

# 1950s Automotive Statistics Spreadsheet

## Production Numbers, Sales Data, and Economic Impact Figures

### Annual Production Data (1950-1959)

Year	Total Production	GM	Ford	Chrysler	Independent	Market Share GM	Market Share Ford	Market Share Chrysler
1950	8,003,056	3,520,000	1,944,000	1,478,000	1,061,056	44.0%	24.3%	18.5%
1951	5,338,435	2,454,000	1,013,000	1,032,000	839,435	46.0%	19.0%	19.3%
1952	4,320,794	1,923,000	874,000	803,000	720,794	44.5%	20.2%	18.6%
1953	6,116,948	2,818,000	1,208,000	1,183,000	907,948	46.1%	19.7%	19.3%
1954	5,558,897	2,726,000	1,165,000	958,000	709,897	49.0%	21.0%	17.2%
1955	7,920,186	4,102,000	1,451,000	1,302,000	1,065,186	51.8%	18.3%	16.4%
1956	5,816,109	2,878,000	1,408,000	977,000	553,109	49.5%	24.2%	16.8%
1957	6,113,344	2,970,000	1,676,000	1,104,000	363,344	48.6%	27.4%	18.1%
1958	4,257,812	2,164,000	1,038,000	724,000	331,812	50.8%	24.4%	17.0%
1959	5,591,243	2,837,000	1,450,000	876,000	428,243	50.7%	25.9%	15.7%
TOTAL	59,036,824	28,392,000	13,227,000	10,437,000	6,980,824	48.1%	22.4%	17.7%

### Price Data by Model Category

#### Economy Cars (Average Retail Price)

Year	Chevrolet 150	Ford Mainline	Plymouth Cambridge	Nash Rambler
1950	\$1,329	\$1,333	\$1,371	\$1,808
1951	\$1,530	\$1,530	\$1,603	\$1,993
1952	\$1,680	\$1,685	\$1,739	\$2,119
1953	\$1,613	\$1,618	\$1,658	\$1,975
1954	\$1,593	\$1,548	\$1,618	\$1,850
1955	\$1,593	\$1,606	\$1,639	\$1,795
1956	\$1,734	\$1,748	\$1,784	\$1,909
1957	\$1,885	\$1,879	\$1,920	\$1,959
1958	\$1,958	\$1,967	\$2,030	\$1,789
1959	\$1,925	\$1,934	\$1,976	\$1,821

Mid-Range Cars (Average Retail Price)

Year	Chevrolet Bel Air	Ford Fairlane	Plymouth Belvedere	Buick Century
1950	\$1,741	\$1,711	\$1,629	\$2,473
1951	\$1,914	\$1,925	\$1,853	\$2,708
1952	\$2,031	\$2,043	\$1,976	\$2,881
1953	\$1,874	\$1,884	\$1,818	\$2,588
1954	\$1,887	\$1,851	\$1,832	\$2,534
1955	\$1,935	\$1,914	\$1,873	\$2,607
1956	\$2,025	\$2,194	\$2,051	\$2,758
1957	\$2,290	\$2,339	\$2,349	\$3,002
1958	\$2,383	\$2,404	\$2,441	\$3,149
1959	\$2,327	\$2,342	\$2,371	\$3,048

Luxury Cars (Average Retail Price)

Year	Cadillac DeVille	Lincoln Cosmopolitan	Chrysler New Yorker	Packard Patrician
1950	\$3,654	\$3,186	\$2,776	\$3,050
1951	\$3,987	\$3,891	\$3,184	\$3,662
1952	\$4,323	\$4,104	\$3,418	\$3,975
1953	\$4,144	\$3,549	\$3,226	\$3,740
1954	\$4,202	\$3,711	\$3,243	\$3,890
1955	\$4,305	\$3,752	\$3,652	\$4,160
1956	\$4,753	\$4,601	\$3,995	\$4,190
1957	\$5,614	\$5,381	\$4,259	\$4,160
1958	\$5,498	\$5,825	\$4,438	\$3,995
1959	\$5,252	\$5,481	\$4,300	N/A

