

THE UTILITY HOME ECONOMIST, AS
SEEN BY SELECTED WOMEN IN
STILLWATER, OKLAHOMA

By

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PREFACE

As a means for providing information to business management, home economics educators, home economists in business (especially those employed by utility companies) which could enable them to be more effective, this study was begun. It is hoped the findings can be used directly to strengthen or develop a program of community service sponsored by the home service department of the utility company.

The writer wishes to express her gratitude and appreciation to Dr. Ilse H. Wolf, Professor and Head of the Home Management, Equipment, and Family Economics Department, for her continuous and valuable guidance. Indebtedness is also acknowledged to Dr. Maie A. Nygren, Professor and Head of the Housing and Interior Design Department, for her interest and many contributions. An expression of indebtedness is extended to Mrs. A. K. Spencer for her faithful assistance in processing the data; Miss Gertrude McAllister for reading the thesis; Miss Mildred Clark of Oklahoma Natural Gas Company, Mrs. Vivian Overand of Oklahoma Gas and Electric Company, and Miss June Scott of Public Service Company of Oklahoma for their advice and suggestions regarding the questionnaire; and the members of the Architects, American Association of University Women, Business and Professional Women's Club, League of Women Voters, and Rotary Anns who graciously cooperated in the study.

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CHAPTER I

INTRODUCTION

In the competitive economy of the United States the survival and success of business enterprises depend on continuing consumer acceptance and purchase of goods and services produced. The creation of favorable attitudes toward a company and its products among the consuming public is a major factor in a business operation. Developing the goodwill of a consumer is a complicated and continuing process. It requires consumer satisfaction resulting from use of the product. Only as long as a product satisfies the needs and wants of the consumer to a greater degree than competitive products will he continue to select it.

Realizing the importance of continued customer satisfaction, business employs the services of specialized personnel who serve as the interpretive link between the manufacturer and the consumer. Home economists are representative of such personnel. Although their role in business tends to vary somewhat with the type of product marketed, home economists in business usually assume some common responsibilities. They help to interpret the needs and wants of consumers and relate them to product development. They test and experiment with product potential serviceability. They teach consumers how to get the greatest possible satisfaction from the goods and services purchased.

One place where the services of the home economist are being used is in the employment of gas and electric utility companies; and in this

position she is known as the "utility home economist". Since gas and electricity are intangible products for the consumer, the home economist helps to personify the services sold by the utility company, thereby helping to create the customer image or opinion of the company.

In periodically appraising the effectiveness of its products and its efforts in serving the public, every business questions the value of contributions made by different personnel, including those of specialized personnel, e.g. the home economist. The utility company is no exception. It must know to what extent each employee contributes to the success of the business. The utility company needs to know whether or not the home economist does offer its customers something they want. Likewise, it needs to know if she helps to promote acceptance of its services and to create good will for the company. Of course, the home economist who tries to serve both the company of which she is a part, as well as the public, is also concerned if she really offers services the public wants and needs. According to one utility company executive, the most direct way to consumer appreciation for the electric and other industries is to learn what the consumers want and then make a serious effort to do something about it.¹ As one step in determining what the consumers want, as well as the image of the utility home economist, the study was undertaken. To do this the consumer was directly consulted.

¹ Kimball I. Jack, "What's Wrong with Public Relations?", Public Utilities Fortnightly, 63 (June 18, 1959), pp. 889-900.

Statement of the Problem

Nelson, suggesting principles in image formation, states:

To tear down a conflicting image or to build upon one that is compatible, the image maker must know the images that already exist in the minds of people.²

The study is designed to determine one group's impression of the home economist employed by a utility company. The group is comprised of selected women in Stillwater, Oklahoma, who through their participation in organized groups are influential in community life. The findings are to be used in strengthening and/or developing a home service program.

The Purposes of the Study

The purposes of the study are:

1. To learn what selected women perceive as the role and services of the home economist employed by a utility company.
2. To ascertain the extent to which the services offered by the utility home economist are used by women in the community.
3. To determine the opinions held by selected women with regard to the assistance they have received from the home economist.
4. To become aware of services the selected women would like the home economist to offer.
5. To discover if the opinions held by selected women are associated with the social-cultural factors of age, marital status, occupation, education (including the study of home economics), and income.

²Bardin H. Nelson, "Seven Principles in Image Formation", Journal of Marketing, 26 (January, 1962), p. 69.

Hypothesis

The hypothesis underlying the development of the study is that the impressions or images concerning the role and services of the home economist employed by a utility company, as held by certain women in the community, will vary according to the factors of: (1) age, (2) marital status, (3) occupation, (4) educational background (including the study of home economics), and (5) income.

Assumptions

The study is based on the following assumptions:

1. The services of the home economist employed by the utility company extend to all women in the community.
2. The women in the community have had contact with the utility home economist and thereby have formulated an impression or image of the role and services of the utility home economist.
3. The image can be ascertained through the use of a questionnaire.
4. The impression or image is associated with various social-cultural factors.

Limitations of the Study

The exploratory study is limited to a group of women who are members of four different woman's organizations in a selected community served by a home economist employed by a utility company. The study is carried on in Stillwater, Oklahoma, which has a population of 23,965 people.³

³U. S. Census of Population: 1960, General Population Characteristics, Oklahoma. Final Report PC (1) - 38B, Washington, D. C. : U. S. Government Printing Office, 1961, p 28.

The sample of the study is further limited to members of the selected organizations who attended a regularly scheduled meeting during the month of April, 1962. Although this group of members may not be representative of the total membership of the organization nor of the women in the community served by the utility company, it should give some indication of opinions held by women influential in community affairs through the activities of organizations in which they hold membership. The findings should provide some clues for the development of a more scientifically designed study to determine which factors operate to shape images in the minds of the public. The organizations selected for the study are business and professional, academic, community service, and citizenship. They were chosen because they represent a broad range of interests and because they depict a cross section of community life. Groups having a more specialized nature, such as fraternal, religious, and social were omitted in order to eliminate possibility of bias which might be attendant with membership based on such affiliation.

The study is further limited by the methods used in securing the opinions of women because of the inherent weaknesses of the questionnaire, i.e., questions may be poorly constructed so that the information desired can not be obtained or the questions may be misinterpreted or too hastily answered to present accurate information.

Need for the Study

Because of the limited amount of available information and lack of studies related to the contributions made by the home economist in business, particularly when employed by the utility company, it seems that to learn about the value of the services offered by her would be helpful to business management, home economics educators, and especially

home economists in business.

Business management, under pressure to conserve money and make the greatest profit from its products, is interested in customer images and attitudes toward its product. According to Nelson, "a composite of the attitudes which a group of people hold toward a product constitutes an image."⁴ It is to create as positive an image as possible about a product that the home economist is hired by business; and her own positive image enhances that of the product. Therefore, it is to the advantage of business management that the utility home economist's image be investigated.

Home Economics educators seeking to meet the needs of their students and a changing society would like to know the reception of the home economist in business, if there is a need for her and the services she performs, and what preparation she should have in order to carry on those services. Since an underlying purpose of the home service program is to make a contribution to family living, the findings which emerge from the study should be of value to curriculum planners and guidance counselors in education.

The home economists in business, who according to Lane had to overcome the notion they were prostituting home economics,⁵ are interested in determining professional identity. Not only is the utility home economist

⁴Nelson, p. 68.

⁵Laura Lane, "You and Your Public Image", The Journal of Home Economics, 52 (September, 1960), pp. 514-519.

interested in determining her professional identity, but also in determining what alterations of the home service program are necessary to be of greater assistance to the consumer.

This exploratory study was undertaken to help provide information which will enable business management, home economics educators, and home economists in business to be more effective.

CHAPTER II

REVIEW OF LITERATURE

An investigation of literature and research regarding the role and services of the utility home economist revealed a limited amount of published materials in this area. The literature reviewed herein, although it deals with the problem indirectly, offers information of value to the study. A number of the writings are concerned with the opinions of home economists regarding the function of the home economist in business. The following four articles mentioned here are representative. They indicate wide agreement concerning the function of the home economist in business. They should, therefore, aid the reader in more comprehensive understanding.

Fuller and Batchelder⁶ maintain that all businesses employing home economists expect them to interpret the company's products to prospective buyers in such a manner that consumers will be induced to buy the product. Tate suggests that:

The home economist in business performs a dual role: she has the responsibility of interpreting the needs and wishes of the woman consumer to the manufacturer and retailer while bringing the products and services of business and industry to the attention of the consumer and making them appealing to her.⁷

⁶Frances M. Fuller and Mary B. Batchelder, "Opportunities for Women at the Administrative Level", Harvard Business Review, 31 (January-February, 1953), pp. 111-128.

⁷Mildred Thurow Tate, Home Economics As A Profession, New York: McGraw-Hill Book Company, Inc., 1961, p. 223.

Reichert believes the home economist in business is a liaison between business and the home and the family. Therefore, the home economist furnishes scientific knowledge, research methods, and practical know-how to the manufacturers or business concerns. In addition, she develops and markets products and interprets them to the consumer.⁸

In describing the position of business management with regard to the home economist, McLean expresses the belief that management wants help and guidance in interpreting the needs and wants of women customers. The home economist is expected to join the team which explores the consumer market and evaluates the merits and sales potential of the products and services sold. It becomes necessary, therefore, for the home economist to know current home problems and practices, then weigh her suggestions and ideas as women in their homes would evaluate them. McLean identifies this function as "a woman for woman service."⁹

Specific information concerning the home economist employed by a utility company was obtained from booklets prepared by utility companies and the American Home Economics Association. The information which outlined the responsibilities of the home economist was particularly helpful in the development of the questionnaire.

In identifying the Home Service program of the utility company a booklet published by the American Gas Association states that all activities within a home service department are centered around customer relations: individual, community, youth, school, and press.¹⁰

⁸Anita Reichert, "The Recruitment Story—How and Where to Tell It", The Journal of Home Economics, 52 (December, 1960), pp. 829-832.

⁹Mrs. Beth McLean, "What Business Expects from Home Economist", Skilled Techniques, Fall, 1958.

¹⁰Home Service Sells Through Public Relations, New York: American Gas Association, 1955, pp. 1-15.

In explaining that the employment of the utility home economist is not only to promote the efficient use of gas and/or electricity, but also to create goodwill, Young and Stover cite the following activities of the home service program:

Home Calls. Visits to customers' homes are important. The home economist goes to the home to: demonstrate newly installed equipment to make certain the owner understands its operation and care and to help her use it to best advantage; to answer a customer's questions as to operation of a specific appliance; to advise as to home lighting, wiring, or kitchen and laundry planning; or to repair small appliances.

Lectures and Demonstrations. The purposes of lectures and/or demonstrations is to present appliances and show their many uses in attractive settings before large groups. Sometimes the audience comes to the home economist as her guest; at other times she goes to the group as their guest.

Miscellaneous Activities. These include preparing newspaper articles, preparing and presenting radio scripts, testing recipes, training salesmen and other employees, filing reference material, and answering telephone requests for information.¹¹

The program of the home service department is widely diversified and the department must devise methods for reaching as many of the company's consumers as possible, particularly "since women differ in age, interests, backgrounds, and daily living habits."¹²

In order to determine "How May We at Laclede Gas Company Best Serve the Homemaker to Promote Efficiency in the Use of Her Time and Care for the Family?", the Laclede Gas Company of St. Louis held a conference of seventeen homemakers. Panel members participated in a free discussion.

¹¹Isabel N. Young and Blanche Stover, Students Guide Book to Home Economics in Business, Washington, D.C.: American Home Economics Association, p. 14.

¹²Ibid., p. 14.

Included in the report of the meeting was the following comment:

The group expressed surprise at the many services offered through Home Service and felt that it was regrettable that the public is not truly aware of the Home Service program.¹³

A similiar conference was held in September, 1961. The services of the home economist were presented to the group and the topic discussed was "How can the services of the utility home economist be made known to the community?" A notation was made that the existence of home service is not known to most customers.¹⁴

Because of the limited amount of research involving the utility home economist, similiar studies in related disciplines were also reviewed. Of primary interest was the techniques and methods employed in this type of investigation. Wilkening was faced with the problem of developing appropriate measures of role definition for use in an interview situation. Relationships with persons and groups were measured by alternated choice questions pertaining to the frequency, direction and content of interactions between agents and persons in other positions. While certain general hypotheses were tested in this study, the method is one of description and interpretation rather than of theory testing. The study is concerned with what the agent sees as his job, the extent of fulfillment of the job, and to what extent there is agreement among agents with respect to the way they define or perform their roles.¹⁵

¹³"Homemakers' Conference," Laclede Gas Company, (St. Louis, Missouri, July 7, 1960), pp. 1-4.

¹⁴"Homemakers' Conference," Laclede Gas Company, (St. Louis, Missouri, September 21, 1961), pp. 1-4.

¹⁵Eugene A. Wilkening, The County Extension Agent in Wisconsin: Perceptions of Role Definitions as Viewed by the Agents, Madison: Wisconsin Agr. Expt. Station, Res. Bul. 203 (September, 1957), pp. 1-51.

In a more recent study, Wilkening points up a major divergence in the perception by agents and local committeemen as to whom they believe the agent to be. He recognized the agent is difficult to classify because of the many kinds of things he does during a day. Although the agent is viewed as teacher, consultant or organizer, much of his time is taken up with activities that do not fill these roles. An important conclusion of Wilkening's study is that in order for a program, state or national, to become an effective part of local work, it must be justified and interpreted to the local people.¹⁶

In a study on role expectations, Brower gathered data by means of a pretested fixed-question schedule, administered in group interviews. Since there was no study to serve as a precedent, testing the framework received a major part of the emphasis.¹⁷ Nygren also used a questionnaire in determining images relative to housing. In her study, she concluded that sex, socio-economic status, general location of home, certain peer-group contacts emerged as factors associated with housing images.¹⁸

Booth reports that in an effort to evaluate the corporate image of his company through a customer attitude survey, it was determined more than one corporate image existed, and this image changed as the customer

¹⁶Eugene A. Wilkening, "Consensus in Role Definition of County Extension Agents between the Agents and Local Sponsoring Committee Members", Rural Sociology, 23 (June, 1958), pp. 184-197.

¹⁷George J. Brower, "Conceptions and Evaluations of Functions of Medical and Health Care Agencies by Present and Future Homemakers in Courtland County, New York, 1950", Rural Sociology, 17 (March, 1952), pp. 56-60.

¹⁸Maie A. Nygren, "The Housing Images of Selected Freshman and Senior Secondary School Students in Certain Communities in Oklahoma" (unpublished Ed.D. dissertation, Oklahoma State University, 1961), pp. 1-168.

had experience, good and bad, with the company.¹⁹ All findings pointed out a need to focus public relations activities on a local basis.

Booth suggests:

We are aware the customer does not invent the image he has of us; he merely recognizes one facet of our image or perhaps more than one, and assembles them in his own individual way.²⁰

¹⁹Harvey G. Booth, "What Was Our Image on Wednesday?", Public Utilities Fortnightly, 63 (April 23, 1959), pp. 607-612.

