From Concept to Story:  
*Time* Magazine and “America at 300 Million”  
Epilogue

Dykman decided to assemble a politics graphic, but he asked Stengel to accept a single page rather than two. “This wasn’t a point about unwillingness to do [a spread],” Dykman explains. “Physically, there wasn’t enough time to produce another set of graphics” before the magazine closed the following day.¹

Fortunately, Dykman almost immediately recalled a graphic he had seen that could form the basis for a politics page. Robert Vanderbei, a mathematician at Princeton, had designed an alternate version of the “red-state, blue-state” map of the 2004 presidential election results. Rather than depicting in blue the states with more Democratic voters and in red the states with more Republican voters, Vanderbei had used a range of colors between red and blue to show the proportion of voters on each side in each district. The result was a mostly purple map, showing geographic gradations—rather than stark divisions—in Americans’ political preferences. Not only did the map fit Dykman’s contrarian theme, he also knew it touched on a special interest of Stengel’s, who had argued several times in other publications that Americans are not as politically polarized as commonly assumed.

Dykman found the complete graphic on Vanderbei’s website. “I said I should just run that,” Dykman recalls. He needed the professor’s permission to do so, however, and it was already too late at night to reach him. Dykman instead left a message on his answering machine explaining who he was and how he wished to use the map. “For all I knew he was in Hawaii,” Dykman says. “I had no idea if he was there [or] would get the message.” Hoping Vanderbei would give his assent promptly, Dykman began a page that included the map and an explanation. The display filled only half the page, however.

Dykman then scoured the websites of research organizations, think tanks, and polling institutes—what he calls his “usual suspects” —for new data about politics. The Pew Research

¹ Author’s interview with Jackson Dykman, on April 5, 2007, in New York City. All further quotes from Dykman, unless otherwise attributed, are from this interview
Center for People & the Press, he found, had that week published a report on voter participation and some of the motivations leading people not to vote. Dykman fashioned charts from some of Pew’s figures, wrote a summary, and added it to the page, which he printed out and tacked to his wall. By then, it was early Friday morning, and Dykman went home for a few hours’ sleep before returning to work.

To Dykman’s relief, Vanderbei called him to approve Time’s use of the purple map on Friday afternoon, just as the other reporters on Dykman’s team were completing their own sections in anticipation of that evening’s deadline for closing the magazine. Dykman was reasonably certain by then that his graphics package would be that week’s cover story, but he says: “There’s many, many a Friday when we’ve changed covers… It happens a lot. There’s always a chance that some big news event could happen.”

But the piece did make it to the cover. When the magazine arrived on newsstands on Monday, October 30, 2006, the cover featured an image of an American flag fashioned into a bar graph beneath the words “The United Stats of America.” Stengel introduced the piece in an accompanying “Note to Readers”:

> On the eve of what could be a transformational election, we recently recorded the arrival of the 300 millionth American. The proximity of those two events created the perfect moment to launch what TIME expects will be an annual feature called “America by the Numbers,” an illustrated look at who we are as a nation—and where we’re going. It is TIME’s first cover story told principally through graphics, and was produced by our superb graphics director, Jackson Dykman.
Special Report: America at 300 million

Where we live. How we vote. How much we earn. What we believe. On the eve of an important election, an illustrated guide to who we are

The United Stats of America
Where We Live...

Unlike many developed countries, the U.S. keeps growing. We are also moving south and west. But compared with China or India, the nation is a vast prairie.

80% of the U.S. population lives in a metropolitan area.

The entire state of Wyoming (pop. 509,300) has fewer people than the Harrisburg, Pa., metro area.

1. New York City metro area (pop. 18,747,300)

2. Los Angeles, metro area (pop. 12,923,500)

3. Chicago metro area (pop. 9,443,400)

4. Philadelphia metro area (pop. 5,823,200)

L.A. is the most sparsely populated county in the lower 48 states, with 1 person per square mile.

New Jersey is the most densely populated state, with 2,134 people per square mile.
Who We Are...
The U.S. population is still expanding, a dynamic rooted in high immigration rates. Newcomers from Latin America are leading the push.

