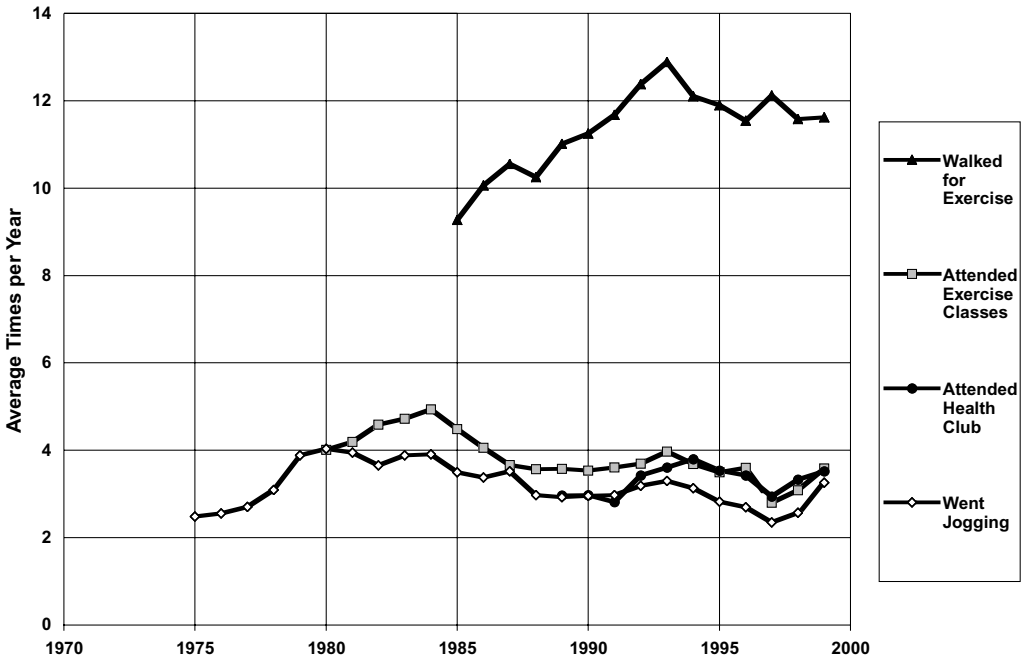


Figure 25: Stagnation in Fitness (Except Walking)

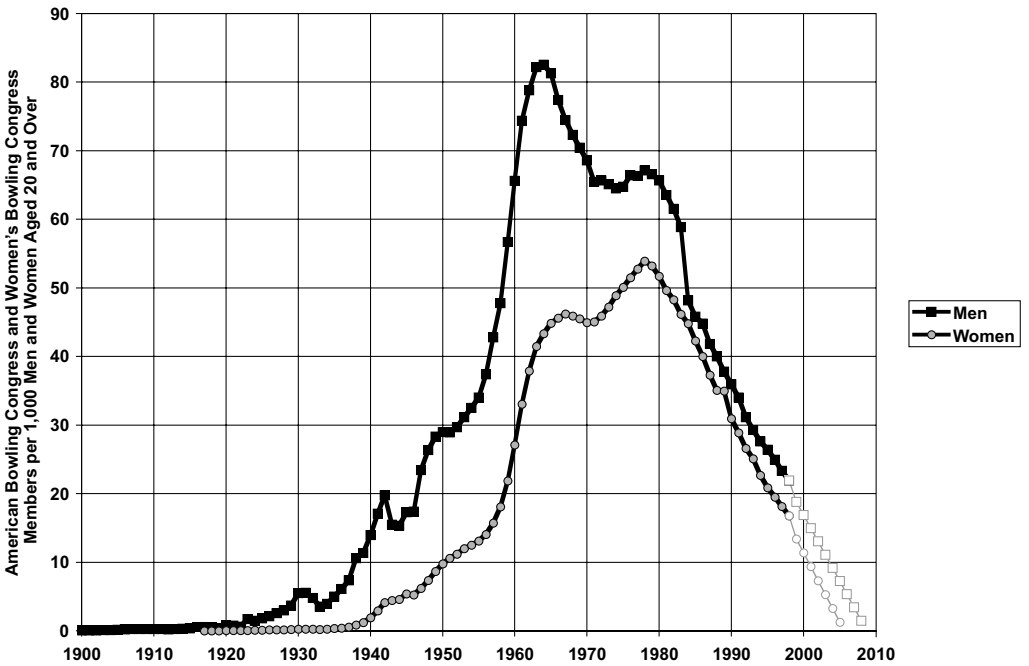


Figure 26: The Rise and Decline of League Bowling

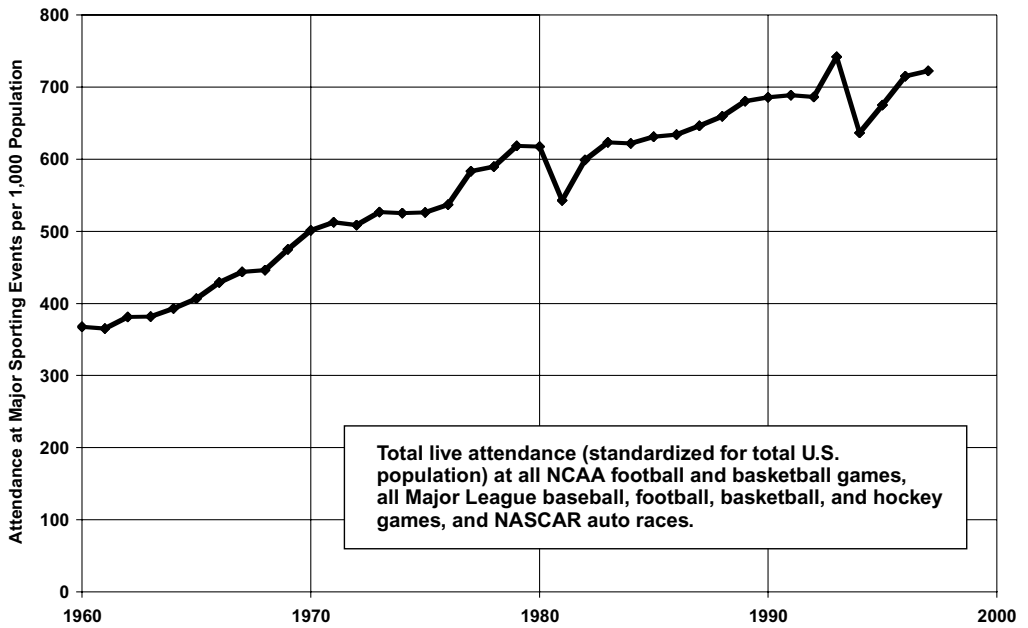


Figure 27: The Growth of Spectator Sports, 1960–1997

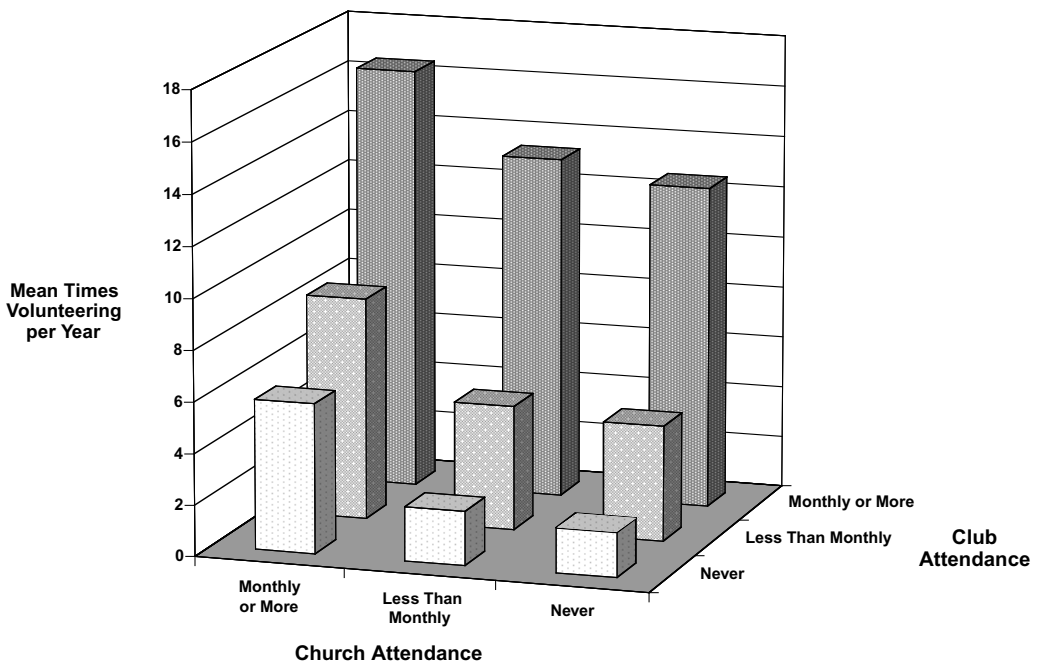


Figure 28: Volunteering Fostered by Clubgoing and Churchgoing



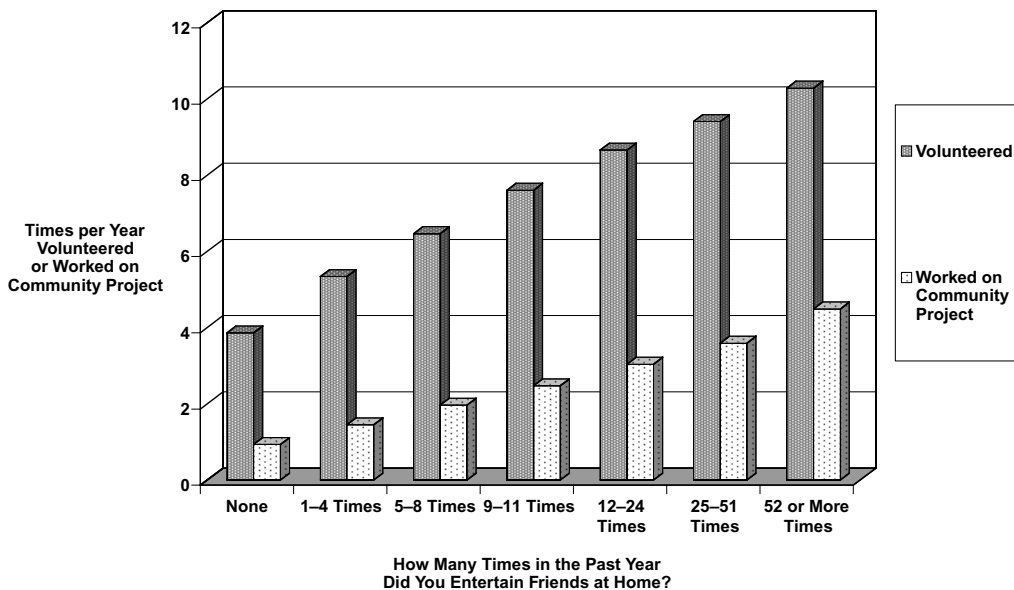


Figure 29: *Schmoozing* and Good Works

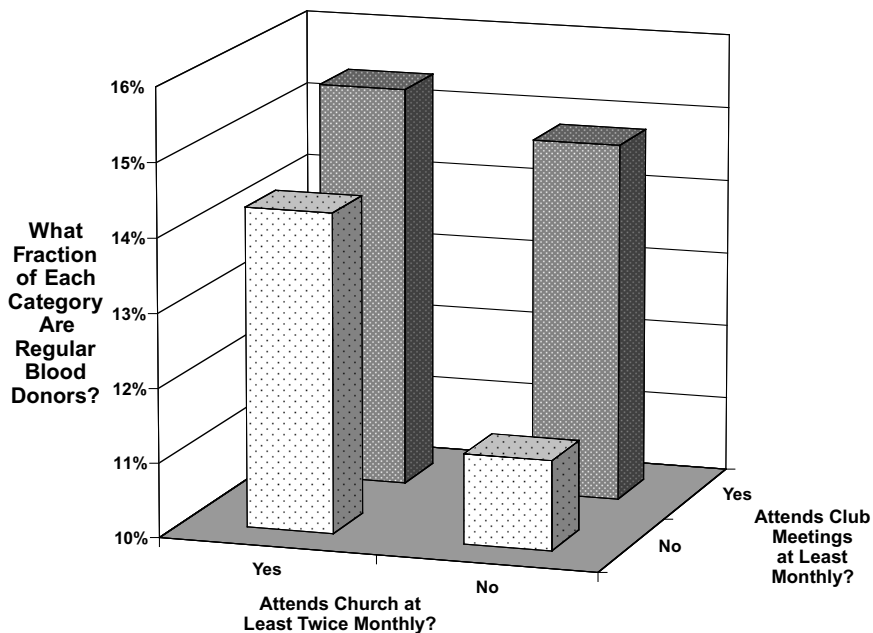


Figure 30: Blood Donation Fostered by Clubgoing and Churchgoing

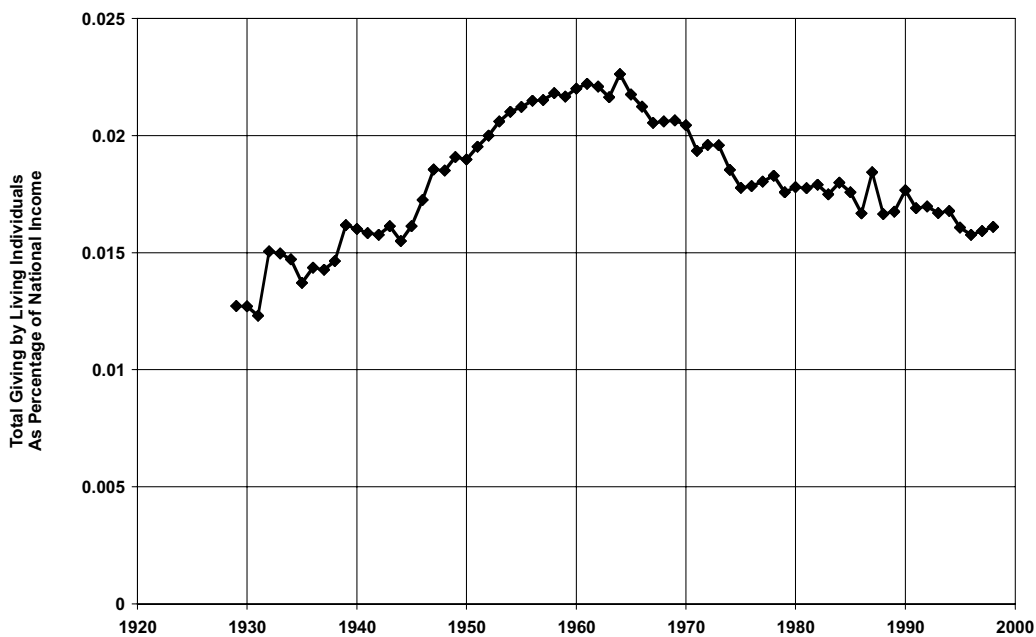


Figure 31: The Rise and Fall of Philanthropic Generosity, 1929–1998

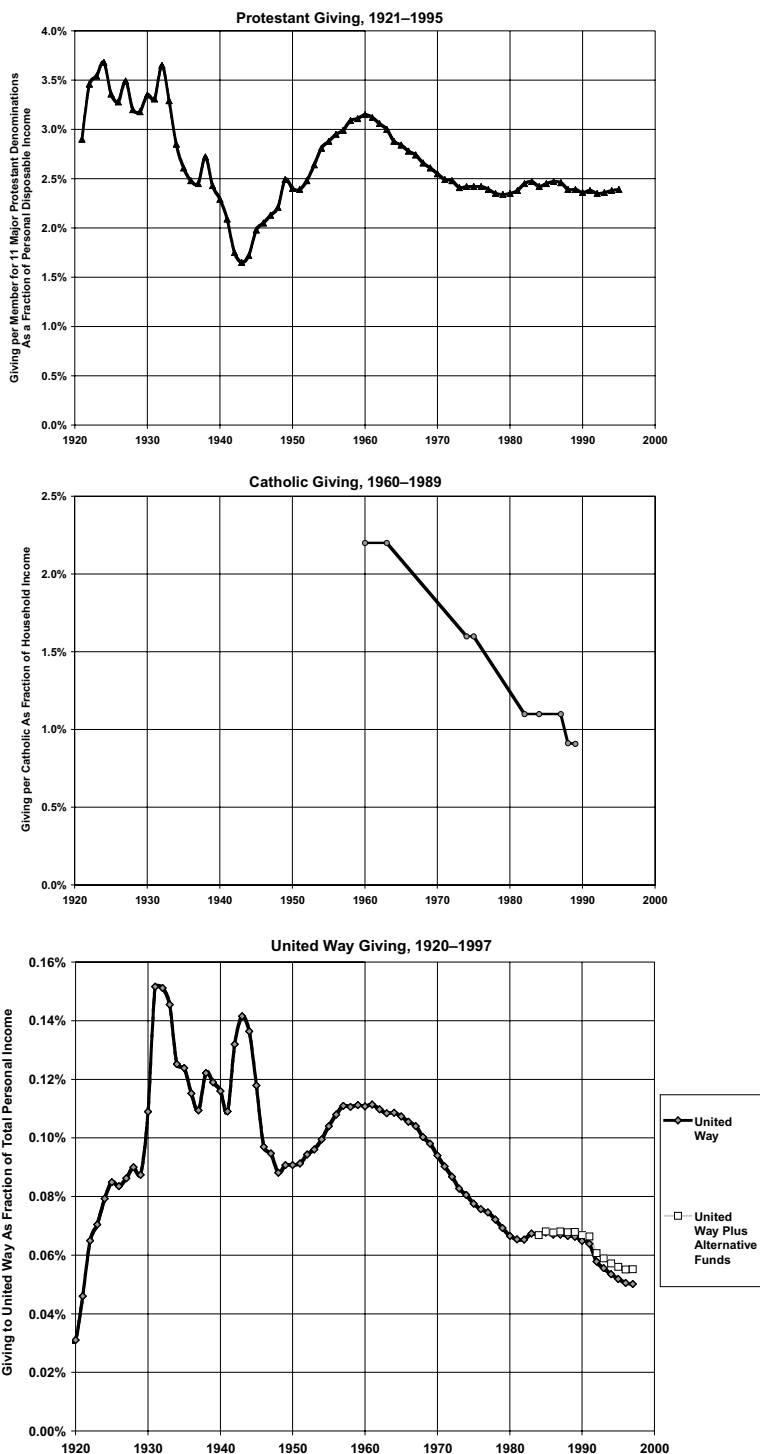


Figure 32: Trends in Protestant, Catholic, and United Way Giving, 1920s–1990s

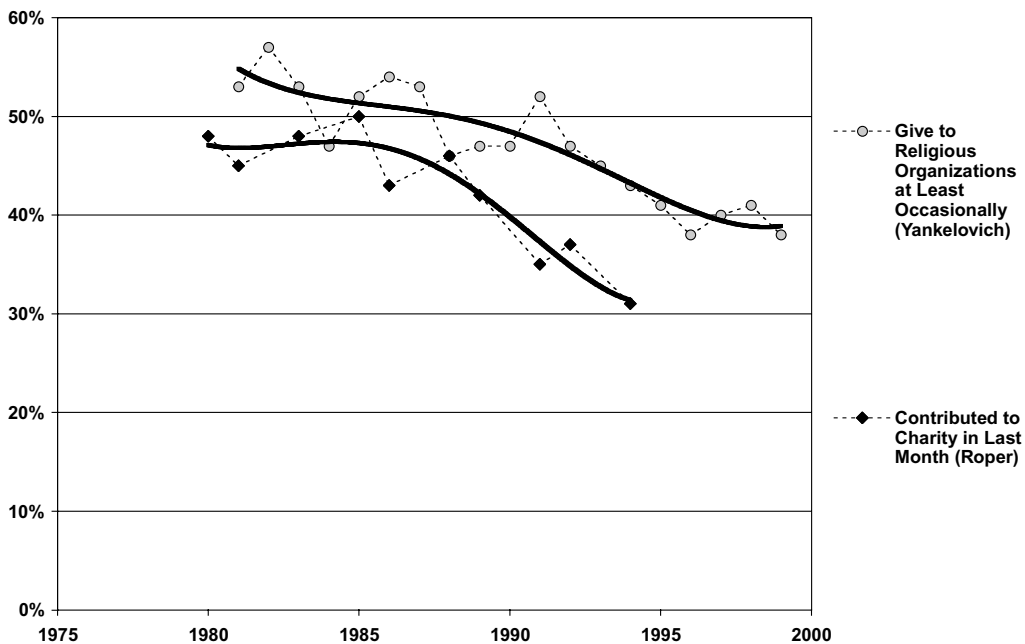


Figure 33: Reported Charitable Giving Declined in the 1980s and 1990s

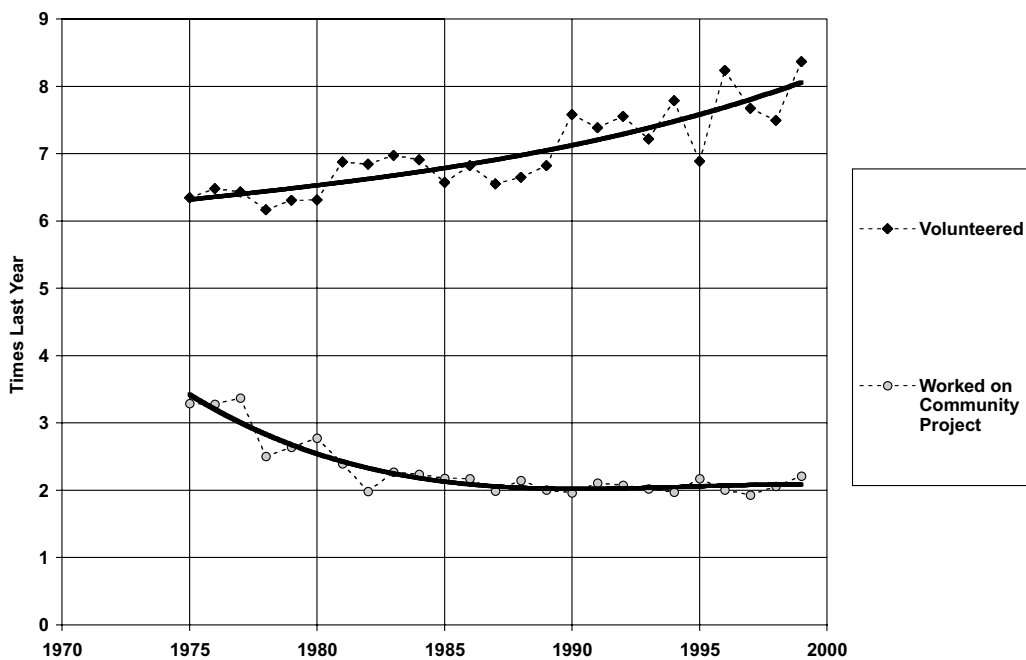


Figure 34: Volunteering Up, Community Projects Down, 1975–1999

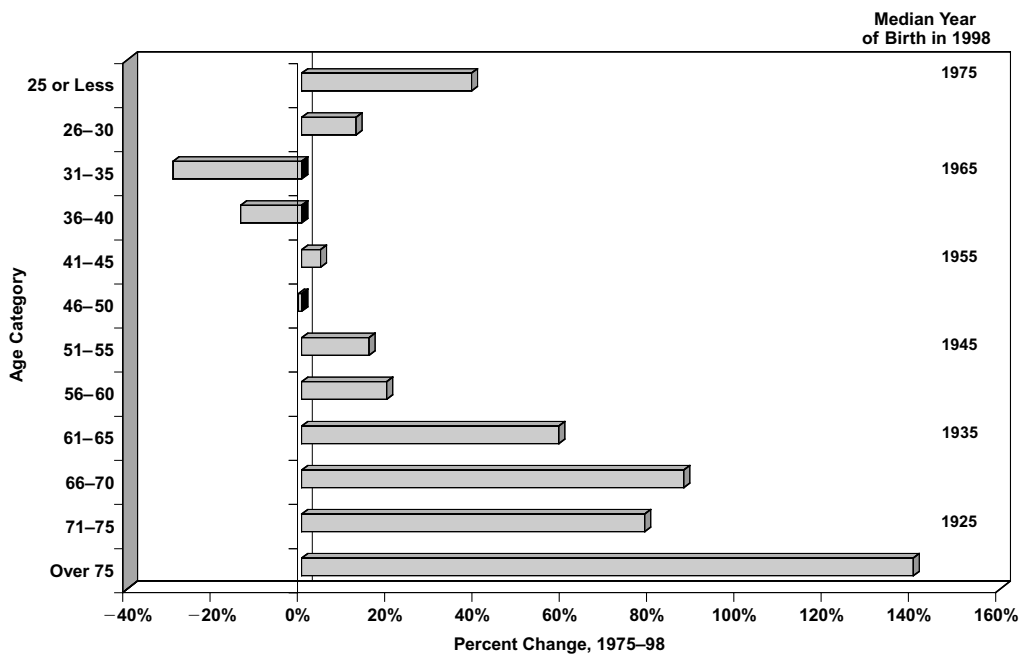


Figure 35: Trends in Volunteering by Age Category, 1975–1998

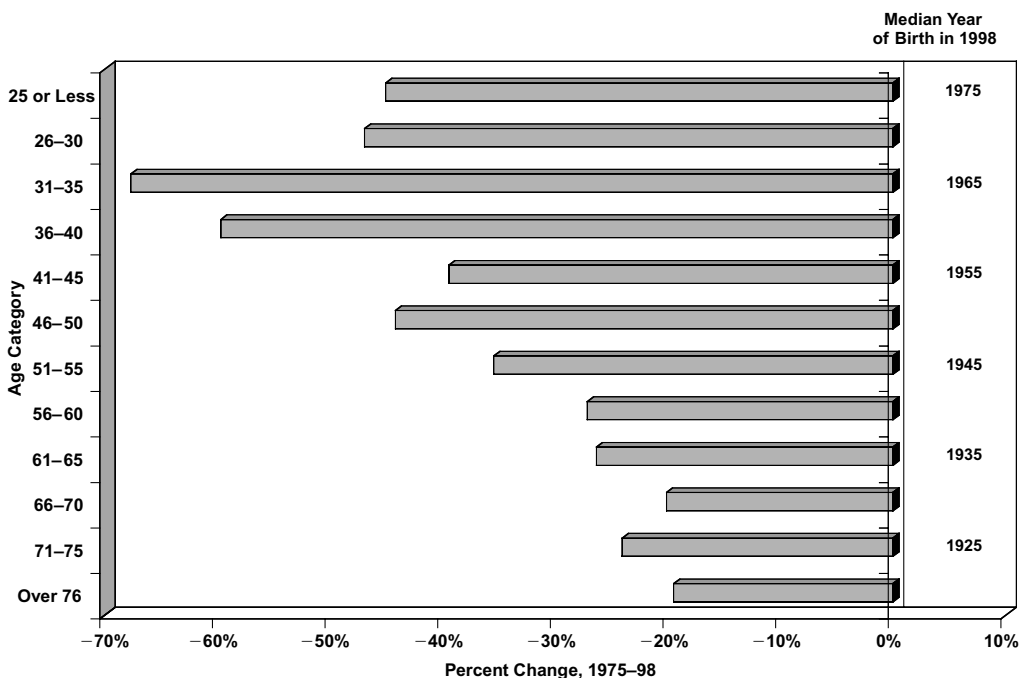


Figure 36: Trends in Participation in Community Projects by Age Category, 1975–1998