²⁰Ibid., p. 612.

CHAPTER III

PROCEDURE

The problem was selected as an exploratory study with the objective of determining how selected women in a given community perceive the program of home service offered by the utility company as a public relations and sales effort. From previous experience as home economist for a utility company, the writer saw a need for information which would serve as a basis for structuring a program of community service.

Selection of the Instrument

A review of studies in related fields of psychology, philosophy, sociology, and social psychology revealed extensive use of the questionnaire as an instrument for securing opinions, attitudes, and judgements. An effort was made to investigate early writings, as well as intermediate and current writings, in order to become familiar with new ideas and to identify new techniques. The choice of a questionnaire for obtaining the data was further influenced by limitations of time and money.

Development of the Instrument

The initial development of the questionnaire began with a study of respondents' attitudes toward questionnaires. In giving the viewpoint of the respondent, Huffman says that the respondent:

- a) is too frequently called upon to answer questionnaires.
- b) is called upon to give information too personal and confidential for public tabulation.
- c) is tempted to give information which will win approval or which can not be used against him (often in case of immature persons), to give inaccurate responses for many reasons, to modify his replies consciously or unconsciously in order to give the investigator what he desires.
- d) is requested to supply secondary or other information which cannot be reliably secured by questionnaire technique.
- e) is unable to understand clearly the question.
- f) is unable to believe that the questioner always understands his responses.
- g) is often requested to furnish information that can be obtained first hand.
- h) is requested to answer dull and uninteresting questions.
- i) often finds the questionnaire poorly prepared and in poor format.
- j) is unable to see little, if any valuable results from questionnaire studies.²¹

Experience and observation had previously revealed to the writer how individuals are indifferent to interest of which they are not a part, and therefore are often unwilling to give time for such interests. Recognizing these difficulties, the investigator made a concerted effort to avoid them. Using guiding principles on questionnaire construction obtained from the writings of Good, Barr, and Scates; Toops; and Kocs, the writer developed a questionnaire.

As a framework for structuring the questionnaire, a checklist of roles and services of the utility home economist was devised. This

²¹Harry Huffman, "Improving the Questionnaire As a Tool of Research", The National Business Education Quarterly, 27 (October, 1948), pp. 17-18.

checklist was reviewed and evaluated by the Home Service Directors of the three investor owned utility companies in Oklahoma. Suggestions and recommendations offered by the directors were applied in the development of the questionnaire. An effort was made to keep the questionnaire as brief, simple, and clear as possible while fulfilling its purpose. Answering the questions required no high degree of expertness, only the opinion of the respondent. Although space was allowed for information other than listed items, most questions could be answered by checking one of several possible responses. Over three-fourths of the questions were concerned with the role and services of the home economist employed by a utility company, while the remaining questions were based on the social-cultural background of the respondents.

After careful study and revision of the questionnaire, the writer submitted the questionnaire for pre-testing to a group of club women who were somewhat similiar to those of the prospective respondents. The pre-test group was composed of members attending a regularly scheduled meeting of the "Architeers", an architectural students' wives club. Preliminary to administration of the instrument the group was told the purposes of the study, the groups who would be participating in the study, and on what basis these groups had been selected. It was suggested that a careful reading of each statement would give a more accurate understanding of the information requested. Mention was made also of the fact that there were no right or wrong answers, and that only the opinions or beliefs of the respondent were required. The respondents were asked to seek clarification when a statement, question, or a printed direction was not clear. After slight alterations prompted by the administration of the questionnaire to the pre-test group, it was given to the selected sample.

Selection of the Sample

The sample was selected as to geographic location, community and specific groups in the community. Limitations of time and money necessitated confining the geographic area to one community in Oklahoma. Because it qualified as a town where a utility home economist has been employed continuously for fourteen years, Stillwater was chosen to be the specific community. Each of the selected club groups is representative of an aspect of community life--business and professional, academic, community service, and citizenship. The Business and Professional Women's Club, American Association of University Women, Rotary Anns, and League of Women Voters were the clubs selected to participate in the study. Originally a fifth group, a non-demoninational religious group represented by the United Church Women, was selected but it had to be omitted because a meeting could not be scheduled with the group.

Collection of the Data

In order to enlist the cooperation of each group membership, the president of each club was contacted first by telephone and secondly by mail. A copy of the questionnaire and additional information about the study was sent to each president. After receiving an indication of the membership's willingness to cooperate in the study, the writer attended a regularly scheduled meeting of each of the selected organizations during the month of April, 1962. Only members in attendance were invited to respond to the fixed schedule. It was administered in the same manner as described in the pre-test presentation.

Treatment of the Data

The questionnaires were coded and the data recorded on IBM Data cards. If a respondent failed to answer a question, gave inadequate information, or gave several answers to a one-answer question, her answer was coded as "no information". The data were tabulated and analyzed according to each of the following variables: age, marital status, occupation, education (including the study of home economics), and total family income.

Age as a variable is dichotomized into under fifty and over fifty. Married women are considered as one group and the single, widowed, or divorced are classified as another group. Full time homemakers, home-maker-workers, and full time workers comprise the occupation grouping. Those having grade school, high school, and some college training were identified as clubwomen having less than a college degree. A second category consists of those having a bachelor's degree. Women having advanced degrees formed a third group. Women who had studied and those who had not studied home economics were divided into respective groups. The income group was trichotomized into high, middle, and low.

CHAPTER IV

PRESENTATION OF DATA AND ANALYSIS OF FINDINGS

The present study was undertaken as a means of securing answers to the following questions. How do clubwomen perceive the role and services of the utility home economist? To what extent have the services of the utility home economist been used? Have the services been satisfactory? What services do clubwomen prefer? Are selected social-cultural factors associated with the opinions of clubwomen regarding the home service program?

One hundred and seventeen club women completed the questionnaire, however fourteen questionnaires were excluded because of inadequate information. This left a total of 103 respondents whose responses provide the data for this study. The data in Table I show the distribution of the 117 clubwomen participating in the study according to the clubs represented.

The questionnaire was designed to reveal opinions of clubwomen with regard to:

- 1) role and personality characteristics of the utility home economist.
- 2) association and use of services offered.
- 3) availability of services.
- 4) satisfaction with services.
- 5) influence on attitude toward utility company.

6) desired services.

The responses were analyzed according to the above list of factors and the variables identified in Chapter III.

TABLE I

CLUB AFFILIATION OF RESPONDENTS

Clubs	Members Participating	
	Number	Per Cent
American Association of University Women	45	38.5
Business and Professional Women	31	26.5
League of Women Voters	11	9.4
Rotary Anns	30	25.6
Number of cases	117	100.0

Opinions Regarding the Utility Home Economist and Her Services According to Respondent's Age

It was hypothesized that age would be a factor associated with opinions of clubwomen with regard to the utility home economist. When the clubwomen were divided into two age groups, forty-one and seven-tenths per cent were under fifty years of age and forty-seven and five-tenths per cent were over fifty years. Slightly over ten per cent failed to give information regarding age.

Role definition and personality characteristics

The data in Table II reveal a composite of the findings related to role definition of the utility home economist according to the age of

the respondents. Role definition refers to the clubwoman's opinions of what she feels "ought to be" done by the home economist or what she thinks is the responsibility of the job holder. From a study of the data in Table II, the following configurations have been formulated to describe the role of the utility home economist.

TABLE II

ROLE OF THE UTILITY HOME ECONOMIST ACCORDING TO RESPONDENT'S AGE

Roles	Under 50 Per Cent*	Over 50 Per Cent*
A goodwill ambassador	88.4	81.6
An authority on homemaking	69.8	71.4
An official hostess	69.8	71.4
An educator	67.4	75.5
A performance tester of equipment	58.1	55.1
A developer of time and money saving ideas	72.1	67.4
An authority on food preparation	62.8	67.4
A liaison between customer-utility company	67.4	65.3
A liaison between customer-equipment dealer-manufacturer	41.9	42.9
A utility company salesman	30.2	32.7
An equipment salesman	11.6	26.5
An advertising agent	37.2	35.0
A demonstrator of homemaking ideas	76.8	81.6
Number of Cases **	(43)	(48)

* The sums of per cent do not equal 100 because the "no" and "no information" responses are omitted.

**The number of cases do not equal 103 because the responses of "no information" as to age are omitted.

The roles checked most frequently by over half of the clubwomen under fifty years are listed here in descending order: a goodwill ambassador for the utility company, a demonstrator of homemaking techniques,

a developer of time and money saving techniques, an authority on home-making, an official hostess of the utility company, an educator serving the community, a liaison between the customer and utility company, an authority on food preparation, and a performance tester of equipment. Appearing least frequently in descending order are these roles: a liaison between the customer and the equipment dealer and manufacturer, an advertising agent, and a salesman for both the utility company and equipment dealers.

The roles of good will ambassador and a demonstrator of homemaking techniques also hold first and second place in a ranking based upon frequency of responses given by women over fifty years. In descending order the other role impressions by this group are listed: an educator serving the community, an authority on homemaking, an official hostess of the company, an authority on food preparation, a developer of time and money saving techniques, a liaison between the customer and utility company, and a performance tester of equipment. Role characteristics appearing least often were in the same order as that of the women below fifty years.

As a whole, age does not appear to be related to how clubwomen perceive the role of the utility home economist. Older and younger women see the role very similiarly; yet there are exceptions. The older women see the utility home economist as a salesman for the equipment dealers and manufacturer much more frequently than do the younger women. The more frequent "no information" responses of the younger women may indicate they are less familiar with her.

Personality characteristics are qualities which the clubwomen attribute to the utility home economist. The women over fifty years

TABLE III

PERSONALITY CHARACTERISTICS OF THE UTILITY HOME
ECONOMIST ACCORDING TO RESPONDENT'S AGE

Personality Characteristics	Under 50 Per Cent*	Over 50 Per Cent*
Well informed	65.1	79.6
Doesn't know much	2.3	-
Friendly	69.8	81.6
Afraid of people	2.3	-
Attractive	65.1	79.6
Unkempt appearance	2.3	-
Self confident	60.5	69.4
Ill at ease	2.3	-
Up-to-date ideas	62.8	73.5
Out-of-date ideas	2.3	-
Interest in homemaking problems	60.5	69.4
Lack of interest in homemaking problems	4.6	-
Alert to homemaking needs	48.8	65.3
Not alert to homemaking needs	2.3	-
Number of Cases**	(43)	(48)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

recorded a higher percentage of favorable responses as to the personality characteristics of the utility home economist. Yet, only one member, under fifty years, believes the home economist is limited in knowledge, afraid of people, unkempt in appearance, ill at ease, out-of-date in ideas, uninterested in home problems, and not alert to home-making needs. The data in Table III summarizes this information.

Association and use of services

When the clubwomen's responses regarding association with the utility home economist and the extent to which her services have been used are analyzed, as shown in Table IV, the findings indicate that more of the older than the younger women have had association with her. This association has been largely through newspaper articles, telephone, chance meetings, group demonstrations, and home shows. It follows that the older women have used more of her services. More of the older women than the younger women have had instructions on the operation and care of laundry equipment and special features of appliances, such as the rotisserie and the automatic clock control. In the younger group, not a single service was used by as many as one-half of the women. Over one-half of the older women, however, have used information pertaining to food preparation which is presented by the utility home economist and the literature provided by a local utility company. The number of younger women who use the services "sometimes" or "frequently" ranges from two and three-tenths per cent to forty-six and five-tenths per cent. The comparable range for the older group is from eight and two-tenths to fifty-seven and one tenth per cent. Surprisingly enough there is little variation in the "no information" responses of the two groups, even though the women above fifty years indicated more contact with the home economist. Table V summarizes this data.

TABLE IV

ASSOCIATION WITH THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S AGE

Association	Under 50		Over 50	
	Yes Per Cent*	No Per Cent*	Yes Per Cent*	No Per Cent*
Newspaper articles	46.5	44.2	61.2	26.5
Telephone	23.3	62.8	40.8	46.9
Chance meeting	20.9	65.3	44.9	38.8
Home visits	7.0	69.8	6.1	69.4
Contests	4.7	67.4	6.1	65.2
Group demonstrations	39.5	48.8	65.3	24.5
Home shows	7.0	69.8	18.4	51.0
Other	11.6	23.3	6.1	16.3
Number of Cases**	(43)		(48)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

Availability of services

A study of the data in Table VI will show that fifty per cent of the women over age fifty believe the services of the utility home economist are available to any woman's club, special groups, school classes, and youth groups. Woman's clubs was the only listing for which over fifty per cent of the members below age fifty responded. Only a small percentage of both groups believe the services are available to utility customers, only, and utility employees. "Others" were comments made by women who indicated that the services are available to "anyone who asks for it". Perhaps a service offered by the local gas company in Stillwater attributes for the high percentage of respondents in both groups.

TABLE V

USE OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S AGE

Services	Under 50		Over 50	
	Yes Per Cent*	No Per Cent*	Yes Per Cent*	No Per Cent*
Instructions on:				
laundry equipment	9.3	67.4	18.4	61.2
major kitchen appliances	32.6	46.5	32.7	49.0
small kitchen appliances	14.0	60.5	16.3	57.1
special appliance features	4.7	72.1	22.5	59.2
cleaning equipment	7.0	67.4	10.2	67.4
other	-	39.5	-	34.7
Information as to:				
time, energy saving ideas	23.3	48.8	24.5	44.9
food preparation	44.2	34.9	51.0	36.7
meal planning	37.2	34.9	38.8	44.9
nutrition	27.9	46.5	26.5	53.1
food preservation	16.3	58.1	22.5	55.1
laundry practices	16.3	60.5	16.3	57.1
housecleaning	11.6	58.1	8.2	65.3
other	-	37.2	-	42.9
Assistance in planning:				
kitchen area	11.6	62.8	10.2	65.3
laundry area	4.7	69.8	8.2	63.3
house, business lighting	7.0	67.4	10.2	61.2
heating of house	2.3	69.8	8.2	65.3
other	-	46.5	-	49.0
Literature	48.8	32.6	57.1	22.5
Other	-	23.3	4.1	18.4
Number of Cases**	(43)		(48)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

who indicated that woman's clubs have access to the services. In this community, woman's club groups can earn money by attending the demonstrations of the home economist.

TABLE VI

AVAILABILITY OF THE UTILITY HOME ECONOMIST'S
SERVICES ACCORDING TO RESPONDENT'S AGE

Availability of Service	Under 50 Per Cent*	Over 50 Per Cent*
Equipment dealers	34.9	32.7
Utility customers, only	18.6	18.4
Utility company employees	18.6	26.5
Youth groups	48.8	51.0
School classes	39.5	55.1
Home economics teachers	44.2	41.7
Woman's clubs	69.8	77.1
Special groups	48.8	64.6
Individuals	48.8	37.5
Others	9.3	4.2
Number of Cases**	(43)	(48)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

Satisfaction with services

A considerable difference exists between the younger and older women in their responses to the question, "Have you generally been satisfied with the services you have received from the utility home economist?". The data in Table VII indicate that almost one-half of clubwomen under age fifty are satisfied compared with almost three-fourths of those over age fifty.

