

BACKGROUND DESCRIPTION

In 1955 plans to make a study of home demonstration work were discussed to see if the program was meeting the needs of farm families. About this time, the State Leaders of Home Demonstration Work requested through the Land Grant College Association that a national study be made as an evaluation of the program on a national level and as a means for better program planning.

X North Carolina was fortunate to be included in the random sampling which was done by Mr. E. E. Houseman, Statistical Clearance and Standards, Agricultural Marketing Service, U. S. Department of Agriculture. Fifteen counties in the state were selected at random and representative of all areas of the state: Buncombe and Haywood in the (Western District); Wilkes, Orange and Forsyth in the (Northwestern); Catawba, Lincoln, and Rowan in the (Southwestern); Anson, Duplin, Harnett, and New Hanover in the (Southeastern); Vance and Bertie in the (Northeastern); and Tyrrell in the (Eastern District).

X Only eight of these are included in the national sample: Anson, Catawba, Duplin, Harnett, Lincoln, New Hanover, Rowan and Vance.

In January, 1956, home demonstration agents from the fifteen counties were trained by Mrs. Jewell G. Fessenden, Extension Analyst, Division of Extension Research and Training, U. S. Department of Agriculture, in a two day training session in the use of the schedules. Each agent brought in a list of her club members from which 100 - 150 names were selected at random from the total list. The agents returned to their counties and held training schools with leaders who assisted with the interviewing.

After the schedules were filled in by leaders, they were checked in the home demonstration agent's office. They were then sent to the office of the Assistant State Home Demonstration Agent where they were checked

again for errors. There were 1507 schedules checked and they were then sent to the Department of Statistics for tabulation.

Today we are introducing the North Carolina Home Demonstration Study which gives data on age, education, employment, income, etc., based on 1507 schedules from 15 counties in the state. The figures we cite are for the state and the 15 counties represented here have a similar report for each county.

WHY THE STUDY WAS MADE

This study was made in order that better plans and better home demonstration work could be done for women in North Carolina. This objective made it necessary to know something about North Carolina club members.

The basic purposes of the study were to:

1. Find out something about the characteristics of club members and their families as to:
ages, family members, educational level, family income, place of residence, employment, leadership and participation in organizations.
2. Discover a few of the practices, problems and interests of club members.
3. Find out what facilities were available in the home.
4. Learn how club members preferred to receive information from the home demonstration agent.
5. Determine whether or not if club members were teaching to non-club members the things they had learned in Extension work.

We assume that what the study says indicates changes in the way of living and the home demonstration program should be reviewed in light of these changes. We shall try to give you the facts and what they mean. Whether these facts are important and whether they affect your program are matters for you and others to decide.

Someone has said the most dramatic and striking change in our history began to take place about 50 years ago - about the time of the Smith-Lever Act. At the end of World War II, modern America was swinging out in all directions. The Extension movement was characterized as an organized effort to interpret this social change. As people learn more, experiment, work out problems concerning their daily life and as they communicate their ideas and methods to others, major social changes take place. Extension Services are not reforming or revolutionizing; they are working with all the changing aspects of life.

CHARTS:

Residence: As we look at the charts we can see many problems. Peoples' problems today are the problems of a rapidly changing world. We are living in a state where industrial plants are springing up, where women are going to work, where bombs are accidentally dropped on our neighbors' homes, where one does not feel secure in one's own home.

Population: Only 34% of our rural population in North Carolina live on farms. The other is characterized as rural non-farm. Rural non-farm includes persons living outside urban areas who do not live on farms (less than 2500). Urban - population 2500 or more.

There is no such thing as isolation of rural people from city influences, the isolation of city people from rural influences. Rural community is developing an organization unheard of generations ago. Rural people are expanding mentally and enriching and broadening their lives.