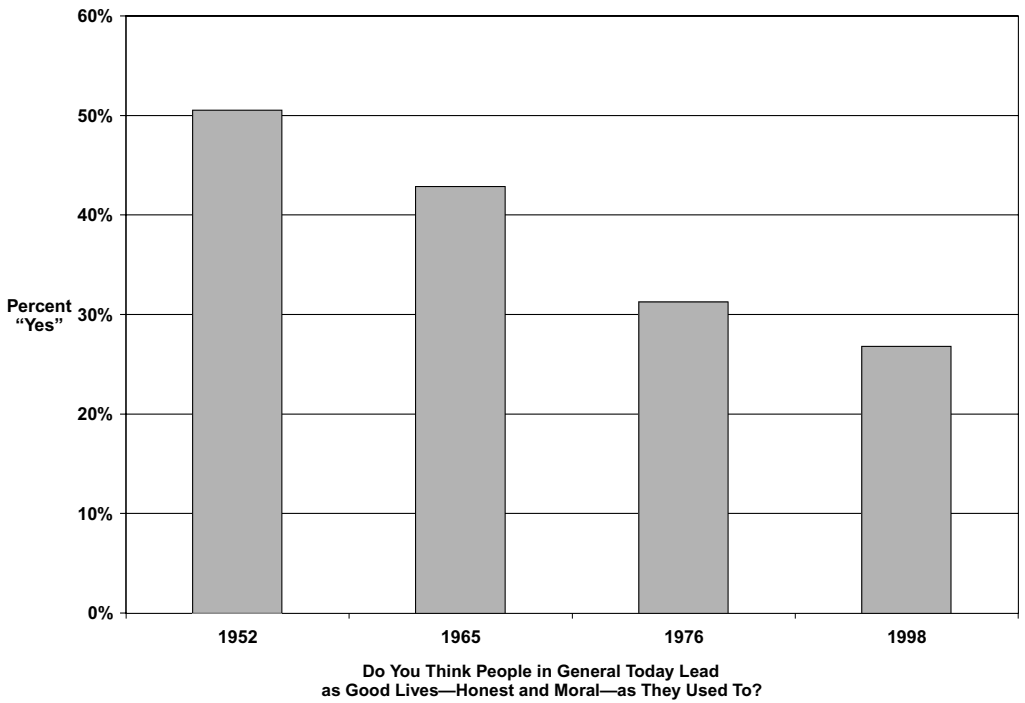


Figure 37: Declining Perceptions of Honesty and Morality, 1952–1998

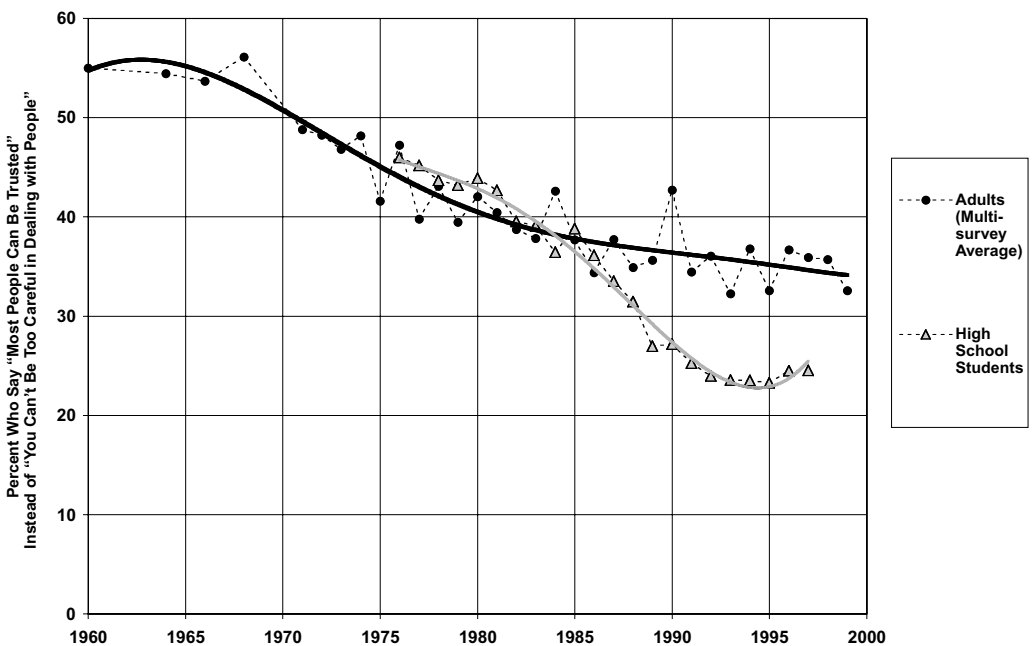


Figure 38: Four Decades of Dwindling Trust: Adults and Teenagers, 1960–1999

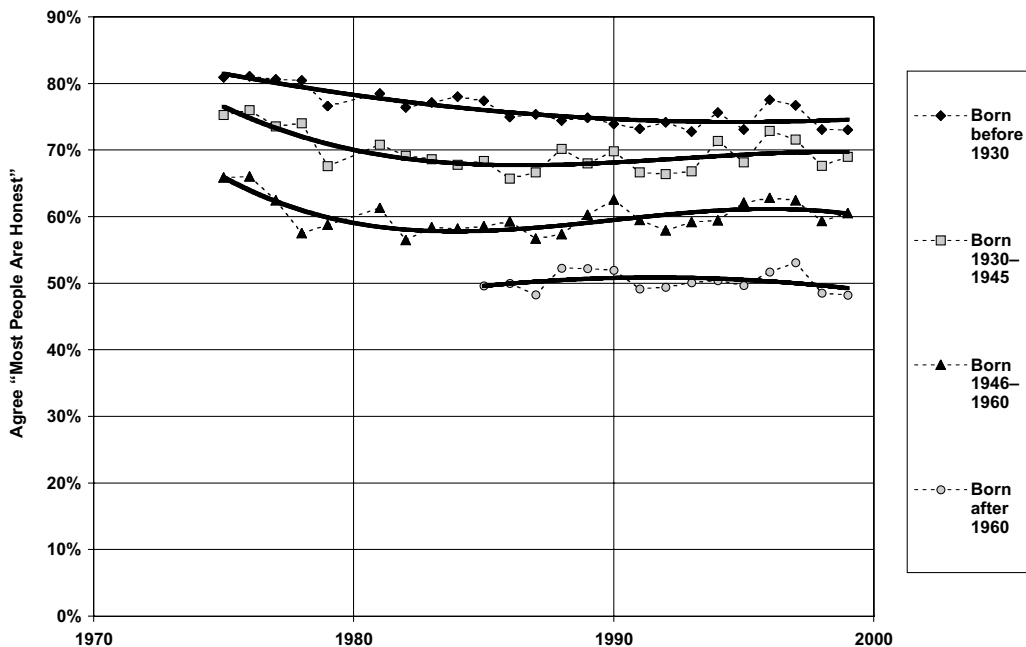


Figure 39: Generational Succession Explains Most of the Decline in Social Trust

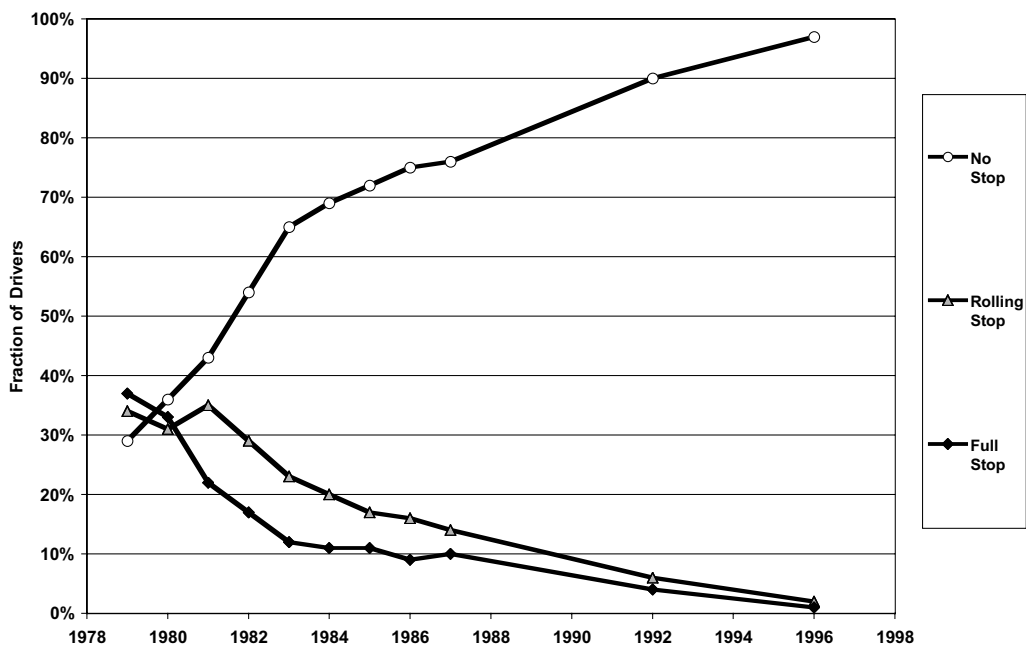


Figure 40: The Changing Observance of Stop Signs

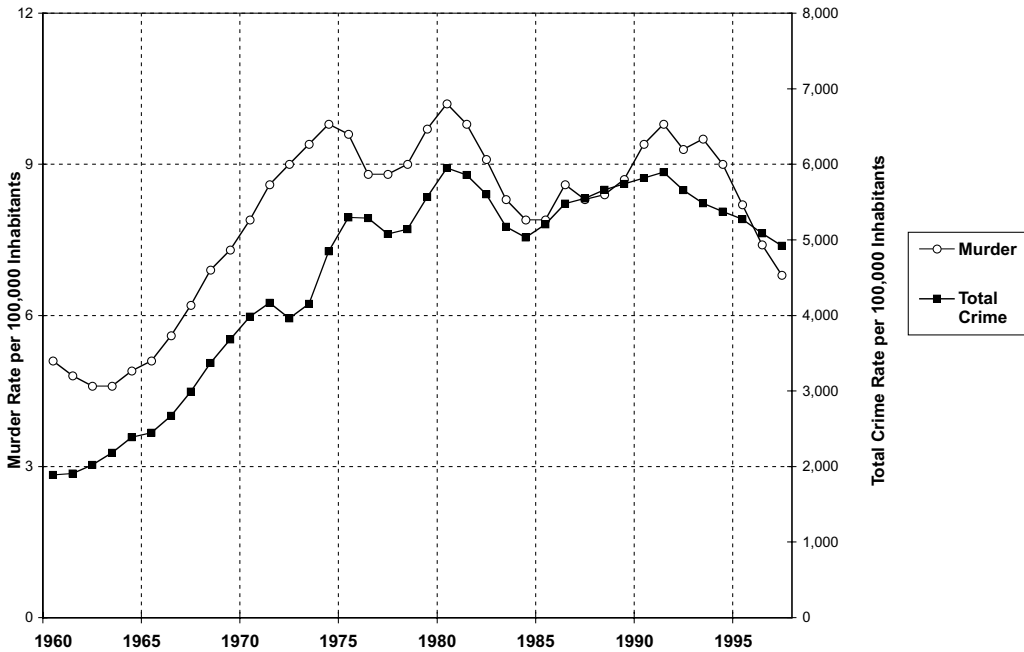


Figure 41: U.S. Crime Rates, 1960–1997

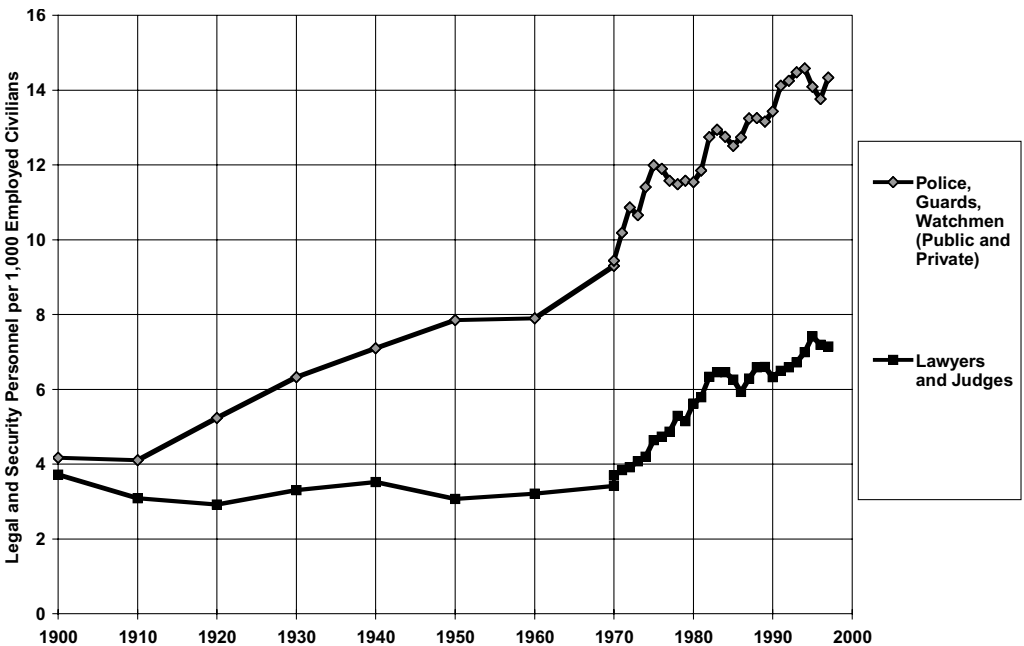


Figure 42: Employment in Policing and the Law Soared after 1970



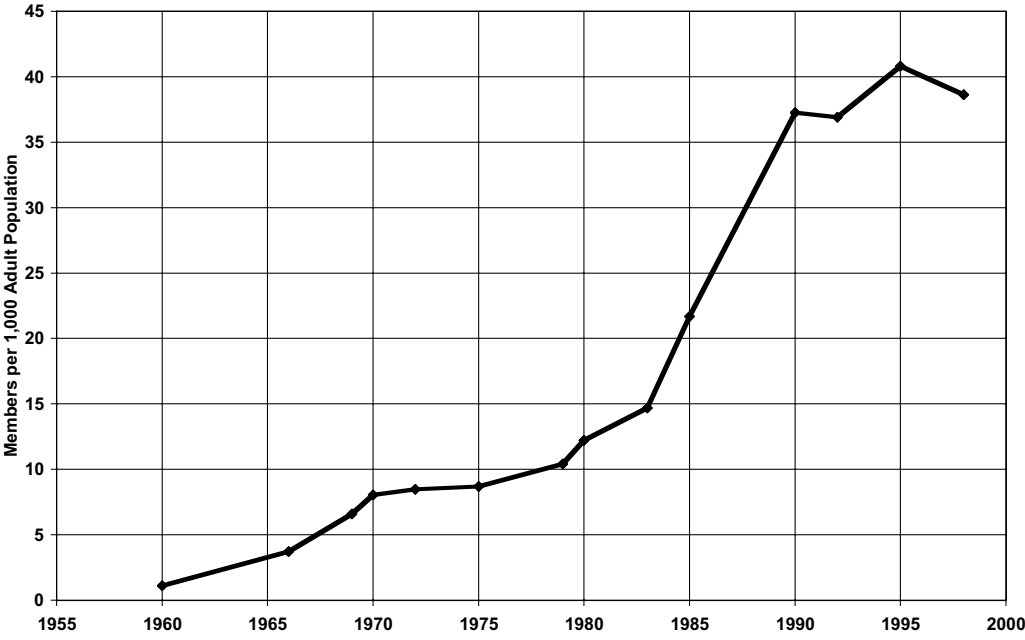


Figure 43: Explosive Growth of National Environmental Organizations, 1960–1998

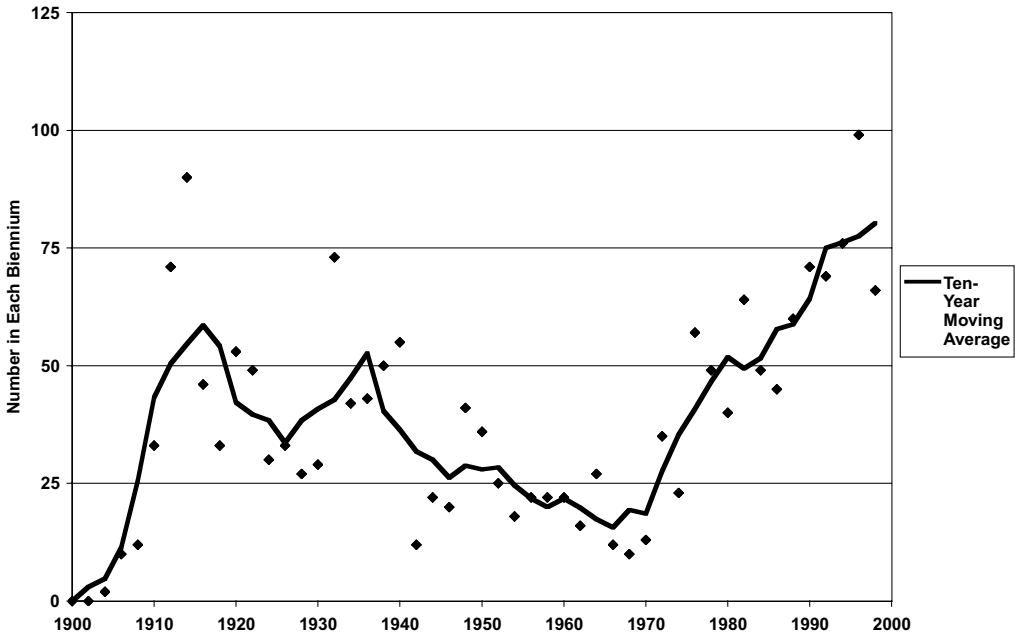


Figure 44: Initiatives on Statewide Ballots in the United States, 1900–1998

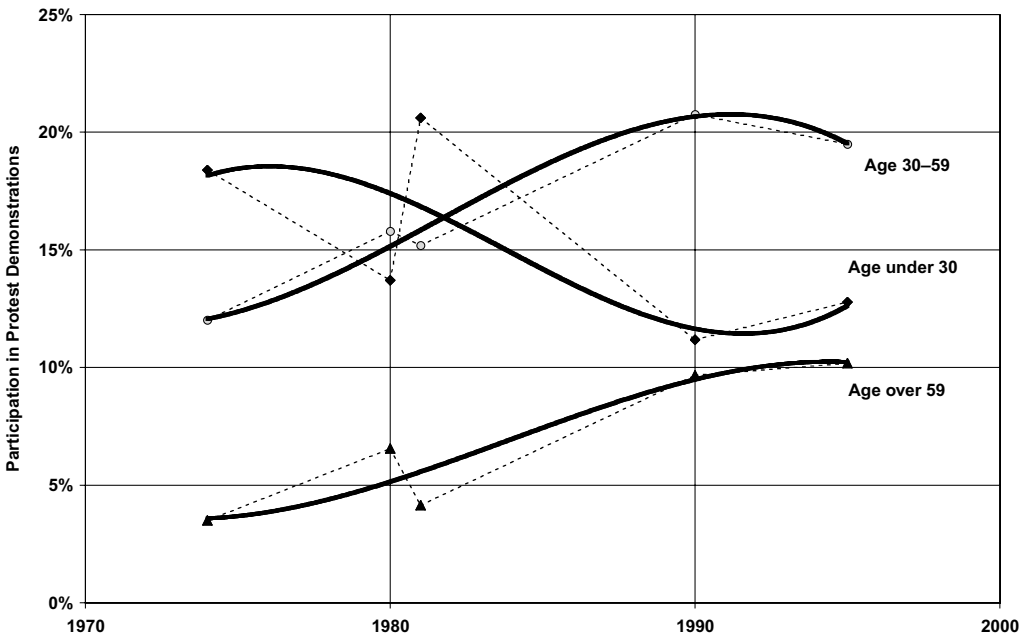


Figure 45: The Graying of Protest Demonstrations

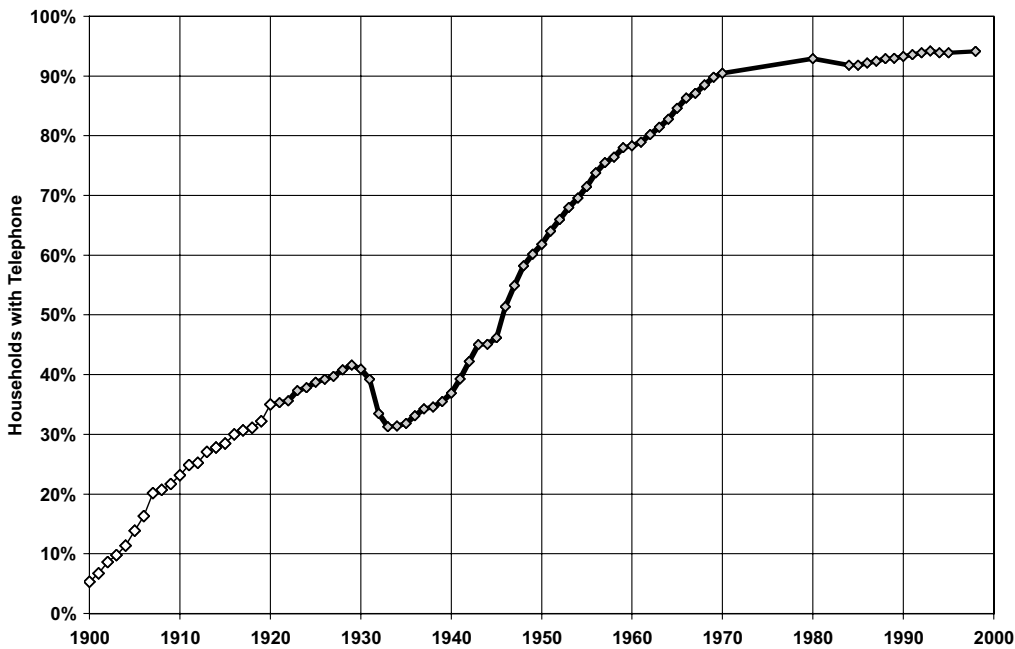


Figure 46a: The Telephone Penetrates American Households

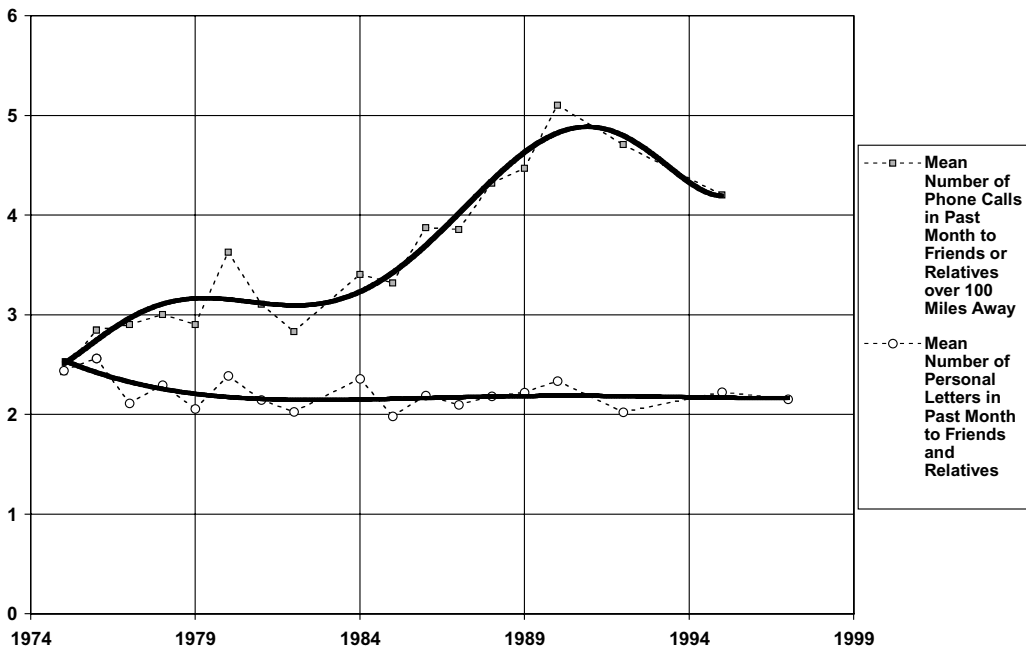


Figure 46b: Trends in Long-Distance Personal Phone Calls and Letters

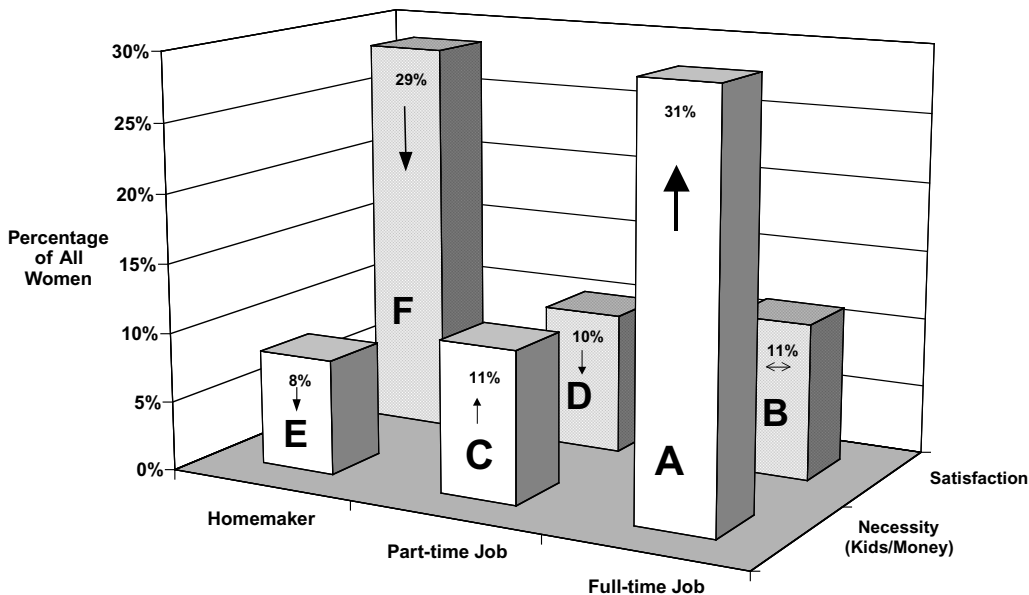


Figure 47: Working by Choice and by Necessity Among American Women, 1978–1999

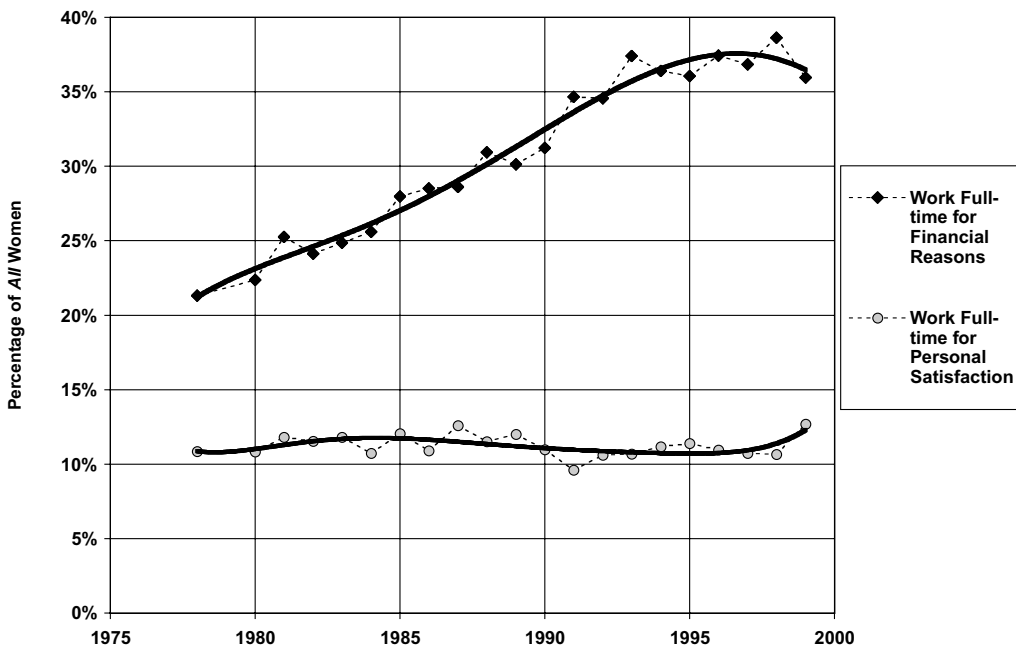