TABLE VII

SATISFACTION WITH THE UTILITY HOME ECONOMIST'S
SERVICES ACCORDING TO RESPONDENT' AGE

Satisfaction with Services	Under 50 Per Cent*	Over 50 Per Cent*
Yes	46.5	72.9
Perhaps	2.3	-
No	2.3	-
No contact	34.9	18.8
Number of Cases**	(43)	(48)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

Influence on attitude toward the utility company

When the "yes" and "perhaps" responses are combined, a majority of clubwomen believe that the services of the utility home economist do influence their attitude toward the utility company (see Table VIII). A larger proportion of the younger women than the older women indicated that the influence was favorable. There were no responses by either group as to the services being unfavorable.

Desired Services

A slightly higher percentage of women below age fifty indicated a desire for services from the utility home economist, particularly in regard to the items of writing newspaper articles and informing manufacturers of what is desired in equipment (see Table IX). Over fifty

TABLE VIII

THE UTILITY HOME ECONOMIST'S INFLUENCE ON
CLUBWOMEN'S ATTITUDES TOWARD THE UTILITY
COMPANY ACCORDING TO RESPONDENT'S AGE

Influence on Attitude	Under 50 Per Cent*	Over 50 Per Cent*
Yes	39.5	39.6
Perhaps	16.3	25.0
No	4.7	2.1
No contact	27.9	18.8
Number of Cases**	(43)	(48)
Favorable	70.8	54.8
Unfavorable	-	-
Number of Cases**	(24)	(31)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

per cent of the younger women prefer the services of assistance on the operation and care of new equipment, recipes, a community program coordinated by all home economists serving the community, contact with manufacturers regarding homemakers desires in equipment, weekly newspaper articles, instructions to youth groups regarding use of equipment, cooking classes, and demonstration of new appliances on the market. A higher proportion of the younger than the older women responded "perhaps" on the additional services of the utility home economist: being on call at the office, working more with groups than individuals, and presenting weekly radio or television programs.

TABLE IX

SERVICES DESIRED FROM THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S AGE

Desired Services	Under 50			Over 50		
	Yes	Perhaps	No	Yes	Perhaps	No
	Per Cent *			Per Cent *		
Call by telephone to learn if assistance is needed	9.3	11.6	69.8	6.2	6.2	64.6
Come to see if assistance is needed	11.6	16.3	62.8	12.5	6.2	58.3
Stay in office so that she may be called	48.8	41.9	4.6	39.6	25.0	8.3
Weekly newspaper articles	60.5	30.2	4.6	41.7	33.3	-
Weekly radio or television programs	46.5	34.8	9.3	35.4	35.4	-
Recipes	69.8	23.3	2.3	66.7	12.5	4.2
Inform the manufacturer of wants in equipment	62.8	20.9	7.0	41.7	12.5	16.7
Inform the community of her services	90.7	4.6	-	81.2	4.2	-
Work more with groups than individuals	30.2	37.2	14.0	62.5	8.3	8.3
Work more with individuals than groups	9.3	27.9	39.5	10.4	-	39.6
Cooking classes	55.8	32.6	7.0	56.2	16.7	8.3
Assistance with the operation and care of new equipment	72.1	11.6	4.6	60.4	10.4	8.3
Assistance with entertaining ideas	34.9	23.3	30.2	22.9	18.7	27.1
Demonstration of new appliances on the market to aid selection	53.5	30.2	4.6	62.5	12.5	6.2
Teach youth groups use of equipment	60.5	27.9	9.3	50.0	14.6	10.4
Write instructions on the use of appliances	34.9	27.9	27.9	35.4	14.6	18.7
A community program coordinated by Home Economist	67.4	23.3	2.3	64.6	20.8	-
Other	-	-	-	2.0	-	-
Number of Cases**		(43)			(48)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to age are omitted.

Women above the age fifty prefer recipes, the demonstration of new appliances on the market, a community program, assistance with the operation and care of the appliances they own, cooking classes, and the instruction of youth groups on the use of equipment. A higher frequency of "no information" responses were consistently given by the women over fifty years.

Opinions Regarding the Utility Home Economist and Her Services According to Respondent's Marital Status

Since it was hypothesized that marital status could be an influencing factor on the opinions of clubwomen with regard to the utility home economist and her services, the clubwomen's responses were analyzed according to those married and those not married. Of the 103 respondents almost thirty-six per cent were classified as single, widowed or divorced; slightly less than sixty per cent were married. Five women gave no information as to marital status. Only one of the sixty-one married members had been married less than three years; eleven had been married from three to ten years; fourteen from eleven to twenty years; seventeen from twenty-one to thirty years; and eighteen over thirty years. The single, married or widowed group will be referred to as the single group throughout this presentation.

Role definition and personality characteristics

In general there was considerable agreement between the two marital status groups regarding role definition. The only difference was in the rank order based upon frequency listing. A study of the data in Table X will reveal that over one-half of the single clubwomen identified the

utility home economist as a demonstrator of homemaking techniques, a goodwill ambassador for the utility company, an educator serving the community, an authority on food preparation, a performance tester of equipment, and a liaison between the customer, and the equipment dealer and the manufacturer. Less than one-half of all the clubwomen viewed the home economist as an advertising agent, and a salesman for both the electric company and equipment dealers or manufacturer.

TABLE X

ROLES OF THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S MARITAL STATUS

Roles	Single Per Cent*	Married Per Cent*
A goodwill ambassador	83.8	85.2
An authority on homemaking	73.0	65.6
An official hostess	70.3	72.1
An educator	81.1	65.6
A performance tester of equipment	62.2	55.7
A developer of time and money saving ideas	73.0	65.6
An authority on food preparation	67.6	62.3
A liaison between customer-utility company	70.3	63.9
A liaison between customer-equipment dealer-manufacturer	54.0	37.7
A utility company salesman	27.0	32.8
An equipment salesman	21.6	19.7
An advertising agent	32.4	41.0
A demonstrator of homemaking ideas	89.1	72.1
Number of Cases**	(37)	(61)

* The sums of per cent do not equal 100 because the "no" and "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

The married clubwomen believe the utility home economist to be in descending order: a goodwill ambassador for the utility company, a demonstrator of homemaking techniques, an official hostess of the utility company, an authority on homemaking, an educator serving the community, a developer of time and money saving techniques, a liaison between the customer and the utility company, an authority on food preparation and a performance tester of equipment.

Slight disagreement was shown by both groups in their beliefs about two roles; namely as an educator and as an advertising agent. Of the single women eight-tenths considered the home economist an educator, slightly over four-tenths an advertising agent; whereas almost two-thirds and three-tenths, respectively, of the married women expressed the same opinions.

When the opinions on personality characteristics are analyzed, (see Table XI) an interesting difference is evident. The single women picture the utility home economist as being friendly, attractive, well informed, self confident, having an interest in homemaking problems, and being alert to homemaking needs more frequently than do the married women. Only on the item of up-to-date ideas are the single and married women in relatively close agreement.

Association and use of services

A relationship may exist between the higher frequency of "no information" responses given by the married women and their less frequent contact with the utility home economist which is evidenced in Table XII.

Almost three-fourths of the single group had attended group demon-

TABLE XI

PERSONALITY CHARACTERISTICS OF THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S MARITAL STATUS

Personality Characteristics	Single Per Cent*	Married Per Cent*
Well informed	81.1	63.9
Doesn't know much	-	1.6
Friendly	91.9	65.6
Afraid of people	-	1.6
Attractive	86.5	62.3
Unkempt appearance	-	1.6
Self confident	75.7	57.4
Ill at ease	-	1.6
Up-to-date ideas	75.7	62.3
Out-of-date ideas	-	1.6
Interest in homemaking problems	78.4	55.7
Lack of interest in homemaking problems	-	3.3
Alert to homemaking needs	73.0	47.5
Not alert to homemaking needs	-	1.6
Number of Cases**	(37)	(61)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

TABLE XII

ASSOCIATION WITH THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S MARITAL STATUS

Association	Single		Married	
	Yes Per Cent*	No Per Cent*	Yes Per Cent*	No Per Cent*
Newspaper articles	59.5	27.0	50.8	39.3
Telephone	43.2	45.9	24.6	60.7
Chance meeting	54.0	37.8	21.3	59.0
Home visits	8.1	73.0	3.3	70.5
Contests	8.8	67.6	4.9	67.2
Group demonstrations	73.0	24.3	39.3	44.3
Home shows	21.6	54.0	9.8	63.9
Others	8.1	18.9	8.2	19.7
Number of Cases**	(37)		(61)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

strations compared with about two-fifths of the married group. Approximately two-fifths of the single group have talked with the utility home economist by telephone and over one-half have talked with her at chance meetings; whereas, only about one-fifth of the married women have had these kinds of contact with her.

Almost one-half of the single women in contrast to one-fifth of the married women receive instructions on the operation and care of major kitchen appliances, such as the range. Considerable more of the single group than the married group receive information on time and energy saving ideas, food preparation, meal planning, and house cleaning hints.

Although a low percentage of women indicated assistance in planning kitchens, lighting, and heating of the house, these services surprisingly

TABLE XIII

USE OF THE UTILITY HOME ECONOMIST'S SERVICES ACCORDING
TO RESPONDENT'S MARITAL STATUS

Services	Single		Married	
	Yes Per Cent*	No Per Cent*	Yes Per Cent*	No Per Cent*
Instructions on:				
laundry equipment	16.2	62.1	9.8	67.2
major kitchen appliances	45.9	45.9	19.7	52.5
small kitchen appliances	21.6	56.8	9.8	60.7
special appliance features	16.2	67.6	11.5	62.3
cleaning equipment	13.5	64.9	3.3	68.8
other	-	29.7	-	39.3
Information as to:				
time, energy saving ideas	32.4	45.9	18.0	49.2
food preparation	64.9	29.7	34.4	42.6
meal planning	48.6	35.1	22.9	45.9
nutrition	32.4	51.3	29.5	50.8
food preservation	29.7	51.3	14.7	57.4
laundry practices	29.7	54.0	8.2	62.3
housecleaning	24.3	59.5	3.3	63.9
other	-	27.0	-	45.9
Assistance in planning:				
kitchen area	18.9	64.9	4.9	63.9
laundry area	10.8	67.6	3.3	65.6
house, business lighting	16.2	64.9	3.3	65.6
heating of house	13.5	64.9	-	68.8
other	-	43.2	-	50.8
Literature	73.0	16.2	39.3	34.4
Other	2.7	13.5	1.6	24.6
Number of Cases**	(37)		(61)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

were used more often by single than by married women. Twenty of the single women use the planning service compared with seven of the married ones. Almost three-fourths of the single group to two-fifths of the married women use the literature service. Table XIII summarizes the data regarding the utility home economist's services which have been used by the respondents.

Availability of service

The data in Table XIV summarize the opinions of the marital status groups as to whom they believe the services of the utility home economist

TABLE XIV

AVAILABILITY OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO THE RESPONDENT'S MARITAL STATUS

Availability of Service	Single Per Cent*	Married Per Cent*
Equipment dealers	51.3	21.3
Utility customers, only	16.2	19.7
Utility company employees	27.0	18.0
Youth groups	59.5	41.0
School classes	62.2	36.1
Home economics teachers	51.3	34.4
Woman's clubs	81.1	65.6
Special groups	64.9	49.2
Individuals	40.6	41.0
Others	2.7	8.2
Number of Cases**	(37)	(61)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

are available. Only woman's club groups received above a fifty per cent response from the married group as having access to this service. Over one-half of the single women indicated that the utility home economist serves woman's clubs, special groups, school classes, youth groups, home economics teachers, equipment dealers, and individuals. Whereas a variation exists between percentages on most of the categories of people to whom the services are available, the reader should keep in mind the differences in number of respondents in the marital status groups.

TABLE XV

SATISFACTION WITH THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S MARITAL STATUS

	Single	Married
Satisfaction with Services	Per Cent*	Per Cent*
Yes	70.3	50.8
Perhaps	2.7	1.6
No	-	1.6
No contact	16.2	32.8
Number of Cases**	(37)	(61)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

Satisfaction with services

A majority of women from both marital status groups indicate satisfaction with the services of the utility home economist. (see Table XV). A larger percentage, seven-tenths, of the single women, however, indicated satisfaction than did the married group, five-tenths. Almost

one-third of the married group reported "no contact" with the home economist in contrast to only one-sixth of the single group. There was only one indication of dissatisfaction, recorded by a member of the married group but one one in the single group expressed dissatisfaction.

Influence on attitude toward the utility company

As seen in the data of Table XVI, three-fourths of the single group, in contrast to almost one-half of the married group, responded with "yes" or "perhaps" to the possibility of the home economist influencing their attitudes toward the utility company. It is interesting that about

TABLE XVI

THE UTILITY HOME ECONOMIST'S INFLUENCE ON CLUBWOMEN'S
ATTITUDES TOWARD THE UTILITY COMPANY ACCORDING
TO RESPONDENT'S MARITAL STATUS

Influence on Attitude	Single Per Cent*	Married Per Cent*
Yes	43.2	34.4
Perhaps	32.4	14.7
No	5.4	3.3
No contact	10.8	31.1
Number of Cases**	(37)	(61)
Favorable	50.0	70.0
Unfavorable	-	-
Number of Cases**	(30)	(30)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

one-tenth of the single members as compared with almost one-third of the married group registered "no contact" with the utility home economist. Yet of the thirty married members who indicated the home economist has influenced their attitudes, twenty one believe the influence was favorable. Only fifteen of the thirty single women who similiarly responded indicated a favorable influence. None of the respondents evaluated the influence as unfavorable.

Desired services

In general both marital status groups were in agreement as to the services they desire from the utility home economist. As the data in Table XVII show, the ranking of these services based upon frequencies varied slightly between the two groups. Over eighty five per cent of both groups wanted the home economist to inform the community of her services. Second highest for both groups was the service of providing recipes. Over one-half of the single women desire the following services in descending order of frequency: help homemakers with operation and care of new equipment, work more closely with groups than individual homemakers, work closely with home economics teachers and home demonstration agents to coordinate a community program, demonstrate the use of new appliances, offer cooking classes, inform the manufacturer of what is desired in equipment, and teach youth groups how to use equipment.

