



North Carolina Home Demonstration Study

DR. GLADYS GALLUP

"It is wonderful what strength of purpose and boldness and energy of will are roused by the assurance that we are doing our duty."

--Scott

THE NORTH CAROLINA HOME DEMONSTRATION STUDY

Gladys Gallup

I feel highly honored to appear on your program. It is a privilege to be with you and to share with you in this Rural Woman's Symposium. I should like to take this opportunity to commend you for studying your home demonstration work in North Carolina.

Your study, which I have been asked to discuss, represents 41,500 white Home Demonstration Club members in the State. It should serve not only this year but two or three years ahead as one of the basic sources for program planning. The information in the study is based upon facts rather than upon opinion or guess work. Facts help us not to magnify the importance of one or two cases, but help us to respect another's point of view, help us to be openminded and willing to be convinced by evidence.

I believe it was Glen Frank who said: Find the facts; filter the facts; focus the facts; follow the facts.

You collected the facts for the study and the findings have been filtered and published in this report. Today we are attempting to focus upon a few of these facts in relation to needs of families in view of current trends. We need to consider implications. Then when you go back to your counties you can help follow the facts or apply them in your leadership work.

Your study has told us much about the Home Demonstration Club members and their families; some practices, problems and interests of club members; how club members prefer to get information from the home economics agent, and the extent to which club members are teaching non-members the things learned through extension work.

First, where do Home Demonstration Club members live? When Home Demonstration work first started, it was primarily with farm families. In recent years there has been an increasing number of non-farm families requesting assistance in Home Demonstration work. Your study shows: 57% farm, 28% rural nonfarm, and 15% urban.

Here I should like to raise some questions.

1. How much change do you think there has been in these figures since 1957 when the data were collected? In what direction are these changes? As we go forward what direction do we want them to be? Should we work with an increasing number of urban people? You see, we can make some of these trends, and are a part of some of them.

2. What about the State and national trend showing that more farm families are earning money from nonfarm sources? Your study shows that:

57% lived on farms but only 27% reported that all their income came from farming.

29% derived part of their income from sources other than farming.

44% report none of their income from farming.

3. Whether people live on a farm or not is of interest to us, because of the source of income, whether the income comes regularly, such as regular milk checks coming in, or whether it is dependent upon crops that provide income only once a year.

4. Over one-half of the members live on a farm. This is a challenge to us for as farm and nonfarm women work together they create a better understanding on farm policy, better understanding of farm problems, and also understanding of the urban viewpoint.

5. The National Study has shown that there are some differences in the practices, interests, and problems of the women in these three different groups. However, differences are limited to a fairly small number of items.

For example: 15% of the farm families use a spending plan - as contrasted to 30% of the urban families.

83% of the farm women sew as contrasted to 77% of the urban women.

A higher proportion of rural nonfarm and urban plan additions to their house than do farm.

A higher proportion of farm and rural nonfarm plan to add bathrooms to their homes than do urban.

Second, what about age groups of club members?

20 through 29 age group	- 9%
30 through 39 age group	- 22%
40 through 49 age group	- 25%
50 through 59 age group	- 24%
60 years and over	- 20%

The age groups of members may be in three other classifications - under 40, 31%; from 40 through 49, 25%; 50 years and over, 44%.

Regarding the women under 30 years of age, studies made in recent years indicate that this age group does not belong to formal organizations to any extent.

Therefore, I should like to raise this question:

How can you serve these young homemakers outside of Home Demonstration groups?

What do we know about these young homemakers?

The National Study shows us that:

90% have small children.
38% have 3 or more children.
11% work away from home.

A higher percentage of these young homemakers (86%) than the homemakers 60 years of age and over (32%) have a complete high school education or more.

28% have had some college training as contrasted with 16% of the homemakers 60 years of age and over.

81% have had some Home Economics training as contrasted with 16% of the homemakers 60 years of age and over.

55% have been 4-H members as contrasted with 2% of the homemakers 60 years of age and over.

However, they have less incomes than those 30 to 50 years of age, but more than those 50 and over.

37% of the younger homemaker families have less than \$2,500 net family income compared with 76% of the homemakers over 60 years of age.

A higher percentage of the young homemakers are interested in home-making information than the older homemakers.

One-third of the marriages of today are of girls 19 years of age and under.

Some implications:

What do you think that we as leaders can do to reach more of these younger homemakers? And with what subjects?

21% make use of a spending plan.

53% plan some changes in housing as contrasted with 24% of the 60 years of age and over.

A large percentage want information relating to housing.

82% do home sewing as contrasted with 73% of the homemakers 60 years of age and over.

