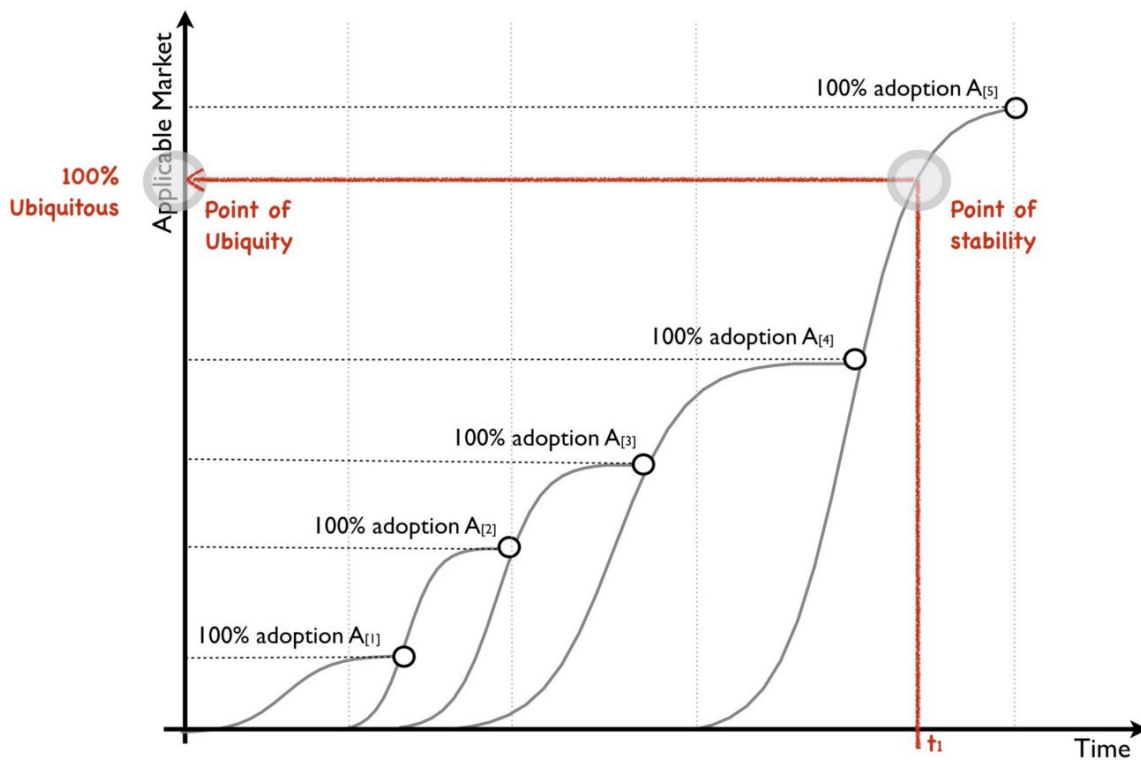


see figure 78. I did this for radios, for TVs and all sorts of other common appliances.

Figure 78 — The point of ubiquity



All of these markets were different sizes and different percentages of adoption and there was no obvious connection. At first I was disappointed but then I was just stumbling in the dark and didn't know what I was looking for. By pure chance, whilst experimenting around with this, I took a wild stab and decided to plot ubiquity versus certainty for a range of activities. I had defined a point as 100% certain on my certainty scale and I had a corresponding point of ubiquity. I could now trace back through history to determine how certain and ubiquitous an act was. This is what I did for a range of activities and