Over one-half of the married women prefer the services, in descending order of frequency: work closely with home economics teachers and home demonstration agents to coordinate a community program, help homemakers owning new equipment with its operation and care, offer cooking

TABLE XVII

SERVICES DESIRED FROM THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S MARITAL STATUS

Desired Services	Single			Married		
	Yes	Perhaps	No	Yes	Perhaps	No
	Per Cent*			Per Cent*		
Call by telephone to learn if assistance is needed	2.7	-	78.3	9.8	13.1	62.3
Come to see if assistance is needed	18.9	2.7	62.2	9.8	16.4	59.0
Stay in office so that she may be called	43.3	24.3	13.5	44.3	36.1	6.6
Weekly newspaper articles	40.5	35.1	8.1	54.1	31.1	1.6
Weekly radio or television programs	37.8	40.5	5.4	41.0	34.4	6.6
Recipes	73.0	16.2	2.7	63.9	22.9	3.3
Inform the manufacturer of wants in equipment	54.0	13.5	16.2	50.8	18.0	11.5
Inform the community of her services	86.5	2.7	-	85.2	4.9	1.6
Work more with groups than individuals	64.9	13.5	2.7	36.1	26.2	16.4
Work more with individuals than groups	8.1	8.1	43.2	9.8	14.7	37.7
Cooking classes	56.8	16.2	16.2	55.7	29.5	4.9
Assistance with the operation and care of new equipment	70.2	8.1	8.1	60.7	13.1	6.4
Assistance with entertaining ideas	24.3	29.7	27.0	32.8	18.0	27.9
Demonstration of new appliances on the market to aid selection	56.8	18.9	8.1	57.4	24.6	6.6
Teach youth groups use of equipment	54.0	21.6	8.1	55.7	21.3	9.8
Write instructions on the use of appliances	35.1	18.9	18.9	34.4	22.9	26.2
A community program coordinated by Home Economist	64.9	18.9	2.7	62.3	26.2	1.6
Other	2.7	-	-	-	-	-
Number of Cases **		(37)			(61)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

** The number of cases does not equal 103 because the responses of "no information" as to marital status are omitted.

classes, demonstrate the use of new appliances, write newspaper articles, and inform the manufacturer of what is desired in equipment.

Two-fifths of the single women and one-third of the married ones were uncertain as to the desirability of weekly radio or television programs since they responded "perhaps" to this service. Almost two-fifths of each group indicated they desire the service. Writing newspaper articles was checked "perhaps" by over two-thirds and "yes" by four-tenths of the single women. Similarly, over one-half of the married women responded "yes" and three-tenths responded "perhaps".

When the "yes" and "perhaps" opinions of the women were combined, over one-half of both groups prefer that the home economist stay in her office so that she may be called if needed, assist with entertaining ideas, and write instructions on the use of appliances.

Opinions Regarding the Utility Home Economist According to Respondent's Occupation

To determine if an association exists between the occupation of clubwomen and their opinions regarding the utility home economist and her services, the responses were analyzed according to three occupational classifications. Approximately two-fifths of the respondents are full time homemakers, one-third are homemaker-workers, and one-third are full time workers. Six respondents gave no information as to occupation.

Role definition and personality characteristics

The highest proportion of clubwomen in each of the occupation classifications, as summarized in the data of Table XVIII, believe the role of the home economist is that of a goodwill ambassador for the utility company.

TABLE XVIII

ROLES OF THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S OCCUPATION

Roles	Full-time Homemaker Per Cent*	Homemaker Worker Per Cent*	Full-time Worker Per Cent*
A goodwill ambassador	75.6	95.8	87.5
An authority on homemaking	70.7	58.3	71.9
An official hostess	63.4	79.2	75.0
An educator	63.4	66.7	84.4
A performance tester of equipment	58.5	62.5	53.1
A developer of time and money saving ideas	65.8	70.8	68.7
An authority on food preparation	58.5	70.8	65.6
A liaison between customer-utility company	53.7	66.7	81.2
A liaison between customer-equipment dealer-manufacturer	34.1	45.8	53.1
A utility company salesman	24.4	25.0	40.6
An equipment salesman	12.2	25.0	25.0
An advertising agent	34.1	33.3	43.7
A demonstrator of homemaking ideas	73.2	75.0	87.5
Number of Cases**	(41)	(24)	(32)

* The sums of per cent do not equal 100 because the "no" and "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

The second highest proportion of full-time homemakers and full-time workers agree that she is a demonstrator of homemaking techniques; whereas, the next largest proportion of homemaker-workers believe her role to be that of an official hostess for the company. Over one-half of the full-time homemakers view her duties as, listed in descending order of frequency: an authority on homemaking, a developer of time and money saving techniques, an educator serving the community, an official hostess of the company, a performance tester of equipment, an authority on food

preparation, and a liaison between the customer and utility company.

The homemaker-workers indicated the following roles, listed in descending order of frequency: a demonstrator of homemaking techniques, a developer of time and money saving techniques, an authority on food preparation, an educator serving the community, a liaison between the customer and company, a performance tester of equipment, and an authority on homemaking. More than one-half of the full time workers identified the utility home economists roles as being: an educator serving the community, a liaison between the customer and the utility company, an official hostess of the company, an authority on homemaking, a developer of time and money saving techniques, an authority on food preparation, a performance tester of equipment, and a liaison between the customer and the equipment dealer and manufacturer.

Generally the three groups of clubwomen are in agreement as to the types of roles held by the home economist. Exceptions are indicated by the fact that three-fourths of full time homemakers compared with over nine-tenths of the homemaker-workers believe her role to be that of a goodwill ambassador. It should be remembered, however, that the numbers of respondents in these two groups differ considerably. Similarly sized groups, full time homemakers and full time workers, vary in opinion on four items. As an official hostess of the utility company, almost two-thirds of the homemakers in contrast to three-fourths of the workers believe this to be her role. The same proportion of homemakers, saw another role as an educator, yet over four-fifths of the workers describe this as a role. Similarly, slightly over one-half of the homemakers in contrast to four-fifths of the workers indicated a liaison

between the customer and the utility company as a role of the home economist. A higher proportion of homemakers than of workers believe that she is not a salesman for the utility company. More "no information" answers were recorded by the full time homemakers and the homemaker-workers than by the full time workers.

According to the evidence in Table XIX, homemaker-workers and the full time workers agree closely on the personality characteristics of the utility home economist. On the other hand there is disagreement between the full time homemakers and full time workers on the items of being friendly, being self confident, having an interest in homemaking problems, and being alert to homemaking needs. The percentage of positive responses to these items is considerably higher for full time workers than for full time homemakers. With only one exception, the full time homemakers contributed greatest numbers of "no information" responses to each item. The largest degree of variation evidenced is in regard to alertness to homemaking needs. Three-fourths of the full time workers and almost two-fifths of the full time homemakers, but only one-twenty-fifth of the homemaker-workers gave a positive response.

Association and use of services

As the data in Table XX indicate the full time workers have more frequent contact with the utility home economist through reading newspaper articles, conversing over the telephone, talking in informal conversation at chance meetings, attending group demonstrations, and seeing her at home shows than do either of the other occupation groups. The greatest difference exists on the item of talking with the home economist

TABLE XIX

PERSONALITY CHARACTERISTICS OF THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S OCCUPATION

Personality Characteristics	Full time Homemaker Per Cent*	Homemaker Worker Per Cent*	Full time Worker Per Cent*
Well informed	61.0	79.2	78.1
Doesn't know much	2.4	-	-
Friendly	65.8	79.2	87.5
Afraid of people	2.4	-	-
Attractive	65.8	70.8	75.0
Unkempt appearance	2.4	-	-
Self confident	56.1	75.0	71.9
Ill at ease	2.4	-	-
Up-to-date ideas	58.5	75.0	75.0
Out-of-date ideas	2.4	-	-
Interest in homemaking problems	48.8	70.8	78.1
Lack of interest in homemaking problems	4.9	-	-
Alert to homemaking needs	39.0	4.2	71.9
Not alert to homemaking needs	2.4	-	-
Number of Cases**	(41)	(24)	(32)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

at chance meetings. One-half of the full time workers indicated having this contact, but only one-fifth of the full time homemakers and one-third of the homemaker-workers gave the same indication. Less than one-twentieth of the homemakers have seen her at home shows; whereas one-sixth of homemaker-workers and one-fourth of full time workers have made this contact.

TABLE XX

ASSOCIATION WITH THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S OCCUPATION

Association	Full time Homemaker		Homemaker Worker		Full time Worker	
	Yes	No	Yes	No	Yes	No
	Per Cent*		Per Cent*		Per Cent*	
Newspaper articles	46.3	39.0	58.3	25.0	62.5	34.4
Telephone	26.8	61.0	29.2	50.0	40.6	50.0
Chance meeting	21.9	61.0	33.3	45.8	50.0	40.6
Home visits	7.3	75.6	4.2	62.5	3.1	71.9
Contests	4.9	70.7	8.3	62.5	6.2	65.6
Group demonstrations	46.3	46.3	45.8	33.3	62.5	28.1
Home shows	4.9	70.7	16.7	54.2	25.0	50.0
Others	9.8	21.9	8.3	12.5	6.2	18.7
Number of Cases**	(41)		(24)		(32)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information as to occupation are omitted.

One third of the full time homemakers using the service of information related to food preparation is considerably less than three-fifths of the full time workers who do likewise. The service used most often

by the full time workers is the literature service. In contrast to this are one-half of the homemaker-workers (the services used by the greatest number of that group) and almost two-fifths of the full time homemakers who use the service (see Table XXI). With the exception of two items, information on nutrition and time and money saving ideas, a larger proportion of full time workers indicated use of the home economist's services than did either the homemakers or homemaker-workers. It is interesting that the responses regarding the use of the utility home economist's services by the homemakers and homemaker-workers are very similar.

Availability of services

The data in Table XXII show a composite of the clubwomen's opinions concerning the availability of the utility home economist's services. More of the women in each of the occupation groups believe the services of the utility home economist are available to clubwomen than to any other group of people. Woman's club groups are the only groups having access to the services according to over one-half of the full time homemakers. Over one-half of the homemaker-workers indicated that the groups having access to the services of the utility home economist are special groups, youth groups, school classes, and home economics teachers. Over one-half of the full time workers believe the services are available to school classes, special groups, youth groups, and individuals. It is interesting to note that for the first time, a larger proportion of homemaker-workers responded to each item than did the other groups.

TABLE XXI

USE OF THE UTILITY HOME ECONOMIST'S SERVICES ACCORDING
TO RESPONDENT'S OCCUPATION

Services	Full time Homemaker		Homemaker Worker		Full time Worker	
	Yes	No	Yes	No	Yes	No
	Per Cent*		Per Cent*		Per Cent*	
Instructions on:						
laundry equipment	7.3	70.7	8.3	62.5	21.9	59.4
major kitchen appliances	24.4	51.2	20.8	54.2	43.7	43.7
small kitchen appliances	9.8	63.4	8.3	58.3	25.0	53.1
special appliance features	9.8	68.3	12.5	62.5	18.7	59.4
cleaning equipment	4.9	73.2	-	66.7	15.6	59.4
other	-	46.3	-	29.2	-	25.0
Information as to:						
time, energy saving ideas	24.4	43.9	25.0	54.2	21.9	46.9
food preparation	34.1	43.9	45.8	37.5	62.5	28.1
meal planning	31.7	48.8	33.3	41.7	46.9	31.2
nutrition	29.3	48.8	29.2	45.8	21.9	56.2
food preservation	17.1	58.5	20.8	54.2	25.0	50.0
laundry practices	4.9	65.8	16.7	58.3	31.2	50.0
housecleaning	9.8	63.4	8.3	58.3	15.6	62.5
other	-	46.3	-	37.5	-	28.1
Assistance in planning:						
kitchen area	2.4	65.8	12.5	54.2	18.7	68.7
laundry area	2.4	65.8	8.3	58.3	9.4	71.9
house, business lighting	2.4	68.3	4.2	62.5	18.7	62.5
heating of house	2.4	68.3	-	66.7	12.5	65.6
other	-	53.7	-	45.8	-	40.6
Literature	39.0	36.6	50.0	20.8	68.7	21.9
Other	-	26.8	4.2	12.5	3.1	15.6
Number of Cases**	(41)		(24)		(32)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

TABLE XXII

AVAILABILITY OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S OCCUPATION

Availability of Service	Full time Homemaker Per Cent*	Homemaker Worker Per Cent*	Full time Worker Per Cent*
Equipment dealers	26.8	29.2	40.6
Utility customers, only	12.2	29.2	18.7
Utility company employees	12.2	29.2	28.7
Youth groups	36.6	62.5	53.1
School classes	29.3	58.3	56.2
Home economics teachers	29.3	54.2	43.7
Woman's clubs	63.4	79.2	75.0
Special groups	48.8	66.7	53.1
Individuals	31.7	45.8	50.0
Others	9.8	4.2	3.1
Number of Cases**	(41)	(24)	(32)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

Satisfaction with services

The three occupation groupings indicated positive satisfaction with the services of the utility home economist (see Table XXIII). Approximately three-fourths of the full-time workers, nearly two-thirds of homemaker-workers and slightly less than one-half of full time homemakers recorded satisfaction. Two members responded "perhaps" and only one respondent, a full time homemaker, indicated dissatisfaction with the services received. Almost one-third of both the homemakers and homemaker-workers, however, cited "no contact" with the utility home economist which possibly could account for the high frequency of "no information" responses given to many of the questions by these two groups.

TABLE XXIII

SATISFACTION WITH THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S OCCUPATION

Satisfaction with Service	Full time Homemaker Per Cent*	Homemaker Worker Per Cent*	Full time Worker Per Cent*
Yes	46.3	62.5	71.9
Perhaps	2.4	-	3.1
No	2.4	-	-
No contact	31.7	33.3	12.5
Number of Cases**	(41)	(24)	(32)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

Influence on attitude toward the utility company

With combined responses of "yes" and "perhaps", more than half of all occupation groups indicated that the services of the utility home economist influences their attitude toward the utility company. Only one homemaker-worker and three full time workers indicated that the utility home economist has no influence. "No contact" responses were high among the full time homemakers and the homemaker-workers.

More than one-half of the full time homemakers, who responded that the home economist does influence their attitudes toward the utility company, indicated a favorable influence. Likewise, three-fifths of the homemaker-workers and two-thirds of the full time workers, who admitted an influence, considered it favorable (see Table XXIV).