Figure 48: More Women Work Because They Must, 1978–1999

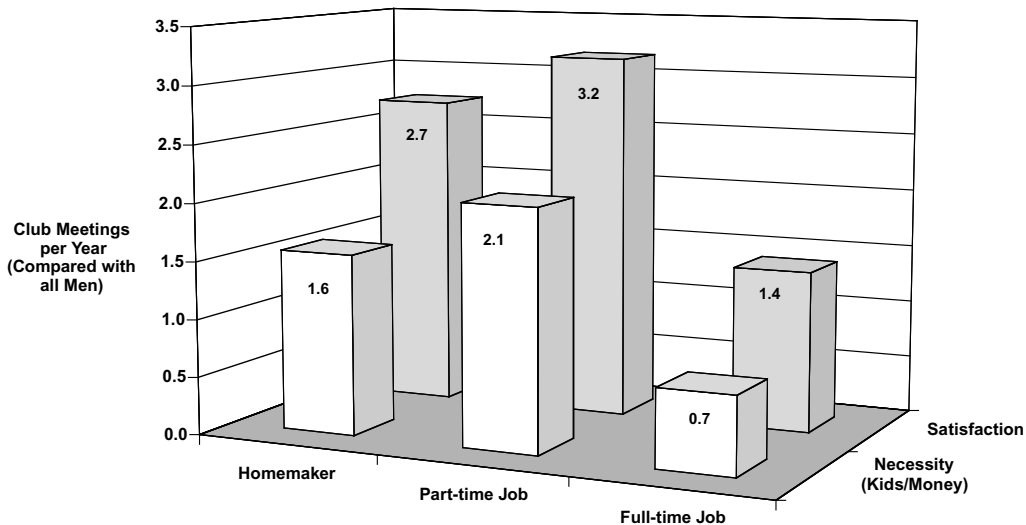


Figure 49: Working Full-Time Reduces Community Involvement

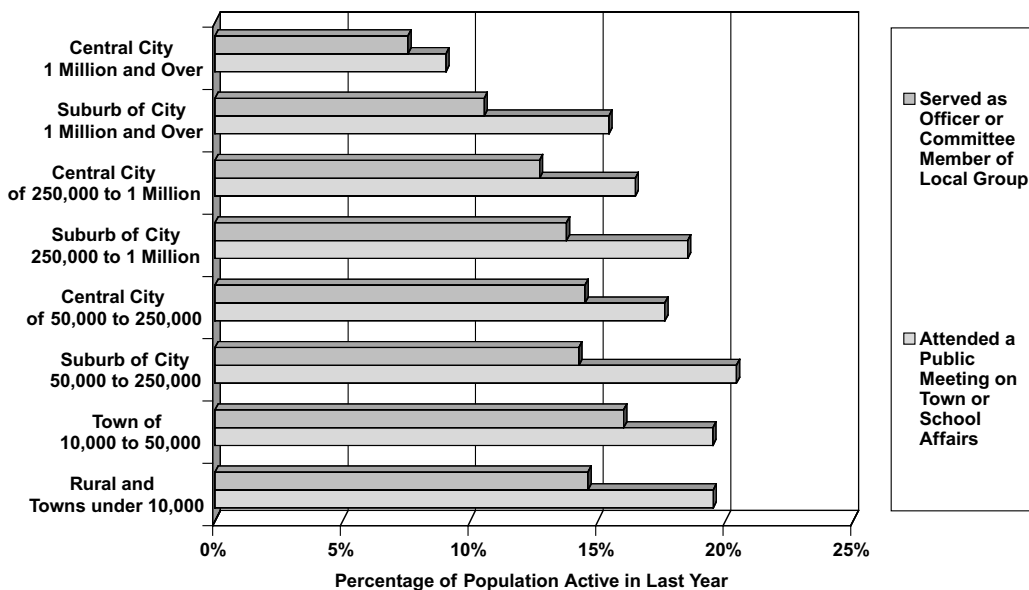


Figure 50: Community Involvement Is Lower in Major Metropolitan Areas

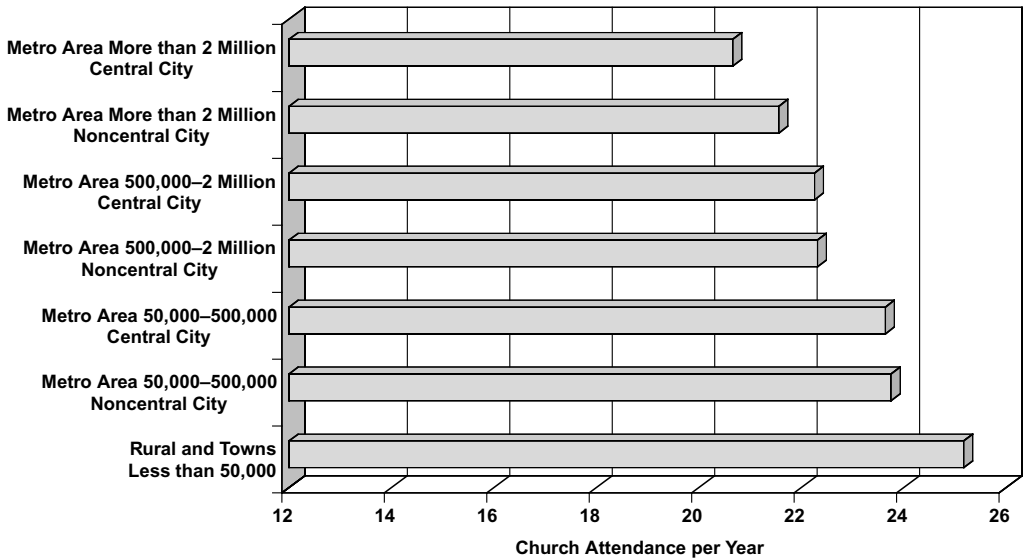


Figure 51: Church Attendance Is Lower in Major Metropolitan Areas

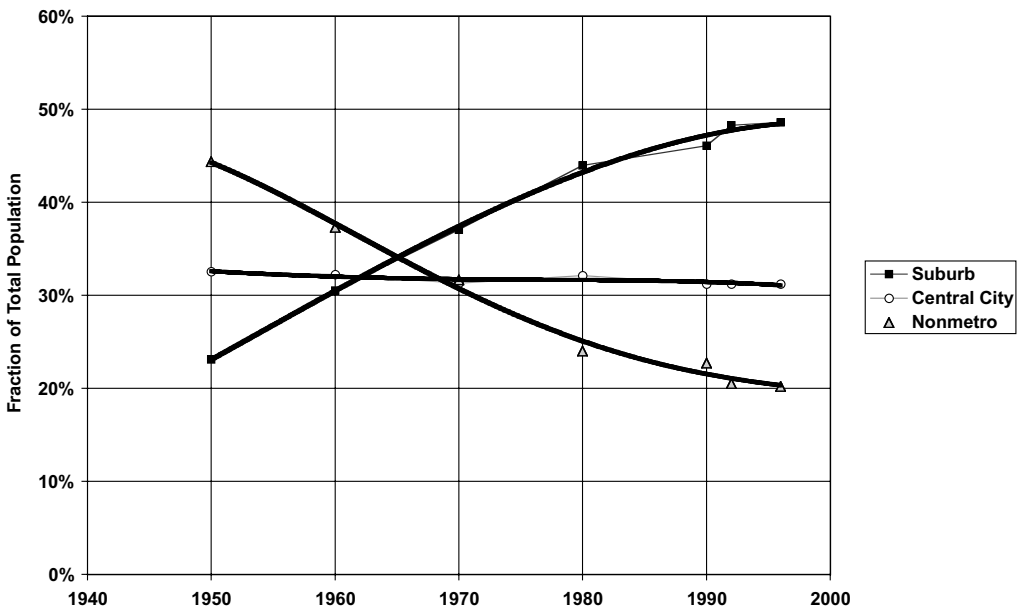


Figure 52: The Suburbanization of America, 1950–1996

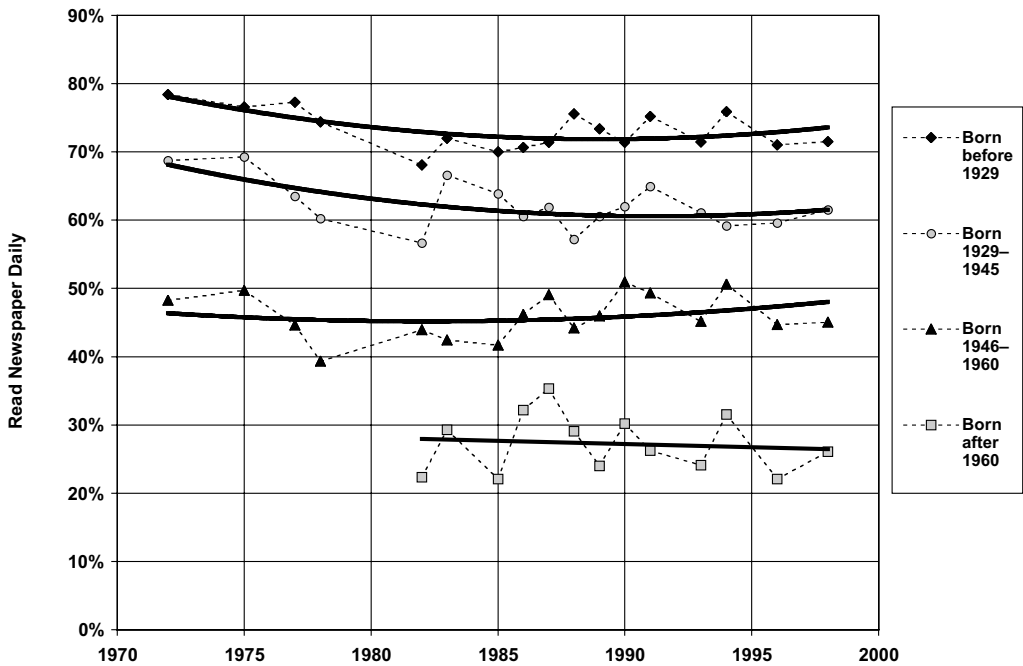


Figure 53: Generational Succession Explains the Demise of Newspapers

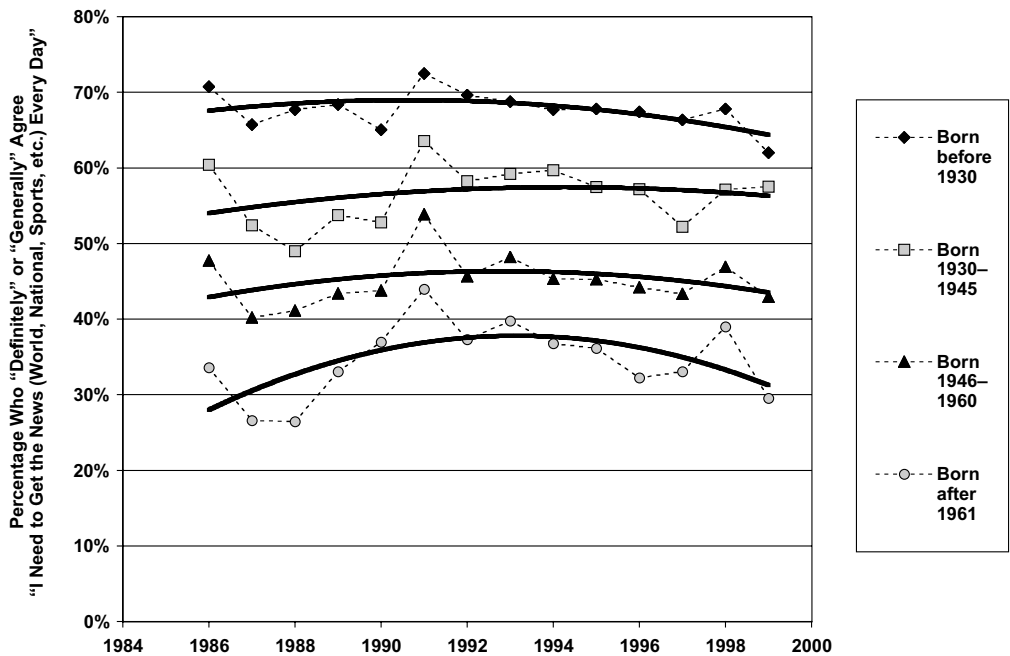


Figure 54: Newshounds Are a Vanishing Breed



Figure 55: A Half Century’s Growth in Television Watching, 1950–1998

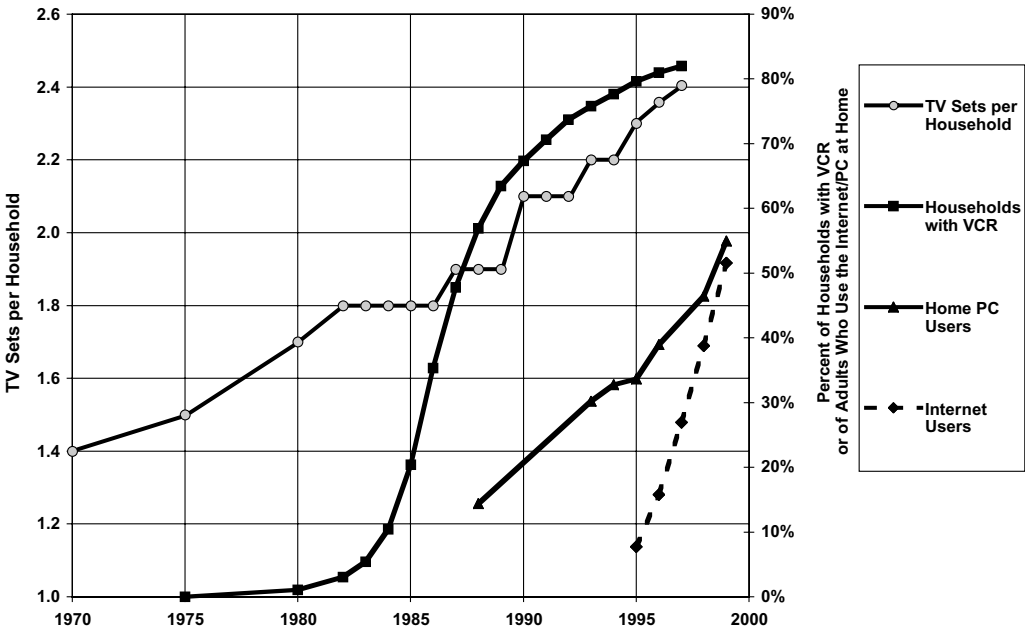


Figure 56: Screens Proliferate in American Homes: VCRs, PCs, Extra TV Sets, and the Net, 1970–1999



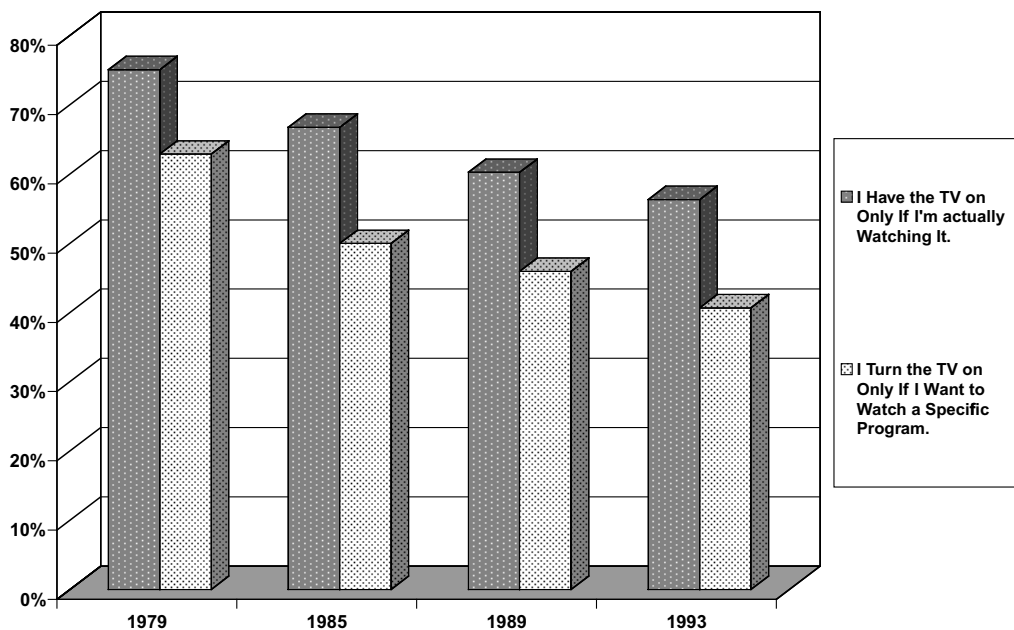


Figure 57: TV Becomes an American Habit, as Selective Viewing Declines

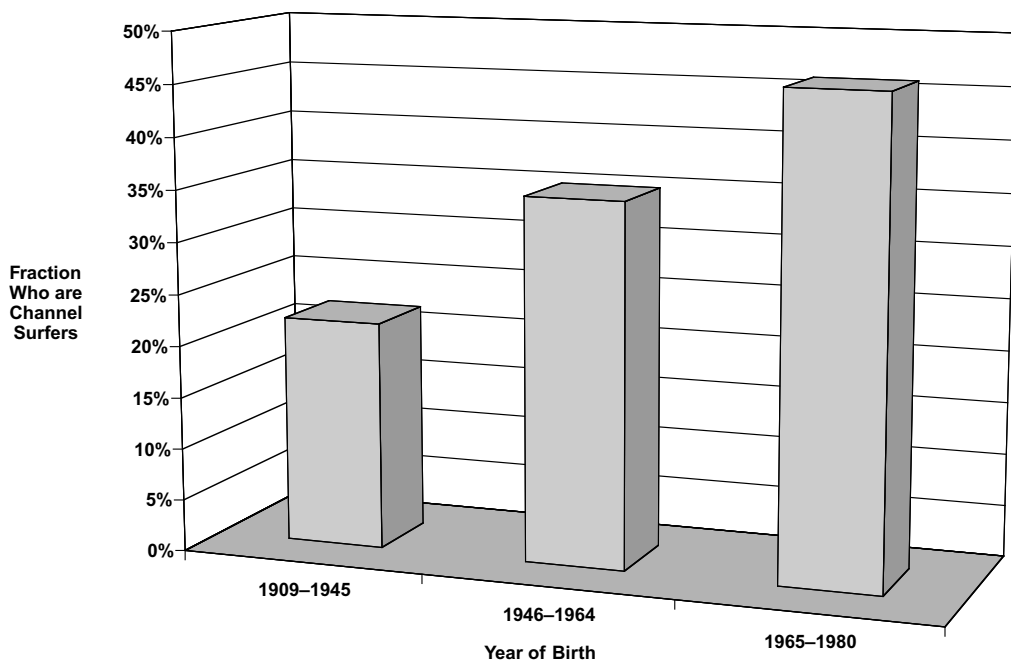


Figure 58: Channel Surfing Is More Common Among Younger Generations

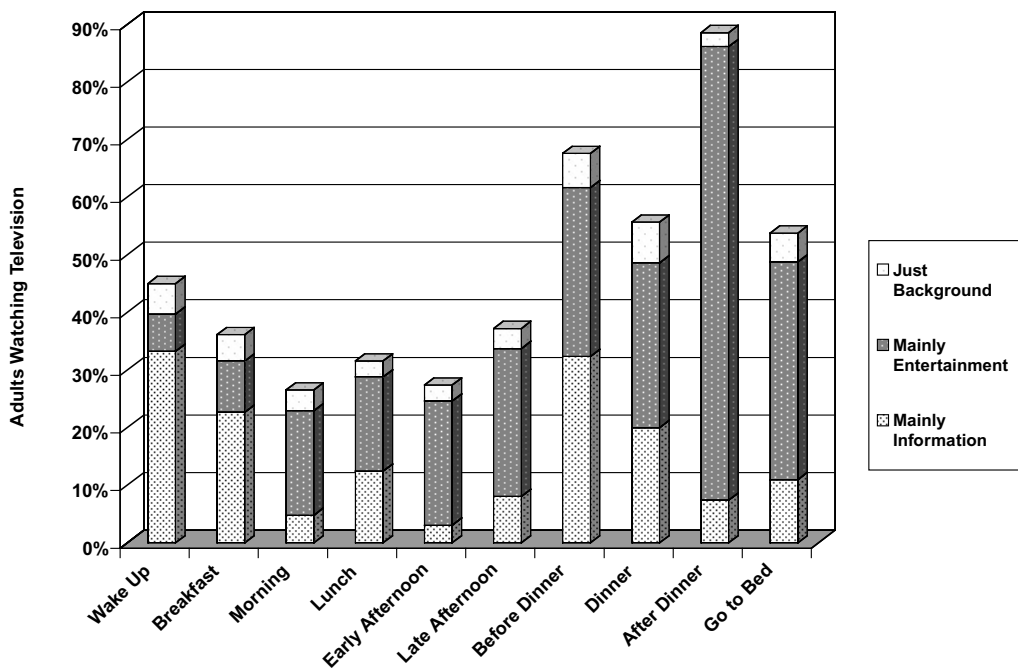
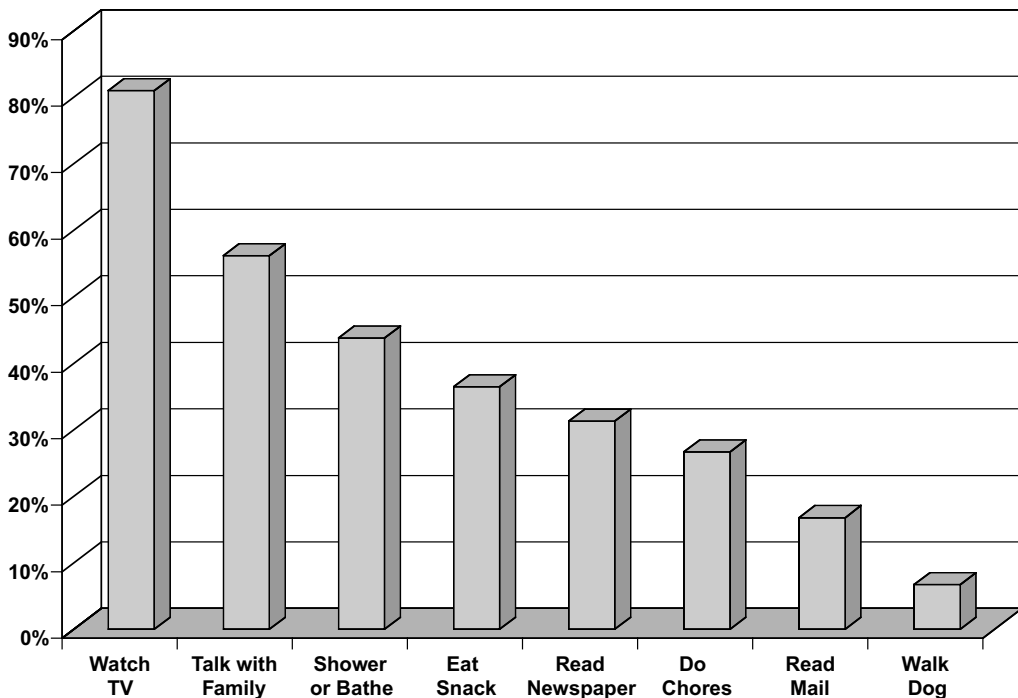


Figure 59: America Watches TV All Day Every Day



Which of These Things Do You Do Most Weeknights  
after Your Evening Meal and before Bedtime?