INFORMATION ABOUT CLUB MEMBERS AND THEIR FAMILIES

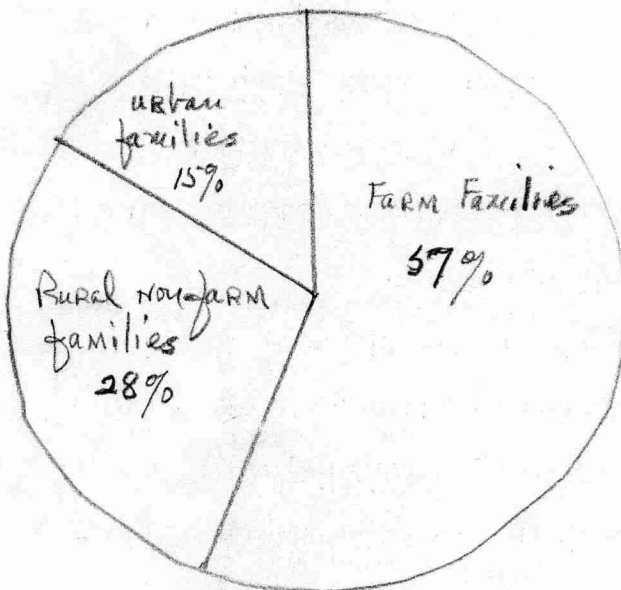
Place of Residence

The two charts below show a comparison of proportion of white families in the state and home demonstration families by place of residence.

It will be seen that there is a higher proportion of farm families in the clubs than in the state.

Traditionally home demonstration club work has been primarily with farm families. However, during the past few years an increasing number of non-farm families have been participants in the Extension program.

(1) Home Demonstration Club Members



57% of club members are from farm families.

28% are from rural non-farm families.

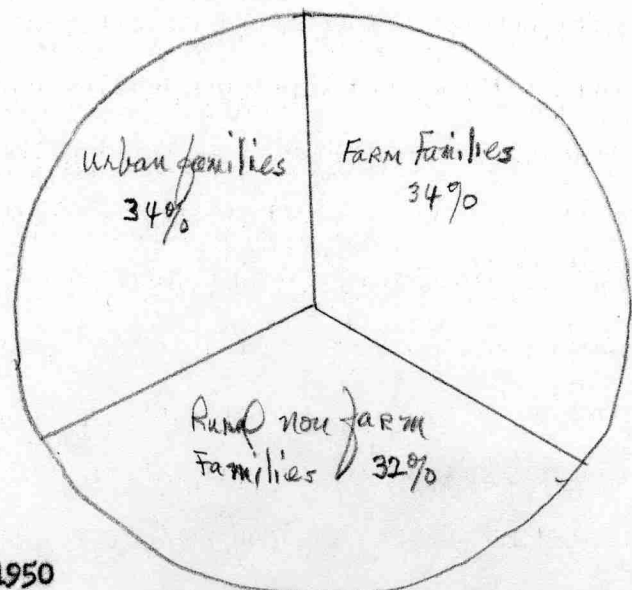
15% are urban.

34% are farm families.

32% are rural non-farm families.

34% are urban.

(2) White Families in North Carolina



(1) Home Demonstration Study 1957

(2) North Carolina Population Census 1950

The average family in North Carolina (1950 Census) is 4.1 persons per family.

Our population today is made up of small families. Gone are the uncles, aunts, grandparents. The baby sitter takes the place of relatives. We buy the services of a baby sitter just as we buy, instead of producing at home, most of other goods and services which it was the function of the family to produce or perform. Today's family is a consuming unit while families of the past were producing units.

In a small family, there are fewer relatives around to share problems and help in solutions. Today's family sends its members to outsiders, as teachers, doctors, psychiatrists and marriage counselors. It also seeks practical help from outsiders with its family and personal problems (Extension well knows).

In the old days there was time and freedom to do as one pleased. Man earned a living on his own land. His good wife stayed at home. She did not run around to workshops and home demonstration meetings.

What a different picture today. Gone are the mottoes on the walls, the relatives living with the family, the lace curtains, family closets. Instead are picture windows, baby sitters, venetian blinds, radiant heating and television. Someone has said that today's family is the best educated, the best equipped, the most adaptable, the most married and the most mobile. It is also the most nervous and the most insecure.

