AMERICA THEN AND NOW - INTERPRETING CHANGES IN DEMOGRAPHIC DATA

Activity Items
The following items are part of this activity and appear at the end of this student version.

- Item 1: Five Most Populated States Infographic
- Item 2: Racial and Ethnic Diversity Infographic
- Item 3: Education Infographic
- Item 4: Earnings Infographic
- Item 5: Top Industries Infographic
- Item 6: Housing Infographic
- Item 7: Marital Status Infographic
- Item 8: Additional Infographic Information

Student Learning Objectives

- I will be able to analyze infographics to describe details of American life in 1940 and 2010.
- I will be able to identify changes in American life between 1940 and 2010 and make inferences about what caused them.
- I will be able to identify how U.S. Census Bureau methodologies have changed over time and explain why.
Part 1 – Analyze Infographics

1. Imagine you were a high school student in 1940. Predict ways that your life would be different from the one you lead today.

2. Review the infographics in Items 1–7 and then write at least five observations and/or questions about any of the data.

3. Use Item 1 to rank the states based on their populations.
   a. List the states that were most populous, from largest to smallest, in 1940.

   b. List the states that were most populous, from largest to smallest, in 2010.
4. Still looking at the data in Item 1, toward which regions did the population shift from 1940 to 2010? What social, economic, or political factors could explain this shift?

5. To answer the following questions, imagine you were a leader in one of the most populous states in 2010.
   a. What are some of the benefits of being one of the most populous states? Consider social, economic, and political benefits as you explain your answer.
   b. What are some of the challenges of being one of the most populous states? Consider social, economic, and political challenges as you explain your answer.

6. In December 1941, the United States entered World War II. How did the nation’s entrance into the war affect U.S. industries and the economy? Support your answer with evidence from your background knowledge.

7. How do you think the United States’ entrance into World War II affected household income? Explain your answer.
8. Refer to **Item 8** to answer the following questions.

   a. How did the Census Bureau’s questions about race and ethnicity change between 1940 and 2010?

   b. How did the Census Bureau’s questions about marital status change between 1940 and 2010?

9. Why do you think the Census Bureau’s questions about race and ethnicity and marital status changed from 1940 to 2010?
Part 2 – Write Your Own Questions About the Infographics

1. Choose a partner. Write your partner’s full name here: ________________________________

2. Each select a different infographic from Items 2–7 and write four questions about yours that require critical analysis of the data. On another sheet of paper, write the answers to those questions.

   1.

   2.

   3.

   4.

3. Copy your partner’s questions below and then answer them.

   1.

   2.

   3.

   4.

4. Share and discuss the answers with your partner.
Item 1: Five Most Populated States Infographic

The overall U.S. population growth has shifted south and west, with Texas and Florida now among the most populous states.

*In 1940, AK and HI were included as territories

[www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf](http://www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf)

Click on the link above and navigate to Page 2.
Item 2: Racial and Ethnic Diversity Infographic

RACIAL AND ETHNIC DIVERSITY
As we've grown, we've also become more diverse.

![Infographic showing racial and ethnic diversity comparison between 1940 and 2010](www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf)

Click on the link above and navigate to Page 2.
Item 3: Education Infographic

EDUCATION

Improved access to education means far more people today are college graduates.

- **1940 vs 2010**
  - % of Pop. with Bachelor’s Degree:
    - 1940: 5%
    - 2010: 28%
  - % of Males 25+ who are college grads:
    - 1940: 5.5%
    - 2010: 28.5%
  - % of Females 25+ who are college grads:
    - 1940: 3.8%
    - 2010: 27.9%

www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf

*Click on the link above and navigate to Page 3.*
Item 4: Earnings Infographic

**EARNINGS**

Women still make less money in the workplace than men...but the wage gap is shrinking.

<table>
<thead>
<tr>
<th>Year</th>
<th>Median Income for Men</th>
<th>Median Income for Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>$956</td>
<td>$592</td>
</tr>
<tr>
<td>2010</td>
<td>$33,276</td>
<td>$24,157</td>
</tr>
</tbody>
</table>

Women earned 62¢ for each dollar a man earned.