Figure 60: In the Evening Americans, Above All, Watch TV

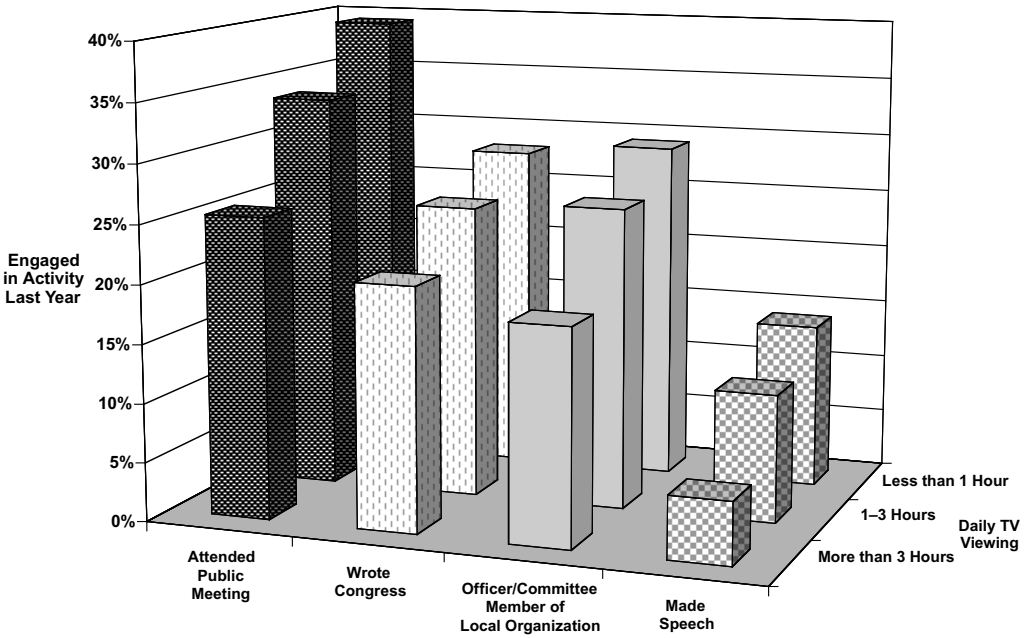


Figure 61: More TV Means Less Civic Engagement (Among College-Educated, Working-Age Adults)

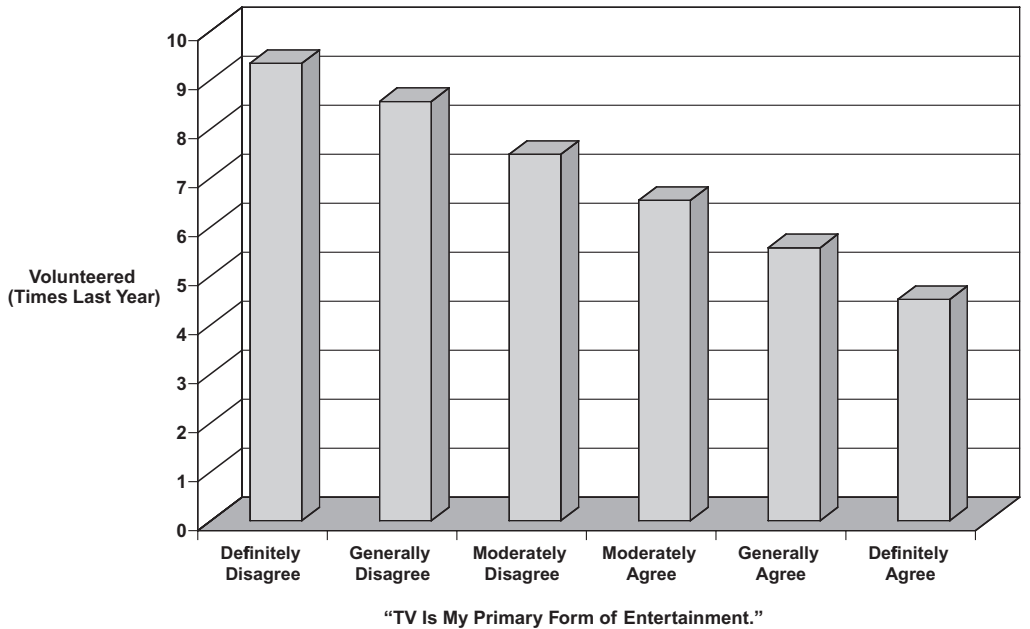


Figure 62: TV Watching and Volunteering Don't Go Together

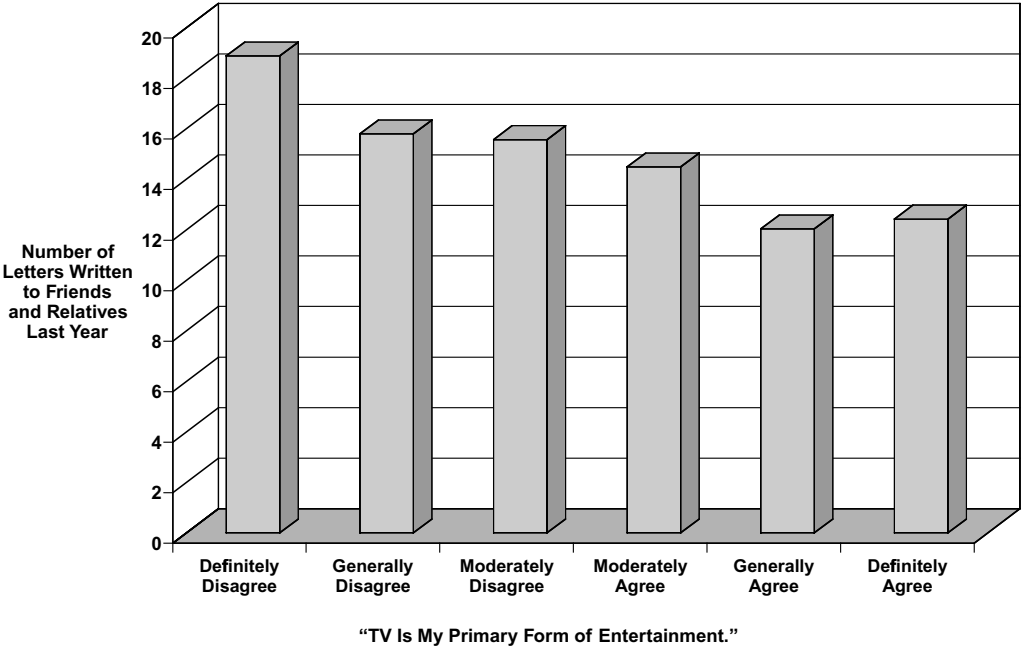


Figure 63: TV Watchers Don’t Keep in Touch

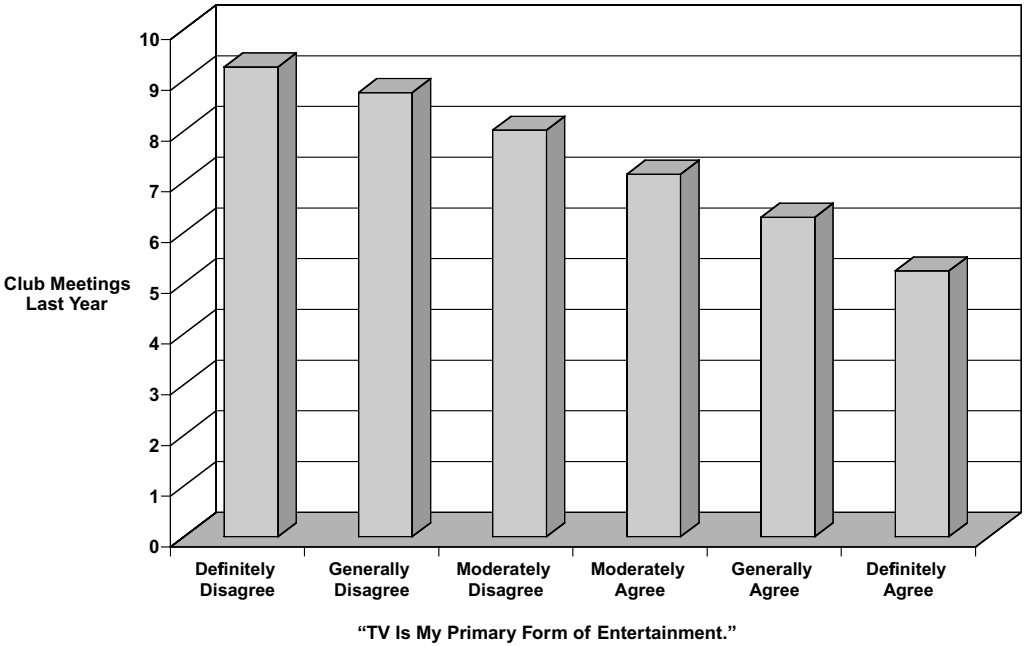


Figure 64: TV Watching and Club Meetings Don’t Go Together

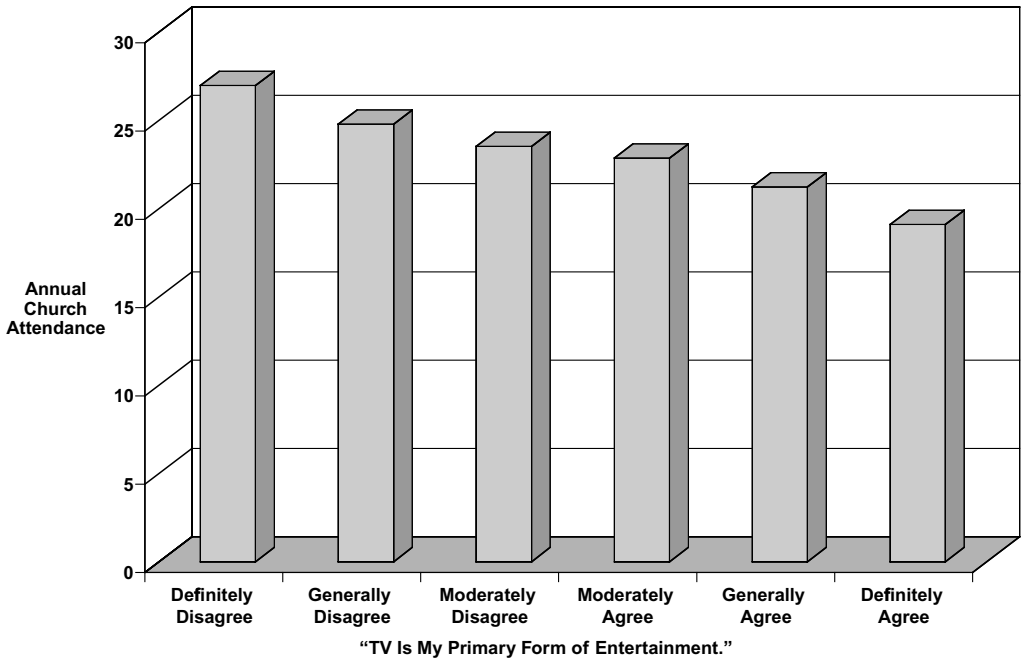


Figure 65: TV Watching and Churchgoing Don't Go Together

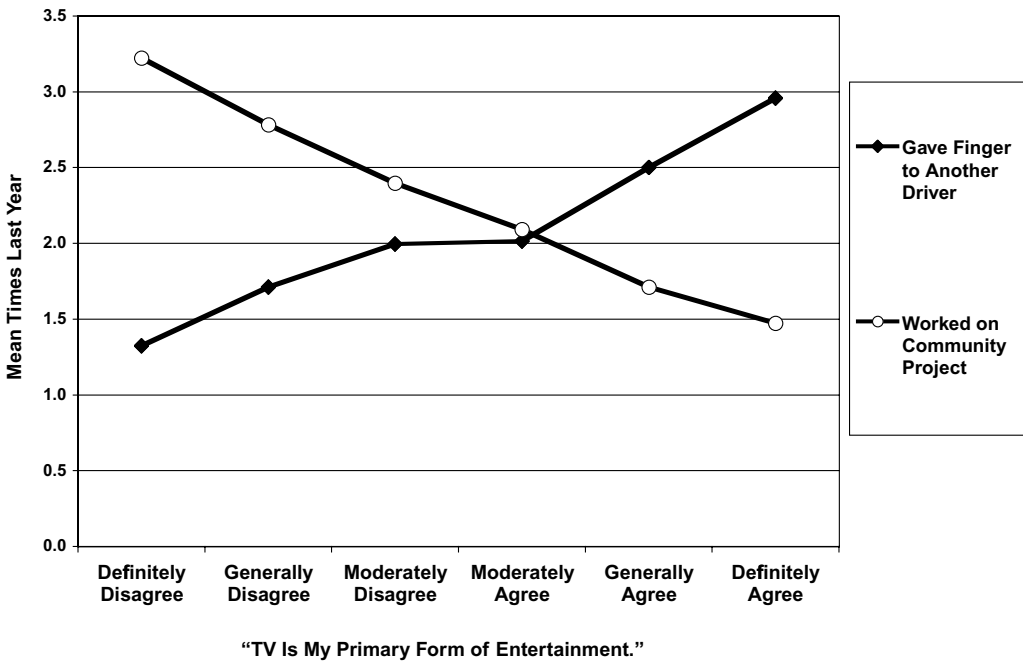


Figure 66: TV Watching and Comity Don't Go Together

Which of These Activities Are You Doing More Now than You Used To?  
Which Are You Doing Less Now than You Used To?

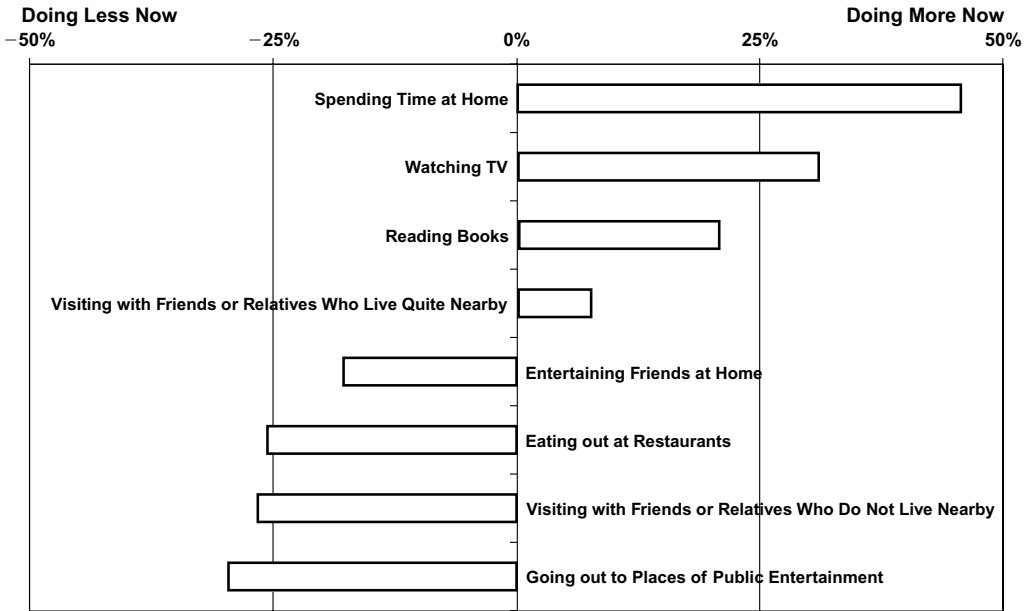


Figure 67: Americans Began Cocooning in the 1970s

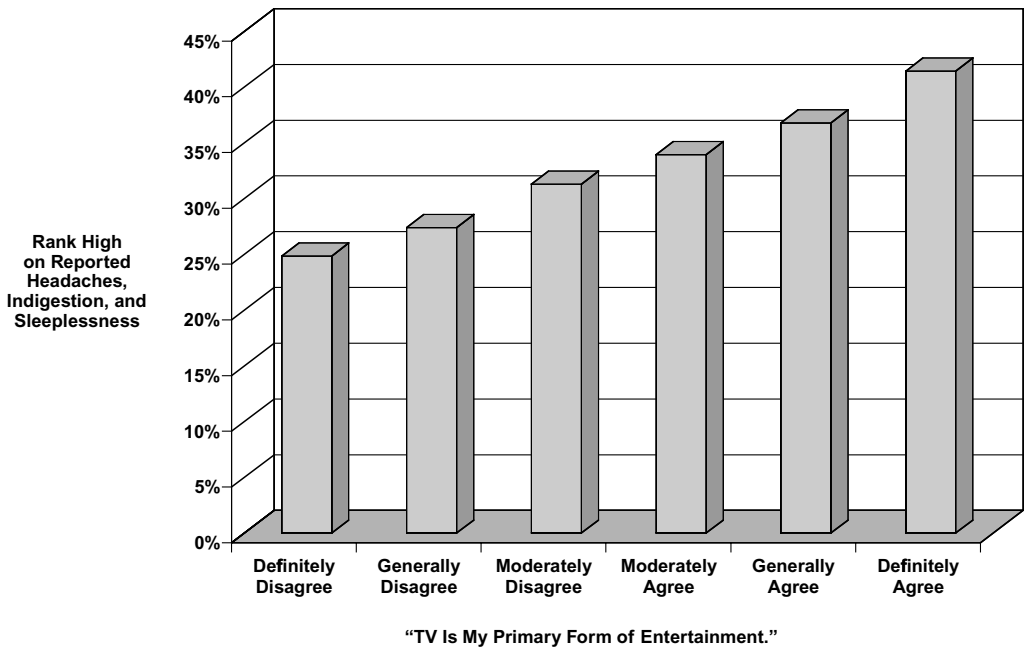


Figure 68: TV Watchers Don't Feel So Great

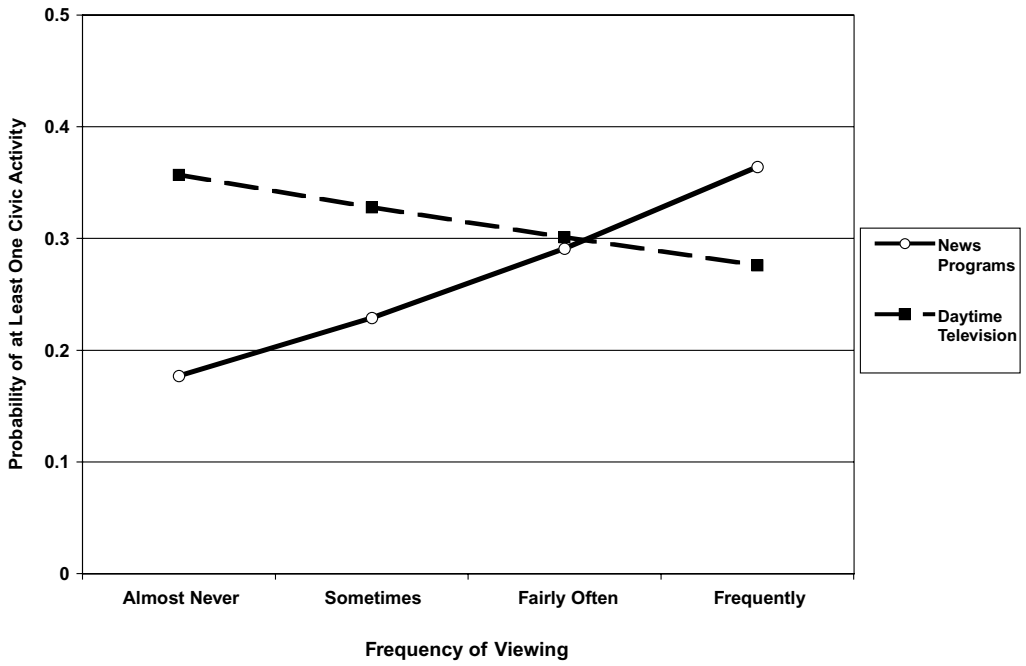


Figure 69: Types of Television Programs and Civic Engagement, Controlling for Time Spent Watching TV

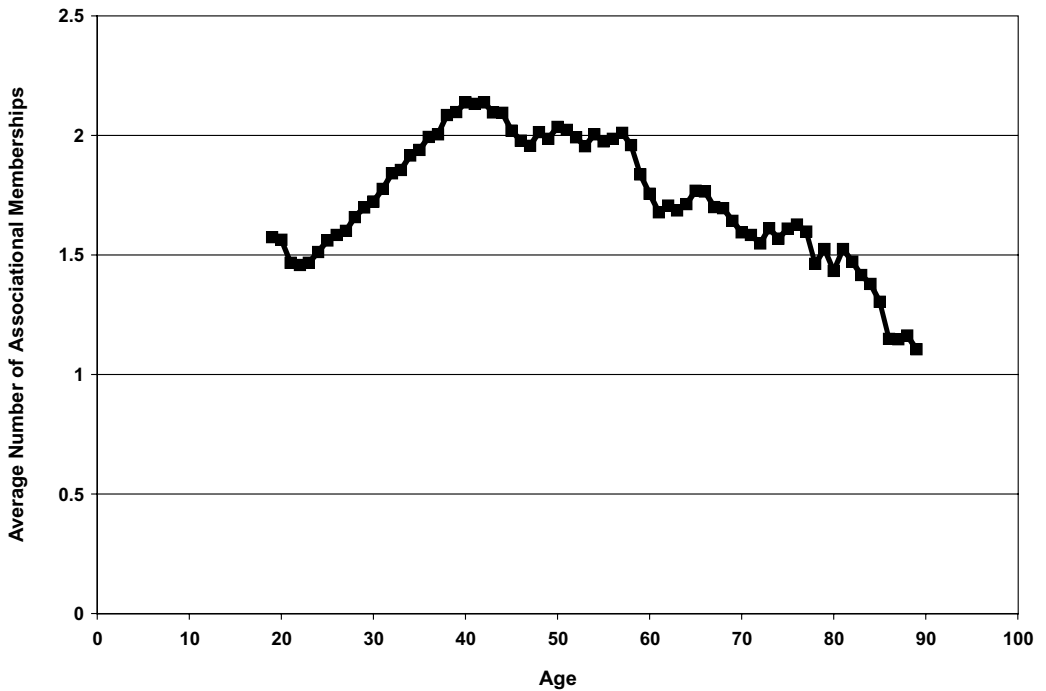


Figure 70: Membership in Associations Rises and Falls with Age

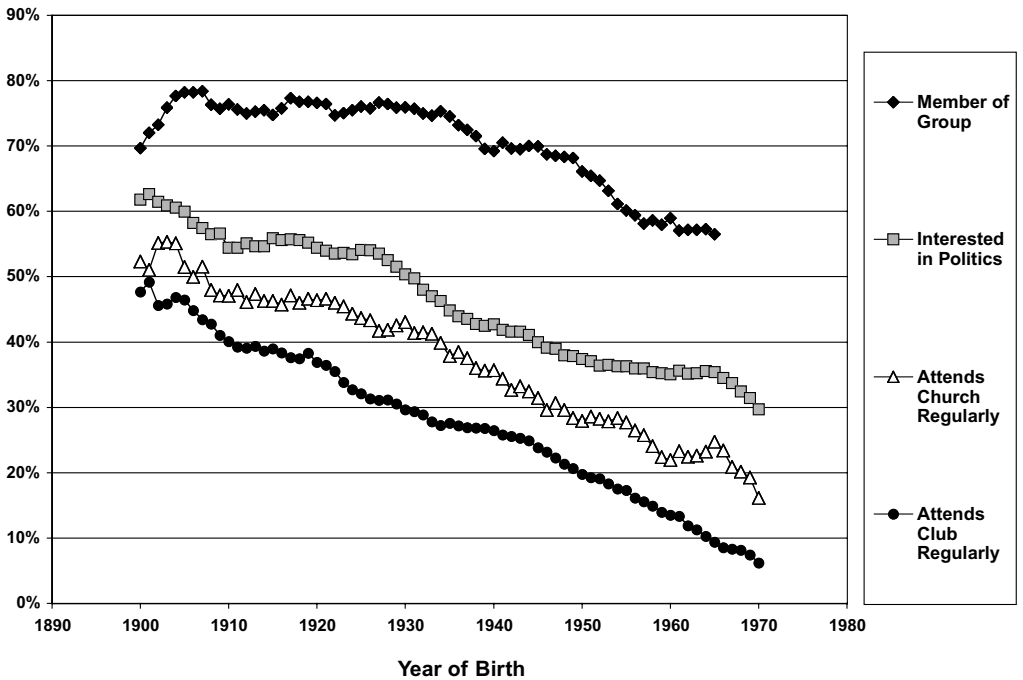
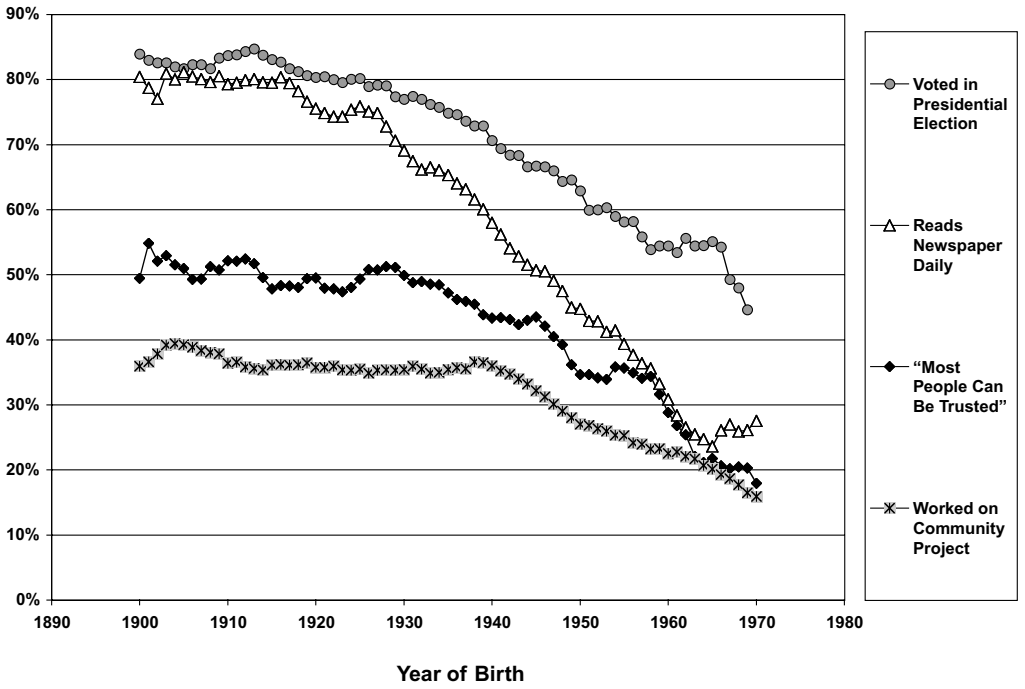


Figure 71: Generational Trends in Civic Engagement (Education Held Constant)



