1940–2010: HOW HAS AMERICA CHANGED?

Then & Now

The 1940 Census came at a momentous time in our nation's history — as we recovered from the Great Depression and not long before our entry into World War II. It was also the first Census that looked deeper into the details of much of American life. Now, 72 years later, upon release of the 1940 Census forms by the National Archives, we look back and see just how much America has changed.

1940

132.2 MILLION

2010

308.7 MILLION

Nearly 1 in 6 of the people counted in the 1940 Census were also counted in the 2010 Census.

Sources: 2010 American Community Survey, 2010 Census, 1940 Census
5 MOST POPULATED STATES

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

Racial and Ethnic Diversity

As we've grown, we've also become more diverse.

Population by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>White alone</td>
<td>89.8%</td>
<td>72.4%</td>
</tr>
<tr>
<td>Black alone</td>
<td>9.8%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Some Other Race alone</td>
<td>0.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Hispanic or Latino Origin</td>
<td></td>
<td>0.9%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td></td>
<td>0.2%</td>
</tr>
<tr>
<td>Other Race alone</td>
<td></td>
<td>6.2%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td></td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Sources: 2010 American Community Survey, 2010 Census, 1940 Census
EDUCATION
Improved access to education means far more people today are college graduates.

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Pop. with Bachelor's Degree</th>
<th>% of Males 25+ who are college grads</th>
<th>% of Females 25+ who are college grads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>5%</td>
<td>5.5%</td>
<td>3.8%</td>
</tr>
<tr>
<td>2010</td>
<td>28%</td>
<td>28.5%</td>
<td>27.9%</td>
</tr>
</tbody>
</table>

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>
<th>Women earned for each dollar a man earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>$956</td>
<td>$592</td>
<td>62¢</td>
</tr>
<tr>
<td>2010</td>
<td>$33,276</td>
<td>$24,157</td>
<td>74¢</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>45,166,083</td>
</tr>
<tr>
<td>2010</td>
<td>139,033,928</td>
</tr>
</tbody>
</table>

- Manufacturing: 23.4%
- Agriculture: 18.5%
- Retail trade: 14.0%
- Professional & related services: 8.9%
- Personal services: 7.4%
- Educational services, health care & social assistance: 23.2%
- Professional, scientific, management & administrative services, waste management services: 11.7%
- Construction: 6.2%
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 Avg. monthly rent, urban</td>
<td>$855 Median monthly rent and utilities</td>
</tr>
<tr>
<td>$18.35 Avg. monthly rent, rural, non-farm</td>
<td>$1,496 Median monthly housing costs for mortgaged owners</td>
</tr>
</tbody>
</table>

- 78.9% had an outside toilet, rural-farm
- 17.7% had running water, rural-farm
- 31.3% had electric light, rural-farm
- 99.4% had complete plumbing
- 97.5% had telephone service
- 57.1% had two or more vehicles

MARITAL STATUS

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

<table>
<thead>
<tr>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>Married</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>98.3%</td>
<td>88.1%</td>
</tr>
<tr>
<td>1.7%</td>
<td>11.6%</td>
</tr>
<tr>
<td>43.9%</td>
<td>28.9%</td>
</tr>
<tr>
<td>54.8%</td>
<td>68.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1940</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>Married</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>99.2%</td>
<td>98.3%</td>
</tr>
<tr>
<td>0.8%</td>
<td>1.6%</td>
</tr>
<tr>
<td>65.6%</td>
<td>55.6%</td>
</tr>
<tr>
<td>30.8%</td>
<td>39.2%</td>
</tr>
</tbody>
</table>

Sources: 2010 American Community Survey, 2010 Census, 1940 Census
In his inaugural address on March 4, 1933, he declared: "This nation asks for action and action now." With the famous phrase, "the only thing we have to fear is fear itself," he promised to exercise "broad executive power to wage war against [the Depression]." What followed was a dizzying array of initiatives. Roosevelt immediately gathered a "Brain Trust" of economic advisors and instructed his staff to "take a method and try it. If it fails, try another. But above all try something."

In his first hundred days in office, Roosevelt called Congress into emergency session and launched a record fifteen major pieces of legislation. Between 1933 and 1938 the administration and Congress created dozens of federal programs collectively known as the New Deal, and often referred to as the "Alphabet Agencies."