Percentage Distribution of Total People by Age
Groups of People in Home Demonstration Member Families

Age Group	No. People in Group	Percent of Total in Group ^{1/}
Under 5 years	363	7
5 - 9 years	480	9
10 - 14 years	552	10
15 - 19 years	473	9
20 - 24 years	217	4
25 - 29 years	246	5
30 - 39 years	681	13
40 - 49 years	774	15
50 - 59 years	714	13
60 years and over	824	15
Total	5,324	100

9%

19.4%

^{1/} Based on 5,324 family members in homes of 1,507 club members in the study.

As will be seen from this table, thirty-five percent, or about one-third of all family members, are in the age groups under 20 years, twenty-two percent are in the 20-39 year group, and forty-three percent are 40 years and over. About one-fourth are 50 years of age and over, and about one-fourth are under 15. Sixteen percent are under 10 and fifteen percent are 60 and over - those two are the ages of greatest dependency. Nineteen percent of the children of club members are in the teen-age group. Programs should be planned to give a better understanding of the adolescent age. The smallest percentages are in the two groups 20-24 and 25-29. Club members in other groups should share information with this group.

These facts indicate a need for careful study to determine problems and interests of members as a basis for planning programs to meet general and specific needs.

Families With People In Different Age Groups

Age Group	: No. Families : with Any In : Each Group	: Percent Families : with Any In : Each Group ^{1/}
Under 5 years	: 287	: 19
5 - 9 years	: 371	: 25
10 - 14 years	: 426	: 28
15 - 19 years	: 367	: 24
20 - 24 years	: 179	: 12
25 - 29 years	: 203	: 14
30 - 39 years	: 460	: 31
40 - 49 years	: 537	: 36
50 - 59 years	: 513	: 34
60 years and over	: 561	: 37

^{1/} Does not add to 100 because families may have people in more than one age group.

612 families, or forty-one percent, have children 10 to 19 years of age. This is the age group from which the majority of L-H club members are enrolled.

631 families, or forty-two percent, have no one at home under 20 years of age.

This has implications for program planning to include more work in child development to better understand the younger age group and more work in human relations for the older age group.

AGES OF CLUB MEMBERS

The charts show comparison of proportions of women by various age groups in North Carolina as a whole and in home demonstration clubs.

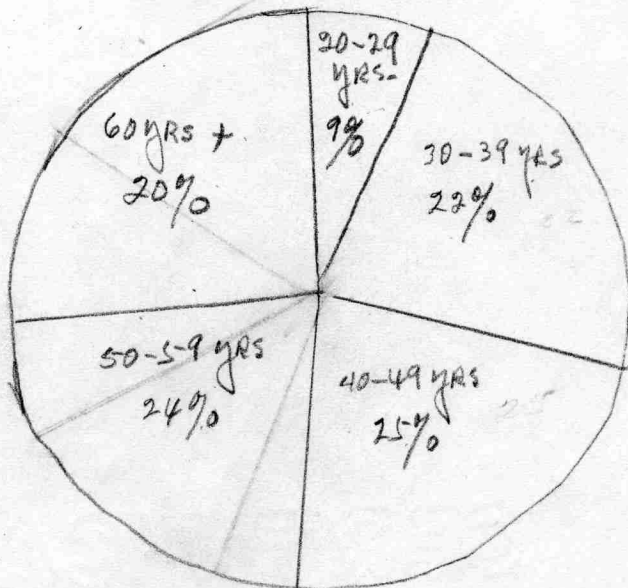
Comparison is made on the basis of all white women in North Carolina 20 years of age and over.

By ages of club members, the percentages are as follows:

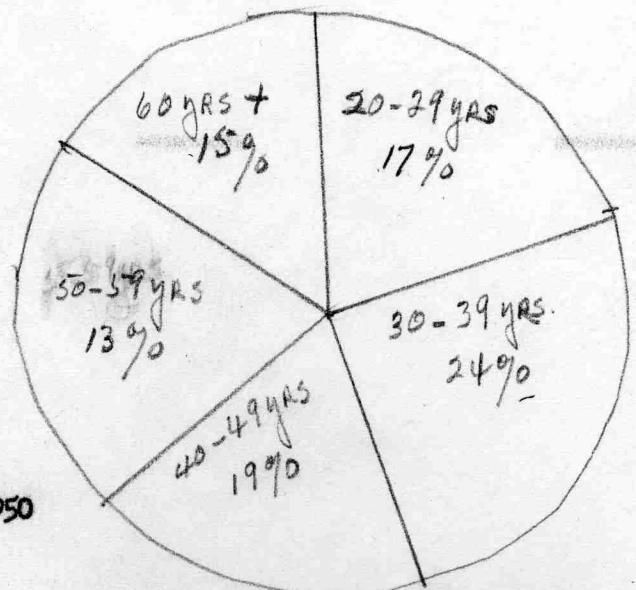
<u>Age Group</u>	<u>Members</u>	<u>Women In Entire State</u>
Under 40	30.7%	(52%) 41 ?
40 - 49	25.0%	19%
50 years and over	43.9%	28%

Age Groupings - 20 Years of Age and Older

(1) Age Groupings of Home Demonstration Members



(2) Population Census 1950



(1) Home Demonstration Study 1957

(2) North Carolina Population Census 1950

The charts show that only about ten percent of club members are under 30 years of age while seventeen percent of the women in the entire state are under 30 years of age. About the same proportion of women from 30-39 are in the clubs as in the state. The clubs have a higher proportion in age group past 40 than there is in the state.

Regarding the women under 30 years of age, it may be well to consider some other research on the participation of this age group in formal organizations. There are several studies that have been made in recent years which indicate that this age group does not belong to formal organizations to any great extent.*

The question may be raised then as to other means for reaching these young women. It seems important that they be reached with homemaking information since one-third of the marriages that are occurring are of girls 19 years of age and under. By social pattern, this group does not join clubs. Some are still in school, some are working, others have small children.

Above mentioned studies on participation in organizations also show that the women 30-50 years of age are the most active group in organizations. Some studies show that the participation is high up to and beyond 60 years of age.

*Age Profiles of Social Participation in Rural Areas of Wake County, North Carolina - Selz C. Mayo, Ph.D.

The Social Participation of Families - W. A. Anderson and Hans H. Flambeck, Cornell University, Department of Rural Sociology

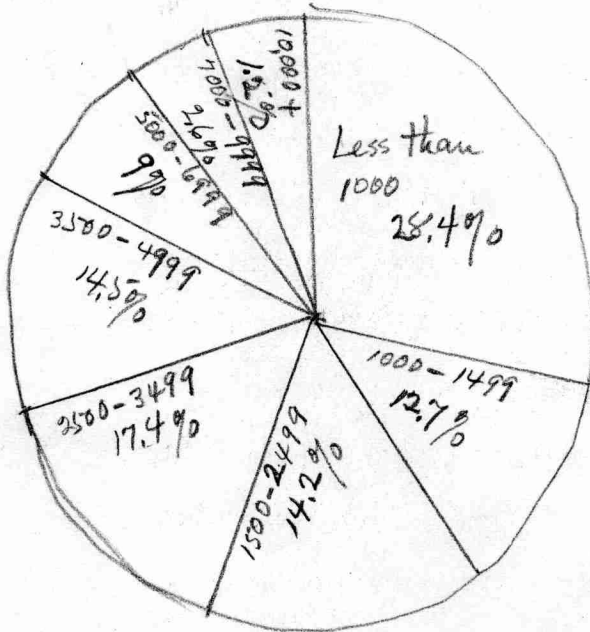
Social Participation of Individuals in Four Rural Communities of the Northeast - Donald G. Hay, Ph.D.

Participation in Organized Activities in a Kentucky Rural Community - Bulletin 598, University of Kentucky - Paul D. Richardson and Ward W. Bauder

Participation in Organized Activities in Selected Kentucky Localities - Bulletin 528, University of Kentucky - Harold F. Kaufman

INCOME LEVELS

(1) Home Demonstration Study 1957



More than one out of 4 of the families have an income of less than \$1,000.

One out of 8 has an income of \$1,000 - \$1,499.

One out of 7 has an income of \$1,500 - \$2,499.

About one out of 3 families has an income of \$2,500 - \$4,999.