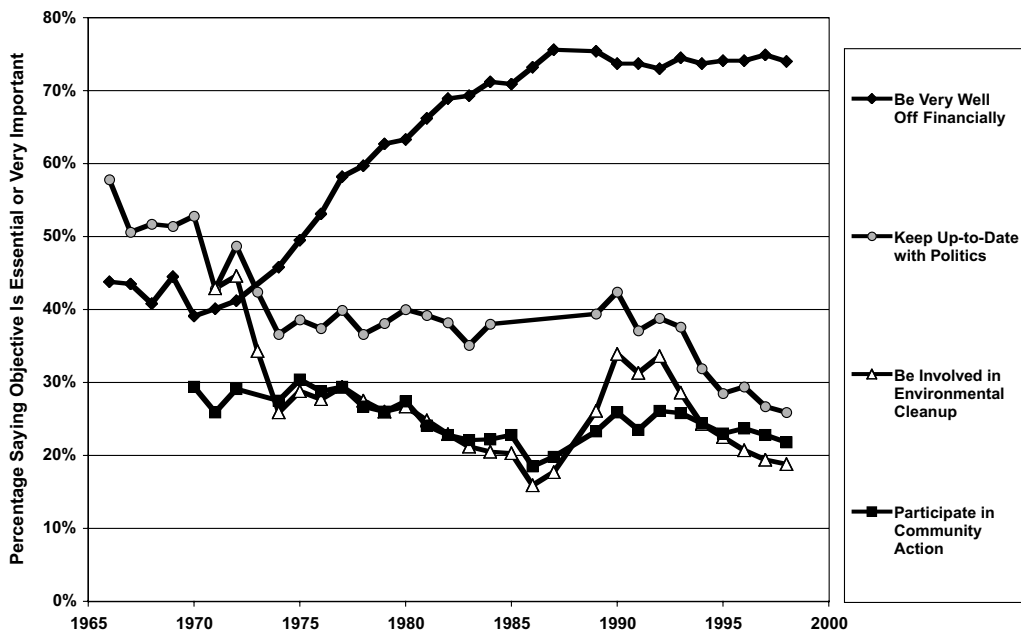


Figure 72: Greed Trumps Community Among College Freshmen, 1966–1998

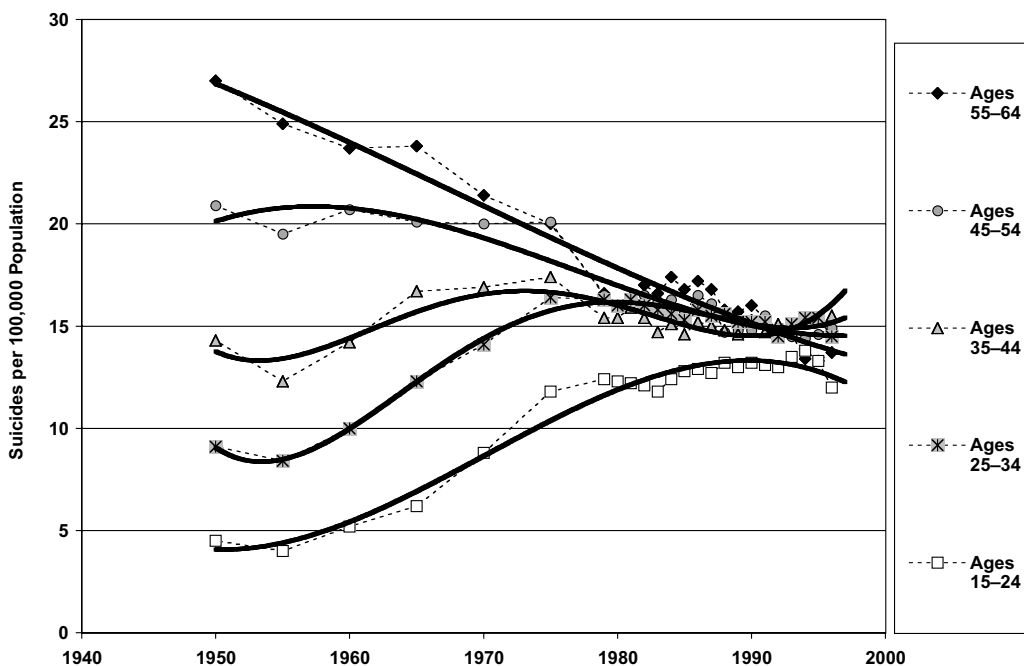


Figure 73: Age-Related Differences in Suicide Rates, 1950–1995

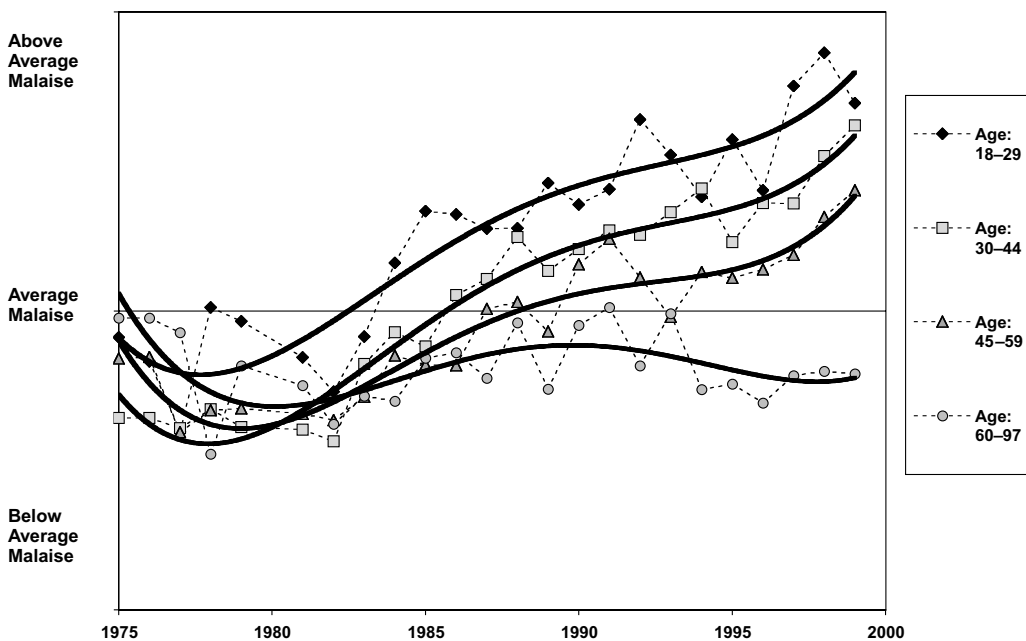


Figure 74: Growing Generation Gap in Malaise (Headaches, Insomnia, Indigestion)

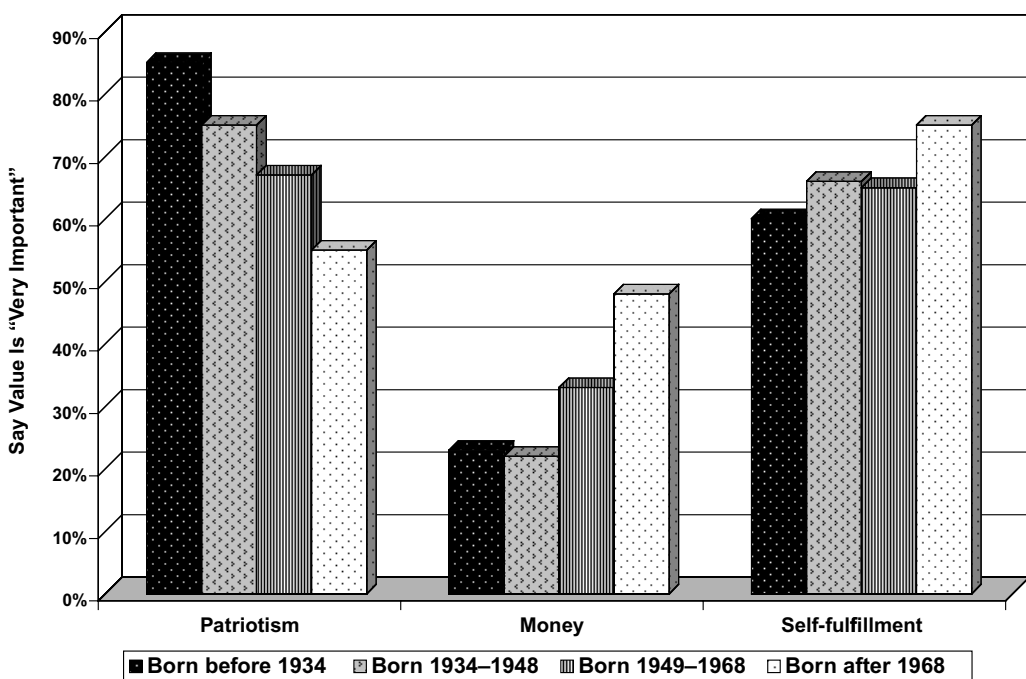


Figure 75: From Generation to Generation, Patriotism Wanes, Materialism Waxes

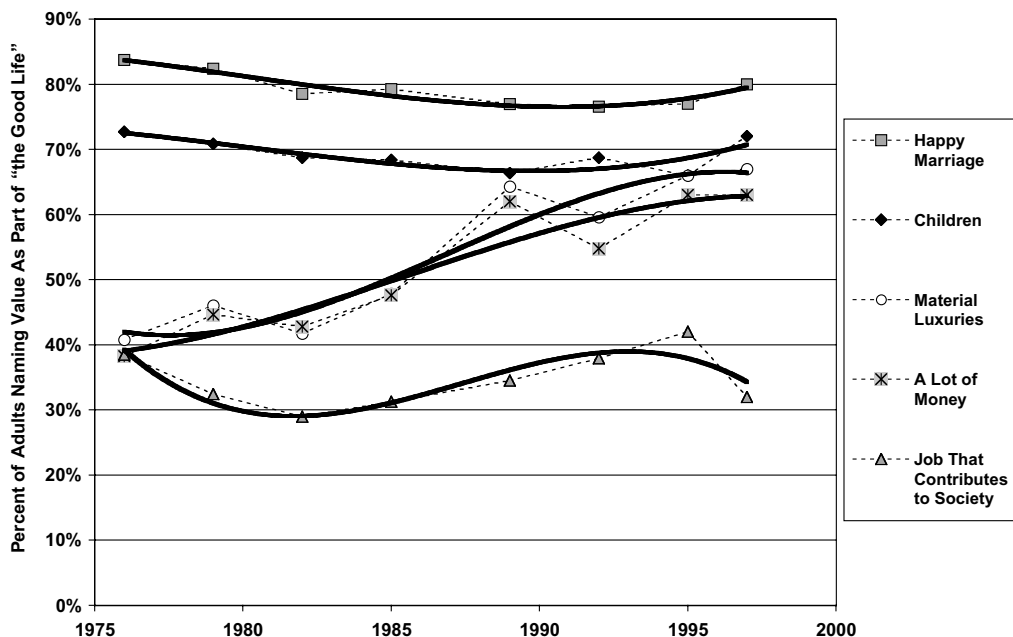
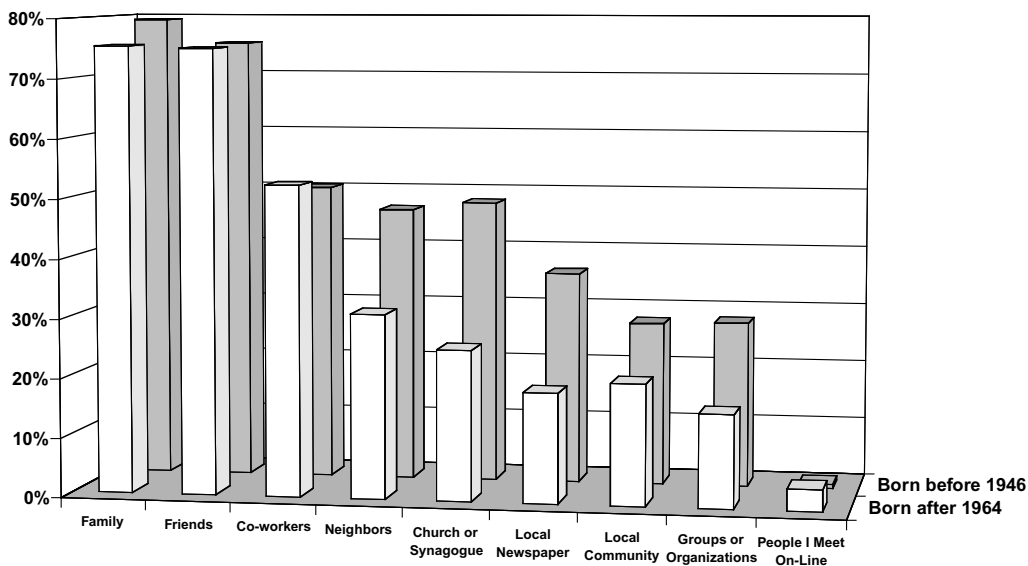


Figure 76: Materialism Grows in the Final Decades of the Twentieth Century



"In What Ways Do You Get a Real Sense of Belonging?"

Figure 77: The Meaning of Community for Successive Generations

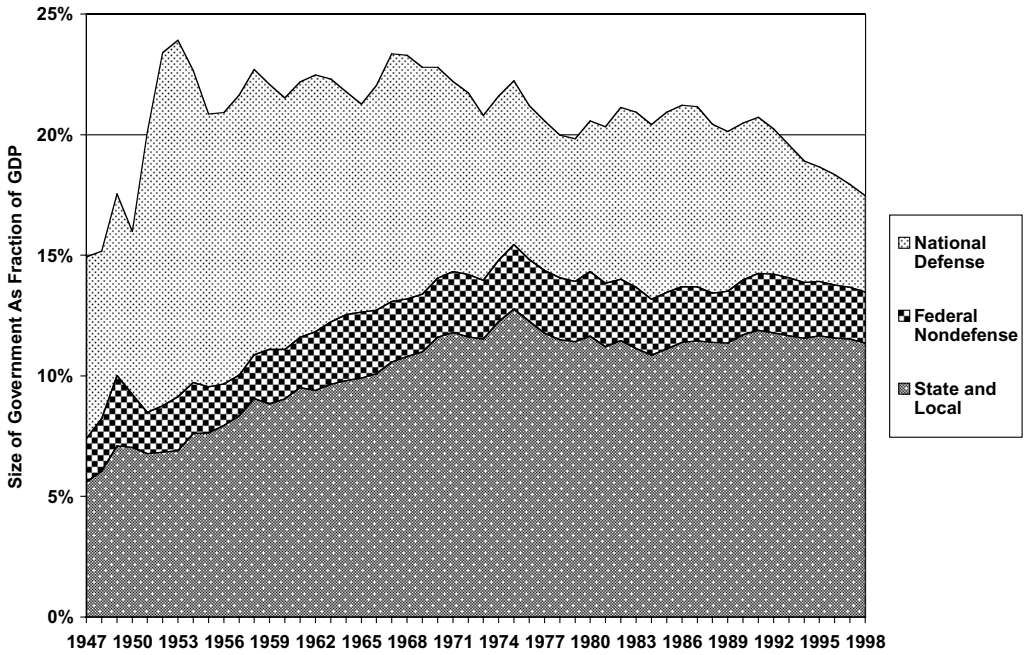


Figure 78: Government Spending, 1947–1998:  
State and Local Government Up, National Defense Down