Do these facts suggest program content?

Regarding the homemakers 60 years of age and over:

Over 1/5 live alone.

Not as interested in homemaking skills as the younger homemakers.

They have more time.

Many of them have training for leadership.

47% are now serving as leaders.

I should like to raise these questions about women 60 years old and over:

1. Are you finding ways to know how these people can serve in the community so that they can retain status?
2. Are they interested in public affairs such as citizenship, getting out to vote, helping people to understand the facilities in their communities, helping improve libraries, helping on health education. Are these subjects that the older age group is interested in?
3. What are we doing to help this group psychologically prepare for retirement, for handling income, for transfer of property.
4. What can we do to challenge the older homemakers or to capitalize on their talents, general experience and training.

Two questions for discussion:

1. What can we as leaders do to help reach more of the young women with families.
2. What can we as leaders do to challenge the older homemakers or to capitalize on the talents and training of older homemakers.

Regarding the age group - 30 to 50 years of age:

About one-half of the members are in this age group. This gets rid of the charge that is sometimes made that we work mostly with older women.

These are the homemakers with children in school.

In this group we have high continuing leadership.

About two-thirds of these women have served as leaders, present or past.

Third - income:

Less than \$2,500	55%
Between \$3,500 and \$5,000	31%
\$5,000 or over	13%

We always recognize limitations of income figures. However, these figures even though estimates indicate that we do work with families in lower income groups.

The national study shows that those families of homemakers with lower income belong to fewer other organizations. The extension program is significant for them. Those in lower income groups have remained in the home demonstration clubs longer than those in higher income groups. Those in the lower income groups have less formal schooling.

Here are a few questions:

1. In discussing income figures shouldn't we consider not only money income but non-money income; that is, the percentage of people that raise their own food and do not pay house rent?

2. The income figures raise questions as to long term economic plans for family spending, better management of what we have and wiser decision making regarding total resources of family. We find throughout the country in home demonstration work that during the past five years there has been a great increase of interest in family financial management.

One of our speakers said that North Carolina is one of the lower income States--low because farm incomes are low--but he mentioned industrial opportunities and the need of part-time employment to raise the present level of living.

Fourth - educational levels of home demonstration members:

8 grades or less	23%
1 to 3 years of high school	20%
4 years of high school	36%
some college	21%

About one-fourth of the club members have completed eight grades or less. More than three-fourths of them have some high school education; about one-fifth

have some college education; 44% have home economics training; 29% have had some training other than home economics in the fields of business, cosmetology and nursing - all of which are helpful to us in Extension.

We are challenged to upgrade our extension teaching because of the rising formal school levels. We have learned here in this symposium that the future of the improvement of Americans is for skilled and semi-skilled labor. There is a decreasing need for unskilled labor and we need to encourage students to stay in school and not drop out to take small jobs.

It is encouraging to us that people are getting more and more education, but all of us need to be concerned with the content of our education.

The national study shows that those homemakers in the lower educational levels expressed less interest and asked for less help on problems in home-making. A lower percentage of the homemakers with 8th grade schooling or less recognized problems in fields of foods, clothing, housing, money management and child guidance.

The lower educational level homemakers have lower net incomes than those of higher education.

How can our program content and teaching methods be adjusted to meet the lower education and lower income level?

Homemakers who have had college education recognized problems in fields of foods, clothing, housing, money management and child guidance to a greater degree than those of less formal schooling. Education is related not only to needs but to the kind of methods we use to reach people of different educational groups.

Fifth - leadership among members:

24% are serving as officers; 63% are serving as project leaders; 32% as committee chairmen or in other positions of leadership.

1. There has been a large increase in recent years in the number of women serving as leaders.

2. It is interesting to note that 6% of the members in 1957 were serving as 4-H leaders. This means that 6% of 41,500 or 4,570 white women were serving as leaders.

3. 32% or a large number are serving as committee chairmen. This is related to community affairs and program planning. The home demonstration club is the continuing planning group serving all families, and through the club membership and leaders we have an intimate knowledge of problems in the community and through the club's membership and leaders we carry out

the program. Also, through the leaders we make a decision as to what part will be carried out through the clubs and what part of the program in other ways.

Sixth - preferred ways of getting information:

Homemakers were asked to name first, second and third choices of five media as ways of receiving information. 78% preferred getting information through meetings as a first choice; 7% through leaflets and bulletins; 3% through newspapers and magazines; 8% through TV; and 5% through radio. It should be remembered that these were group members. Other research shows that nonmembers prefer other media over meetings.