About one out of 8 has an income of \$5,000 and over.

(2) North Carolina Population Census 1950

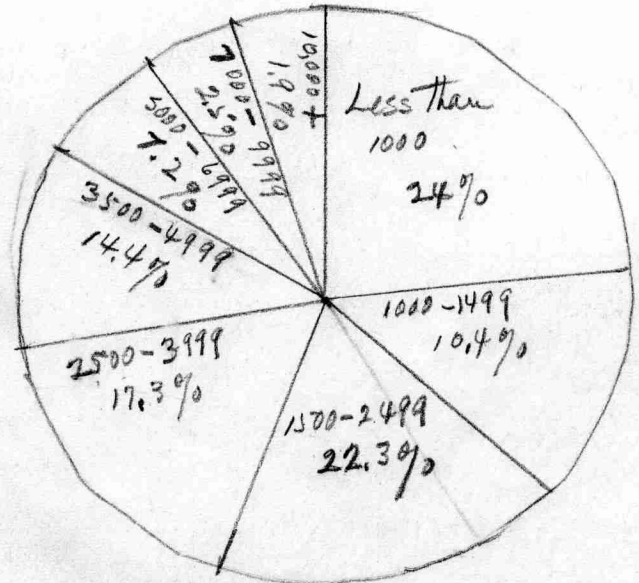
One out of 4 families has an income of less than \$1,000.

One out of 10 has an income of \$1,000 - \$1,499.

About one out of 4 has an income of \$1,500 - \$2,499.

About one out of 4 has an income of \$2,500 - \$4,999.

About one out of 11 has an income of \$5,000 and over.



(1) Home Demonstration Study 1957

(2) North Carolina Population Census 1950

Comparison of these charts shows that home demonstration club membership is drawn from a cross section of income levels.

Like the total North Carolina population, the majority of home demonstration club members comes from families having less than \$2,500 net income.

SOURCE OF INCOME

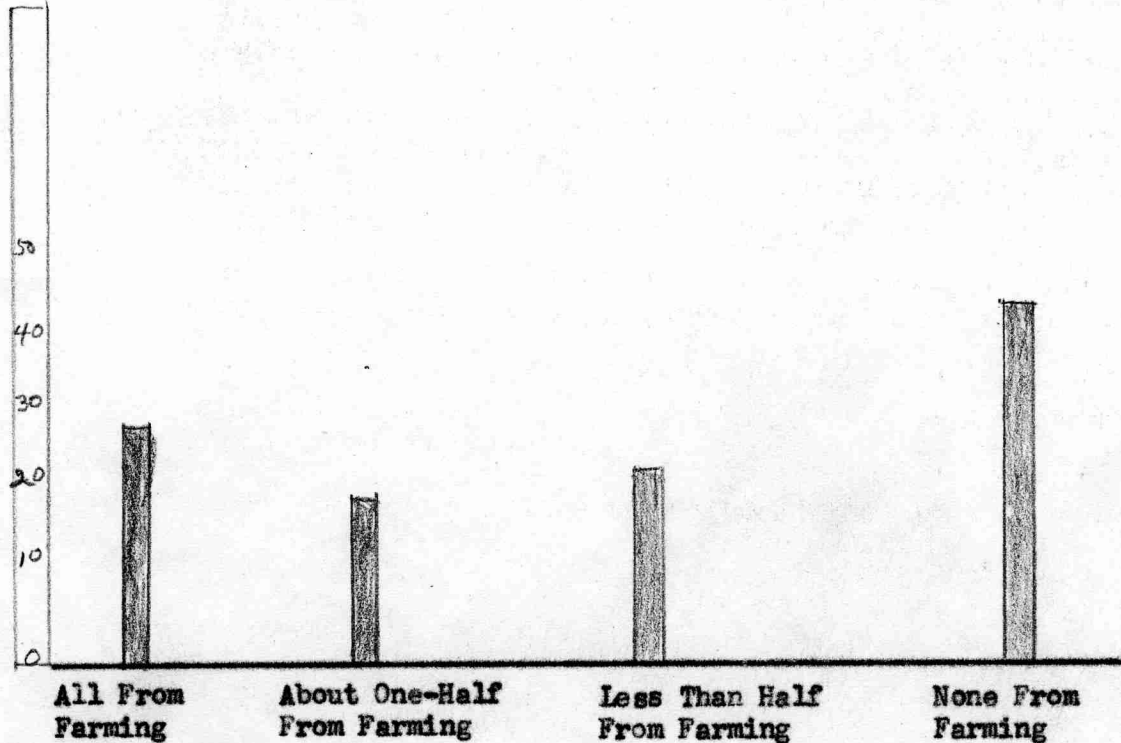
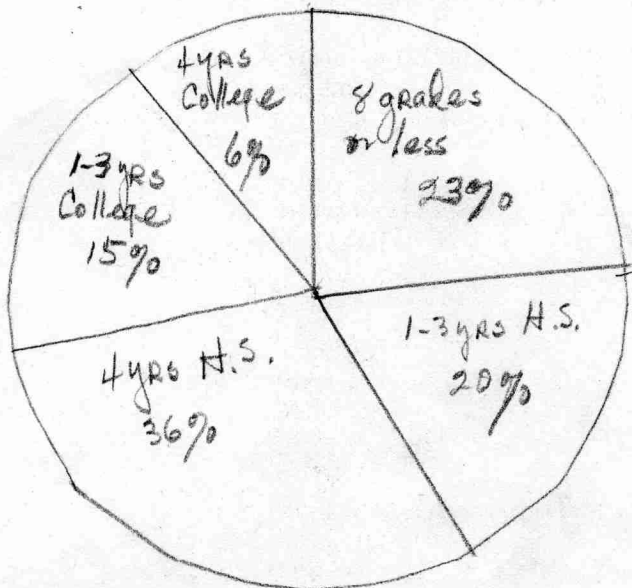