TABLE XXIV

THE UTILITY HOME ECONOMIST'S INFLUENCE ON CLUBWOMEN'S
ATTITUDES TOWARD THE UTILITY COMPANY ACCORDING
TO RESPONDENT'S OCCUPATION

Influence on Attitude	Full time Homemaker Per Cent*	Homemaker Worker Per Cent*	Full time Worker Per Cent*
Yes	29.3	45.8	43.7
Perhaps	21.9	16.7	25.0
No	-	4.2	9.4
No contact	29.3	29.2	9.4
Number of Cases**	(41)	(24)	(32)
Favorable	57.1	60.0	68.2
Unfavorable	-	-	-
Number of Cases**	(21)	(15)	(22)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

Desired services

A diversity of opinion regarding the type of services desired by women of different occupations can be seen from an analysis of the data in Table XXV. Over four-fifths of each of the occupation groups agree that the home economist should inform the community of her services. The services desired by the full time homemaker, in descending order of frequency, are: help homemakers with operation and care of new equipment, teach youth groups how to use equipment, work closely with home economics

TABLE XXV

SERVICES DESIRED FROM THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S OCCUPATION

Desired Services	Full time Homemaker			Homemaker-Worker			Full time Worker		
	Yes	Perhaps	No	Yes	Perhaps	No	Yes	Perhaps	No
	Per Cent*			Per Cent*			Per Cent*		
Call by telephone to learn if assistance is needed	9.8	7.3	65.8	8.3	12.5	66.7	3.1	6.2	71.9
Come to see if assistance is needed	17.0	9.8	56.1	4.2	20.8	62.5	15.6	6.2	62.5
Stay in office so that she may be called	39.0	29.3	12.2	58.3	29.2	8.3	40.6	37.5	6.2
Weekly newspaper articles	53.7	26.8	2.4	50.0	41.7	4.2	43.7	34.4	6.2
Weekly radio or television programs	39.0	36.6	2.4	37.5	50.0	4.2	43.7	28.1	12.5
Recipes	56.1	24.4	4.9	79.2	8.3	4.2	71.9	25.0	-
Inform the manufacturer of wants in equipment	56.1	4.9	19.5	50.0	29.2	8.3	46.9	21.9	9.4
Inform the community of her services	87.8	4.9	-	91.7	4.2	-	81.2	3.1	3.1
Work more with groups than individuals	34.1	29.3	17.1	54.2	16.7	8.3	56.2	15.6	6.2
Work more with individuals than groups	12.2	17.1	31.7	4.2	8.3	50.0	9.4	9.4	43.7
Cooking classes	58.5	26.8	7.3	62.5	29.2	-	50.0	18.7	15.6
Assistance with the operation and care of new equipment	63.4	14.6	4.9	70.8	8.3	4.2	62.5	6.2	12.5
Assistance with entertaining ideas	39.0	19.5	24.4	25.0	16.7	33.3	21.9	31.2	25.0
Demonstration of new appliances on the market to aid selection	58.5	26.8	2.4	58.3	20.8	4.2	56.2	18.7	15.6
Teach youth groups use of equipment	61.0	17.1	9.8	54.2	20.8	8.3	50.0	28.1	9.4
Write instructions on the use of appliances	31.7	21.9	24.4	33.3	33.3	12.5	40.6	12.5	31.2
A community program coordinated by Home Economist	6.1	2.9	2.4	87.5	4.2	-	50.0	31.2	3.1
Others	2.4	-	-	-	-	-	-	-	-
Number of Cases**		(41)			(24)			(32)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

teachers and home demonstration agents to coordinate a community program, demonstrate the use of new appliances on the market, offer cooking classes, inform the manufacturer of what is desired in equipment, provide recipes, and write weekly newspaper articles.

More than one-half of the homemaker-workers wanted the following services, listed in descending order of frequency: work closely with home economics teachers and home demonstration agents to coordinate a community program, provide recipes, help homemakers with the operation and care of new equipment, offer cooking classes, stay in her office so that she may be contacted by the homemaker, demonstrate the use of new appliances, teach youth groups how to use equipment, work more with groups than individuals, write weekly newspaper articles, and inform the manufacturer of what is desired in equipment.

The full time worker prefers the services: providing recipes, helping homemakers with operation and care of equipment, demonstrating the use of new appliances, working more with groups than individuals, offering cooking classes, and working closely with other home economists in the community to coordinate a community program.

Over seven-tenths of the homemaker-workers and full time workers, but only one-half of the full time homemakers, want utility home economist's recipe service. Almost two-fifths of the homemakers want assistance with entertaining ideas; whereas only one-fifth of the workers desired this service. Desiring a community program coordinated by the utility home economist, home economics teachers, and home demonstration agents are almost nine-tenths of the homemaker-workers, six-tenths of the homemakers,

and one-half of the workers. A high degree of uncertainty, indicated by "perhaps" response was shown by all groups on the items of: stay in her office so that she may be contacted, write newspaper articles, and present weekly radio or television programs.

Opinions Regarding the Utility Home Economist
According to Respondent's Education

For the variable of education, respondents were asked to state the highest level of education attained. The information received was trichotomized into the classifications: 1) thirty per cent had attended either grade school, high school or college but did not have a college degree; 2) slightly over twenty per cent had received a bachelor degree; and 3) over forty per cent had advanced degrees. Six respondents gave no information as to educational status.

Role definition and personality characteristics

In general there was agreement among the three educational groups, as to the roles of the utility home economist. On three items, however there was an interesting variation (see Table XXVI). Over three-fifths of those with less than a college degree believe the home economist to be an educator serving the community. In contrast to this are over three-fourths of the women having a bachelor degree who identified this as her role. Of clubwomen with advanced degrees, three-fourths believe education to be her role. Her role as a liaison between the customer and the utility company was checked by over one-half of the women with less than a college degree. On the other hand, three-fourths of the women with advanced degrees have the same opinion. Over one-half of these women

TABLE XXVI

ROLES OF THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S EDUCATION

Roles	Less than College degree Per Cent*	Bachelor Degree Per Cent*	Advanced Degree Per Cent*
A goodwill ambassador	90.3	77.3	84.1
An authority on homemaking	67.7	72.7	65.9
An official hostess	74.2	63.6	72.7
An educator	61.3	77.3	75.0
A performance tester of equipment	51.6	63.6	59.1
A developer of time and money saving ideas	61.3	77.3	68.2
An authority on food preparation	64.5	63.6	63.6
A liaison between customer-utility company	58.1	59.1	75.0
A liaison between customer-equipment dealer-manufacturer	29.0	40.9	54.5
A utility company salesman	38.7	31.8	22.7
An equipment salesman	16.1	18.2	22.7
An advertising agent	32.3	45.4	36.4
A demonstrator of homemaking ideas	77.4	72.7	81.8
Number of Cases**	(31)	(22)	(44)

* The sums of per cent do not equal 100 because the "no and "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to education are omitted.

as compared with almost one-third of those without degrees think of the home economist as a liaison between the customer, and the equipment dealer and manufacturer.

The role as goodwill ambassador for the utility company is named by the largest proportion of respondents in each of the education groups. Equal proportions of women with bachelor degrees cited the roles of an educator serving the community, a developer of time and money saving

ideas and a goodwill ambassador as part of the utility home economist's responsibility. Almost three-fifths of women without a college degree and women with advanced degrees believe her to be a demonstrator of homemaking techniques.

Other roles which more than one-half of the respondents with less than a college degree attribute to the utility home economist are listed in descending order: a demonstrator of homemaking techniques, an official hostess for the utility company, an authority on homemaking, an authority on food preparation, a developer of time and money saving techniques, an educator serving the community, a liaison between the customer and the utility company, and a performance tester of equipment.

Over fifty per cent of women with a bachelor degree associate the roles: an authority on homemaking, an authority on food preparation, a demonstrator of homemaking techniques, a performance tester of equipment, and a liaison between the customer and utility company with the utility home economist. The roles cited by more than one-half of the women with advanced degrees are in descending order of frequency: a demonstrator of homemaking techniques, a liaison between the customer and the utility company, an educator serving the community, an official hostess of the utility company, a developer of time and money saving techniques, an authority on homemaking, an authority on food preparation, a performance tester of equipment, and a liaison between the customer and the equipment dealer and manufacturer.

The data in Table XXVII reveal that women with less than a college degree and women with advanced degrees are in fairly close agreement regarding the personality characteristics of the utility home economist.

TABLE XXVII

PERSONALITY CHARACTERISTICS OF THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S EDUCATION

Personality Characteristics	Less than College Degree Per Cent*	Bachelor Degree Per Cent*	Advanced Degree Per Cent*
Well informed	74.2	59.1	72.7
Doesn't know much	3.2	-	-
Friendly	77.4	59.1	81.8
Afraid of people	3.2	-	-
Attractive	74.2	59.1	75.0
Unkempt appearance	3.2	-	-
Self confident	67.2	45.4	70.4
Ill at ease	3.2	-	-
Up-to-date ideas	64.5	50.0	77.3
Out-of-date ideas	3.2	-	-
Interest in homemaking problems	58.1	50.0	75.0
Lack of interest in homemaking problems	6.4	-	-
Alert to homemaking needs	51.6	36.4	70.4
Not alert to homemaking needs	3.2	-	-
Number of Cases **	(31)	(22)	(44)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to education are omitted.

Women holding bachelor degrees tend to assess her personality characteristics somewhat differently. A high proportion of the latter group responded "no information". Even though over a twenty per cent differential exists between bachelor degree and advanced degree women on the characteristics of being friendly, self confident, up to date on ideas, interested in homemaking problems, and alert to homemaking needs, caution in interpreting these data is required since twice as many advanced degree women than bachelor degree women participated in the study. Only one clubmember - one with less than a college degree responded negatively to all items.

Association and use of services

The data presented in Table XXVIII indicate that women with advanced degrees have had more contact with the utility home economist than women with lesser education through reading her newspaper articles, talking with her by telephone and at chance meetings, entering contests judged by her, and seeing her at home shows. The women with bachelor degree indicated less contact on most items. Over one-half of the bachelor degree women have had no association by telephone, chance meeting, home visits, contests, or home shows. None of the kinds of association listed on the questionnaire had been experienced by fifty per cent of the respondents holding bachelor degrees.

Over one-half of the clubwomen with less than a college degree have attended group demonstrations and have read newspaper articles written by the utility home economist. More than one-half of the advanced degree women responded to the same items, but in reverse order, i.e. newspaper articles and group demonstrations.

TABLE XXVIII

ASSOCIATION WITH THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S EDUCATION

Association	Less than College Degree		Bachelor Degree		Advanced Degree	
	Yes	No	Yes	No	Yes	No
	Per Cent*		Per Cent*		Per Cent*	
Newspaper articles	51.6	36.5	40.9	45.4	61.4	29.5
Telephone	22.6	54.8	22.7	59.1	43.2	52.3
Chance meeting	22.6	51.6	31.8	59.1	43.2	45.4
Home visits	9.7	61.3	4.5	72.7	2.3	77.3
Contests	3.2	61.3	-	72.7	11.4	68.2
Group demonstrations	54.8	29.0	45.4	50.0	54.5	34.1
Home shows	-	64.5	13.6	68.2	25.0	52.3
Others	12.9	6.4	4.5	31.8	6.8	22.7
Number of Cases**	(31)		(22)		(44)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to education are omitted.

The only service used by over one-half of the women having advanced degrees was information on food preparation (see Table XXIX). Even though more of the women with less than a college degree indicated contact with the home economist than did the bachelor degree women, the extent to which this group uses the services is generally less. A high percentage of "no information" responses was recorded by this group. The greatest differential of opinion was expressed on the item of literature service. About two-fifths of those with less than a college degree and those with the bachelor degree use this service, in contrast to almost two-thirds of the women having an advanced degree. Considerably more of this latter

TABLE XXIX

USE OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S EDUCATION

Services	Less than College Degree		Bachelor Degree		Advanced Degree	
	Yes	No	Yes	No	Yes	No
	Per Cent *		Per Cent *		Per Cent *	
Instructions on:						
laundry equipment	3.2	58.1	13.6	68.2	18.2	68.2
major kitchen appliances	25.8	35.5	18.2	59.1	38.6	54.5
small kitchen appliances	9.7	51.6	13.6	59.1	18.2	63.6
special appliance features	9.7	51.6	9.1	68.2	18.2	70.4
cleaning equipment	3.2	58.1	9.1	68.2	9.1	72.7
other	-	25.8	-	45.4	-	36.4
Information as to:						
time, energy saving ideas	16.1	38.7	22.7	45.4	29.5	56.8
food preparation	38.7	29.0	45.4	36.4	52.3	43.2
meal planning	32.3	29.0	40.9	40.9	38.6	50.0
nutrition	29.0	38.7	40.9	36.4	18.2	65.9
food preservation	12.9	51.6	31.8	45.4	20.4	61.4
laundry practices	6.4	54.8	9.1	59.1	27.3	61.4
housecleaning	3.2	54.8	13.6	59.1	15.9	68.2
other	-	25.8	-	45.4	-	43.2
Assistance in planning:						
kitchen area	6.4	58.1	9.1	63.6	13.6	70.4
laundry area	3.2	54.8	9.1	68.2	6.8	72.7
house, business lighting	3.2	54.8	4.5	72.7	13.6	68.2
heating of house	-	54.8	4.5	72.7	9.1	72.7
other	-	35.5	-	63.6	-	47.7
Literature	41.9	22.6	40.9	40.9	65.9	22.7
Other	-	16.1	-	31.8	4.5	18.2
Number of Cases **	(31)		(22)		(44)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information as to education are omitted.

group than of the other group use information on laundry practices and instructions on major kitchen appliances, yet more bachelor degree women use information on nutrition than do women with either advanced degrees or less than college degrees.

Availability of services

An analysis of the data in Table XXX discloses that more women from each level of education responded that the services of the utility home economist are available to any woman's club and to special groups. In

TABLE XXX

AVAILABILITY OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S EDUCATION

Availability of Service	Less than College Degree Per Cent*	Bachelor Degree Per Cent*	Advanced Degree Per Cent*
Equipment dealers	29.0	31.8	34.1
Utility customers, only	16.1	18.2	20.4
Utility company employees	16.1	18.2	27.3
Youth groups	54.8	40.9	47.7
School classes	41.9	36.4	52.3
Home economics teachers	32.4	36.4	50.0
Woman's clubs	83.9	59.1	68.2
Special groups	58.1	50.0	56.8
Individuals	48.4	31.8	40.9
Others	6.4	4.5	6.8
Number of Cases**	(31)	(22)	(44)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to education are omitted.

addition more than one-half of the women with less than a college degree thought the services available to youth groups; and the same proportion of women having advanced degrees believe the services extend to school classes and to home economics teachers. Only a small percentage of each group indicated that they believe the services are available to utility customers and company employees. More women with advanced degrees than those with less than a college degree believe the services extend to home economics teachers.

Satisfaction with services

Positive responses as to the satisfaction with services from the home economist are evident in the data presented in Table XXXI. There was only one indication, by a woman with less than a college degree, of unsatisfactory service. Almost two-thirds of the women with bachelor's degrees either indicated "no contact" with or "no information" about the home economist. These responses seem to show that association with the home economist for this group has been limited and therefore this group will be less likely to have an opinion regarding satisfaction of service. Over one-fifth of the other groups indicated "no contact" with the utility home economist.

Influence on attitude toward the utility company

Over fifty per cent of the women with less than a college degree and those with advanced degrees indicated with combined answers of "yes" and "perhaps" the belief that the home economist does influence their

TABLE XXXI

SATISFACTION WITH THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S EDUCATION

Satisfaction with Services	Less than College Degree Per Cent*	Bachelor Degree Per Cent*	Advanced Degree Per Cent*
Yes	64.5	36.4	65.9
Perhaps	3.2	-	2.3
No	3.2	-	-
No contact	22.6	36.4	22.7
Number of Cases**	(31)	(22)	(44)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to education are omitted.

attitude toward the utility company. A summary of the data is found in Table XXXII.