Faces in the Crowd
Women (51%) slightly outnumber men (49%).
Here's how race and ethnicity break down:
- White: 239.9 million (80.1%)
- Native Hawaiian and other Pacific Islander: 0.52 million (0.2%)
- Asian: 13.1 million (4.4%)
- Black: 38.3 million (12.8%)
- Native American and Alaska Native: 4.4 million (1.48%)
- Two or more races: 4.7 million (1.6%)
- Hispanic: 51.2 million (16.8%)

Who's Having Babies
Hispanics are the only group having more than enough children to replace themselves in the population. More unmarried women are giving birth, but births to teenage girls are at their lowest rate.

U.S. Population 1790 to 2050
- 1790: 3.9 million
- 1880: 56 million

For Every 1,000 Americans...
- 566 live in the state in which they were born
- 495 were employed
- 430 voted in the last presidential election
- 405 are married
- 341 die to work alone
- 173 speak a language other than English at home
- 159 have no health insurance
- 126 live in poverty
- 122 are 65 or older
- 115 claim Irish ancestry
- 23 are in prison, in jail, on parole or on probation
- 8 are grandparents caring for grandchildren
- 5 are in the active-duty military
- 1 is in kindergarten

Immigration Nation
By 1870 immigration had slowed to a trickle. Today it's approaching a historic high, especially if illegal immigrants are counted.

1870: 200 million
1900: 300 million
2000: 400 million

In 1967 the largest segment of the foreign-born population came from Italy:

1915: 100 million

The U.S. is the third most populous country on earth but still has fewer than 5% of the world's people.

Rest of the world: 6.05 billion
U.S. population: 300 million

America by the Numbers

Ways to See the Future
- More Hispanic, Less White
- About half of U.S. population growth is occurring among Hispanics. The median age for Hispanics is just 26.

More Educated People
The G.I. Bill enabled millions to go to college after World War II. Today the upward trend continues across all groups.

Percentage of people 25 and older who have finished four years of college:
- Men: 29.1%
- Women: 25.8%
How We Vote...
You might think the U.S. is an unbroken heartland of red Republicans, with blue Democrats clinging to the coasts. The truth is another shade.

Are we red and blue...
The past two presidential elections have been remarkably close. But because elections in the U.S. are winner-take-all, finishing second by one vote is the same as losing by a million. Thus the misleading map at right was born, and red state/blue state entered the American lexicon as a catchphrase for what divides us. But does it mean anything?

...or purple all over?
The map at right shades the counties of the U.S. according to how close the 2004 presidential election was in each one. Most of the heavily populated areas of the country appear in shades of purple, denoting a close race. Finishing second by one vote doesn't win the election, but you'll find plenty of Democrats in South Dakota and Republicans in Oregon.

Whichever color, why not vote?
About three-quarters of voting-age Americans are registered to vote, but many don't bother on Election Day. In 2004, the highest proportion of eligible voters since 1982 turned out, but that was only 65%, compared with 60% in 2000. Turnout is even lower for off-year elections like the one coming Nov. 7. A new Pew survey looks at who votes and who doesn't.

Voting participation increases with age and income, but it also has a strong correlation with a person's community ties and attitudes. Percentage who...
- Agree most people can be trusted: 32%
- Know hardly any people in their neighborhood: 5%
- Think voting doesn't change things: 32%

Top five reasons people don't register to vote:
- No time: 19%
- Recently moved: 17%
- Don't care about politics: 14%
- No confidence in government: 12%
- Not a U.S. citizen: 7%

Source: Pew Research Center for the People & the Press. The survey is based on telephone interviews of 2,004 adult Americans, conducted Sept. 23-26, 2004. The margins of error for the percentage points.
What We Believe...

The U.S. is overwhelmingly a nation of believers. We just don’t believe the same things. More than 85% of Americans follow a Christian faith, but that strong majority is built of dozens of denominations that diverge on the most basic questions: What role does God play in the world? What does he want of us? What does the Bible really mean?