**The Three R's: Relief, Recovery, Reform**

Briefly stated, the New Deal sought relief for the needy, economic recovery, and reform of American capitalism. The three-R objectives often overlapped and sometimes conflicted with one another. (For example, the Agricultural Adjustment Act was primarily a relief measure for farmers, but it also aided recovery, and it had the unintended consequence of exacerbating the unemployment problem.) In the first two years, relief and immediate recovery were the primary goals. Most of the bolder relief and reform programs emerged in the Second New Deal (1935-1936).

Some programs worked better than others; most were designed to last no longer than the crisis; but the legacy of the New Deal is a lasting one. "The many programs of the New Deal--home loans, farm subsidies, bank deposit insurance, relief payments and jobs, pension programs, unemployment insurance, aid to mothers with dependent children, rural electrification, western water management--touched the lives of ordinary Americans, made them more secure, and formed the outlines of the new welfare state" (Davidson, Lytle, et al., *Nation of Nations: A Narrative History of the American Republic*).

Below is a partial list of New Deal "alphabet agencies" and their primary function (relief, recovery, or reform).

**AGRICULTURAL ADJUSTMENT ACT**
*(Recovery)*

Created in 1933, the AAA paid farmers for not planting crops in order to reduce surpluses, increase demand for seven major farm commodities, and raise prices. Farm income rose, but many tenants and share-croppers were pushed into the ranks of the unemployed. In 1936 the Supreme Court voided the AAA.

**CIVILIAN CONSERVATION CORPS**
*(Relief)*

Created in 1933, the CCC took unmarried men aged 18-25 from relief rolls and sent them into the woods and fields to plant trees, build parks, roads, and fight soil erosion on federal lands. Young men sent their $30 a month home to their families and left a legacy of outdoor recreation areas (including the Blue Ridge Parkway). The CCC provided jobs for 2.5 million young men during its ten years.
| **Civil Works Administration**<br> (Relief) | Created in 1933, the CWA employed four million people—paid an average of $15 a week—many in useful construction jobs such as repairing schools, laying sewer pipes, building roads. Some CWA jobs, however, were criticized as useless (e.g., leaf raking). Roosevelt disbanded the program after less than a year. |
| **Fair Labor Standards Act**<br> (Reform) | The last major piece of New Deal legislation (1938), this important labor law set minimum wage (25 cents and hour) and maximum hour standards (establishing the 40-hour work week). It also severely curbed the use of child labor. |
| **Farm Security Administration**<br> (Relief) | The FSA was created in 1937 (formerly called the Resettlement Administration in 1935) to aid sharecroppers. The FSA set up temporary housing for "Okies" and "Arkies" (Dust Bowl refugees from Oklahoma and Arkansas) who migrated to California in hope of finding work. |
| **Federal Deposit Insurance Corp.**<br> (Reform) | To restore confidence in banks and encourage savings, Congress created the FDIC to insure bank customers against the loss of up to $5,000 their deposits if their bank should fail. Created by the Glass-Steagall Banking Reform Act of 1933, the FDIC is still in existence. |
| **Federal Emergency Relief Admin.**<br> (Relief) | Created in 1933, FERA supported nearly five million households each month and funded thousands of work projects for the unemployed. It also provided vaccinations and literacy classes for millions of poor people. |
| **Federal Housing Administration**<br> (Recovery) | The FHA was created in 1934 to stimulate the building industry by providing small loans for home construction. A related program, also created in 1934, was the Home Owners' Loan Corporation (HOLC). |
| **Indian Reorganization Act**<br> (Reform) | The Indian Removal Act of 1934 (called the "Indian New Deal, reversed the forced-assimilation policies in effect since the Dawes Act of 1887. The IRA tried to stop the loss of Indian lands and encouraged Native American tribes to establish local self-government and to preserve their native crafts and traditions. |
| **National Labor Relations Act**<br> (Reform) | The NLRA (also called the Wagner Act) of 1935 created the National Labor Relations Board to protect the rights or organized labor to organize and collectively bargain with employers. |
| **National Recovery Administration**<br> (Recovery) | The National Industrial Recovery Act of 1933 created the NRA to promote economic recovery by ending wage and price deflation and restoring competition. The NRA set business codes and quotas. Under its symbol of a blue eagle and slogan ("We Do Our Part"), the NRA temporarily restored investor confidence and consumer morale, but it failed to stimulate industrial production. In 1935 the Supreme Court declared the NIRA unconstitutional. |
| **National Youth Administration**<br> (Relief) | Created under the Emergency Relief Act of 1935, the NYA provided more than 4.5 million jobs for |
young people.