Seventy per cent of the women having less than a college degree, who responded "yes" or "perhaps" to the possibility of an influence, endorse the influence as being favorable; whereas, fifty eight and six-tenths per cent of the women with advanced degrees and fifty five and six-tenths per cent of the women with bachelor degrees responded in this manner. Almost three-fifths of the women with bachelor degrees gave either a "no contact" or "no information" response.

Desired services

General agreement exists among the education groups with regard to the services desired from the home economist as shown by the data in

TABLE XXII

THE UTILITY HOME ECONOMIST'S INFLUENCE ON CLUBWOMEN'S
ATTITUDES TOWARD THE UTILITY COMPANY ACCORDING
TO RESPONDENT'S EDUCATION

Influence on Attitude	Less than College Degree Per Cent*	Bachelor Degree Per Cent*	Advanced Degree Per Cent*
Yes	45.2	27.3	38.6
Perhaps	19.3	13.6	27.3
No	6.4	-	4.5
No contact	25.8	31.8	15.9
Number of Cases**	(31)	(22)	(44)
Favorable	70.0	55.6	58.6
Unfavorable	-	-	-
Number of Cases**	(30)	(9)	(29)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to education are omitted.

Table XXXIII. The most frequent response given by all three groups was that the utility home economist should inform the community of her services. The other services are desired in varying proportions by the three groups. The women with less than a college degree prefer in descending order of frequency: help with operation and care of new equipment; provide recipes; instruct youth groups on the use of equipment; develop a community program coordinated by the utility home economist, home economics teacher and home demonstration agent; offer cooking classes; stay

TABLE XXXIII

SERVICES DESIRED FROM THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S EDUCATION

Desired Services	Less than College degree			Bachelor Degree			Advanced Degree		
	Yes	Perhaps	No	Yes	Perhaps	No	Yes	Perhaps	No
	Per Cent*			Per Cent*			Per Cent*		
Call by telephone to learn if assistance is needed	3.2	12.9	74.2	9.1	9.1	54.5	9.1	4.5	70.4
Come to see if assistance is needed	6.4	19.3	64.5	22.7	4.5	50.0	13.6	9.1	63.6
Stay in office so that she may be called	61.3	16.1	12.9	27.3	31.8	9.1	38.6	43.2	6.8
Weekly newspaper articles	51.6	35.5	6.4	54.5	18.2	4.5	43.2	38.6	2.3
Weekly radio or television programs	38.7	38.7	6.4	40.9	31.8	-	38.6	38.6	9.1
Recipes	74.2	19.3	-	50.0	22.7	9.1	70.4	20.4	2.3
Inform the manufacturer of wants in equipment	58.1	12.9	19.3	68.2	9.1	-	40.9	22.7	15.9
Inform the community of her services	83.9	9.7	-	81.8	-	-	88.6	2.3	2.3
Work more with groups than individuals	32.3	25.8	19.3	36.4	27.3	9.1	61.4	15.9	6.8
Work more with individuals than groups	12.9	19.3	38.7	4.5	13.6	27.3	6.8	6.8	47.7
Cooking classes	64.5	16.1	6.4	50.0	36.4	9.1	52.3	25.0	11.4
Assistance with the operation and care of new equipment	80.6	6.4	6.4	59.1	9.1	-	54.5	15.9	11.4
Assistance with entertaining ideas	38.7	19.3	32.3	36.4	13.6	22.7	18.2	29.5	27.3
Demonstration of new appliances on the market to aid selection	48.4	29.0	12.9	59.1	9.1	-	61.4	25.0	6.8
Teach youth groups use of equipment	71.0	12.9	6.4	63.6	9.1	4.5	38.6	34.1	13.6
Write instructions on the use of appliances	29.0	19.3	35.5	40.9	18.2	9.1	34.1	25.0	22.7
A community program coordinated by home economist	67.7	16.1	3.2	68.2	13.6	4.5	56.8	34.1	-
Others	-	-	-	4.5	-	-	-	-	-
Number of Cases**	(31)			(22)			(44)		

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to occupation are omitted.

in her office so she may be called if needed, inform manufacturers what is desired in equipment, and write weekly newspaper articles.

Over one-half of the women with bachelor degrees want the home economist to: inform manufacturers of what is desired in equipment, work closely with other home economists to coordinate a community program, teach youth groups the use of equipment, demonstrate the use of new appliances, assist homemakers with operation and care of new equipment, write weekly newspaper articles, provide recipes, and offer cooking classes.

High on the list of services desired by women with advanced degrees is the provision of recipes. Next, these women want the use of new appliances demonstrated, and prefer that the home economist work more with groups than with individuals. More than one-half of the respondents indicated a desire for the home economist to work closely with other home economists to coordinate a community program, assist with the operation and care of new equipment, and offer cooking classes.

Almost one-third of the women with bachelor and advanced degrees indicated uncertainty with a response of "perhaps" with respect to the home economist remaining in her office to be called when needed. One-third of the women with advanced degrees gave a similar response to writing weekly newspaper articles, teaching youth groups, and coordinating a community program. Almost two-fifths of both groups of women, those with less than college degrees and those with an advanced degree, as well as a little over three-tenths of the women with bachelor degrees, indicated an uncertain desire for the service of weekly radio or television programs.

The greatest difference in proportion among the three groups is

between seven-tenths of the women with lesser education and almost two-fifths of the women with highest education favoring the teaching of youth groups. A higher percentage of the group having the least amount of education than of those with more education desire assistance on the operation and care of new equipment. The women with an advanced degree prefer more group work than do the other women.

Opinions Regarding the Utility Home Economist According to Respondent's Study of Home Economics

The study of home economics was conceived to be a factor which could be associated with the image of the utility home economist held by clubwomen. To determine if an association exists between those who have or have not studied home economics and the image they perceive, the responses were analyzed accordingly. Approximately three-fourths of the clubwomen have studied home economics, either in secondary schools, college or 4-H clubs, and two-fifths have not. Seven women did not indicate whether study in home economics was or was not in their background.

Role definition and personality characteristics

The two groups of women, those who have and those who have not studied home economics, identified the roles of the home economist quite similiarly. An analysis of the data presented in Table XXXIV, shows that the women who have studied home economics recognize to a greater degree, than the women who have not, her role as an educator serving the community. Her role as an advertising agent was rejected by over one-third of the clubmembers who studied and by about one-fourth of those who have not studied home economics.

TABLE XXXIV

ROLES OF THE UTILITY HOME ECONOMIST ACCORDING TO
RESPONDENT'S STUDY OF HOME ECONOMICS

Roles	Studied Home Economics Per Cent*	Not Studied Home Economics Per Cent *
A goodwill ambassador	86.7	76.2
An authority on homemaking	69.3	66.7
An official hostess	72.0	71.4
An educator	76.0	52.4
A performance tester of equipment	60.0	52.4
A developer of time and money saving ideas	69.3	61.9
An authority on food preparation	65.3	61.9
A liaison between customer-utility company	66.7	61.9
A liaison between customer-equipment dealer-manufacturer	44.0	42.9
A utility company salesman	28.0	38.1
An equipment salesman	18.7	23.8
An advertising agent	34.7	47.6
A demonstrator of homemaking ideas	81.3	71.4
Number of Cases **	(75)	(21)

* The sums of per cent do not equal 100 because the "no" and "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

The women who have not studied home economics gave only positive response on the roles as a goodwill ambassador, an authority on home-making, a liaison between the customer and utility company, and a liaison between the customer and the equipment dealer and manufacturer. A higher proportion of "no information" responses were given by this group.

An analysis of the data in Table XXV will show that the clubwomen of both groups believe the utility home economist has desirable

TABLE XXXV

PERSONALITY CHARACTERISTICS OF THE UTILITY HOME ECONOMIST
 ACCORDING TO RESPONDENT'S STUDY OF HOME ECONOMICS

Personality Characteristics	Studied Home Economics Per Cent*	Not Studied Home Economics Per Cent*
Well informed	72.0	61.9
Doesn't know much	1.3	-
Friendly	78.7	61.9
Afraid of people	1.3	-
Attractive	74.7	61.9
Unkempt appearance	1.3	-
Self confident	66.7	57.1
Ill at ease	1.3	-
Up-to-date ideas	69.3	61.9
Out-of-date ideas	1.3	-
Interest in homemaking problems	66.7	57.1
Lack of interest in homemaking problems	1.3	4.8
Alert to homemaking needs	60.0	47.6
Not alert to homemaking needs	1.3	-
Number of Cases **	(75)	(21)

*The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

personality characteristics. Only one member indicated otherwise. With only one exception, one-half of both groups responded positively to the personality characteristics of the home economist. Less than one-half the women who have not studied home economics believe the utility home economist alert to homemaking needs. A higher proportion of those who have not studied home economics consistently gave a higher frequency of "no information" answers.

Association and use of services

Study of the data presented in Table XXXVI will reveal that considerably more of the women who have studied than of those who have not studied home economics, have had association with the utility home economist. Almost twice as many who studied home economics as those who have not studied this area, read newspaper articles by the home economist and attend group demonstrations. A larger proportion of those studying home economics than of the other group talk with her by telephone and at chance meetings. Only five members of the latter group have been visited in their homes by the home economist.

With one exception, the services of the utility home economist were used more frequently by clubmembers who have studied home economics as can be seen in Table XXXVII. However, the only service used by over fifty per cent of those members is information on food preparation. Literature provided by the utility company is the only service used more frequently by those not studying home economics. In fact two-thirds of the group use this service. All other services are used by less than

TABLE XXXVI

ASSOCIATION WITH THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S STUDY OF HOME ECONOMICS

Association	Studied Home Economics		Not Studied Home Economics	
	Yes	No	Yes	No
	Per Cent*		Per Cent*	
Newspaper articles	58.7	30.7	33.3	52.4
Telephone	37.3	52.0	9.5	66.7
Chance meeting	40.0	46.7	14.3	66.7
Home visits	6.7	72.0	-	71.4
Contests	6.7	66.7	4.8	71.4
Group demonstrations	58.7	33.3	33.3	47.6
Home shows	17.3	58.7	4.8	66.7
Others	9.3	14.7	4.8	38.1
Number of Cases**	(75)		(21)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information as to study of home economics are omitted.

one-fifth of the group. Twenty-eight members of the group studying home economics received assistance in house planning in comparison with only one member of the other group.

Availability of services

As the data in Table XXXVIII portray, the two groups of clubwomen are in general agreement as to the individuals having access to the services of the utility home economist. Over seven-tenths of both groups of women believe the services available to woman's clubs. Slightly over

TABLE XXXVII

USE OF THE UTILITY HOME ECONOMIST'S SERVICES ACCORDING
TO RESPONDENT'S STUDY OF HOME ECONOMICS

Services	Studied		Not Studied	
	Home Economics Yes	Home Economics No	Home Economics Yes	Home Economics No
	Per Cent*		Per Cent*	
Instructions on:				
laundry equipment	13.3	62.7	4.8	67.2
major kitchen appliances	37.3	45.3	4.8	66.7
small kitchen appliances	18.7	56.0	-	71.4
special appliance features	17.3	62.7	-	71.4
cleaning equipment	9.3	66.7	-	71.4
other	-	29.3	-	57.1
Information as to:				
time, energy saving ideas	26.7	45.3	14.3	61.9
food preparation	54.7	32.0	19.0	57.1
meal planning	42.7	37.3	19.0	57.1
nutrition	30.7	48.0	14.3	61.9
food preservation	24.0	53.3	9.5	61.9
laundry practices	18.7	58.7	9.5	61.9
housecleaning	12.0	62.7	9.5	61.9
other	-	33.3	-	57.1
Assistance in planning:				
kitchen area	13.3	64.0	-	71.4
laundry area	8.0	66.7	-	66.7
house, business lighting	10.7	65.3	-	66.7
heating of house	5.3	69.3	4.8	61.9
other	-	48.0	-	47.6
Literature	49.3	28.0	66.7	23.8
Other	2.7	20.0	-	23.8
Number of Cases**	(75)		(21)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

TABLE XXXVIII

AVAILABILITY OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S STUDY OF HOME ECONOMICS

Availability of Service	Studied Home Economics Per Cent*	Not Studied Home Economics Per Cent*
Equipment dealers	32.0	33.3
Utility customers, only	17.3	23.8
Utility company employees	21.3	23.8
Youth groups	48.0	52.4
School classes	46.7	42.9
Home economics teachers	40.0	47.6
Woman's clubs	72.0	71.4
Special groups	52.0	71.4
Individuals	42.7	38.1
Others	6.7	4.8
Number of Cases**	(75)	(21)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

seven-tenths of the women who have not studied home economics thought the services available to special groups; whereas, just over one-half of the women who have home economics in their background expressed the same opinion.

Satisfaction with services

Almost two-thirds of the group who have studied home economics, the larger group, and one-third of the group who have not studied it, the smaller group, indicated satisfaction with the services of the utility

home economist. Expressing "no contact" with the home economist were eighteen and seven-tenths per cent of the larger group to fifty-two and four-tenths per cent of the smaller group of women. Table XXXIX summarizes the data.

TABLE XXXIX

**SATISFACTION WITH THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S STUDY OF HOME ECONOMICS**

Satisfaction with Services	Studied Home Economics Per Cent*	Not Studied Home Economics Per Cent*
Yes	65.3	33.3
Perhaps	2.7	-
No	1.3	-
No contact	18.7	52.4
No information	11.0	14.3
Number of Cases**	(75)	(21)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

Influence on attitudes

A combination of "yes" and "perhaps" replies reveals more women who studied home economics than those who did not, believe the home economist influences their attitudes toward the utility and consider this influence favorable (see Table XL). A high percentage of those who have not studied this area recorded "no contact" and "no information" regarding the utility home economist having an influence on their attitude toward the utility company.