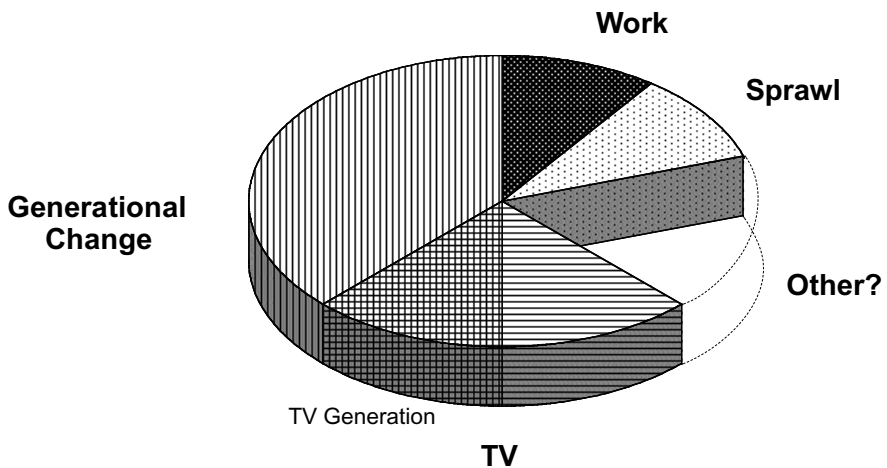


Figure 79: Guesstimated Explanation for Civic Disengagement, 1965–2000

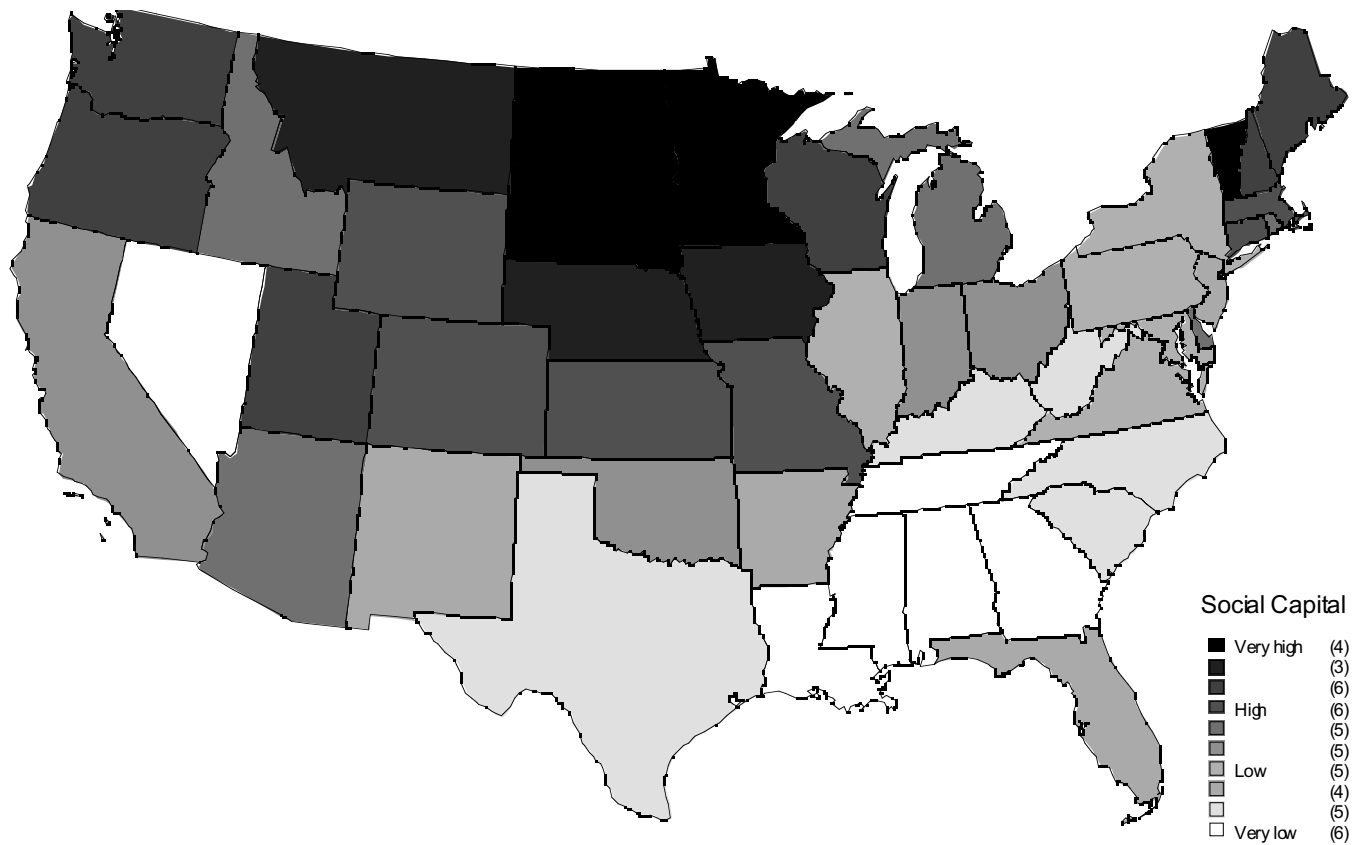


Figure 80: Social Capital in the American States

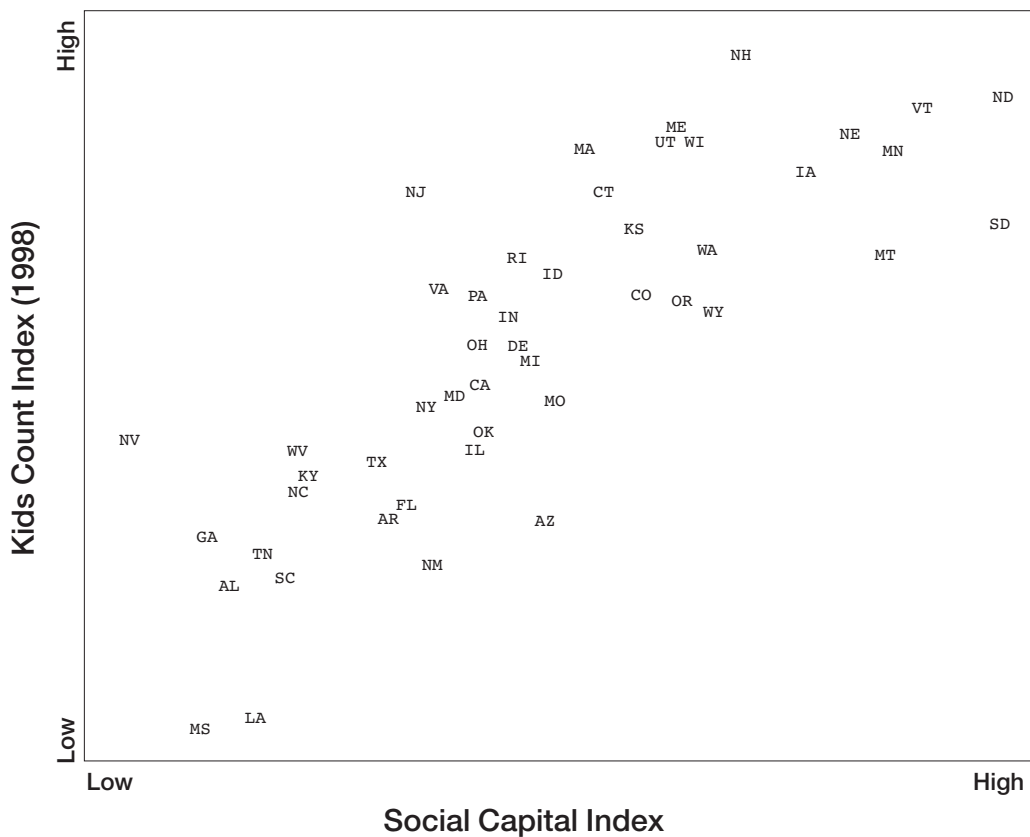


Figure 81: Kids Are Better Off in High-Social-Capital States

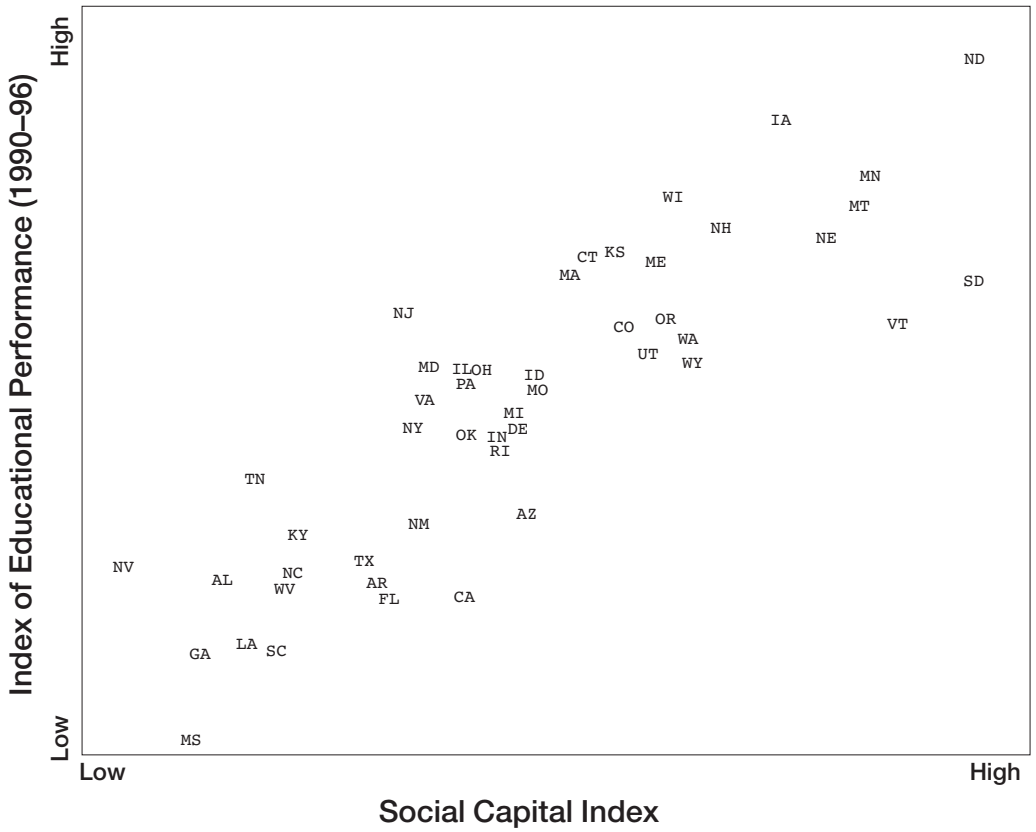


Figure 82: Schools Work Better in High-Social-Capital States

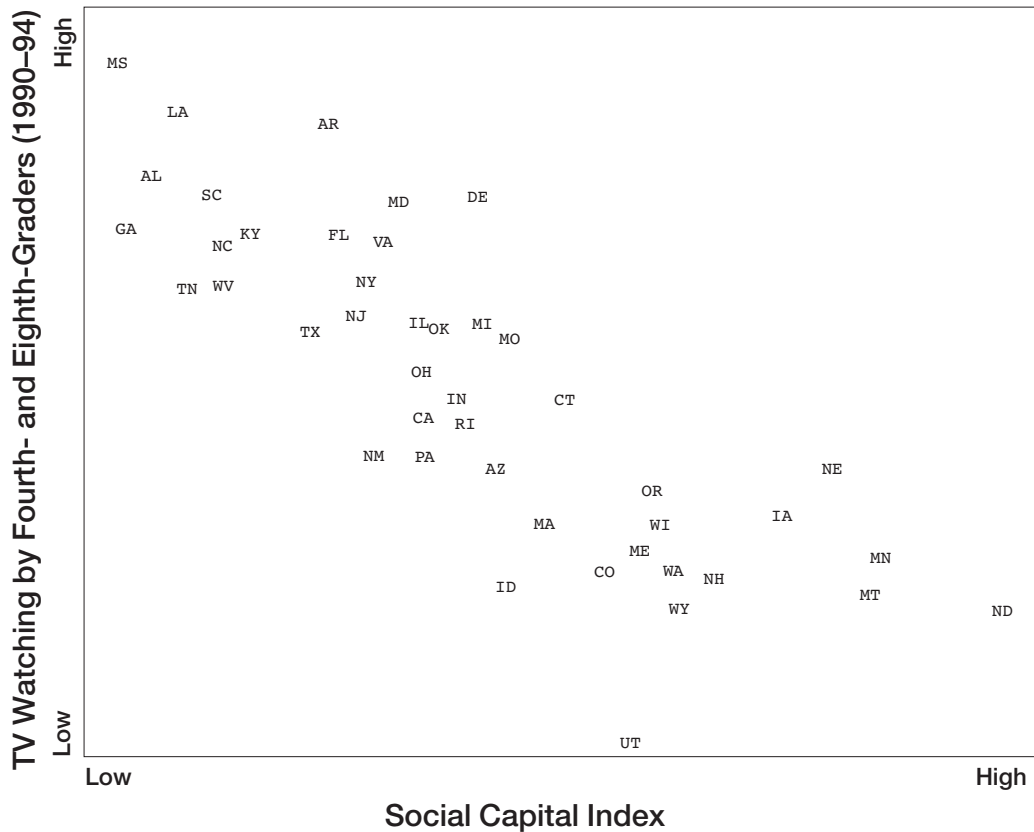


Figure 83: Kids Watch Less TV in High-Social-Capital States



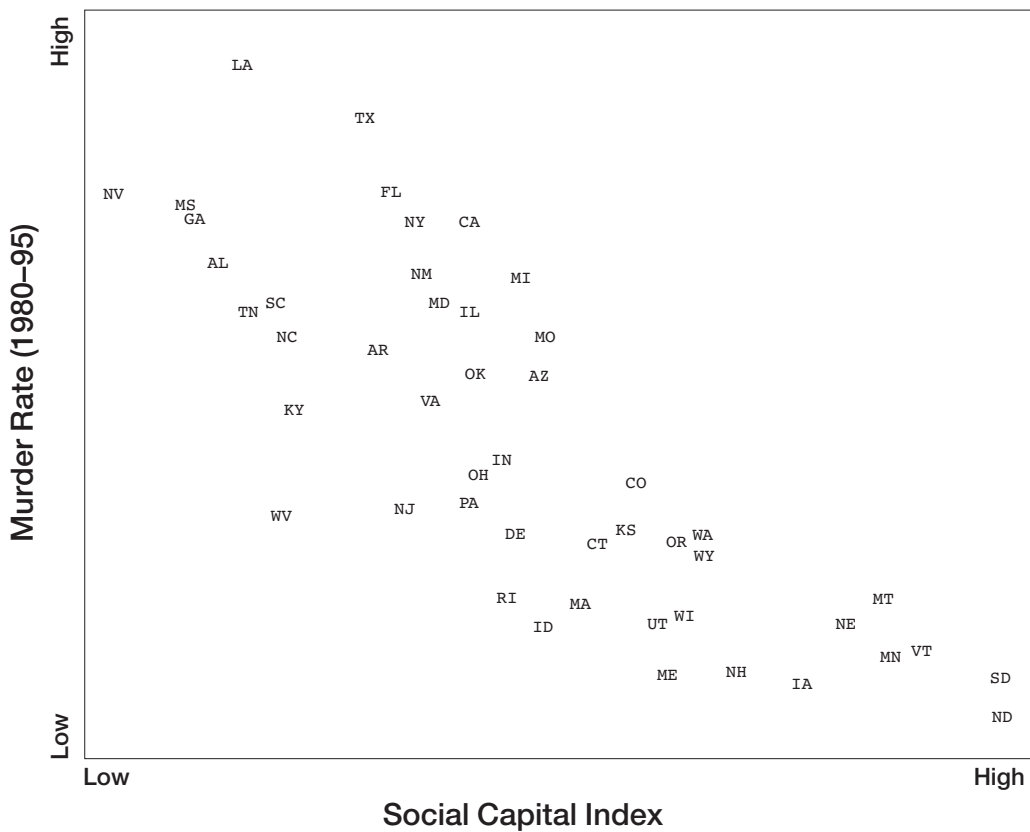


Figure 84: Violent Crime Is Rarer in High-Social-Capital States

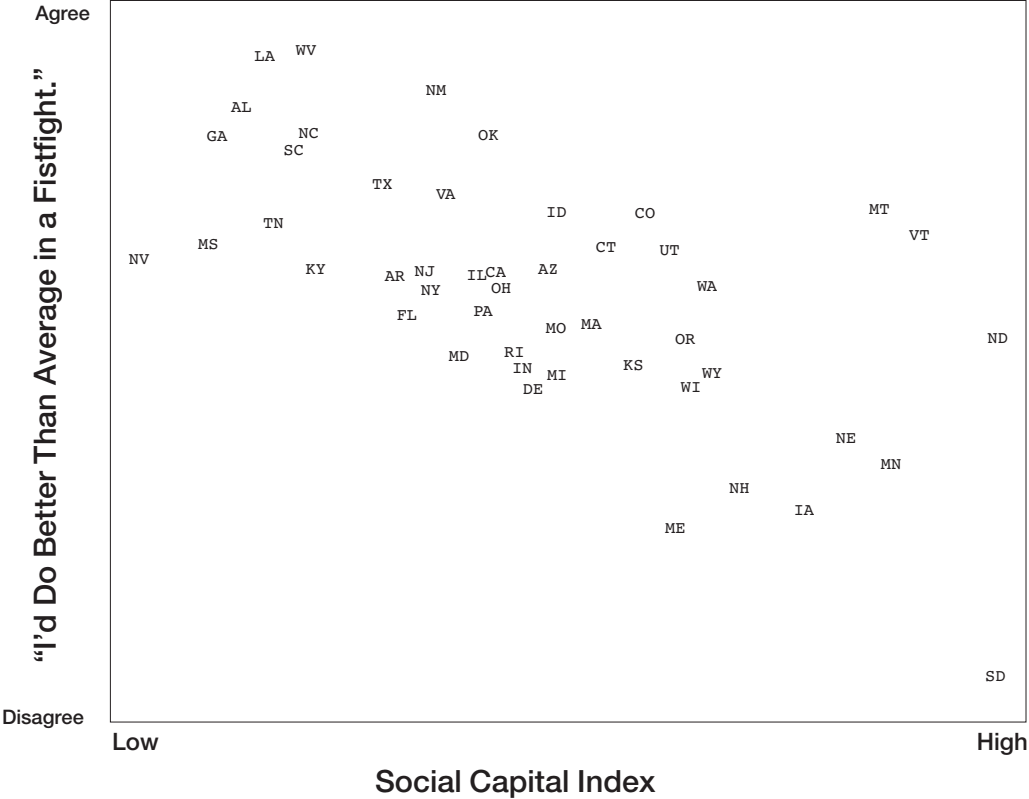
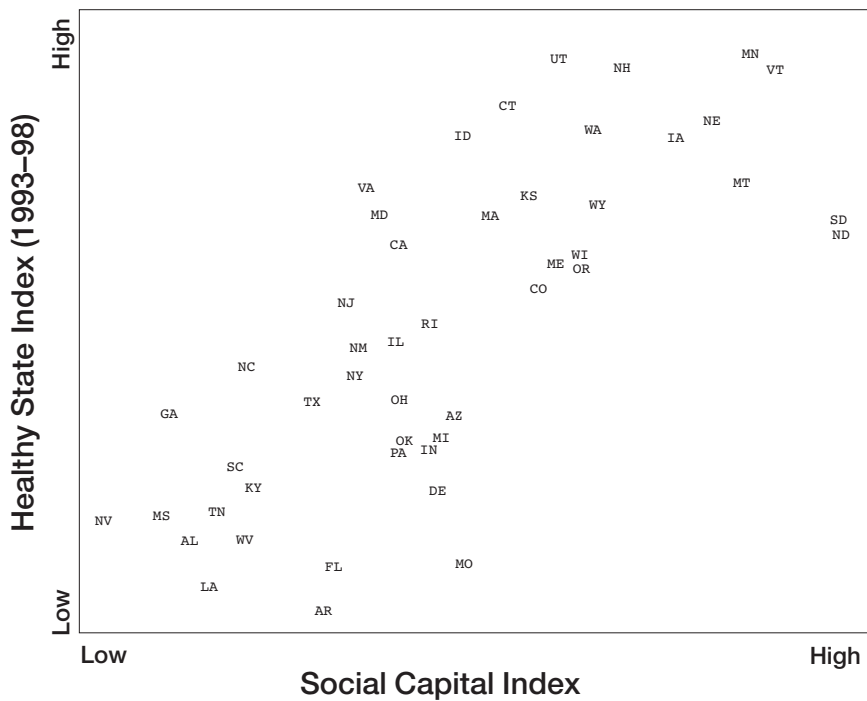


Figure 85: States High in Social Capital Are Less Pugnacious

Public health is better in high-social-capital



Mortality is lower in high-social-capital states

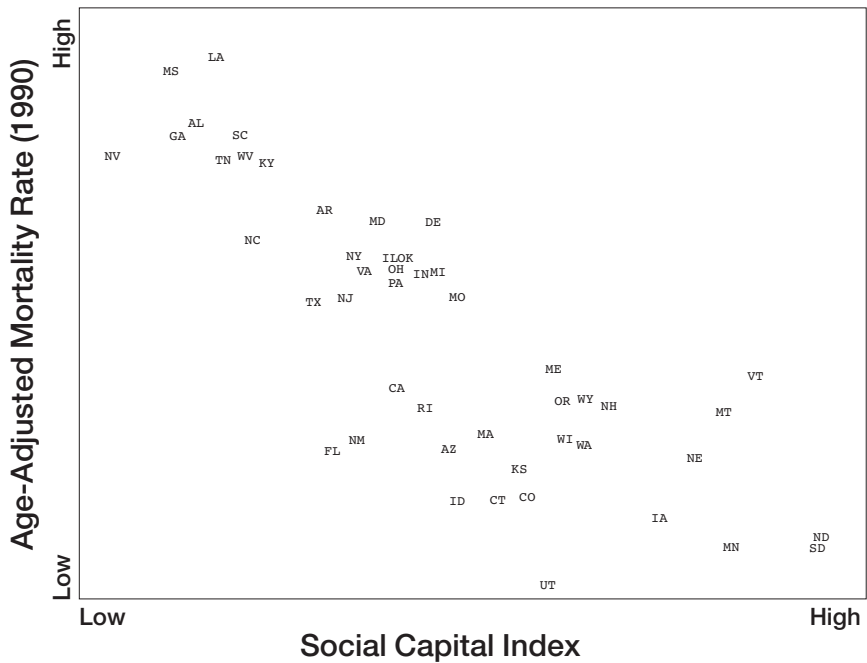


Figure 86: Health Is Better in High-Social-Capital States

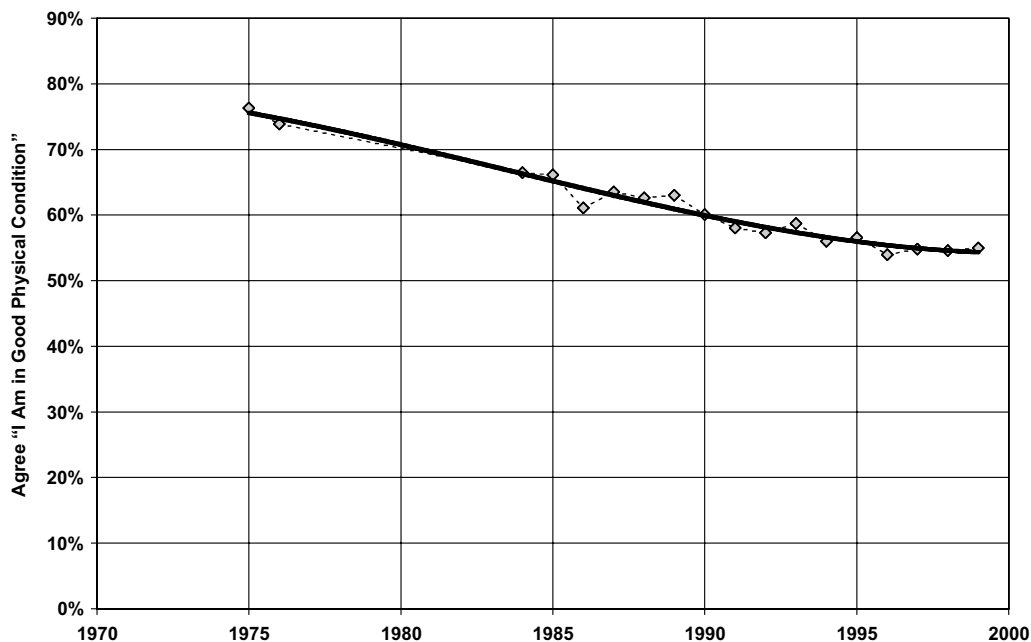


Figure 87: Americans Don't Feel As Healthy As We Used To

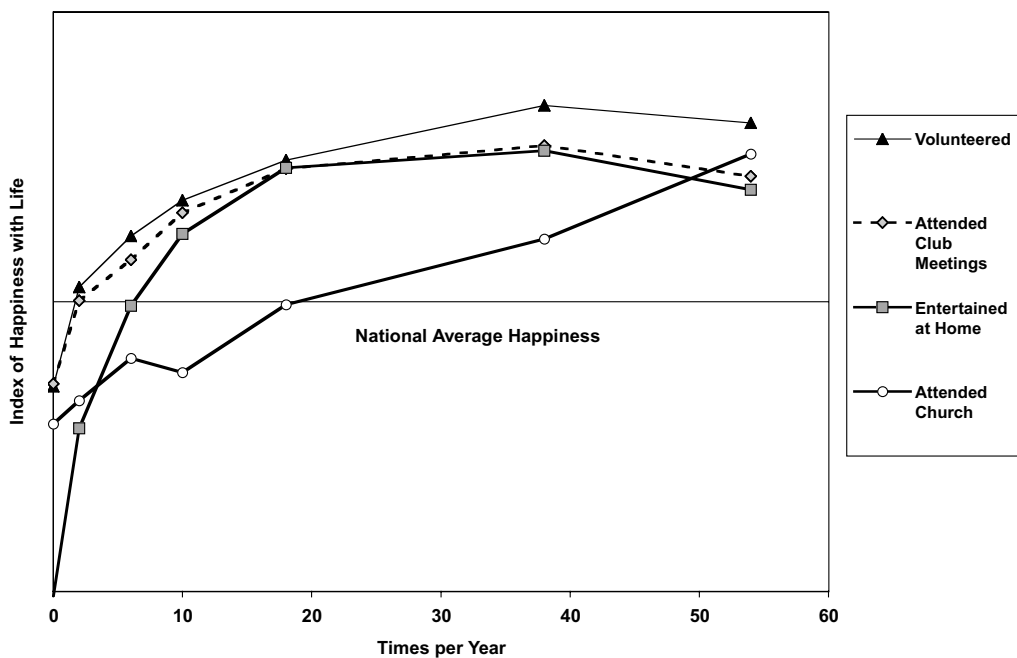


Figure 88: Social Connectedness (at Least in Moderation) Fosters Happiness

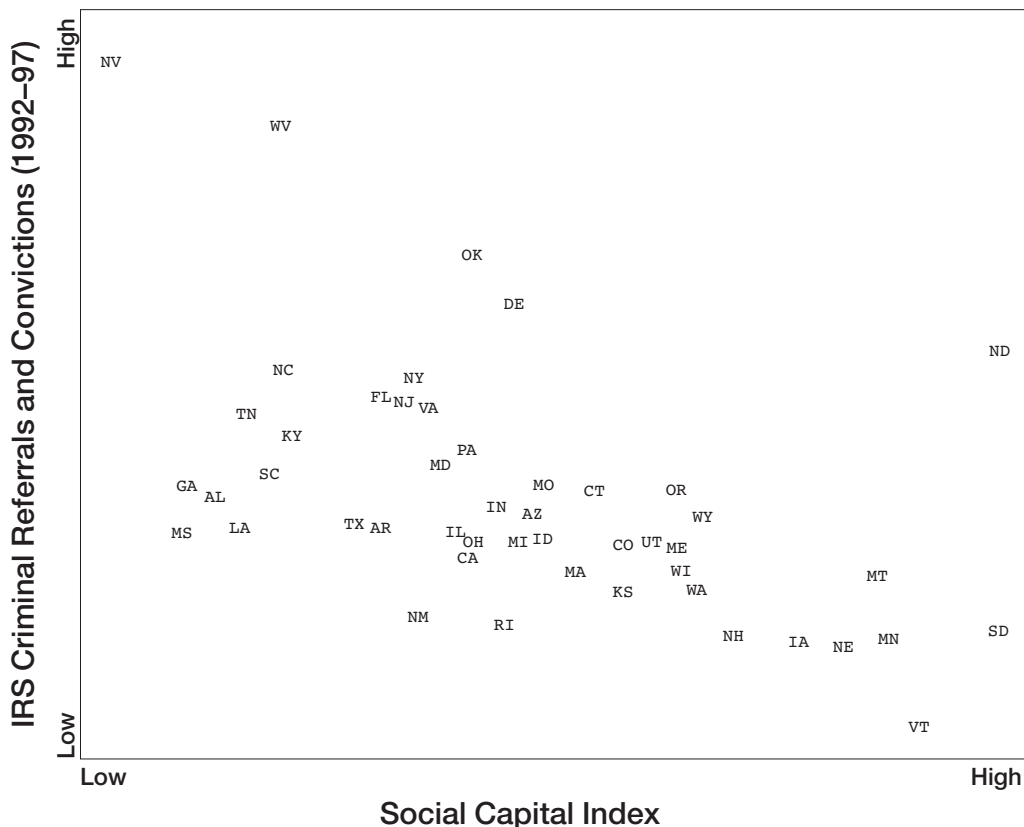


Figure 89: Tax Evasion Is Low Where Social Capital Is High

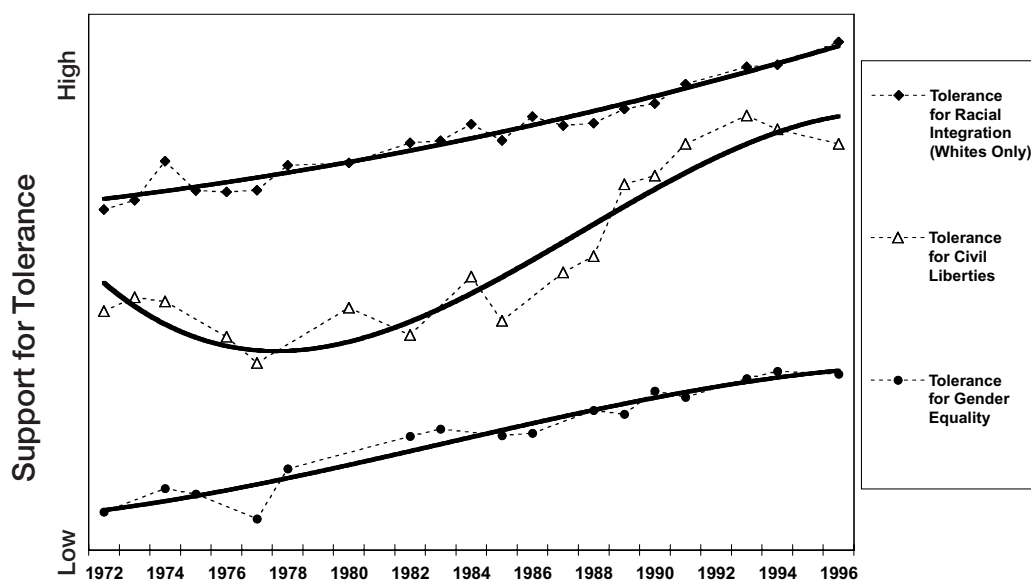


Figure 90: Tolerance Grows for Racial Integration, Civil Liberties, and Gender Equality