Women earned 74¢ for each dollar a man earned.

Note: This item compares all jobs, not like jobs. Since women dominated lower paying fields, such as nursing, retail, and education, the overall wages of women were lower than those of men.

[www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf](http://www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf)

*Click on the link above and navigate to Page 3.*
Item 5: Top Industries Infographic

TOP INDUSTRIES
Our workforce and industries have changed dramatically over time.

<table>
<thead>
<tr>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>45,166,083 Employees</td>
<td>139,033,928 Employees</td>
</tr>
<tr>
<td>23.4% Manufacturing</td>
<td>23.2% Manufacturing</td>
</tr>
<tr>
<td>18.5% Retail trade</td>
<td>11.7% Retail trade</td>
</tr>
<tr>
<td>14.0% Professional &amp; related services</td>
<td>10.6% Professional, scientific, management &amp; administrative services</td>
</tr>
<tr>
<td>8.9% Personal services</td>
<td>10.4% Educational services, health care &amp; social assistance</td>
</tr>
<tr>
<td>7.4% Agriculture</td>
<td>6.2% Construction</td>
</tr>
</tbody>
</table>

www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf
Click on the link above and navigate to Page 3.
Item 6: Housing Infographic

HOUSING

The average American home in 1940 was much different than its modern counterpart.

<table>
<thead>
<tr>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30.83</td>
<td>$18.35</td>
</tr>
<tr>
<td>Avg. monthly rent, urban</td>
<td>Avg. monthly rent, rural, non-farm</td>
</tr>
<tr>
<td>$855</td>
<td>$1,496</td>
</tr>
<tr>
<td>Median monthly rent and utilities</td>
<td>Median monthly housing costs for mortgaged owners</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>78.9%</td>
<td>17.7%</td>
</tr>
<tr>
<td>had an outside toilet, rural-farm</td>
<td>had running water, rural-farm</td>
</tr>
<tr>
<td>31.3%</td>
<td>99.4%</td>
</tr>
<tr>
<td>had electric light, rural-farm</td>
<td>had complete plumbing</td>
</tr>
<tr>
<td>97.5%</td>
<td>57.1%</td>
</tr>
<tr>
<td>had telephone service</td>
<td>had two or more vehicles</td>
</tr>
</tbody>
</table>

[www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf](http://www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf)

Click on the link above and navigate to Page 4.
### Item 7: Marital Status Infographic

#### MARITAL STATUS
Even the terms we use to determine who’s single and who’s married have changed over time.

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Never Married</td>
<td>Married</td>
</tr>
<tr>
<td></td>
<td>Age</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>男性</td>
</tr>
<tr>
<td></td>
<td>98.3%</td>
<td>88.1%</td>
</tr>
<tr>
<td></td>
<td>43.9%</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

[www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf](http://www.census.gov/1940census/pdf/then-and-now-8.5x11.pdf)

*Click on the link above and navigate to Page 4.*
Item 8: Additional Infographic Information

Infographic 1 – 1940 – 2010 How Has America Changed?

Total Population and Most Populated States:
The 1940 United States total population of 132.2 million includes Hawaii and Alaska, which were considered territories in 1940.

Source: 1940 Census and 2010 Census

Racial and Ethnic Diversity:
In 1940, three population groups were generally tabulated in Census products that provided data on race – White, Black (“Negro”), and Other. In some instances, data was further delineated and tabulated for population groups within the “Other” category (Indian, Chinese, and Japanese). There was no question on whether or not the person(s) was of Hispanic, Latino, or Spanish Origin.


- In 2010, following the aforementioned 1997 OMB standards, the following questions were asked about ethnicity and race:

Is this person of Hispanic, Latino, or Spanish origin?
The 2010 Census question on Hispanic origin included five separate response categories and one area where respondents could write-in a specific Hispanic origin group (“Not of Hispanic, Latino, or Spanish origin”; “Mexican, Mexican Am., or Chicano”, “Puerto Rican”, “Cuban”; and “Another Hispanic, Latino, or Spanish origin”).