1. Here we need to consider what kinds of information we should get to people and through what methods. Perhaps we do not need a meeting on food preparation. How to prepare certain foods could be put in a newspaper or magazine, but we would need a meeting on how to get people to eat foods. We might need meetings for such subjects as work simplification, family life, financial management, where we need to have some understanding and discussion.

2. Are your members thinking of using meetings to teach the more difficult subjects? We have some recent research that shows the effectiveness of face-to-face contacts in reaching the more unaggressive people; also research shows that the daily paper, the radio and TV are effective in getting urban people to use consumer information in food marketing.

Seventh - assistance given and contacts made to nonmembers:

68% invited others to club meetings.

36% personally taught others (ways of doing things learned in Extension).

33% explained about Extension and how to contact and get help from agents.

38% gave bulletins or leaflets.

This shows the great spread of home demonstration work to others. Each person teaches three to five others. Bulletins and leaflets are especially helpful with rising school levels.

Eighth - family financial management

83% keep some records of family expenses

17% make and follow a family spending plan

51% want ideas on financial management

Of the 83% of the members who kept records of expenses, record or account books, checkbooks and other means were used. A question is raised here as to the basic reason for keeping accounts for use in making income tax returns or to enable the family to know how it stands financially, to find weak points in families' use of money and to study and use account keeping information to improve money management.

51% of the home demonstration club members said they would like ideas or suggestions on family financial planning.

The national study shows that: 1/ (Summary of information on Family Financial management and related information - from National Home Demonstration Membership Study, Jewell Fessenden, ER&T 111(7-59)

A lower percentage of those homemakers in the lower income brackets, in lower educational levels, used a spending plan.

A higher percentage of the younger homemakers than of the older homemakers kept records. A lower percentage of homemakers in the lower income and lower educational groups kept records. Of those in the total groups who said they would like to receive information on family financial management, a higher percentage were younger homemakers, the homemakers with higher income, and those with more schooling.

Ninth - housing:

45% plan changes during the next 2 or 3 years. Major changes: remodeling, enlarging, installing baths, kitchens, storage, redecorating.

The national study of Home Demonstration Members' shows: (Housing - changes planned and information wanted - a report from a National Study of Home Demonstration Members, Jewell Fessenden and Stella L. Mitchell, Extension Service Circular 525.)

A higher proportion of rural nonfarm and urban families plan additions to their houses than do farm or ranch families, and a higher proportion of farm and rural nonfarm families plan to add bathrooms than do urban families.

By age groups, families, where the homemaker was under 30, plan additions to their homes to a greater extent than other age groups.

Redecorating is planned to a greater extent by those 40 years old and over and by those with no children at home than by families where the homemakers were under 40 years of age, and by those with children.

Those with children at home plan additions to their homes in higher proportion than those with no children.

In general the percentage planning to do general remodeling, to build extra rooms or new homes, rises as the income level rises.

This information provides direction for reaching families with different social and economic backgrounds. There is a high potential audience for assistance with housing during the next five years.

Tenth - amount of time homemaker spends preparing average family dinner meal:

1 hour or less - 55%; more than 1 hour - 45%.

Seventy-nine percent of the women said they did not work away from home so that cannot be the major reason for little time being spent in meal preparation. In some cases using prepared foods or short-time cook methods are to an advantage. However, there may be some relationship in little time spent in meal preparation and a failure to eat the right foods. The homemakers reported that to save time they planned menus and shopped ahead (50%); they used canned or frozen foods (44%); they prepared food for more than one meal at a time (22%). They also listed work habits as a time saver, as getting things ready beforehand, assembling equipment and food before starting preparation, convenient arrangement of large and small equipment. As time becomes more of a problem, planning meals and shopping ahead seem more necessary.

Eleventh - summary statement on home sewing:

78% do some home sewing for self by club members.
87% make some dresses for self.
38% make all or most of their dresses.
19% make suits for self.
10% make coats for self.

The national study shows: (Clothing the Family - A Report from a National Study of Home Demonstration Members, Extension Service Circular 524 by Jewell Fessenden and Alice Linn.)

By different socio-economic characteristics the highest percentages who sew are as follows:

By residence: those who live on farm or ranch.
By age: those who are under 50 years old.
By education: those with 4 or more years of college.
With or without children: those with children.
By income levels: those in the middle income groups.
By employment: those who are not employed away from home.
By home economics training: those who had training in home economics.

Sewing for others by club members:

28% make dresses for girls.

59% make sleeping garments.

25% make men's or boy's shirts.

Descriptive information of families as shown from your study provides a basis for planning extension programs to meet the needs of families with different characteristics and of different types.