| **PUBLIC WORKS ADMINISTRATION**  
| (Relief/Recovery) | Established by the NIRA in 1933, the PWA was intended both for industrial recovery and unemployment relief. Eventually over $4 billion was spent on 34,000 construction projects including public buildings, highways, bridges (e.g., San Francisco's Golden Gate Bridge), and dams for water and power. |
| **RURAL ELECTRIFICATION ADMINISTRATION**  
| (Reform) | Before the New Deal, only 10 percent of the country outside cities and towns had electricity. The REA (1935) gave low-cost loans to farm cooperatives to bring power into their communities. By 1941, the REA succeeded in raising to 40 percent the number of farms with electricity. |
| **SECURITIES AND EXCHANGE COMMISSION**  
| (Reform) | The SEC was created in 1934 to serve as a federal "watchdog" administrative agency to protect public and private investors from stock market fraud, deception and insider manipulation on Wall Street. The SEC is still in existence [its reputation was tarnished a bit by the Enron collapse in 2001-02]. |
| **SOCIAL SECURITY ADMINISTRATION**  
| (Reform) | The Social Security Act of 1935 established the SSA to administer a national pension fund for retired persons, an unemployment insurance system, and public assistance programs for dependent mothers, children, and the physically disabled. The pension was financed by a payroll tax to begin in 1937. It exists to this day as the nation's most important and expensive domestic program, covering over 40 million Americans and accounting for about one-fourth of the federal budget. |
| **TENNESSEE VALLEY AUTHORITY**  
| (Reform) | Perhaps the most ambitious undertaking of the New Deal, the TVA was a comprehensive federal agency created in 1933 for the economic development of the Tennessee River watershed. The TVA built twenty dams to control flooding, generate hydroelectrical power, increase agricultural production, and revitalize the Tennessee Valley region. The TVA also provided jobs, low-cost housing, reforestation and other services. |
| **WORKS PROGRESS ADMINISTRATION**  
| (Relief) | Established under the $4.8 billion Emergency Relief Appropriation Act of 1935, the WPA lasted until 1943 and employed at least 8.5 million people at an average of $2 a day. They built thousands of roads, bridges, schools, post offices and other public construction projects. In addition, under the WPA's Arts Program, thousands of unemployed writers, musicians, artists, actors, and photographers temporarily went on the federal payroll, producing public projects ranging from murals to national park guidebooks.* |

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*The WPA's Arts Program included the Federal Writers Project (FWP), which produced nearly a thousand publications; the Federal Music Project (FMP) commissioned musical compositions and funded touring orchestras; the Federal Art Project (FAP) funded sculptures, illustrations, and paintings--most notably murals on the walls and ceilings of thousands of post offices and other public buildings; the Federal Theater Project (FTP) funded plays [many of which were so controversial that the House Un-American Activities Committee and Congress shut down the project in 1939].
### Periodic Table of Franklin D. Roosevelt's New Deal Programs

**Program Title**: AGRICULTURAL ADJUSTMENT ADMIN.

**Name**: Rexford Tugwell

**Date of Birth**: 1891

**Date of Death**: 1979

**Beginning Date**: 1933

**End Date**: 1936

**Number**: 4

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**Key**:

- **RFC**: Radio Corporation of America
- **AAA**: Agricultural Adjustment Administration
- **NRA**: National Recovery Administration
- **USPM**: United States Price Adjustment Commission
- **HOLC**: Home Owners' Loan Corporation
- **FSA**: Farm Security Administration
- **FHA**: Federal Housing Administration
- **NFA**: National Credit Administration
- **NLRB**: National Labor Relations Board
- **SEC**: Securities and Exchange Commission
- **FDIC**: Federal Deposit Insurance Corporation
- **TVA**: Tennessee Valley Authority
- **IRA**: Investment Company Act
- **RA**: Radio Act

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**Programs and People of Vital Importance to the New Deal**