The largest segment of believers is evangelical Protestant, a blanket term for the dozens of denominations that emphasize the authority of the Bible, salvation through a personal relationship with Jesus, and the need to share their faith with others. But few Evangelicals welcome that label, preferring “Bible-believing” or “born again.”

Nine out of 10 Americans think there’s something bigger out there. But what?
A look inside our search for meaning

HOW WE SEE GOD...
Participation in a particular religious denomination doesn’t always translate into a consistent set of views about the world and society. By asking dozens of questions about how Americans perceive God, researchers have constructed four religious viewpoints that correlate strongly with a person’s social and political outlook.

31% believe in an AUTHORITARIAN GOD who is deeply involved in daily life and world events. God is angry at sin and can punish the faithful or unfaithful.
53% of African Americans share this view, as do 86% of people who strongly believe that God is a “he.”

23% believe in a REMEDICENT GOD who is deeply involved in daily life and world events but is mainly a positive force that will save the faithful from punishment.
People younger than 30 are the least likely to hold this conception of God—just 13% in the cohort do

16% believe in a CRITICAL GOD who does not really interact with the world but is unhappy with its current state and will exact divine justice.
21% of people in the Eastern U.S. hold this view, while just 14% of Westerners do

24% believe in a DISTANT GOD who does not interact with the world and is not angry. God is more of a cosmic force that sets the laws of nature in motion.
37% of those with household incomes over $100,000 a year take this view.
42% of Jews view God this way,

DENOMINATION NATION
Seventy-seven percent of the U.S. population falls into one of three religious groups—mainline Protestants, evangelical Protestants and Catholics.

How Weird Is That?

Percentage who agree that:

- Ancient advanced civilizations, like Atlantis, once existed: 41%
- Places can be haunted: 37%
- It is possible to influence the physical world through the mind alone: 28%
- Some UFOs are probably spaceships from other worlds: 25%
- Creatures like Bigfoot and the Loch Ness monster will one day be discovered: 18%
- Astrologers, palm readers, tarot-card readers, fortune tellers and psychics can foresee the future: Men 8%, Women 18%
AMERICA BY THE NUMBERS

How We Spend Time...

If time is the currency of life, then that currency is fast rising in value. Those 1,440 minutes in a day go a lot further than they did 40 years ago, as we cram as much as possible between sunrise and sunset. To get a measure of how Americans spend their moments, the Bureau of Labor Statistics' American Time Use Survey (ATUS) asked 13,000 household respondents to describe how they lived on one day in 2005. Their input lets us take a rare peek at the Joneses—and discover a few surprises.

BY THE HOUR

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>MORNING BELL: Work has begun for 32% of us, and 6% are off to school, while 37% may still be sleeping, cuddling or pruning. About 18% are up doing chores; the same percentage may choose to twiddle their thumbs.</td>
</tr>
<tr>
<td>12:00</td>
<td>LUNCHTIME: A meal break at this hour seems hardwired, so 32% of us still linger at work, while more than 60% jump into peak leisure time, which spans the next 3 hr. The prime hour for evening eating and opening is 6 to 7; by then 33% have begun to indulge.</td>
</tr>
<tr>
<td>7:00</td>
<td>HAPPY HOUR: About 55% of us are still lingering at work, while more than 60% jump into peak leisure time, which spans the next 3 hr. The prime hour for evening eating and opening is 6 to 7; by then 33% have begun to indulge.</td>
</tr>
<tr>
<td>10:00</td>
<td>LIGHTS OUT: About half of us are preparing for bed, if we haven't already fallen asleep. But about 47% of us are still up, enjoying our free time. About 12% are doing household chores or working late.</td>
</tr>
<tr>
<td>3:00</td>
<td>LAST CALL: Nearly everyone is asleep, but 3% of us are still up, mostly at work or hanging out. For fewer may be having a late-night snack or balancing their checkbook; 0.1% may be cramming for an exam or bidding on eBay.</td>
</tr>
</tbody>
</table>

PERSONAL CARE

- SPRUCING UP: Although the ATUS results, right, show Americans put a lot of time into their looks, data from the Americans' Use of Time Project show a 20% drop in hours spent grooming over the past 20 years. One reason may be the easing of business dress codes. Women spend nearly 2 hr more each week on such tasks as applying makeup and doing their hair than men spend on, say, shaving.