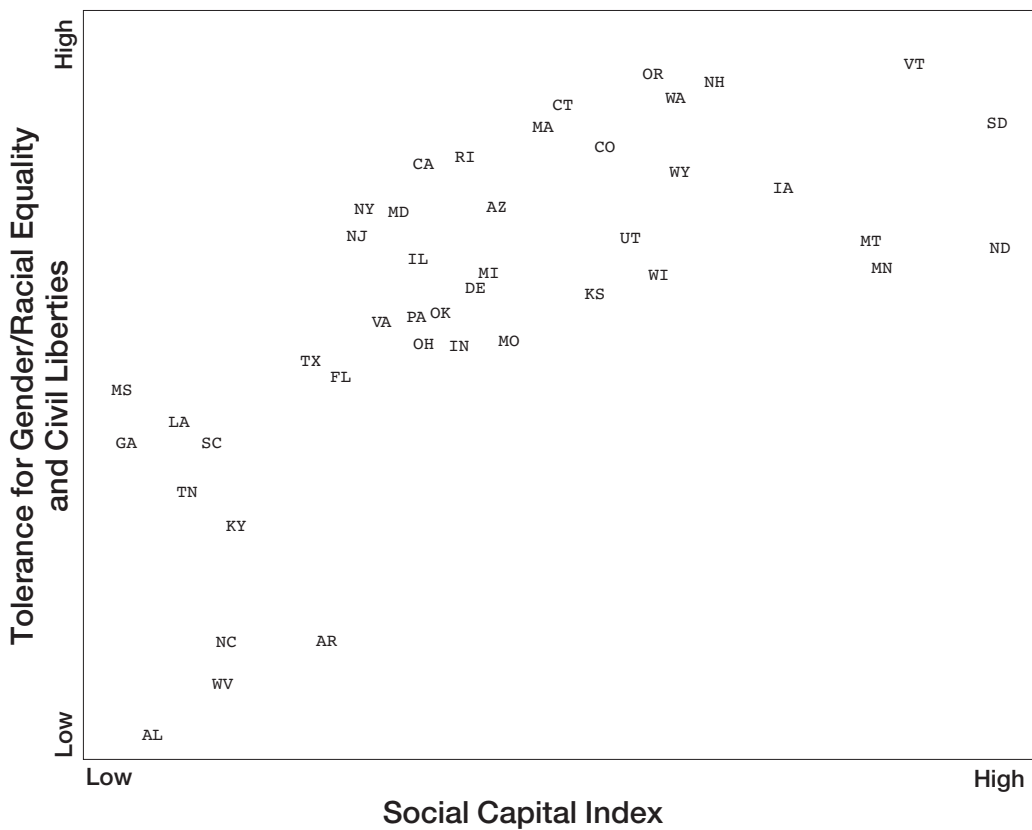


Figure 91: Social Capital and Tolerance Go Together

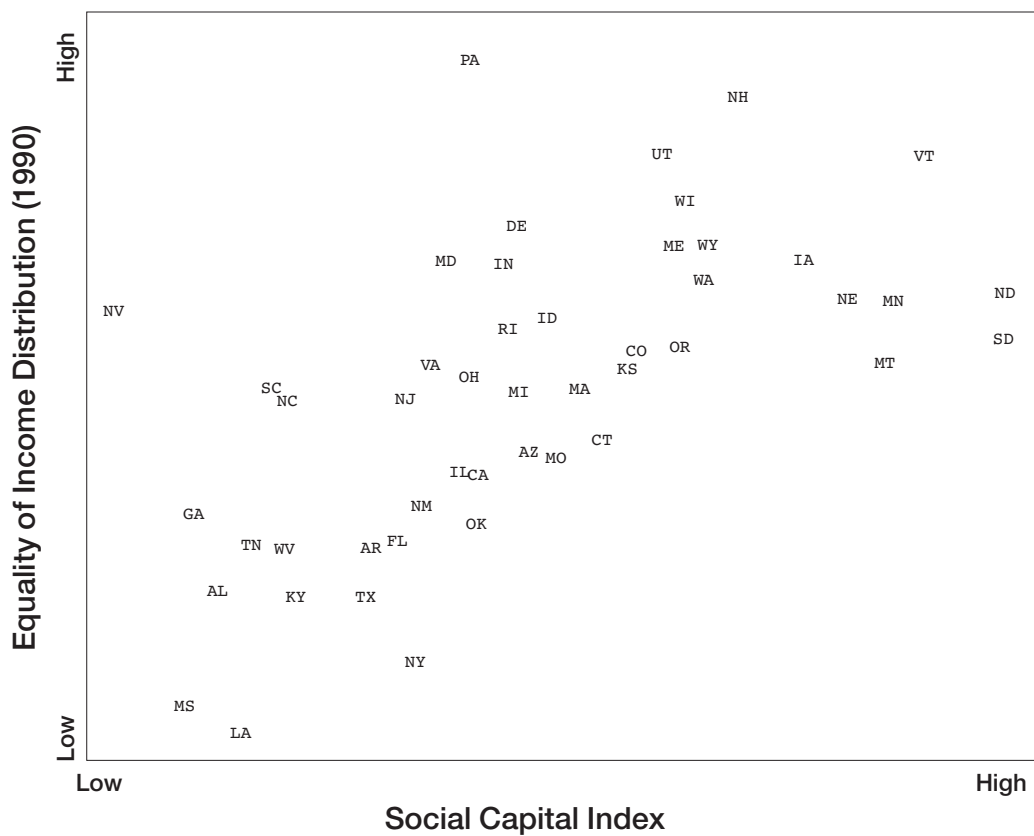


Figure 92: Social Capital and Economic Equality Go Together

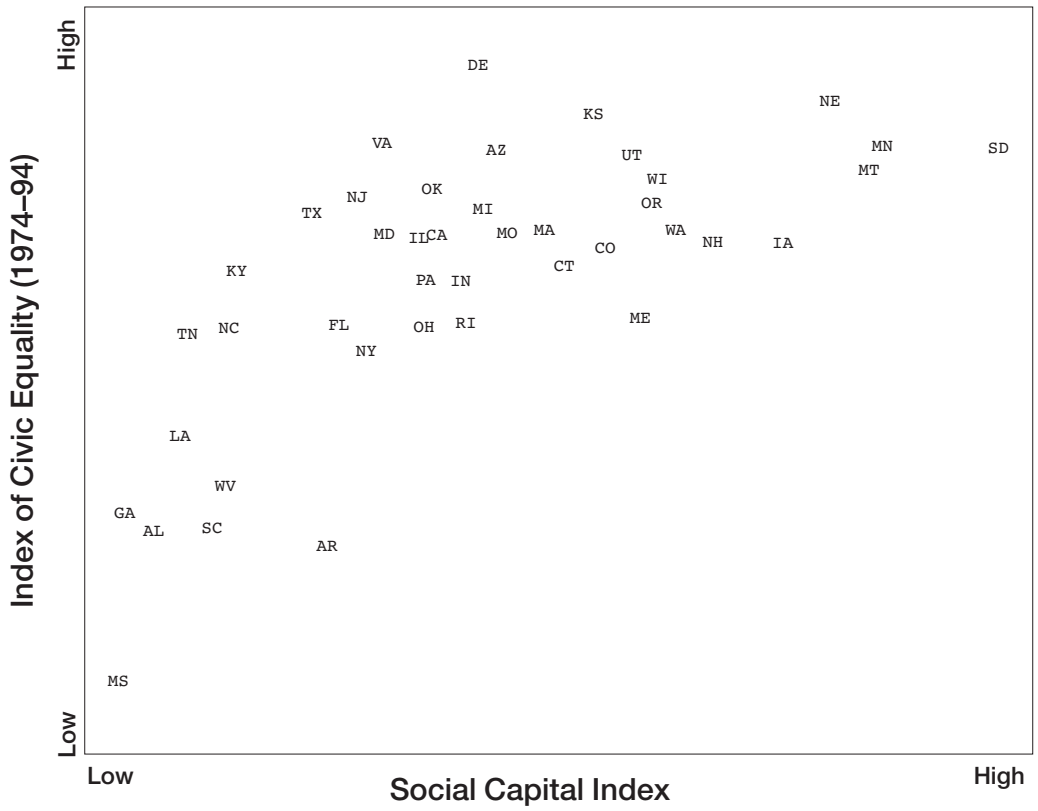


Figure 93: Social Capital and Civic Equality Go Together



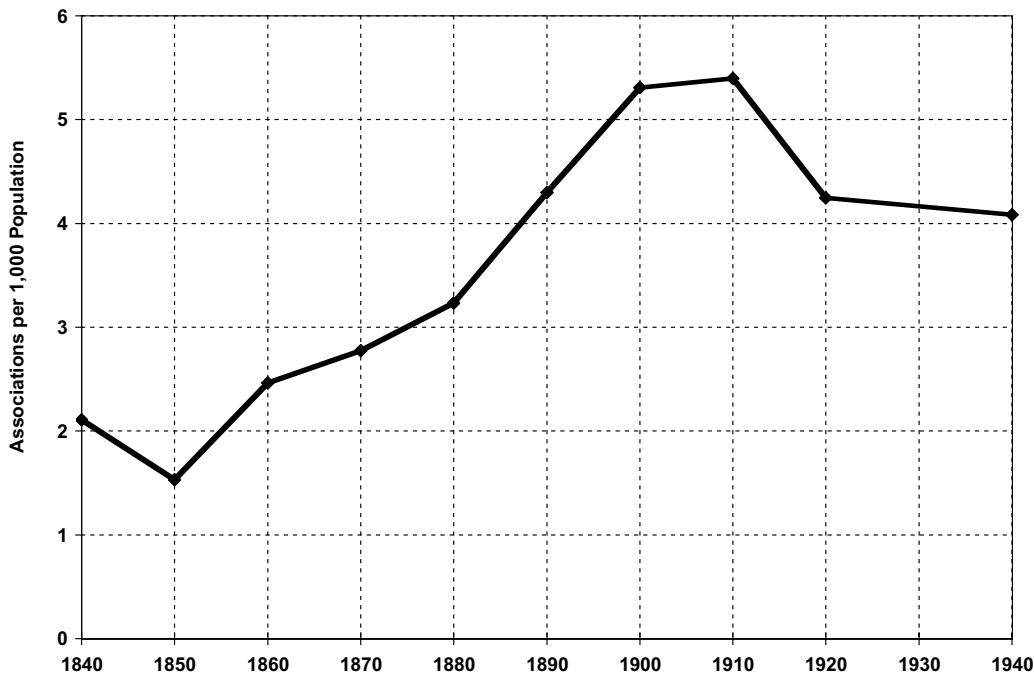


Figure 94: Associational Density in Twenty-six American Communities, 1840–1940

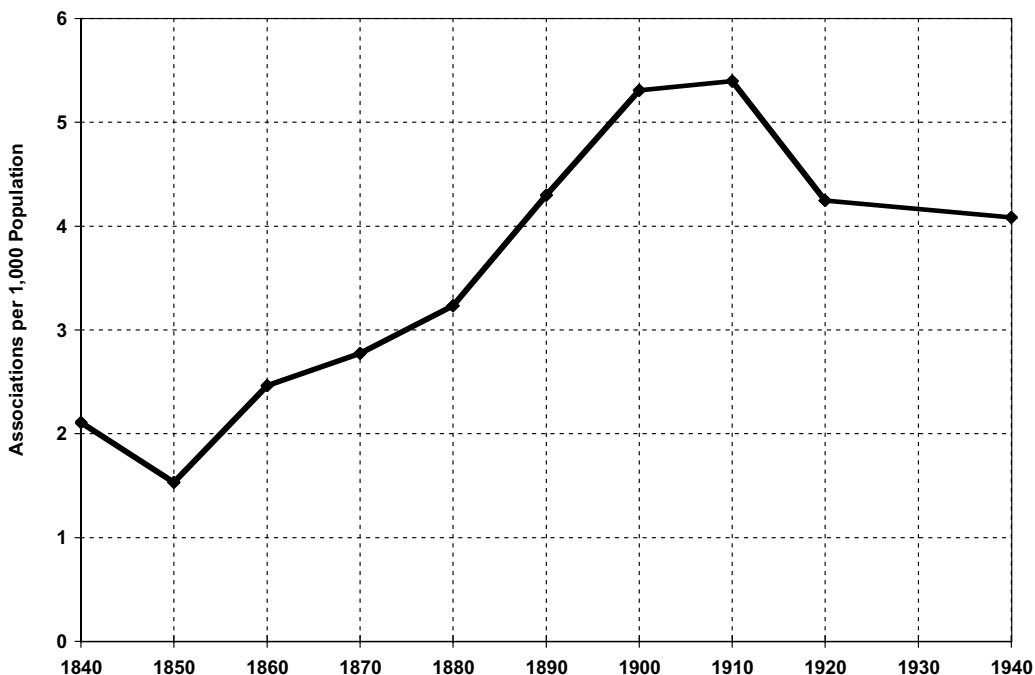


Figure 94: Associational Density in Twenty-six American Communities, 1840–1940

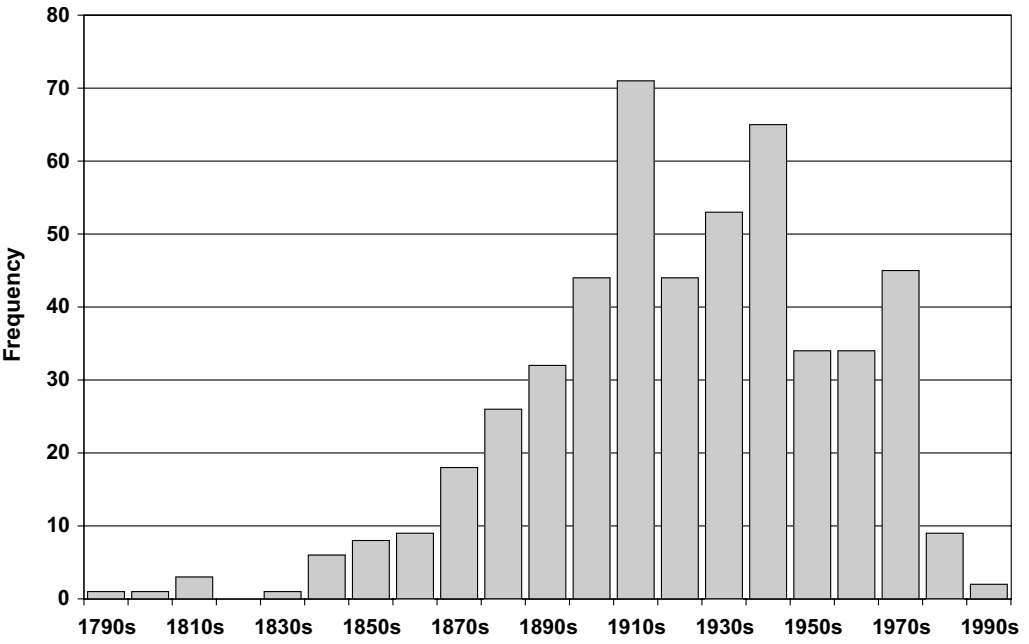


Figure 96: Founding Dates of Contemporary U.S. Associations

**Table 1: Trends in political and community participation**

	<i>Relative change 1973–74 to 1993–94</i>
served as an officer of some club or organization	–42%
worked for a political party	–42%
served on a committee for some local organization	–39%
attended a public meeting on town or school affairs	–35%
attended a political rally or speech	–34%
<i>participated in at least one of these twelve activities</i>	–25%
made a speech	–24%
wrote congressman or senator	–23%
signed a petition	–22%
was a member of some “better government” group	–19%
held or ran for political office	–16%
wrote a letter to the paper	–14%
wrote an article for a magazine or newspaper	–10%

*Source: Roper Social and Political Trends surveys, 1973–1994*

**Table 2: Pace of Introduction of Selected Consumer Goods**

<i>Technological Invention</i>	<i>Household Penetration Begins (1 Percent)</i>	<i>Years to Reach 75 Percent of American Households</i>
Telephone	1890	67
Automobile	1908	52
Vacuum cleaner	1913	48
Air conditioner	1952	~48
Refrigerator	1925	23
Radio	1923	14
VCR	1980	12
Television	1948	7

**Table 3: All Forms of Civic Disengagement Are Concentrated  
in Younger Cohorts**

		<i>Age Brackets</i>			
		18–29	30–44	45–59	60+
<i>Read newspaper daily</i>	1972–75	49%	72%	78%	76%
	1996–98	21%	34%	53%	69%
	<i>Relative change</i>	–57%	–52%	–31%	–10%
<i>Attend church weekly</i>	1973–74	36%	43%	47%	48%
	1997–98	25%	32%	37%	47%
	<i>Relative change</i>	–30%	–25%	–22%	–3%
<i>Signed petition</i>	1973–74	42%	42%	34%	22%
	1993–94	23%	30%	31%	22%
	<i>Relative change</i>	–46%	–27%	–8%	0%
<i>Union member</i>	1973–74	15%	18%	19%	10%
	1993–94	5%	10%	13%	6%
	<i>Relative change</i>	–64%	–41%	–32%	–42%
<i>Attended public meeting</i>	1973–74	19%	34%	23%	10%
	1993–94	8%	17%	15%	8%
	<i>Relative change</i>	–57%	–50%	–34%	–21%
<i>Wrote congressman</i>	1973–74	13%	19%	19%	14%
	1993–94	7%	12%	14%	12%
	<i>Relative change</i>	–47%	–34%	–27%	–15%
<i>Officer or committee member of local organization</i>	1973–74	13%	21%	17%	10%
	1993–94	6%	10%	10%	8%
	<i>Relative change</i>	–53%	–53%	–41%	–24%
<i>Wrote letter to newspaper</i>	1973–74	6%	6%	5%	4%
	1993–94	3%	5%	5%	4%
	<i>Relative change</i>	–49%	–18%	–9%	–4%
<i>Worked for political party</i>	1973–74	5%	7%	7%	5%
	1993–94	2%	3%	4%	3%
	<i>Relative change</i>	–64%	–59%	–49%	–36%
<i>Ran for or held public office</i>	1973–74	0.6%	1.5%	0.9%	0.6%
	1993–94	0.3%	0.8%	0.8%	0.5%
	<i>Relative change</i>	–43%	–49%	–8%	–22%
<i>Took part in any of twelve different forms of civic life*</i>	1973–74	56%	61%	54%	37%
	1993–94	31%	42%	42%	33%
	<i>Relative change</i>	–44%	–31%	–22%	–11%

\* Wrote Congress, wrote letter to editor, wrote magazine article, gave speech, attended rally, attended public meeting, worked for political party, served as officer or as committee member of local organization, signed petition, ran for office, and/or belonged to good-government organization.

**Table 4: Measuring Social Capital in the American States**

<i>Components of Comprehensive Social Capital Index</i>	<i>Correlation with Index</i>
Measures of community organizational life	
Served on committee of local organization in last year (percent)	0.88
Served as officer of some club or organization in last year (percent)	0.83
Civic and social organizations per 1,000 population	0.78
Mean number of club meetings attended in last year	0.78
Mean number of group memberships	0.74
Measures of engagement in public affairs	
Turnout in presidential elections, 1988 and 1992	0.84
Attended public meeting on town or school affairs in last year (percent)	0.77
Measures of community volunteerism	
Number of nonprofit (501[c]3) organizations per 1,000 population	0.82
Mean number of times worked on community project in last year	0.65
Mean number of times did volunteer work in last year	0.66
Measures of informal sociability	
Agree that “I spend a lot of time visiting friends”	0.73
Mean number of times entertained at home in last year	0.67
Measures of social trust	
Agree that “Most people can be trusted”	0.92
Agree that “Most people are honest”	0.84

**Table 5: Kids Count Index of Child Welfare**

- Percent low-birth-weight babies
- Infant mortality rate (deaths per 1,000 live births)
- Child death rate (deaths per 100,000 children ages 1–14)
- Deaths per 100,000 teens ages 15–19 by accident, homicide, and suicide
- Teen birth rate (births per 1,000 females ages 15–17)
- Percent of teens who are high school dropouts (ages 16–19)
- Juvenile violent crime arrest rate (arrests per 100,000 youths ages 10–17)
- Percent of teens not attending school and not working (ages 16–19)
- Percent of children in poverty
- Percent of families with children headed by a single parent

**Table 6: Which State Has the Best Health and Health Care?**

*Morgan-Quitno Healthiest State Rankings (1993–1998):*

- |  |  |
|--|--|
| 1. Births of low birth weight as a percent of all births (–)       | 12. Estimated rate of new cancer cases (–)                     |
| 2. Births to teenage mothers as a percent of live births (–)       | 13. AIDS rate (–)  |
| 3. Percent of mothers receiving late or no prenatal care (–)       | 14. Sexually transmitted disease rate (–)                      |
| 4. Death rate (–)  | 15. Percent of population lacking access to primary care (–)   |
| 5. Infant mortality rate (–)                                       | 16. Percent of adults who are binge drinkers (–)               |
| 6. Estimated age adjusted death rate by cancer (–)                 | 17. Percent of adults who smoke (–)                            |
| 7. Death rate by suicide (–)                                       | 18. Percent of adults overweight (–)                           |
| 8. Percent of population not covered by health insurance (–)       | 19. Days in past month when physical health was “not good” (–) |
| 9. Change in percent of population uninsured (–)                   | 20. Community hospitals per 1,000 square miles (+)             |
| 10. Health care expenditures as percent of gross state product (–) | 21. Beds in community hospitals per 100,000 population (+)     |
| 11. Per capita personal health expenditures (–)                    | 22. Percent of children aged 19–35 months fully immunized (+)  |
|  | 23. Safety belt usage rate (+)                                 |

**Table 7: Indexes of Tolerance for Racial Integration, Gender Equality, and Civil Liberties**

- A. Tolerance for racial integration (whites only)
1. White people have a right to keep [Negroes/blacks/African Americans] out of their neighborhoods if they want to, and [Negroes/blacks/African Americans] should respect that right. (agree/disagree)
  2. Do you think there should be laws against marriages between [Negroes/blacks/African Americans] and whites? (yes/no)
  3. During the last few years, has anyone in your family brought a friend who was a [Negro/black/African American] home for dinner? (yes/no)
  4. Suppose there is a community-wide vote on the general housing issue. There are two possible laws to vote on. One law says that a homeowner can decide for himself whom to sell his house to, even if he prefers not to sell to [Negroes/blacks/African Americans]; the second law says that a homeowner cannot refuse to sell to someone because of his or her race or color. Which law would you vote for?
  5. If your party nominated a [Negro/black/African American] for president, would you vote for him if he were qualified for the job? (yes/no)
  6. If you and your friends belonged to a social club that would not let [Negroes/blacks/African Americans] join, would you try to change the rules so that [Negroes/blacks/African Americans] could join? (yes/no)
- B. Tolerance for feminism
1. Women should take care of running their homes and leave running the country up to men. (agree/disagree)
  2. Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her? (approve/disapprove)
  3. If your party nominated a woman for president, would you vote for her if she were qualified for the job? (yes/no)
  4. Most men are better suited emotionally for politics than are most women. (agree/disagree)
  5. It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family. (agree/disagree)
- C. Tolerance for civil liberties
1. There are always some people whose ideas are considered bad or dangerous by other people. For instance, *someone who is against all churches and religion*. If such a person wanted to make a speech in your community against churches and religion, should he be allowed to speak or not?
  2. If some people in your community suggested that a book he wrote against churches and religion should be taken out of your public library, would you favor removing this book or not?
- This same pair of questions was also posed about
- a person who believes that blacks are genetically inferior.
  - a man who admits that he is a Communist.
  - a person who advocates doing away with elections and letting the military run the country.
  - a man who admits that he is a homosexual.

**Table 8: Social Capital and Tolerance: Four Types of Society**

	<i>Low Social Capital</i>	<i>High Social Capital</i>
High tolerance	(1) <i>Individualistic</i> : You do your thing, and I'll do mine	(3) <i>Civic community</i> (Salem without "witches")
Low tolerance	(2) <i>Anarchic</i> : War of all against all	(4) <i>Sectarian community</i> (in-group vs. out-group; Salem with "witches")

**Table 9: Social Capital Innovations, 1870–1920**

<i>Organization</i>	<i>Founding date</i>
National Rifle Association	1871
Shriners	1872
Chautauqua Institute	1874
American Bar Association	1878
Salvation Army (U.S.)	1880
American Red Cross	1881
American Association of University Women	1881
Knights of Columbus	1882
American Federation of Labor	1886
International Association of Machinists [and later Aerospace Workers]	1888
Loyal Order of Moose	1888
Women's Missionary Union (Southern Baptist)	1888
Hull House (other settlement houses founded within a few years)	1889
General Federation of Women's Clubs	1890
United Mine Workers	1890
International Brotherhood of Electrical Workers	1891
International Longshoremen's Association	1892
Sierra Club	1892
National Council of Jewish Women	1893
National Civic League	1894
American Bowling Congress	1895
Sons of Norway	1895
American Nurses Association	1896
Volunteers of America	1896
Irish-American Historical Society	1897
Parent-Teacher Association (originally National Congress of Mothers)	1897
Fraternal Order of Eagles	1898
Gideon Society	1899
Veterans of Foreign Wars	1899
National Consumers League	1899
International Ladies Garment Workers Union	1900
4-H	1901
Aid Association of Lutherans	1902



FIGURE NUMBER	TITLE	SOURCE OF DATA
1	Trends in presidential voting (1820–1996), by region	Walter Dean Burnham, unpublished estimates of electoral turnout. For earlier estimates, see Walter Dean Burnham, “The Turnout Problem,” in <i>Elections American Style</i> , James Reichley, ed. (Washington, D.C.: Brookings, 1987), 113–114.
2	Political organizations with regular paid staff, 1977–1996	U.S. Bureau of the Census, <i>County Business Patterns, 1977–1996</i> (Washington, D.C., various years). U.S. residential population in this and subsequent figures from <i>Statistical Abstract of the United States</i> (Washington, D.C.: U.S. Bureau of the Census, various years).
3	Citizen participation in campaign activities, 1952–1996	National Elections Studies survey archive, 1952–96.
4	Trends in civic engagement I	Roper Social and Political Trends survey archive, 1973–94.
5	Trends in civic engagement II	Roper Social and Political Trends survey archive, 1973–94.
6	Trends in civic engagement III	Roper Social and Political Trends survey archive, 1973–94.
7	The growth of national nonprofit associations, 1968–1997	National nonprofit organizations from <i>Encyclopedia of Associations</i> (Detroit, Mich.: Gale Research, various years), as reported in <i>Statistical Abstract of the United States</i> (various years).
8	Membership rate in 32 national chapter-based associations, 1900–1997	See appendix III for list of associations and relevant “constituency” for each. Membership data obtained from national headquarters of various associations and annual reports of those organizations, consulted at the Library of Congress, supplemented and confirmed by data from <i>World Almanac</i> (New York: Press Pub. Co. [New York World], various years), <i>Encyclopedia of Associations</i> (Detroit, Mich.: Gale Research, various years), histories of particular organizations (such as Gordon S. “Bish” Thompson, <i>Of Dreams and Deeds</i> [St. Louis: Optimist International, 1989], and Edward E. Grusd, <i>B’nai B’rith: The Story of a Covenant</i> [New York: Appleton-Century, 1966]), and the project on civic engagement directed by Professor Theda Skocpol at Harvard University. I am grateful to Professor Skocpol for exchanging membership data; she bears no responsibility for my interpretation of the data. Membership data for missing years were estimated by linear interpolation. Some organizations typically report membership figures including non-U.S. members, and those non-U.S. members typically constitute a growing fraction of total membership; wherever possible, we excluded such non-U.S. members from the data, in order to focus on trends within the United States. Data on population of underlying constituencies (such as wartime veterans, rural youth, and so on) from published and unpublished data from the U.S. Bureau of the Census, especially the <i>Statistical Abstract of the United States</i> (Washington, D.C.: U.S. Bureau of the Census, various years), and <i>Historical Statistics of the United States: Colonial Times to 1970</i> (Washington, D.C.: U.S. Bureau of the Census, 1975). Annual market share figures across the 1900–97 period were standardized, and those annual Z-scores were then averaged across all thirty-two organizations to generate figure 8.
9	The rise and fall of the PTA, 1910–1997	Membership numbers from PTA national headquarters. Number of families with children, 1950–97, from <i>Current Population Reports</i> (Washington, D.C.: U.S. Bureau of the Census, various years), Series P2, T1; for 1900–50, number of families with children estimated from public elementary and secondary school enrollment, as reported in <i>Historical Statistics of the United States</i> , series H420, cross-checked against number of family households and family size. Although these 1900–50 estimates are imprecise, they do not affect the basic pattern in figure 9. For example,

		public school enrollment in 1935 was somewhat more than 26 million; my method generated an estimate of 21 million families, for a PTA membership rate of eight. It is utterly implausible that the actual number of families was more than 25 million or less than 15 million, which gives bounds of seven and eleven for the PTA membership rate.
10	Active organizational involvement in the United States, 1973–1994	Roper Social and Political Trends survey archive, 1973–94.
11	Club meeting attendance dwindles, 1975–1999	DDB Needham Life Style survey archive, 1975–99.
12	Church membership, 1936–1999	Denominational data from Constant H. Jacquet Jr., <i>Yearbook of American and Canadian Churches</i> , 1984 (Nashville: Abingdon Press, 1984), 248, and later editions of this yearbook; <i>Statistical Abstract of the United States</i> (various years); and Benton Johnson, “The Denominations: The Changing Map of Religious America,” <i>Public Perspective</i> 4 (March/April 1993): 4. On methodological weaknesses of the denominational data, see notes in the <i>Yearbook of American and Canadian Churches</i> , 1984 and later editions of this yearbook. Gallup Poll data from George H. Gallup, <i>The Gallup Poll: Public Opinion 1935–1971</i> (New York: Random House, 1972); George Gallup Jr., <i>The Gallup Poll: Public Opinion</i> (Wilmington, Del.: Scholarly Resources Inc., various years); <i>Statistical Abstract of the United States</i> , 1997, table 86, based on surveys conducted by the Gallup Organization; Mayer, <i>Changing American Mind</i> , 379; and the Gallup Web site <a href="http://www.gallup.com/poll/indicators/indreligion.asp">www.gallup.com/poll/indicators/indreligion.asp</a> .
13	Trends in church attendance 1940–1999	Figure is based on average church attendance figures from the Gallup Poll (“last week,” 1940–99), the Roper Social and Political Trends polls (“last week,” 1974–98), the National Election Studies (“regularly,” 1952–68; “almost weekly,” 1970–98), the General Social Survey (“nearly every week,” 1972–98), and the DDB Needham Life Style polls (at least “25 times last year,” 1975–99). Results from the last three of these archives have been recalibrated to match the weekly attendance format of the first two archives; alternative calibration formulas would slightly affect the estimated level of attendance but would not alter the basic trends. The NES question format was changed in 1970 and again in 1990, but those changes do not appear to have substantially altered the results used to construct figure 13. As noted in text, questions have been raised about the reliability of the absolute level of church attendance reported in surveys.
14	Union membership in the United States, 1900–1998	Barry T. Hirsch and John T. Addison, <i>The Economic Analysis of Unions</i> (Boston: Allen & Unwin, 1986), 46–47 (table 3.1); Barry T. Hirsch and David A. Macpherson, <i>Union Membership and Earnings Data Book: Compilations from the Current Population Survey</i> (Washington, D.C.: Bureau of National Affairs, 1998), 10 (table 1).
15	Average membership rate in eight national professional associations, 1900–1997	See appendix III for list of professional associations and relevant “constituency” for each. Membership figures were obtained from the national headquarters of the respective associations, numbers of employed members of each profession from <i>Historical Statistics of the United States</i> , and unpublished data provided by the Bureau of Labor Statistics.
16	Social and leisure activities of American adults (1986–1990)	Roper Social and Political Trends archive, surveys of June 1986, April 1987, and June 1990.
17	Frequency of selected formal and informal social activities, 1975–1998	DDB Needham Life Style survey archive, 1975–98.