Table IX shows that more than one-fourth of the club members reported that the entire family income came from farming. Twenty-nine percent derived part of their income from sources other than farming and forty-four percent reported that none of their income came from farming. Even though fifty-seven percent of the club members live on farms, only twenty-seven percent reported that all of their income came from farming. This is in line with the state and national trend that more farm families are earning money from non-farm sources.

EDUCATIONAL LEVEL OF CLUB MEMBERS

Club members as a whole have more education than other women living in the community.

(1) Home Demonstration Study 1957



Slightly less than one fourth completed 8 grades or less.

One fifth completed 1-3 years of high school.

More than one third attended 4 years of high school.

About one seventh had 1-3 years of college.

About one out of 16 had 4 years of college.

(2) North Carolina Population Census 1950

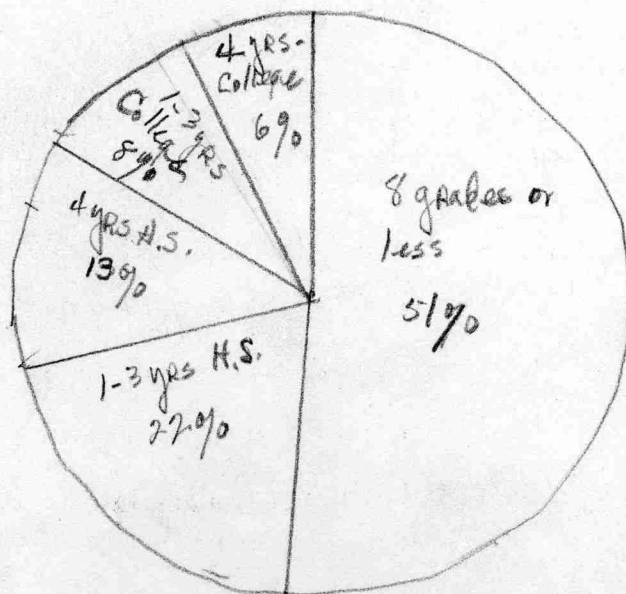
One half completed 8 grades or less.

Less than one fourth completed 1-3 years of high school.

About one eighth completed 1-4 years of high school.

One out of 15 had 1-3 years of college.

About one out of 16 had 4 years of college.