- SLEEPING IN: ATUS data show that we average 8 hr. of sleep per day. That's roughly an hour more than in 1985, according to other time-use surveys. Married people are less likely to be asleep at 7 a.m. than single folks are. And another clue for education: the time that people woke up in the morning gets later as education levels increase.

- SEX... A LITTLE LOVIN': The ATUS survey lumped cuddling, sleeping, napping and having sex into one category, on which Americans on average spend a mere 1 min. per day. Keep in mind that respondents may have under-reported out of modesty. The age groups that spent the most time thus engaged (22 min. per day) were 20- to 24-year-olds and 45- to 54-year-olds. As in similar surveys, men reported spending more time—sometimes twice as much—engaging in sexual activity than women did.
### What We Buy...

Consumer spending on everything from Apple iPods to Axe body spray powers 70% of the U.S. economy. A look at average daily purchases of popular products

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,000 bottles of Santa Margherita Pinot Grigio</td>
<td>12-oz. servings of Bud Light</td>
</tr>
<tr>
<td>Porsche 911s</td>
<td>34</td>
</tr>
<tr>
<td>Toyota Camry 4-cylinder LEs</td>
<td>628</td>
</tr>
<tr>
<td>Apple iPods</td>
<td>88,163</td>
</tr>
<tr>
<td>Pampers packs</td>
<td>300,000</td>
</tr>
<tr>
<td>Trojan Ultra Thin condoms</td>
<td>123,287</td>
</tr>
<tr>
<td>First Response pregnancy tests</td>
<td>14,100</td>
</tr>
<tr>
<td>Easy Flowers' Darts</td>
<td>50,051,507</td>
</tr>
<tr>
<td>Krispy Kreme original glazed doughnuts</td>
<td>1,900,000</td>
</tr>
<tr>
<td>Centennial Pure Premium (no pulp) orange juice</td>
<td>234,586</td>
</tr>
<tr>
<td>Deli notebook computers</td>
<td>20,826</td>
</tr>
<tr>
<td>12-oz. cans of Pepsi</td>
<td>50,051,507</td>
</tr>
<tr>
<td>20-oz. bottles of Aquafina water</td>
<td>8,179,726</td>
</tr>
<tr>
<td>Slim-Fast Optima multi-pack shakes</td>
<td>87,433</td>
</tr>
<tr>
<td>Healthy Choice original glazed donuts</td>
<td>3,160</td>
</tr>
<tr>
<td>Men's Rogaine 5% Solution</td>
<td>4,760</td>
</tr>
<tr>
<td>CoverGirl Very Black LashExact mascara</td>
<td>150,000</td>
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<tr>
<td>125,000 Barbie dolls</td>
<td></td>
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<tr>
<td>141,400 First Response pregnancy tests</td>
<td></td>
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<tr>
<td>193,424 lbs. of Starbucks coffee</td>
<td></td>
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<tr>
<td>24,657 bags of Whiskas cat food</td>
<td></td>
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<tr>
<td>66,665 Pedigree Jumbone dog bite treats</td>
<td></td>
</tr>
<tr>
<td>1,852,516 Axe Phoenix body spray</td>
<td></td>
</tr>
<tr>
<td>2,400,000 Burger King Whoppers</td>
<td></td>
</tr>
<tr>
<td>500,000 Hostess Twinkies</td>
<td></td>
</tr>
<tr>
<td>28,576 Dove Beauty Bar of soap</td>
<td></td>
</tr>
<tr>
<td>536,000 Domine's pepperoni pizza</td>
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</tbody>
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Yes, he'll immerse himself in your flower business.
No, he won't mention it at softball practice.

Our philosophy is simple. Before we can protect your small business, we have to truly understand your small business. We have to understand your unique risks, your goals, your passion for the business. And if that means showing up at softball smelling like lilacs, well, that's a risk we'll gladly take. Give your independent agent a call to see all the ways Travelers can keep you in-sync, and keep your business, shall we say, blossoming.

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