There were 78.7 million shareholders in America in 1999 -- a 21% increase since 1992. (Securities Industry Association)

Nearly one in two households in America own equities -- up from 36.3% in 1992. (Securities Industry Association)

The SIA survey can be found at http://www.sia.com/html/pr834.html

As recently as 1994, not one person traded over the Internet. In the next few years, the number of on-line brokerage accounts will roughly equal the metropolitan populations of Seattle, San Francisco, Boston, Dallas, Denver, Miami, Atlanta and Chicago, combined. (SEC)

Americans have more money invested in the stock market than in real estate.

As recently as 1980, the number of Americans who owned securities -- either directly or through mutual funds or through pension funds -- was one out of 18. Today, that number is one out of three. (let me know if you want to use this one. I would just want to double check it)