TABLE XL

THE UTILITY HOME ECONOMIST'S INFLUENCE ON CLUBWOMEN'S
ATTITUDE TOWARD THE UTILITY COMPANY ACCORDING TO
RESPONDENT'S STUDY OF HOME ECONOMICS

Influence on Attitude	Studied Home Economics Per Cent*	Not Studied Home Economics Per Cent*
Yes	42.7	23.8
Perhaps	24.0	14.3
No	5.3	-
No contact	17.3	42.9
Number of Cases**	(75)	(21)
Favorable	64.0	50.0
Unfavorable	-	-
Number of Cases**	(50)	(8)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

Desired services

The two groups of clubwomen generally desire the same services from the home economist as is revealed in the data contained in Table XLI. However, a variation occurs in the number responding to the various services, which results in a different ranking based upon a frequency listing of the services desired by the two groups. Whereas slightly over seven-tenths of the women without home economics prefer the home economist

TABLE XII

SERVICES DESIRED FROM THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S STUDY OF HOME ECONOMICS

Desired Services	Studied Home Economics			Not Studied Home Economics		
	Yes	Perhaps	No	Yes	Perhaps	No
	Per Cent*			Per Cent*		
Call by telephone to learn if assistance is needed	9.3	9.3	68.0	-	4.8	71.4
Come to see if assistance is needed	12.0	14.7	61.3	14.3	-	61.9
Stay in office so that she may be called	42.7	32.0	12.0	47.6	33.3	-
Weekly newspaper articles	46.7	37.3	5.3	57.1	19.0	-
Weekly radio or television programs	37.3	38.7	8.0	47.6	33.3	-
Recipes	65.3	21.3	4.0	71.4	19.0	-
Inform the manufacturer of wants in equipment	52.0	17.3	16.0	57.1	14.3	4.8
Inform the community of her services	82.7	5.3	1.3	95.2	-	-
Work more with groups than individuals	44.0	22.7	13.3	52.4	19.0	4.8
Work more with individuals than groups	10.7	12.0	45.3	-	14.3	23.8
Cooking classes	53.3	25.3	10.7	61.9	23.8	4.8
Assistance with the operation and care of new equipment	66.7	12.0	5.3	57.1	9.5	14.3
Assistance with entertaining ideas	29.3	24.0	28.0	28.6	19.0	28.6
Demonstration of new appliances on the market to aid selection	52.0	24.0	8.0	71.4	19.0	4.8
Teach youth groups use of equipment	57.3	22.7	8.0	47.6	19.0	14.3
Write instructions on the use of appliances	33.3	21.3	28.0	38.1	23.8	4.8
A community program coordinated by Home Economist	65.3	24.0	1.3	57.1	23.8	4.8
Others	1.3	-	-	-	-	-
Number of Cases**		(75)			(21)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to study of home economics are omitted.

to demonstrate the use of new appliances on the market, only a little more than one-half of the other group indicate this preference. The large majority of both groups agree that the home economist should inform the community of her services. Other services desired by those members who have studied home economics are: help homemakers with the operation and care of new equipment, recipes, a community program, instruction to youth groups on the use of equipment, cooking classes, informing the manufacturer of what is desired in equipment, and demonstration of new appliances on the market.

The women with no home economics training highly desire recipes, as well as demonstration of the use of new appliances, cooking classes, instructions on the operation and care of new equipment, contact with manufacturers regarding equipment desired, weekly newspaper articles, a community program, and more group work than individual work.

Opinions Regarding the Utility Home Economist According to Respondent's Income

Since income largely determines the material things a family can have, including convenience items operated by gas or electricity, it was thought that economic status would be a factor related to the opinions of women regarding the service of the utility company, and those of its home economist. The opinions were tabulated according to three income groups: high, medium, and low. Approximately one-fourth of the women estimated their total family income over \$10,000; one-third between \$6,000-\$10,000; one-third less than \$6,000. It should be noted that these incomes are somewhat higher than the national average. Twelve of the

clubwomen gave no information as to income. One respondent commented that this question was too personal to answer.

Role definition and characteristics

The three income groups were in general agreement as to the roles of the utility home economist with the highest proportion identifying the roles of goodwill ambassador and demonstrator of homemaking techniques. Three-fourths of the middle income group view the home economist as a developer of time and money saving techniques; whereas, slightly over two-thirds of the low income group and three-fifths of the high income group picture her in this role. More of the women with low and middle incomes than those of high incomes rejected the idea of the home economist being a salesman for either the utility company or equipment dealers and manufacturers. Table XLIII summarizes the data.

Other roles checked by half or more of the women with low incomes are as follows in descending order of frequency: an authority on homemaking, an official hostess of the utility company, an educator serving the community, a developer of time and money saving techniques, an authority on food preparation, a liaison between the customer and utility company, and a performance tester of equipment.

Over one-half of the middle income group checked these roles; an authority on homemaking, a developer of time and money saving techniques, an educator serving the community, an official hostess of the utility company, a liaison between the customer and utility company, and an authority on food preparation.

Women of high incomes recognize the home economist as an official hostess of the utility company, an educator serving the community, a

TABLE XLIII

ROLES OF THE UTILITY HOME ECONOMIST ACCORDING
TO RESPONDENT'S INCOME

Roles	Less Than \$6,000 Per Cent*	\$6,000- \$10,000 Per Cent*	Over \$10,000 Per Cent*
A goodwill ambassador	88.2	87.5	80.0
An authority on homemaking	70.6	75.0	60.0
An official hostess	67.6	75.0	72.0
An educator	67.6	75.0	68.0
A performance tester of equipment	61.8	46.9	60.0
A developer of time and money saving ideas	67.6	75.0	60.0
An authority on food preparation	67.6	68.7	56.0
An liaison between customer-utility company	61.8	71.9	64.0
A liaison between customer-equipment dealer-manufacturer	38.2	43.7	44.0
A utility company salesman	29.4	25.0	40.0
An equipment salesman	20.6	12.5	28.0
A demonstrator of homemaking ideas	73.5	84.4	76.0
An advertising agent	29.4	43.7	40.0
Number of Cases**	(34)	(32)	(25)

* The sums of per cent do not equal 100 because the "no" and "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

liaison between the customer and utility company, a performance tester of equipment, a developer of time and money saving techniques, and an authority on homemaking and food preparation. A high percentage of "no information" answers were recorded by all groups.

Of the clubwomen giving opinions regarding personality characteristics of the utility home economist a very high percentage responded favorably as shown in the data of Table XLIIII. More women of low incomes

TABLE XLIII

PERSONALITY CHARACTERISTICS OF THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S INCOME

Personality Characteristics	Less Than \$6,000 Per Cent*	\$6,000- \$10,000 Per Cent*	Over \$10,000 Per Cent*
Well informed	79.4	65.6	64.0
Doesn't know much	-	-	4.0
Friendly	88.2	71.9	64.0
Afraid of people	-	-	4.0
Attractive	85.3	65.6	60.0
Unkempt appearance	-	-	4.0
Self confident	79.4	59.4	48.0
Ill at ease	-	-	4.0
Up-to-date ideas	70.6	65.6	64.0
Out-of-date ideas	-	-	4.0
Interest in homemaking problems	70.6	65.6	52.0
Lack of interest in homemaking problems	2.9	-	4.0
Alert to homemaking needs	58.8	59.4	48.0
Not alert to homemaking needs	-	-	4.0
Number of Cases**	(34)	(32)	(25)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

than those of high incomes see the home economist as being well informed, friendly, attractive, self confident, up-to-date in ideas, and interested in homemaking problems. Over one-third of the middle income group, however, gave "no information" on most items. The lowest proportion of responses for all groups was that of being alert to homemaking needs.

Association and use of services

The data presented in Table XLIV portray some variation in contact with the home economist by women of various income levels. Over

TABLE XLIV

ASSOCIATION WITH THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S INCOME

Association	Less Than \$6,000		\$6,000- \$10,000		Over \$10,000	
	Yes	No	Yes	No	Yes	No
	Per Cent*		Per Cent*		Per Cent*	
Newspaper articles	52.9	32.3	59.4	31.2	44.0	44.0
Telephone	20.6	61.8	37.5	50.0	40.0	48.0
Chance meeting	35.3	52.9	34.4	46.9	28.0	56.0
Home visits	2.9	76.5	3.1	71.9	4.0	64.0
Contests	5.9	70.6	9.4	62.5	4.0	64.0
Group demonstrations	52.9	32.3	59.4	34.4	36.0	48.0
Home shows	2.9	67.6	18.7	56.2	36.0	56.0
Others	5.9	20.6	6.2	15.6	12.0	20.0
Number of Cases**	(34)		(32)		(25)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

fifty per cent of the low and middle income groups have had contact with the home economist by reading newspaper articles and attending group demonstrations, whereas less than forty-five per cent of the women with high incomes had this contact. Only one woman in each group had been visited in her home by the utility home economist.

An interesting range emerges in the responses on the three items: talking by telephone, viewing group demonstrations, and attending home shows. Talking with the home economist by telephone were one-fifth of the low income women, a little over one-third of the middle income women, and two-fifths of the high income women. Whereas over one-half of the low income group and nearly three-fifths of the middle income group attended group demonstrations, just over one-third of the high income group did likewise. The same proportion of the high income members saw the home economist in home shows, but about one-sixteenth of the middle and low income groups make this type of contact.

The women of middle income groups requested instructions on small kitchen appliances and cleaning equipment more often than did those of the other income groups. Both middle and high income groups indicated the possibility of owning more laundry equipment than the low income group, since they secured instructions from the home economist on the operation and care of laundry equipment more often. Apparently owning equipment with special features were the high income women since twenty-four per cent of them sought instruction of this nature; whereas less than ten per cent of the other group sought this kind of instruction.

A study of services used by the clubwomen as summarized in Table XIV will show the lowest income group use the information service more

TABLE XLV

USE OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S INCOME

Services	Less Than \$6,000		\$6,000- \$10,000		Over \$10,000	
	Yes	No	Yes	No	Yes	No
	Per Cent*		Per Cent*		Per Cent*	
Instructions on:						
laundry equipment	5.9	67.6	15.6	56.2	16.0	68.0
major kitchen appliances	29.4	50.0	34.4	40.6	24.0	56.0
small kitchen appliances	8.8	64.7	21.9	46.9	8.0	64.0
special appliance features	8.8	67.6	9.4	59.4	24.0	60.0
cleaning equipment	5.9	67.6	12.5	56.2	4.0	72.0
other	-	35.3	-	31.2	-	40.0
Information as to:						
time, energy saving ideas	35.3	35.3	21.9	46.9	12.0	60.0
food preparation	52.9	29.4	53.1	25.0	28.0	60.0
meal planning	44.1	32.3	37.5	34.4	24.0	60.0
nutrition	38.2	44.1	21.9	43.7	16.0	64.0
food preservation	26.5	55.9	25.0	40.6	8.0	64.0
laundry practices	14.7	64.7	18.7	46.9	12.0	64.0
housecleaning	17.6	58.8	12.5	53.1	-	72.0
other	-	41.2	-	28.1	-	48.0
Assistance in planning:						
kitchen area	2.9	70.6	21.9	50.0	8.0	72.0
laundry area	-	73.5	15.6	53.1	4.0	68.0
house, business lighting	-	76.5	18.7	50.0	4.0	68.0
heating of house	2.9	70.6	9.4	59.4	-	72.0
other	-	55.9	-	37.5	-	52.0
Literature	61.8	20.6	53.1	21.9	32.0	44.0
Other	-	11.8	-	15.6	8.0	36.0
Number of Cases**	(34)		(32)		(25)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

frequently than any other service, as well as more frequently than either of the other income groups. From ten per cent to twenty per cent of the middle income group receive assistance in home planning; whereas, less than five per cent of the other groups use this service.

Over one-half of the low and middle income groups receive information on food preparation and literature from the utility company; on the other hand, less than one-third of the women having high incomes use any of the services offered by the home economist.

Availability of services

Checking the services of the utility home economist as being available to any woman's club were eighty-two and four-tenths per cent of the low income group, sixty-eight and eight-tenths per cent of the middle income group, and fifty-six per cent of the high income group. An equal proportion of the middle income group believe the services available to school classes, home economics teachers, special groups, and individuals. Fifty per cent or above of the low income women believe the services are available to special groups, youth groups, and school classes. Table XLVI summarizes these data.

Satisfaction with services

Although almost one-third of the two high income groups indicated "no contact" with the home economist, the data in Table XLVII nevertheless shows that a majority of the respondents of each income group express satisfaction with the services of the home economist. Only one

TABLE XLVI

AVAILABILITY OF THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S INCOME

Availability of Service	Less Than \$6,000 Per Cent*	\$6,000- \$10,000 Per Cent*	Over \$10,000 Per Cent*
Equipment dealers	29.4	43.7	20.0
Utility customers, only	11.8	28.1	16.0
Utility company employees	14.7	28.1	24.0
Youth groups	55.9	46.9	40.0
School classes	50.0	53.1	28.0
Home economics teachers	32.3	53.1	36.0
Woman's clubs	82.3	68.7	56.0
Special groups	64.7	53.1	44.0
Individuals	32.3	53.1	40.0
Others	-	3.1	16.0
Number of Cases**	(34)	(32)	(25)

*The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

respondent, of middle income group, evaluated the services as being unsatisfactory.

Influence on attitude toward the utility

The data in Table XLVIII indicate that almost fifty per cent of the high income women gave "no information" or checked "no contact." The other members of this group replied "yes" or "perhaps" to the question, "Does the home economist influence your attitude toward the utility company?". Almost two-thirds of the other income groups responded

TABLE XLVII

SATISFACTION WITH THE UTILITY HOME ECONOMIST'S SERVICES
ACCORDING TO RESPONDENT'S INCOME

Satisfaction with Services	Less Than \$6,000 Per Cent*	\$6,000- \$10,000 Per Cent*	Over \$10,000 Per Cent*
Yes	64.7	56.2	52.0
Perhaps	-	3.1	4.0
No	-	3.1	-
No contact	17.6	31.2	32.0
Number of Cases**	(34)	(32)	(25)

*The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

positively to the same question and there is a high proportion of "no contact" replies. When asked if the influence was favorable, all groups responded in the affirmative. A high percentage of "no information" replies was also given but no one thought that the utility home economist's influence is unfavorable.

Desired services

Again leading in frequency rating by all groups was the belief that the home economist should inform the community of her services. This is portrayed in the data of Table XLIX. Almost eighty-three per cent of the low income group but only about sixty per cent of the other groups

TABLE XLVIII

THE UTILITY HOME ECONOMIST'S INFLUENCE ON CLUBWOMEN'S
ATTITUDE TOWARD THE UTILITY COMPANY ACCORDING
TO RESPONDENT'S INCOME

Influence on Attitude	Less Than \$6,000 Per Cent*	\$6,000- \$10,000 Per Cent*	Over \$10,000 Per Cent*
Yes	47.1	34.4	36.0
Perhaps	14.7	31.2	16.0
No	5.9	3.1	-
No contact	17.6	21.9	32.0
Number of Cases**	(34)	(32)	(25)
Favorable	66.7	52.4	69.2
Unfavorable	-	-	-
Number of Cases**	(21)	(21)	(13)

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

desire recipes. Although seventy and six-tenths per cent of the women of low incomes want the home economist to teach youth groups how to use equipment, only about forty-five per cent of the other groups desire this. Whereas forty-four and one-tenth per cent of the low income and fifty-three and three-tenths per cent of the middle income women would like weekly radio or television programs given by the home economist, only twenty per cent of the high income women express this preference. A high percentage of "perhaps" answers was recorded by each group.