FIGURE NUMBER	TITLE	SOURCE OF DATA
18	Social visiting declines, 1975–1999	DDB Needham Life Style survey archive, 1975–99; Roper Social and Political Trends archive and <i>Roper Reports</i> (New York: Roper Starch Worldwide, various months): go out to friends' home: March of 1982, 1984, 1990, 1993, 1995; have friends in: November of 1975, 1977, 1985, 1988, 1993, 1996.
19	Family dinners become less common, 1977–1999	DDB Needham Life Style survey archive, 1977–99.
20	Bars, restaurants, and luncheonettes give way to fast food, 1970–1998	1998 <i>National Retail Census: Report to Retailers</i> , Jack Richman, ed. (New York: Audits & Surveys Worldwide, 1998).
21	The rise of card games in America, 1900–1951	Card sales from tax records: Jesse Frederick Steiner, <i>Americans at Play: Recent Trends in Recreation and Leisure Time Activities</i> (New York: McGraw-Hill, 1933), 138, updated with later data from the <i>Annual Report of the Commissioner of Internal Revenue</i> (Washington, D.C.: U.S. Department of the Treasury, various years) on excise tax on decks of playing cards; population aged fourteen and over: <i>Historical Statistics of the United States</i> , part I, 10, Series A 29–42.
22	Card playing and other leisure activities, 1975–1999	DDB Needham Life Style survey archive, 1975–99.
23	The decline of neighboring, 1974–1998	General Social Survey archive, 1974–98.
24	Informal socializing as measured in time diary studies, 1965–1995	Americans' Use of Time data archive, 1965–95. See appendix I for more details on this archive.
25	Stagnation in fitness (except walking)	DDB Needham Life Style survey archive, 1975–99.
26	The rise and decline of league bowling	American Bowling Congress <i>Annual Report</i> , 1994 (Greendale, Wisc.: American Bowling Congress, 1994), updated with information from American Bowling Congress headquarters.
27	The growth of spectator sports, 1960–1998	<i>Historical Statistics of the United States: Statistical Abstract of the United States</i> (various years)
28	Volunteering fostered by clubgoing and churchgoing	DDB Needham Life Style survey archive, 1975–99.
29	Schmoozing and good works	DDB Needham Life Style survey archive, 1975–99.
30	Blood donation fostered by clubgoing and churchgoing	DDB Needham Life Style survey archive, 1981–84, 1986, 1992–94, and 1999. “Regular” blood donor means gave blood at least once in the last year or twice in the last three years or three times in the last five years.
31	The rise and fall of philanthropic generosity, 1929–1998	Contributions 1929–70: David Hammack and Dennis A. Young, eds., <i>Nonprofit Organizations in a Market Economy</i> (San Francisco: Jossey Bass, 1993), table 2.1; this series applies improved estimating procedures to the data provided in the <i>Internal Revenue Service Statistics of Income: Individual Income Tax Returns</i> and replaces earlier estimates such as series H399 in the 1975 edition of <i>Historical Statistics of the United States</i> . Like the earlier series, this one compensates for “overreporting” of contributions and contains estimates of contributions by those not reporting them to the Internal Revenue Service. The trends in both series are essentially identical, but the Hammack-Young series implies a slightly greater level of generosity throughout the period. Contributions 1967–98: <i>Giving USA 1998</i> , Ann

- E. Kaplan, ed. (New York: American Association of Fund-Raising Counsel Trust for Philanthropy, 1998). Income: *Historical Statistics of the United States*, part I, 225, series F25, and Bureau of Economic Analysis, *National Income and Product Accounts* (U.S. Department of Commerce, Washington, D.C., 1998). The 1929–70 and 1967–98 series closely coincide for the four years in which they overlap (1967–70), suggesting that the two are generally comparable.
- 32 Trends in Protestant, Catholic, and United Way giving, 1920s–1990s Protestant trends: John and Sylvia Ronsvalle, *The State of Church Giving through 1995* (Champaign, Ill.: empty tomb, 1997), 37. Catholic Trends: Andrew Greeley and William McManus, *Catholic Contributions: Sociology and Policy* (Chicago: Thomas More Press, 1987), updated in Andrew Greeley, *The Catholic Myth: The Behavior and Beliefs of American Catholics* (New York: Charles Scribner's Sons, 1990), 130, and further updated through 1989 by my own calculations from the General Social Survey archive, the source of Greeley's 1987–88 data. United Way: Data for numerator provided directly by United Way of America; for the period 1925–50, I have confirmed these data with the data given in F. Emerson Andrews, *Philanthropic Giving* (New York: Russell Sage Foundation, 1950), 142. Income data from Bureau of Economic Analysis, *National Income and Product Accounts*.
- 33 Reported charitable giving declined in the 1980s and 1990s Unpublished data from Yankelovich Partners, Inc. (1981–99); Roper Political and Social Trends survey archives (November 1980, 1981, 1983, 1985, 1986, 1989, 1991, 1992, and 1994).
- 34 Volunteering up, community projects down, 1975–1999 DDB Needham Life Style survey archive, 1975–99.
- 35 Trends in volunteering by age category DDB Needham Life Style survey archive, 1975–98.
- 36 Trends in participation in community projects by age category DDB Needham Life Style survey archive, 1975–98.
- 37 Declining perceptions of honesty and morality, 1952–1998 1952, Ben Gaffin and Associates; 1965 and 1976, Gallup, 1998 *Washington Post* survey. The first three are taken from the POLL on-line survey archive of the Roper Center for Public Opinion Research, University of Connecticut; the last from David S. Broder and Richard Morin, "Struggle over New Standards," *Washington Post* (December 27, 1998): A01.
- 38 Four decades of dwindling trust: adults and teenagers, 1960–1999 The primary sources for this figure are General Social Survey (1972–98); National Election Study (1964–98); DDB Needham Life Style survey archive (1975–99); Monitoring the Future survey archive (high school students, 1976–96). The first three sources are described in appendix I. The fourth is an annual survey conducted by the University of Michigan Survey Research Center and available through the Interuniversity Consortium for Political and Social Research. Additional data points were gleaned from the POLL on-line survey archive of the Roper Center for Public Opinion Research, University of Connecticut; Tom W. Smith, "Factors Relating to Misanthropy in Contemporary American Society," *Social Science Research* 26 (1997): 175; the World Values Surveys (1980, 1990, 1995), available from the Interuniversity Consortium for Political and Social Research; Robert E. Lane, "The Politics of Consensus in an Age of Affluence," *American Political Science Review* 59 (December 1965): 879; and Richard G. Niemi, John Mueller, and Tom W. Smith, *Trends in Public Opinion* (New York: Greenwood Press, 1989), 303. Missing data were excluded from all calculations. DDB Needham question is six-level agree/disagree item: "Most people are honest." The twenty-five-year trend for this question is essentially identical to that for the standard question "Most people can be trusted" vs. "You can't be too careful," although the absolute level of agreement to the DDB Needham question is c. 10 percent higher.

FIGURE NUMBER	TITLE	SOURCE OF DATA
39	Generational succession explains most of the decline in social trust	DDB Needham Life Style survey archive, 1975–1999.
40	The changing observance of stop signs	John Trinkaus, “Stop Sign Compliance: An Informal Look,” <i>Psychological Reports</i> 50 (1982): 288; Trinkaus, “Stop Sign Compliance: Another Look,” <i>Perceptual and Motor Skills</i> 57 (1983): 922; Trinkaus, “Stop Sign Compliance, A Further Look,” <i>Perceptual and Motor Skills</i> 67 (1988): 670; Trinkaus, “Stop Sign Compliance: A Follow-up Look,” <i>Perceptual and Motor Skills</i> 76 (1993): 1218; Trinkaus, “Stop Sign Compliance: A Final Look,” <i>Perceptual and Motor Skills</i> 85 (1997): 217–218.
41	U.S. crime rates, 1960–1997	<i>Statistical Abstract of the U.S.</i> 1997; <i>Crime in the U.S.</i> 1997 (Washington, D.C.: Federal Bureau of Investigation, 1998).
42	Employment in policing and the law soared after 1970	1900–70: <i>Historical Statistics of the United States</i> , part I, D589-D592, 144; 1970–96: <i>Statistical Abstract of the United States</i> and data provided directly by the Bureau of Labor Statistics (BLS). These data refer to actual employment, not professional qualification, so law school graduates who no longer practice law are excluded. Both the BLS and the Census Bureau have gone to great lengths to maintain the comparability of the operational definition of the various professions over time.
43	Explosive growth of national environmental organizations, 1960–1998	Post-1970: Bosso, “The Color of Money,” and Bosso, “Facing the Future.” Pre-1970: Mitchell, Mertig, and Dunlap, “Twenty Years of Environmental Mobilization.” In a few cases I have interpolated data for missing years in order to avoid severe distortions in the series.
44	Initiatives on statewide ballots in the United States, 1900–1998	Data provided by M. Dane Waters of the Initiative and Referendum Institute.
45	The graying of protest demonstrations	Data for 1974 from Samuel H. Barnes, Max Kaase, et al. Political Action: An Eight Nation Study, 1973–76; for 1981 from M. Kent Jennings, Jan W. van Deth, et al. Political Action II, 1979–81; for 1980 and 1990 from World Values Study Group, World Values Survey, 1981–84 and 1990–93. All these survey archives are distributed through Interuniversity Consortium for Political and Social Research (University of Michigan: Ann Arbor, Michigan). Data for 1995 from World Values Survey provided directly by Ronald Inglehart.
46	Trends in telephones, calls, and letters	Household penetration: <i>Trends in Telephone Service</i> (Washington, D.C.: Federal Communications Commission, September 1999) staff estimates based on data from <i>Historical Statistics of the United States</i> , II: 783, except 1980 and 1990, which are from the decennial censuses. Prior to 1920 household penetration rates are estimates extrapolated from data on telephones per capita. Personal phone calls and letters: Roper Social and Political Trends survey archive, 1973–1994.
47	Working by choice and by necessity among American women, 1978–1999	DDB Needham Life Style survey archive, 1978, 1980–99.
48	More women work because they must, 1978–1999	DDB Needham Life Style survey archive, 1978, 1980–99.

49	Working full-time reduces community involvement	DDB Needham Life Style survey archive, 1978, 1980–99.
50	Community involvement is lower in major metropolitan areas	Roper Social and Political Trends survey archive, 1974–94.
51	Church attendance is lower in major metropolitan areas	DDB Needham Life Style survey archive, 1975–98.
52	The suburbanization of America, 1950–1996	For 1950–70: <i>Historical Statistics of the United States</i> , I: 40, series A276-287; for 1980–90, 1990 <i>Census Population and Housing Unit Count</i> (Washington, D.C.: U.S. Bureau of the Census, 1995), table 48. For 1992 and 1995: data provided directly by Census Bureau. Note that to maintain comparability 1980 figures are based on standard metropolitan areas as defined in 1990.
53	Generational succession explains the demise of newspapers	General Social Survey archive, 1972–98.
54	Newshounds are a vanishing breed	DDB Needham Life Style survey archive, 1986–99.
55	A half century's growth in television watching, 1950–1998	<i>Nielsen Report on Television</i> 1998 (New York: Nielsen, 1998); <i>Communications Industry Report</i> , 1997 (New York: Veronis, Suhler & Associates, 1998); Cobbett S. Steinberg, <i>TV Facts</i> (New York: Facts on File, 1980). Data restricted to households with TV.
56	Screens proliferate in American homes	Data on VCRs and TV sets: <i>Statistical Abstract of the United States</i> (various years); computer and Internet usage, DDB Needham Life Style survey archive, 1988–99.
57	TV becomes an American habit, as selective viewing declines	Roper Social and Political Trends survey archive, 1975, 1979, 1985, and 1989.
58	Channel surfing is more common among younger generations	J. Walker Smith and Ann Clurman, <i>Rocking the Ages: The Yankelovich Report on Generational Marketing</i> (New York: HarperBusiness, 1997), 181, citing 1996 Yankelovich Monitor.
59	America watches TV all day every day	DDB Needham Life Style survey archive, 1993–98.
60	In the evening Americans, above all, watch TV	Roper Social and Political Trends survey archive, 1985 and 1989.
61	More TV means less civic engagement (among college-educated, working-age adults)	Roper Social and Political Trends survey archive, 1973, 1974, 1977, 1983, 1988, 1991, and 1993; analysis limited to respondents aged thirty to fifty-nine with at least some college education (N = 13149).
62	TV watching and volunteering don't go together	DDB Needham Life Style survey archive, 1975–98.
63	TV watchers don't keep in touch	DDB Needham Life Style survey archive, 1975–78.
64	TV watching and club meetings don't go together	DDB Needham Life Style survey archive, 1975–98.
65	TV watching and churchgoing don't go together	DDB Needham Life Style survey archive, 1975–98.

FIGURE NUMBER	TITLE	SOURCE OF DATA
66	TV watching and comity don't go together	DDB Needham Life Style survey archive, 1975–98 (1997–98 for “give finger to another driver”).
67	Americans began cocooning in the 1970s	Roper Social and Political Trends survey archive, 1974–75, 1977, 1979.
68	TV watchers don't feel so great	DDB Needham Life Style survey archive, 1975–98.
69	Types of television programs and civic engagement, controlling for time spent watching TV	Roper Social and Political Trends survey archive, 1994, N = 1,482. Results based on probabilities calculated from logistic regression, generated using Monte Carlo simulation. Controls include education, household income, sex, age, race, marital status, employment status, size of community, year of study, watching prime-time TV, watching sports programs, and total time spent watching TV.
70	Membership in associations rises and falls with age	General Social Survey archive, 1972–94.
71a, 71b	Generational trends in civic engagement	Vote: National Election Study, 1952–96; newspaper readership: General Social Survey, 1972–98; social trust: General Social Survey, 1972–98; community project: DDB Needham Life Style, 1975–98; group membership: General Social Survey, 1974–94; interest in politics: DDB Needham Life Style, 1975–98; church attendance: General Social Survey, 1972–98; club attendance: DDB Needham Life Style, 1975–98.
72	Greed trumps community among college freshmen, 1966–1998	UCLA College Freshmen Survey Archive, 1966–98, as reported in Linda J. Sax et al., <i>The American Freshman</i> (Los Angeles: UCLA Higher Education Research Institute, 1998) and earlier volumes in this series.
73	Age-related differences in suicide rates, 1950–1995	<i>Sourcebook of Criminal Justice Statistics—1995</i> , Kathleen Maguire and Ann L. Pastore, eds. (Albany, N.Y.: Hindelang Criminal Justice Research Center, 1996), 365.
74	Growing generation gap in malaise	DDB Needham Life Style survey archive, 1975–99.
75	From generation to generation, patriotism wanes, materialism waxes	Wall Street Journal/NBC News Poll (July 1998).
76	Materialism grows in the final decades of the twentieth century	Roper Social and Political Trends archive, 1976, 1979, 1982, 1985, 1989, 1992, augmented for 1995 and 1997 from the relevant <i>Roper Reports</i> (New York: Roper Starch Worldwide, various years).
77	The meaning of community for successive generations	Yankelovich Partners, Inc. surveys, 1997–99.
78	Government spending, 1947–1998	Bureau of Economic Analysis, <i>National Income Accounts</i> (U.S. Department of Commerce, Washington, D.C., 1999).
79	Guesstimated explanation for civic disengagement, 1965–2000	Author's estimates from multiple analyses reported in section III.
80	Social capital in the American states	See sources for table 4 below.
81	Kids are better off in high-social-capital states	See sources for tables 4 and 5 below. Data on both variables available for 48 states.

82	Schools work better in high-social-capital states	See sources for table 4 below. Our index of educational performance is based on the following: (1) State-level data from seven nationwide National Assessment of Educational Progress (NAEP) tests drawn from <i>Digest of Education Statistics: 1992</i> , <i>Digest of Education Statistics: 1995</i> , <i>NAEP 1996 Science Report Card for the Nation and the States</i> , and <i>NAEP 1996 Mathematics Report Card for the Nation and the States</i> , all published by the National Center for Education Statistics (Washington, D.C.: Department of Education, various years): reading proficiency for fourth-graders in 1994; science proficiency for eighth-graders in 1996; math proficiency for fourth-graders in 1992 and 1996; and math proficiency for eighth-graders in 1990, 1992, and 1996. (2) Participation-adjusted Scholastic Achievement Test (SAT) scores from Brian Powell and Lala Carr Steelman, "Bewitched, Bothered, and Bewildering: The Use and Misuse of State SAT and ACT Scores," <i>Harvard Educational Review</i> 66 (1996) 38. (3) Six convergent (though not identical) measures of high school dropout rates: the percentage of "status dropouts," ages sixteen to nineteen for 1990, as reported in <i>Digest of Education Statistics: 1992</i> , 13; the percentage of those aged sixteen to nineteen in the 1990 census who were not in regular school and had not completed twelfth grade or a GED, as reported in the <i>Statistical Abstract of the U.S.</i> , 1995: 159; the percentage of those aged sixteen to nineteen in 1993–95 who were not enrolled in school and had not completed high school or a GED, as reported in <i>Kids Count 1997</i> ; the "public high school graduation rate, 1989–1990," as reported in Victoria Van Son, <i>CQ's State Fact Finder</i> (Washington, D.C.: Congressional Quarterly, 1993), 106; and the high school completion rates for 1990–92 and for 1993–95 ( <i>Digest of Education Statistics: 1997</i> ). Data on both variables available for 48 states.
83	Kids watch less TV in high-social-capital states	See sources for table 4 below; NAEP measures of daily television watching by eighth-graders in 1990 and 1992 and fourth-graders in 1992, as reported in <i>Digest of Education Statistics: 1992</i> and <i>Digest of Education Statistics: 1995</i> . Data on both variables available for 44 states.
84	Violent crime is rarer in high-social-capital states	See sources for table 4 below; <i>Crime in the United States, 1997</i> (Washington, D.C.: Federal Bureau of Investigation, 1998). Data on both variables available for 48 states.
85	States high in social capital are less pugnacious	See sources for table 4 below; DDB Needham Life Style survey archive, 1976–98. Data on both variables available for 48 states.
86	Health is better in high-social-capital states	See sources for tables 4 and 6 below; Ichiro Kawachi, Bruce P. Kennedy, Kimberly Lochner, and Deborah Prothrow-Stith, "Social Capital, Income Inequality, and Mortality," <i>American Journal of Public Health</i> 87 (1997): 1491–1498. Data on both variables available for 48 states.
87	Americans don't feel as healthy as we used to	DDB Needham Life Style survey archive, 1975–99.
88	Social connectedness (at least in moderation) fosters happiness	DDB Needham Life Style survey archive, 1975–98.
89	Tax evasion is low where social capital is high	See sources for table 4 below; Internal Revenue Service criminal referrals and convictions per 100,000 population (1992–97) factor score, drawn from Transactional Records Access Clearinghouse, Syracuse University. Data on both variables available for 48 states.
90	Tolerance grows for racial integration, civil liberties, and gender equality	General Social Survey archive, 1974–96.
91	Social capital and tolerance go together	See sources for table 4 below; General Social Survey archive, 1974–96. Data on both variables available for 43 states.



FIGURE NUMBER	TITLE	SOURCE OF DATA
92	Social capital and economic equality go together	See sources for table 4 below; Kawachi, Kennedy, Lochner, and Prothrow-Stith, "Social Capital, Income Inequality, and Mortality." Data on both variables available for 48 states.
93	Social capital and civic equality go together	See sources for table 4 below; Roper Social and Political Trends survey archive, 1974–94. Data on both variables available for 42 states.
94	Associational density in 26 American communities, 1840–1940	Gerald Gamm and Robert D. Putnam, "The Growth of Voluntary Associations in America, 1840–1940," <i>Journal of Interdisciplinary History</i> 29 (1999): 511–557.
95	Founding and cumulative incidence of large membership associations	Theda Skocpol, "How Americans Became Civic," in <i>Civic Engagement in American Democracy</i> , Theda Skocpol and Morris P. Fiorina, eds. (Washington, D.C.: Brookings Institution Press, 1999): 54, figure 2–3.
96	Founding dates of contemporary U.S. associations	<i>Encarta 2000 New World Almanac</i> (Oxford: Helicon Publishing Ltd., 1998).

TABLE NUMBER	TITLE	SOURCE OF DATA
1	Trends in political and community participation	Roper Social and Political Trends archive, 1974–94.
2	Pace of introduction of selected consumer goods	Sue Bowden and Avner Offer, “Household Appliances and the Use of Time: The United States and Britain Since the 1920s,” <i>Economic History Review</i> 47 (November 1994): 729, supplemented by data from the <i>Statistical Abstract of the United States</i> (various years)
3	All forms of civic disengagement are concentrated in younger cohorts	Newspaper readership: General Social Survey, 1972–98; all other forms of participation: Roper Social and Political Trends archive, 1974–94, supplemented by data on church attendance from <i>Roper Reports</i> (New York: Roper-Starch Worldwide, 1996–98).
4	Measuring social capital in the American states: Components of Social Capital Index Served on committee for local organization last year “Most people can be trusted” vs. “Can’t be too careful” Agree “Most people are honest.” Voting turnout in presidential elections Served as officer of local organization last year 501(c)(3) charitable organizations per 1,000 pop. Attended club meetings: frequency last year Civic and social organizations per 100,000 pop. Attended public meeting on town or school affairs Organizational memberships per capita “I spend a lot of time visiting friends.” Entertained at home: frequency last year Did volunteer work: frequency last year Worked on community project: frequency last year	Roper Social and Political Trends archive, 1974–94. General Social Survey, 1974–96. DDB Needham Life Style archive, 1975–98. U.S. Census Bureau, 1988 and 1992. Roper Social and Political Trends archive, 1974–94. <i>Non-profit Almanac</i> , 1989 (San Francisco: Jossey-Bass, 1989). DDB Needham Life Style archive, 1975–98. County Business Patterns, Dept. of Commerce, 1977–92. Roper Social and Political Trends archive, 1974–94. General Social Survey, 1974–96. DDB Needham Life Style archive, 1975–98. DDB Needham Life Style archive, 1975–98. DDB Needham Life Style archive, 1975–98. DDB Needham Life Style archive, 1975–98.
5	Kids Count index of child welfare	Annie E. Casey Foundation (Baltimore, Md., 1999), Web site <a href="http://www.aecf.org/kidscount/index.htm">www.aecf.org/kidscount/index.htm</a> .
6	Which state has the best health and health care	Morgan-Quitno Health Care State Rankings (1993–98), compiled by Morgan-Quitno Press (Lawrence, Kans.) and downloaded from <a href="http://www.morganquitno.com">www.morganquitno.com</a> .
7	Indexes of tolerance for racial integration, gender equality, and civil liberties	General Social Survey, 1974–98.
8	Social capital and tolerance: Four types of society	Author’s analysis.
9	Social capital innovations, 1870–1920	Founding dates from national headquarters of various associations, supplemented and confirmed by data from <i>World Almanac</i> (New York: Press Pub. Co. [New York World], various years), <i>Encyclopedia of Associations</i> (Detroit, Mich.: Gale Research, various years), and histories of particular organizations.

<i>Organization</i>	<i>Founded</i>	<i>"Constituency" for calculating membership rate per 1,000</i>	<i>Growth in membership rate from 1940 to 1945 to peak year</i>	<i>Membership rate plateau begins</i>	<i>Year of peak membership rate</i>	<i>Membership rate plateau ends</i>	<i>Decline in membership rate from peak year to 1997</i>	<i>Membership rate (per 1,000) in peak year</i>
<b><i>Civic Associations</i></b>								
4-H	1901	Rural youth	54%	1950	1950	1976	−26%	180
American Association of University Women	1881	Women with college degrees	15%	1930	1955	1955	−84%	53
American Bowling Congress	1895	Men aged 20 and over	434%	1964	1964	1979	−72%	83
American Legion	1919	All wartime veterans	10%	1940	1945	1945	−47%	274
B'nai B'rith	1843	Jewish men	90%	1947	1947	1965	est. −75%	78
Boy and Girl Scout adult leaders	1910–12	Youth aged 5–17	190%	1957	1957	1958	−18%	50
Boy Scouts and Girl Scouts	1910–12	Youth aged 5–17	134%	1957	1972	1973	−8%	156
Boy Scouts	1910	Boys aged 5–17	118%	1958	1972	1997	−5%	190
Girl Scouts	1912	Girls aged 5–17	174%	1956	1969	1971	−15%	125
Business and Professional Women (BPW)	1919	White-collar working women	51%	1949	1951	1951	−89%	17
Eagles	1898	Men aged 20 and over	82%	1947	1947	1950	−72%	29
Eastern Star, Order of the	1868	Women aged 20 and over	18%	1930	1930	1961	−73%	50
Elks	1868	Men aged 20 and over	107%	1962	1970	1977	−46%	25
General Federation of Women's Clubs	1890	Women aged 20 and over	56%	1949	1956	1956	−84%	16
Grange	1867	Rural population	42%	1951	1952	1955	−79%	16
Hadassah	1912	Jewish women	153%	1950	1983	1986	−15%	123
Jaycees	1915	Men aged 20–34	na	1973	1975	1978	−58%	5
Kiwanis	1915	Men aged 20 and over	94%	1956	1960	1966	−42%	5
Knights of Columbus	1882	Catholic males	46%	1949	1954	1959	−6%	14
League of Women Voters	1920	Women aged 20 and over	125%	1954	1965	1969	−61%	2
Lions	1917	Men aged 20 and over	129%	1957	1967	1976	−58%	9
Masons	1733	Men aged 20 and over	38%	1927	1927	1957	−71%	90
Moose (male members only)	1888	Men aged 20 and over	181%	1950	1980	1980	−35%	19
Moose (women members only)	1927	Women aged 20 and over	208%	1990	1990	1995	−3%	6
NAACP	1909	African Americans	69%	1944	1944	1969	−46%	31
Odd Fellows	1819	Men aged 20 and over	0%	1920	1920	1920	−94%	54
Optimists	1919	Men aged 20 and over	85%	1985	1990	1990	−24%	2
Parent-Teacher Association	1897	Families with children under 18	111%	1957	1960	1966	−60%	48
Red Cross (volunteers)	1881	Adults aged 20 and over	45%	1956	1956	1970	−61%	19

Rotary	1905	Men aged 20 and over	60%	1949	1967	1990	−25%	5
Shriners	1872	Men aged 20 and over	36%	1958	1960	1962	−59%	15
Veterans of Foreign Wars	1899	All wartime veterans	110%	1945	1945	1995	−9%	114
Women's Bowling Congress	1917	Women aged 20 and over	1121%	1965	1978	1978	−66%	54
Women's Christian Temperance Union	1874	Women aged 20 and over	4%	1920	1920	1920	−96%	11
<b>Median</b>	<b>1900</b>		<b>85%</b>	<b>1951</b>	<b>1959</b>	<b>1969</b>	<b>−58%</b>	<b>30</b>
<i>Professional Associations</i>								
American Bar Association	1878	Employed lawyers		1977	1977	1989		503
American Dental Association	1859	Active, licensed dentists		1960	1970	1970		960
American Institute of Architects	1857	Employed architects		c. 1950	1970	c. 1970		409
American Institute of Certified Public Accountants	1887	Employed accountants		1987	1992–93	1993		198
American Medical Association	1847	Licensed physicians		1949	1959	1959		745
American Nursing Association	1896	Registered nurses		na	Before 1977	na		At least 176
American Society of Mechanical Engineers	1880	Employed mechanical engineers		1951	1930	1993		400
American Institute of Electrical Engineers and Institute of Radio Engineers to 1961; Institute of Electrical and Electronics Engineers after 1961	1884	Employed electrical and electronic engineers		1952	1961	1961		620
<b>Median</b>	<b>1879</b>			<b>1952</b>	<b>1970</b>	<b>1970</b>		<b>456</b>

Notes: (1) In all cases where significant, non-U.S. members excluded from membership numbers

(2) Female members excluded from traditionally male fraternal organization membership numbers (although women Moose members broken out separately)

(3) World War II spike in Red Cross volunteers has been excluded from calculations about peak and rate of decline.