- What is this person’s race? Mark ☑ one or more boxes.

For the first time in Census 2000, individuals were presented with the option to self-identify with more than one race and this continued with the 2010 Census, as prescribed by OMB. The 2010 Census question on race included 15 separate response categories and three areas where respondents could write-in detailed information about their race. The response categories and write-in answers can be combined to create the five minimum OMB race categories (White, Black or African American, American Indian and Alaska Native, Asian, and Native Hawaiian and Other Pacific Islander) plus Some Other Race.

For more information on the 2010 Census data on race and ethnicity, see the 2010 Census Brief, “Overview of Race and Hispanic Origin” www.census.gov/prod/cen2010/briefs/c2010br-02.pdf.

Source: 1940 Census and 2010 Census
Item 8: Additional Infographic Information (Continued)

Education:

In 1940, persons were asked if they attended school any time since March 1940 and how many years of school have they completed.

Also in 1940, the percentage used for percentage of population males and females 25 and older who are college graduates, was persons who completed four or more years of college. There was no distinction if they received a degree. In 2010, percent of males, females, and population with a bachelor degree or college graduates were those who had received a bachelor’s degree or higher.

Source: 1940 Census and 2010 American Community Survey 1-year estimates

Earnings:

In 1940, the median represents the amount of wage or salary income received in calendar year 1939 for people age 14 and older with a dollar or more of income and are in 1939 dollars.

In 2010, median earnings are defined as the algebraic sum of wage or salary income and net income from farm and nonfarm self-employment and are in 2010 dollars. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc for people age 16 and older.

The ratio shown is for all employees and not year-round, full-time employees.

Source: 1940 Census and 2010 American Community Survey 1-year estimates

Top Industries:

In 1940, total number of employees is the number of employed persons 14 years and over (excluding those on emergency work) and experienced workers seeking work.

The percentage shown for industries is the percentage of employed persons reporting that industry as their industry of work.

In 2010, the employed includes all civilians 16 years old and over who were either (1) "at work" -- those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or in a family business; or (2) were "with a job but not at work" -- those who did not work during the reference week but had jobs or businesses from which they were temporarily absent due to illness, bad weather, industrial dispute, vacation, or other
Item 8: Additional Infographic Information (Continued)

personal reasons. Excluded from the employed are people whose only activity consisted of work around the house or unpaid volunteer work for religious, charitable, and similar organizations; also excluded are all institutionalized and people on active duty in the United States Armed Forces. The reference week is the calendar week preceding the date on which the respondents completed their questionnaires or were interviewed. This week may not be the same for all respondents.


Source: 1940 Census and 2010 American Community Survey 1-year estimates

Housing:

In 1940, average monthly rent, urban and rural, non-farm is the average rent paid (dollars) for a dwelling in urban areas and rural non-farm areas. There were three classifications in 1940: Urban, rural non-farm, and rural farm.

In 1940, the percentages shown for having an outside toilet, running water, and electric light was the national average for rural-farm locations.

In 2010, median monthly rent is the median selected cash rent paid for renter-occupied housing units including utilities.

In 2010, Median monthly housing costs for mortgaged owners is the median selected monthly owner’s costs for occupied housing units with a mortgage.

Percentages listed was the percentage of total occupied housing units that had complete plumbing, had telephone service, and had two or more vehicles.

Source: 1940 Census and 2010 American Community Survey 1-year estimates

Marital Status:

In 1940, the categories for marital status were single, married, widowed, and divorced. The percentages listed are the percent of the total population ages 15-19 and 20-34 who have never married and are currently married by sex.

In 2010, the categories for marital status were Now Married (excluding separated), Widowed, Divorced, Separated, and Never Married. The percentages shown for married include the now married and separated population for ages 15 – 19 and 20-34 in order to be comparable to the 1940 numbers.

Source: 1940 Census and 2010 American Community Survey 1-year estimates.