(1) Home Demonstration Study 1957

(2) North Carolina Population Census 1950

It is significant to note that about the same number of club members in the study completed eight grades or less as those who had some college training.

In the State Population Census, fifty-one percent of the women completed eight grades or less as compared to twenty-three percent of the club members with the same amount of training. Thirty-five percent in the state had some high school education but fifty-six percent of the club members attended high school. As to college experience, fourteen percent of the women in the state attended college as compared to twenty-one percent of the club members who had from one to four years of college.

The membership then is made up of some who have had only elementary school training, others with high school training and those with college background. These facts present a challenge to prepare material for a group with different educational levels.

HOME ECONOMICS TRAINING

Less than half of the members have had some home economics training either in high school or college. Thirty-seven percent reported their training in high school, two percent in college, two percent in both high school and college and three percent in adult education classes.

OTHER PROFESSIONAL TRAINING

More than one-fourth of the members have had some training other than home economics. Fields in which this training was given are nursing - four percent, business - thirteen percent, and cosmetology - one percent.

EMPLOYMENT OF CLUB MEMBERS

The home demonstration program will have to make provision for the working club member.

In Table VI the figures show that more than one out of ten was employed full time away from home and one out of ten was employed part time away from home as shown in the following table:

<u>Employment Status</u>	<u>Percent</u>
Not employed away from home	79
Full time employment	11
Part time employment	10

What do the figures mean? It means that Extension will have to extend. Industry has taken women out of the home, so we will have to move into the industrialized community because the community now performs many functions once performed by the county.

FARM WORK DONE BY CLUB MEMBERS

856 or fifty-seven percent of the club members live on farms. Forty-seven percent of the women who live on farms do some farm work.

Twenty-nine percent of those living on a farm did some farm work year-round and nineteen percent did some seasonal work.

Seasonal Work:

Of the 856 who live on a farm and did seasonal work, six percent worked less than 12 weeks; eleven percent worked 12-24 weeks; two percent worked 25-36 weeks and less than one percent worked more than 36 weeks. Forty-five percent of those who worked seasonally worked 20 hours or less per week and fifty-six percent worked more than 20 hours per week.

Year Round:

Of the 856 who live on a farm and do year round work, nineteen percent work 20 hours or less and ten percent work more than 20 hours.

However, of those who did year round work, sixty-seven percent worked 20 hours or less per week and thirty-three percent worked more than 20 hours per week.

EARNING MONEY AT HOME

More than one-fourth of the club members earn some money at home. Of the 1,507 club members in the sample, 133 or nine percent earned money by dressmaking; nine percent by selling on the market; six percent by caring for children or others; four percent by baking; three percent renting rooms; three percent by serving meals; and eight percent by other means. Some other means of earning money at home were by selling eggs, milk, butter and vegetables.

LEADERSHIP AMONG MEMBERS

The fact that leaders are taking their place is shown in that twenty-four percent of the members are serving as officers; sixty-three percent as project leaders and thirty-two percent as committee chairmen or in other positions of leadership.

In years past, twenty-six percent served as officers; sixteen percent as project leaders and twenty-five percent as committee chairmen or in other leadership positions.

Fourteen percent said they had been or were then 4-H Club leaders and twenty-two percent of the members reported they had been 4-H members themselves. The home demonstration organization is contributing 5.3% of its membership to leadership in the 4-H Club program.

LENGTH OF CLUB MEMBERSHIP

Home demonstration work meets a real need of farm families or it could not have held the interest of so large a proportion of the membership through the years. Thirteen percent of the members belonged to a club less than two years and nineteen percent belonged from two to four years or thirty-two percent of the members attended from one to four years. There is a turnover every five years, but the fact that new and older members are in the same club presents a problem in program planning. New members are coming in and this makes it possible to repeat programs ever so often. We are constantly reaching new people. On the other hand there are enough members who remain in clubs to give stability as shown by the fact that twenty-five percent of the members belonged from five to nine years and forty-three percent belonged for ten years or more. The big problem is to meet the economical, social and educational level of club members.