- **Edward D. Jones**: 1943
- **William Green**: 1943
- **Sidney Hillman**: 1937
- **Hugh Johnson**: 1937
- **Edward Steinitz**: 1938
- **David Lilienthal**: 1938
- **Douglas MacArthur**: 1939
- **A.E. Morgan**: 1939
- **George Perkins**: 1939
- **Daniel Roper**: 1939
- **Harry Hopkins**: 1939
- **Harry Hopkins**: 1939
- **William Woodin**: 1939
- **Harry Woodring**: 1939
- **Homer Cummings**: 1939
- **Mary Bethune**: 1939
- **Rexford Tugwell**: 1939

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**This Periodic Table is based off of the periodic table of elements, and made to reflect the programs and people who were of vital importance to the New Deal.**
The Roosevelts

From 1933-37 Harriman served as a divisional administrator of the NRA. Green was involved with several labor programs of the New Deal, including the Labor Advisory Board of the Executive Branch. The last of the New Deal policies, the RA shifted power in the Federal Government, increasing the efficiency & strength of the Executive Branch.

The BOB evaluated the budget of the Federal Government.

The MLB mediated labor disputes & conducted research on labor in the maritime industry.

The USHA loaned money to states & communities for low cost construction.

Known for its photography project which captured the Great Depression on film.

The FSA combated rural poverty. Besides resettling farmers & providing educational support, the FSA is well-known for the Federal Aid Road Act, which was passed in 1933-37.

The WPA provided millions of jobs working on public works projects across the nation. In 1939 the name was changed to Works Projects Administration (WPA).

The NIRA developed an industrial code system & provided relief. It was declared unconstitutional in 1935. The NLB was set up to handle labor disputes of the NRA. It was replaced in 1935 by the NLRB.

The NRA was declared unconstitutional as part of the NRA.

Created as part of the NRA, the PWA provided jobs working in public works projects all over the country. The TVA cut to transform the disadvantaged areas of the Tennessee Valley, its goals included soil conservation, health services for farmers, removing poor land from use, and supplying hydro-electric power.

The UEP is responsible for job finding assistance & labor exchange.

The FSA was declared unconstitutional.

From 1933-38 Hopkins administered FERA, CWA, WPA, & the Federal Surplus Relief Administration. He became Secretary of Commerce in 1939.

From 1933-40 Hull served as Secretary of State.

As Secretary of Commerce from 1933-37, Dem supervised the Administration’s economic policies.

Hughes was the Chief Justice of the Supreme Court from 1930-41. He led the court to invalidate the AAA & NIRA policies.

Morgenthau played a integral part of the New Deal Administration as head of the Federal Farm Board & held positions in the NRA.

Morgenthau served as Secretary of War from 1936-40.

Peak served as administrator of the NRA the first few months of its existence.

The CCC stabilized & aided the agricultural industry.

The AAA was the primary agricultural legislation of the New Deal, reducing crop production to increase prices; it was declared unconstitutional in 1936.

The NIRA was declared unconstitutional.

The CCA was responsible for employing millions & undertaking conservation projects across the country.

The CCC established & aided the agricultural industry.

The AAA was declared unconstitutional.

From 1933-35, Lienthal helped to popularize & strengthen the program.

As Army Chief of Staff, MacArthur oversaw the foundation & administration of the CCC.

In 1933 Morgan appointed chairman of the NRA, until he was dismissed due to rising tensions in 1938.

Biddle served as the chairman of the NRB from 1934-35 & then served as an advisor to the TVA in 1938.

Peak served as administrator of the NRA. He influenced the AAA, NIRA & SSA, & served as Under Secretary of Agriculture.

The FSA was formed to save farmers from defaulting on their loans.

The FCC was created to regulate all non-government based wired & non-wired communication.

The FIC was formed to provide loans to farmers.

The FHA was created to provide low cost home ownership.

The SCS encouraged farmers to plant crops that were beneficial to soil rather than those that depleted soil.

The REA provided electricity to rural America.

The HOLC purchased & insured 20% of urban homes in the country.

The RFC was declared unconstitutional.

The NRB was created to study the country's natural resources; it was declared unconstitutional in 1935.

The NIRA was declared unconstitutional.

The NRB was created to study the country's natural resources; it was declared unconstitutional in 1935.

The SEC was formed to control the stock exchange & ensure protection for investors.

The NLRB was created under the CCC.

The NIRA was declared unconstitutional.

The TVA was charged with transforming the disadvantaged areas of the Tennessee Valley. Its goals included soil conservation, health services for farmers, removing poor land from use, and supplying hydro-electric power.