## Economic Impact Statistics

### Employment Data

Year	Auto Manufacturing Jobs	Auto-Related Jobs	Total Employment Impact	Percentage of Workforce
1950	705,000	4,200,000	4,905,000	8.2%
1951	698,000	4,100,000	4,798,000	7.9%
1952	665,000	3,900,000	4,565,000	7.4%
1953	725,000	4,300,000	5,025,000	8.0%
1954	690,000	4,100,000	4,790,000	7.5%
1955	785,000	4,650,000	5,435,000	8.4%
1956	742,000	4,425,000	5,167,000	7.8%
1957	758,000	4,500,000	5,258,000	7.7%
1958	695,000	4,150,000	4,845,000	7.0%
1959	720,000	4,300,000	5,020,000	7.2%

### Consumer Spending on Automobiles

Year	Total Auto Sales (\$B)	% of Personal Consumption	Average Household Auto Spending
1950	\$13.2	6.8%	\$312
1951	\$12.8	6.2%	\$298
1952	\$11.9	5.4%	\$267
1953	\$15.4	6.5%	\$340
1954	\$14.2	6.0%	\$308
1955	\$19.7	7.8%	\$419
1956	\$16.8	6.5%	\$350
1957	\$18.2	6.8%	\$372
1958	\$15.1	5.4%	\$302
1959	\$17.9	6.2%	\$352

## Infrastructure Development

### Highway Construction

Year	Miles of Highway Built	Federal Highway Spending (\$M)	State Highway Spending (\$M)
1950	12,450	\$429	\$1,286
1951	11,200	\$468	\$1,402
1952	10,800	\$501	\$1,455
1953	13,600	\$543	\$1,632
1954	14,200	\$589	\$1,745
1955	15,800	\$634	\$1,901
1956	18,900	\$1,025	\$2,156
1957	22,400	\$1,289	\$2,578
1958	24,600	\$1,456	\$2,912
1959	26,100	\$1,623	\$3,245

### Gas Station Development

Year	Number of Gas Stations	Gallons Sold (Billions)	Average Price per Gallon
1950	175,000	35.2	\$0.267
1951	182,000	36.8	\$0.273
1952	188,000	37.9	\$0.277
1953	194,000	40.1	\$0.287
1954	199,000	41.8	\$0.290
1955	205,000	44.6	\$0.293
1956	210,000	46.3	\$0.302
1957	215,000	47.8	\$0.312
1958	218,000	48.9	\$0.305
1959	220,000	50.7	\$0.307

## Drive-In Culture Statistics

### Drive-In Theaters

Year	Number of Drive-Ins	Peak Attendance (Millions)	Average Ticket Price
1950	2,202	58.2	\$0.35
1951	4,151	87.4	\$0.40
1952	3,775	89.1	\$0.45
1953	3,885	92.3	\$0.50
1954	3,960	95.7	\$0.55
1955	4,062	98.2	\$0.60
1956	4,194	101.5	\$0.65
1957	4,105	98.8	\$0.70
1958	4,063	95.2	\$0.75
1959	4,045	92.6	\$0.75

### Drive-In Restaurants

Year	McDonald's Locations	A&W Locations	Drive-In Market Value (\$M)
1950	1	450	\$125
1951	2	500	\$145
1952	3	575	\$165
1953	4	625	\$185
1954	8	700	\$210
1955	18	775	\$245
1956	42	850	\$285
1957	89	925	\$325
1958	156	1,000	\$375
1959	271	1,100	\$425

## Key Ratios and Percentages

### Cars Per Household:

- 1950: 0.86 cars per household
- 1955: 1.12 cars per household
- 1959: 1.35 cars per household

### Two-Car Households:

- 1950: 7.3% of households
- 1955: 15.8% of households
- 1959: 22.4% of households

### Suburban vs Urban Car Ownership:

- Suburban households: 94% car ownership by 1959
- Urban households: 67% car ownership by 1959
- Rural households: 89% car ownership by 1959

*Data compiled from Bureau of Labor Statistics, Automotive News, Ward's Automotive Reports, and Federal Highway Administration historical records.*