MEMBERSHIP IN OTHER ORGANIZATIONS

Home demonstration club members believe in supporting the various organizations in their communities. It is not surprising that eighty-six percent belong to church organizations and forty-nine percent belong to community groups. Twenty-four percent belong to other women's clubs and seventeen percent belong to farm organizations.

In this study, seven percent of the members did not indicate membership in any organization other than home demonstration clubs, twenty percent belonged to only one other organization, forty-six percent belonged to two or three other organizations, and twenty-seven percent belonged to four or more other organizations.

People in these groups reach others. About one-third to one-half do not belong to any formal group other than the church. This gives an opportunity of expanding programs to reach others. Personal contacts by leaders and result demonstrations may also be used to reach those who do not belong to any formal group.

With more than half of the members belonging to from one to three other organizations, home demonstration agents should study their county situation in determining where their program should be expanded - through organization of a new group, or, since a large number of members belong to other organizations, we should consider whether these same women are assuming positions of leadership in several organizations. Are we overlooking potential sources of leadership in some areas?

In one study of home demonstration work*, it was shown that the number of women who belonged to the larger number of organizations passed on information to more people than those who belonged to fewer organizations.

*A Study of An Urban Home Economics Extension Program in Baltimore, Maryland - Jewell G. Fessenden and Wayne C. Rohrer, February, 1957

ASSISTANCE GIVEN TO NON MEMBERS

Home demonstration teaching is extended far beyond the club meeting but members feel that others could get much more by attending.

Slightly less than three-fourths of the members invited non members to club meetings.

One out of four of the members invited non members to other Extension events.

One out of three members gave bulletins or leaflets to non members.

One out of three of the members personally taught ways of doing things learned in Extension.

Thirty-three percent gave some explanation about Extension work or how to contact and get help from agents.

It is significant in that more than three-fourths of the members named leaflets or bulletins as one of their three choices as media for receiving information.

PREFERRED WAYS OF RECEIVING INFORMATION

Club members were asked to indicate their preferences for receiving information. Methods most preferred as a means of receiving information are:

<u>Meetings</u>	<u>Leaflets or Bulletins</u>	<u>Newspapers & Magazines</u>	<u>Television</u>	<u>Radio</u>
95%	78%	54%	45%	30%

The chart shows that club members preferred educational meetings as their first choice of ways to receive information; leaflets or bulletins was second choice; newspapers or magazines was third; television fourth and radio fifth.

With eighty-six percent of the members owning some form of transportation, it is reasonable to expect that meetings would be preferred by the majority - ninety-five percent. Eighty-three percent take a daily paper so fifty-four percent prefer receiving information through newspapers. Eighty percent have television and forty-five percent prefer this media while ninety-two percent have radios and thirty percent prefer this method of getting information.

CLUB MEMBERS WHO DRIVE CAR OR TRUCK

Sixty-four percent of the members drive a car or truck.

CLUB MEMBERS WHO TAKE A DAILY PAPER

Eighty-three percent take a daily paper.

WHAT THE STUDY REVEALED

A. HIGHLIGHTS

1. There were 1507 club members from 15 counties participating in the study.
2. A little more than one-half of club members live on farms. A little more than one-fourth live in rural non-farm areas and about one-sixth live in urban areas.
3. Ten percent of the members are under 30 years of age. A little less than one-half are in the 30-50 year group; and forty-four percent are 50 years and older.
4. More than one-fourth of the members have an income of less than \$1000. Forty-one percent have an income of less than \$1500.
5. About one-fourth of club members have had some schooling in 1-8 grades. One-half of them have had some high school education and one-fifth have had some college training.
6. A little less than one-half do some farm work. About one-fifth are employed away from home either part or full time. More than one-fourth earn some money at home.
7. Forty-four percent have had some home economics training. Twenty-nine percent have had some other training.
8. A little more than one-half get all or part of their income from farming. *56%*
9. About one-third of the members have belonged to a club less than four years. *37%*
10. Seven percent of the club members do not belong to any club other than the home demonstration club.
11. Ninety-five percent of the members prefer meetings over other media for getting information.
12. Club members were active in other organizations in the county.
13. Forty-one percent of families have young people 10-19 years of age.
14. Forty-two percent of families have no one at home under 20 years of age.