The SEC is responsible for job finding assistance & labor exchange.

The FCC was charged with regulating all non-government based wired & non-wired communication.

The NRA was created to provide low cost home ownership.

The RFC was created to provide low cost home ownership.

The CCA was responsible for employing millions & undertaking conservation projects across the country.

National Recovery Administration Affiliates

50. Hilman served on the Labor Advisory Board of the NRA, the National Industrial Recovery Board, the AAA Advisory Board, the NIRA Advisory Board, and the NRB.

51. After helping to create the NRA, Johnson was head of the NRA, where he remained until 1934.

52. Statthorn served as a member of the Industrial Advisory Board as liaison to the NRA from 1933-39.

53. Servicing the board of the TVA from 1933-45, Lienthal helped to popularize & strengthen the program.

54. As Army Chief of Staff, MacArthur oversaw the foundation & administration of the CCC.

55. In 1933 Morgan appointed chairman of the NRA, until he was dismissed due to rising tensions in 1938.

56. Biddle served as the chairman of the NRB from 1934-35 & then served as an advisor to the TVA in 1938.

57. Peak served as administrator of the NRA the first few months of its existence.

58. Sukup served many positions during the New Deal. He influenced the AAA, NIRA & SSA, & served as Under Secretary of Agriculture.

59. Ballou was a member of FDR's Brain Trust before serving as counsel for the RFDC. He advised FDR, wrote speeches, and became the Assistant Secretary of State.

60. As Secretary of War from 1933-36, Dem supervised the Administration’s economic policies.

61. Fairley held the position of Postmaster General in FDR’s Cabinet from 1933-40.

62. As a member of the NIRA & held positions in the NRA.

63. Mergerhurst played a integral part of the New Deal Administration as head of the Federal Farm Board & Secretary of the Treasury.

64. The first female cabinet member, Perkins served as Secretary of Labor from 1933-45 & drafted significant New Deal legislation, like the NRA. She also played a key role in the creation of Social Security.

65. From 1933-40 Herbert Hoover served as Secretary of Commerce from 1933-37. From 1940-44 Herbert Hoover served as Secretary of Commerce from 1933-37.

66. Johnson served as Secretary of the Navy from 1933-39.

67. The last of the New Deal policies, the RA shifted power in the Federal Government, increasing the efficiency & strength of the Executive Branch.

68. Swanson served as Secretary of Commerce from 1933-39.

69. Walker served as Secretary of Agriculture from 1933-39.

70. The Creation of the RFC was an experiment in smell and power. The RFC was created to provide low cost home ownership.

71. The AAA was declared unconstitutional.

72. The NIRA was declared unconstitutional due to the creation of young people, and finding them employment.

73. The RFDC was declared unconstitutional due to the creation of young people, and finding them employment.

74. The AAA was declared unconstitutional.

75. Barnard served as an advisor to FDR. Several of his former employees headed New Deal agencies including Hugh Johnson & George Meeks.

76. Douglas served as Budget Director from 1933-34 before he resigned over disagreements about FDR’s economic policies.

77. As Attorney General, Hughes was involved with several labor programs of the New Deal, including the NIRA.

78. Hughes was the Chief Justice of the Supreme Court from 1930-41. He led the court to invalidate the AAA & NIRA, among other New Deal programs.

79. Jackson served as counsel for the Department of Labor & the SEC. He was appointed Solicitor General in 1938 & Attorney General in 1940, before moving on to the Supreme Court.

80. As Attorney General, Hughes was involved with several labor programs of the New Deal, including the NIRA.

81. As Associate Justice, Hughes was involved with several labor programs of the New Deal, including the NIRA.

82. As Attorney General, Hughes was involved with several labor programs of the New Deal, including the NIRA.

83. As a Senator from Ohio, Norris introduced the bill which created the TVA.

84. As Attorney General, Hughes was involved with several labor programs of the New Deal, including the NIRA.

85. As Attorney General, Hughes was involved with several labor programs of the New Deal, including the NIRA.

86. Created as part of the RA, it developed successful suburban communities as a housing experiment.

87. As a part of the NRA, it developed successful suburban communities as a housing experiment.

88. As a part of the NRA, it developed successful suburban communities as a housing experiment.

89. As a part of the NRA, it developed successful suburban communities as a housing experiment.

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101. As a part of the NRA, it developed successful suburban communities as a housing experiment.