TABLE XLIX

SERVICES DESIRED FROM THE UTILITY HOME ECONOMIST
ACCORDING TO RESPONDENT'S INCOME

Desired Services	Less Than \$6,000			\$6,000- \$10,000			Over \$10,000		
	Yes	Perhaps	No	Yes	Perhaps	No	Yes	Perhaps	No
	Per Cent*			Per Cent*			Per Cent*		
Call by telephone to learn if assistance is needed	2.9	8.8	70.6	3.1	9.4	68.7	16.0	8.0	64.0
Come to see if assistance is needed	14.7	8.8	61.8	12.5	12.5	56.2	12.0	16.0	64.0
Stay in office so that she may be called	58.8	26.5	5.9	25.0	40.6	15.6	48.0	32.0	4.0
Weekly newspaper articles	52.9	26.5	8.8	59.4	25.0	3.1	32.0	52.0	-
Weekly radio or television programs	44.1	38.2	2.9	53.1	31.2	6.2	20.0	48.0	8.0
Recipes	82.3	11.7	2.9	39.4	25.0	3.1	60.0	28.0	4.0
Inform the manufacturer of wants in equipment	55.9	14.7	14.7	56.2	15.6	9.4	44.0	24.0	12.0
Inform the community of her services	91.2	2.9	-	90.6	3.1	-	76.0	8.0	4.0
Work more with groups than individuals	50.0	29.4	2.9	34.4	28.1	12.5	60.0	4.0	20.0
Work more with individuals than groups	8.8	11.7	38.2	6.2	21.9	34.4	12.0	4.0	48.0
Cooking classes	67.6	17.6	5.9	40.6	34.4	12.5	60.0	28.0	4.0
Assistance with the operation and care of new equipment	70.6	8.8	5.9	65.6	15.6	-	56.0	8.0	16.0
Assistance with entertaining ideas	35.3	17.6	29.4	28.1	28.1	21.9	16.0	24.0	36.0
Demonstration of new appliances on the market to aid selection	55.9	20.6	8.8	59.4	18.7	6.2	56.0	36.0	4.0
Teach youth groups use of equipment	70.6	8.8	5.9	46.9	28.1	9.4	44.0	32.0	16.0
Write instructions on the use of appliances	35.3	20.6	20.6	34.4	31.2	21.9	36.0	16.0	28.0
A community program coordinated by Home Economist	61.8	20.6	2.9	65.6	25.0	3.1	64.0	28.0	-
Others	2.9	-	-	-	-	-	-	-	-
Number of Cases**		(34)			(32)			(25)	

* The sums of per cent do not equal 100 because the "no information" responses are omitted.

**The number of cases does not equal 103 because the responses of "no information" as to income are omitted.

Over one-half of the women with low incomes prefer the following services, listed in descending order of frequency: recipes, assistance with the operation and care of new equipment, instruction to youth groups on the use of equipment, cooking classes, a community program, the home economist to stay in her office so that she may be called, demonstration of new appliances, the home economist to inform the manufacturers of what is desired in equipment, weekly newspaper articles, and more group work than individual work.

More than one-half of the middle income women prefer the services of: assistance with the operation and care of new equipment, demonstration of new equipment on the market, recipes, weekly newspaper articles, the home economist to inform manufacturers of what is desired in equipment, and weekly radio or television programs.

Women of the high income group desire the following services: a community program, cooking classes, group work, recipes, and assistance with operation and care of new equipment, as well as assistance in the selection of appliances on the market.

Summary of Findings

Of the 103 clubwomen participating in this study, forty-one and seven-tenths per cent were under fifty years of age, forty-seven and five-tenths per cent were over fifty. Single, widowed or divorced women comprised thirty-five and six-tenths per cent of the sample, in contrast to fifty-nine and two-tenths per cent of married women. Analyzed according to occupation, thirty-nine and eight-tenths per cent were full time homemakers, twenty-three and three-tenths per cent were homemaker-workers and thirty-one and one-tenth per cent were full time workers. Having attended secondary school or college but not receiving a college degree were thirty and one-tenth per cent of

the women; holding a bachelor degree was twenty-one and three-tenths per cent. A high proportion, forty-two and seven-tenths per cent, of the women had an advanced degree. The high percentage of advanced degrees undoubtedly resulted because the sample was taken in a college town. The women having studied home economics comprised a larger proportion, seventy-two and eight-tenths per cent, of the sample whereas only twenty and four-tenths per cent of the clubwomen had not studied this area. Identified by income classifications, thirty-three per cent made less than \$6,000, thirty-one per cent made between \$6,000 - \$10,000, and twenty-four and three-tenths per cent made over \$10,000. Over ten per cent of the women gave no information on the questions concerning age and income; whereas less than seven per cent gave no information on the other variables.

Age

Women of the two age groups generally saw the utility home economist as a goodwill ambassador for the utility company, a demonstrator of home-making techniques, an educator serving the community, an official hostess of the utility company, and an authority on homemaking. Favorable responses were indicated by both groups as to her personality characteristics.

Women above age fifty apparently have had more association with the home economist, and it follows that a greater use would be made of her services by this group. Both groups of women have association with her through reading her newspaper articles and attending her group demonstration than by any other means of association. The two groups rated literature service and information on food preparation as the most used services offered by the home economist.

A majority of women in both age groups believe the utility home economist's services are available to any woman's club. More than one-half

of the women above fifty years believe the services are also available to special groups, school classes and youth groups. Only a small percentage of both groups indicated they believe the utility home economist's services as being available to utility customers, and utility company employees.

Both groups responded favorably to satisfaction with services by the home economist. A greater proportion of the older than the younger group recorded information with regard to the satisfaction of her service, which suggests the older women have probably used her services more. Over fifty per cent of both groups think the home economist is likely to have an influence on their attitudes toward the utility company. Of those indicating this influence, more than one-half evaluate it as favorable. No one recorded an unfavorable influence, but a high proportion of "no information" answers were given by the respondents.

The clubwomen from both groups overwhelmingly believe the home economist should inform the community of her services. A higher proportion of women below age fifty than of those above age fifty, indicated a desire for services. The services generally desired by both groups are: recipes, assistance with the operation and care of new equipment, a community program coordinated by the home economist serving the area, instruction to youth groups as to the use of equipment, the demonstration of new appliances to aid in selection, and cooking classes.

Marital status

Both single and married women agree that the roles of the utility home economist are as follows: a demonstrator of homemaking techniques,

a goodwill ambassador, an educator, an authority on homemaking, a developer of time and money saving techniques, an official hostess for the utility company, and a liaison between the customer and the utility company. More single women responded to favorable personality characteristics of the utility home economist. More of the married group gave "no information" on this, perhaps since their association with her was somewhat less than that of the single women. A wide divergence appears in the frequency of use of services by the two groups; yet the services used most often by both married and single respondents are: literature, information on food preparation and meal planning, and instruction on major kitchen appliances. Both groups agree that the services of the utility home economist are available to woman's clubs. Over one-half of the single women expressed a belief that the services are also available to special groups, school classes, youth groups, home economics teachers, and equipment dealers.

Even though a high proportion of married women checked "no contact" with the home economist, the majority of both groups responded with satisfaction concerning service from the home economist. The respondents indicated also, that the home economist influenced their attitudes toward the utility and in most instances the influence was favorable.

The married and single respondents agree as to the services desired; however, there was variation in ranking their frequency of responses. It was desired by relatively large proportions of the respondents that the home economist should: inform the community of the services available, provide recipes, help homemakers owning new equipment with its operation and care, and work closely with other home economists to coordinate a community program. A high percentage of both groups indicated "yes" and

"perhaps" to weekly newspaper articles and weekly radio or television programs being services desired.

Occupation

The responses of the clubwomen, analyzed according to occupation, show that they see the home economist as a goodwill ambassador for the utility company, as well as, a demonstrator of homemaking techniques, an official hostess of the utility company, an educator, an authority on homemaking, a developer of time and money saving techniques, a liaison between the customer and the utility company, and an authority on food preparation.

The homemaker-workers and the fulltime workers are in closer agreement than either group is with the full time homemakers regarding their opinion of personality characteristics; although all women, with the exception of one, checked favorable characteristics.

The fulltime workers indicated that their association with the home economist had been more frequent than those of the other groups. However of each group, the greatest number have contact with home economists through newspaper articles and group demonstrations. A high percentage of workers have talked with her at chance meetings. With the exception of the information services, the full time workers registered more frequent use of all services. The utility home economist's services used most frequently by the groups are literature and information on food preparation and meal planning.

The highest number of all groups believe the services of the home economist are available to woman's clubs. In addition, large number of

homemaker-workers and full time workers think the services extended to special groups, youth groups, school classes, home economics teachers, and individuals. Even though a large number of both groups responded that the services were satisfactory, a high proportion of the full time homemakers and homemaker-workers indicated "no contact" with the home economist. Of those indicating that the home economist possibly has an influence on their attitudes toward the utility company, which was the majority of all three groups, a high percentage of the groups responded that the influence was favorable. A large proportion of "no information" responses was recorded by all groups.

The largest proportion of women wanted the utility home economist to inform the community of her services. They also desire the home economist to help homemakers owning new equipment and to coordinate a community program.

Education

The women of all education groups agree on the roles of the utility home economist as being a goodwill ambassador and a demonstrator of homemaking techniques. The women differ not so much in content of the role as in the rank order of their responses based on a percentage listing. The roles which they associate with the utility home economist are educator, hostess, homemaking authority, performance tester of equipment, authority on food preparation, and a liaison between the customer and the equipment dealer and manufacturer. A high number of all groups indicated that the home economist has desirable personality characteristics. The percentage of responses on most items by women with less than a college degree and those with an advanced degree are very similar.

Women with one or more advanced degrees have more frequent contact with the home economist than women of lesser education. Association with the utility home economist through newspaper articles and group demonstrations were checked most frequently by all groups. A lesser number of the women of all groups have contact by telephone and chance meetings.

Women with an advanced degree use instructions on the operation and care of equipment and assistance in house planning more often than do the other groups. The women with a bachelor's degree indicated a greater use of the information service offered by the home economist.

One-half or more of the three groups expressed opinions that the services of the utility home economist are available to woman's clubs and special groups. Those with an advanced degree believe school classes and home economics teachers have access to her services and women with lesser education think youth groups have such access.

Almost two-thirds of the women with less than a college degree and women with an advanced degree indicated that the services of the home economist are satisfactory. Slightly over one-third of the women with college degrees gave this expression; however, almost two-thirds of them gave a "no contact" or "no information" response.

The home economist seems to have more influence on the attitudes toward the utility company of women with the least education and those with the most education. A high percentage of "no contact" and "no information" responses was again recorded by the middle group, the women with a bachelor degree. Of those indicating that the home economist has an influence on their attitude, a majority of all groups expressed this influence as being favorable.

"Informing the community of her services" received the highest proportion of the responses concerning services desired from all education

groups. Although the services desired are similiar, the order of ranking as to number of responses varies considerably.

Study of Home Economics

In general women who have studied and those who have not studied home economics agree on the roles of the utility home economist. Of first importance, according to frequency rank, is the role of a goodwill ambassador for the utility company; followed by a demonstrator of homemaking techniques, an official hostess, an authority on homemaking, an educator, a developer of time and money saving techniques, a liaison between customer and utility company, and an authority on food preparation. The majority of both groups believe the home economist to have desirable personality characteristics, although more than one-fifth of the women of both groups failed to give information regarding her opinion of the utility home economist's personality characteristics.

A much greater percentage of women who have studied home economics have association with the home economist. Only one-third of the women who have not studied home economics have association through newspaper articles and group demonstrations, whereas almost two-thirds of those who have studied home economics have such associations. With one exception more women who have studied home economics, than of those who have not, use the services of the utility home economist to a greater extent. The one exception was literature provided by the utility company, which is used more frequently by the women who have not studied home economics.

Both groups of women responded very similiarly that they believe the services are available to any woman's club and special groups. More satisfaction with the services offered by the home economist is indicated

by a higher number of responses from the women who have studied home economics. However, one of these women indicated dissatisfaction. Two-thirds of those who have not studied home economics checked "no contact" or "no information" responses.

Similiar responses were given by the women as to the home economist having an influence on their attitudes toward the utility company. A larger per cent of those who have studied home economics responded and, further, a larger per cent responded that the influence is favorable. No one expressed an unfavorable influence.

The two groups of women are in close agreement with regard to the services desired from the home economist. Informing the community of her services is the item desired by the greatest percentage of both groups. Providing recipes, helping homemakers with operation and care of new equipment and coordinating a community program were services desired by both groups.

Income

The roles of goodwill ambassador, demonstrator of homemaking techniques, and official hostess of the utility company were conceived by all income groups as those belonging to the utility home economist.

The women of higher incomes gave more similiar responses to the personality characteristics of the utility home economist than did the other income groups. Nevertheless, all groups attribute favorable characteristics to the home economist. The characteristics receiving the lowest percentage of positive responses from all groups was being alert to homemaking needs.

Association with the home economist varies by type and frequency. The highest proportion of women having association with the home economist through newspaper articles and demonstrations are women with low and middle incomes. Those women with high incomes indicated they have association with her through reading her newspaper articles, and conversing by telephone more than by other means of association. Women of middle and high incomes receive more instruction on the operation and care of equipment, whereas women with low incomes use the information service more frequently. The middle income group receive more assistance in house planning. Women of the middle income group believe the services of the utility home economist are available to woman's clubs, school classes, home economics teachers, special groups, and individuals; whereas half of the women of the high income group indicated that the utility home economist's services are available to woman's clubs.

Similar indications recorded by all groups affirmed satisfaction with the services of the utility home economist. High percentages of "no contact" and "no information" responses were given by all groups when asked if the home economist had any influence on their attitudes toward the utility. Those indicating the possibility of an influence indicated the influence as favorable.

The majority of women of each income group want the home economist to inform the community of her services. The remaining services are desired in varying numbers by the different income groups.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The study was designed to determine how selected women in a community perceive the role and services of the utility home economist. It was hypothesized that opinions regarding the utility home economist would vary according to the age, marital status, occupation, education (including the study of home economics), and income of selected women respondents. On the basis of the evidence presented in the study, it appears that the hypothesis can be accepted and the following conclusions may be drawn:

1. Social-cultural factors appear to be related to the opinions of women regarding: 1) association with the home economist, 2) extent to which her services are used, 3) ideas regarding groups to whom the services are available, 4) satisfaction with the services used, and 5) influence by the home economist on their attitude toward the utility company.
2. The relationship of social-cultural factors to the services desired by women is not as clear-cut as in the preceding items; however, disagreement among women of different social-cultural groups as to the services they desire from the home economist indicates that a relationship is present. The

variable of age is unique in this respect for although women under age fifty indicated less association with the utility home economist than women over age fifty, the younger women preferred a wider offering of services. This phenomenon may be explained perhaps by the fact that having had less association they have fewer preconceived ideas and therefore, were more imaginative in identifying desired services.

3. The respondents agree that in general the roles of the utility home economist are: a goodwill ambassador, an official hostess, an educator, a performance tester of equipment, an authority on homemaking and food preparation, a demonstrator of homemaking techniques, a developer of time and money saving techniques, a liaison among the customer-utility company-equipment dealer and manufacturer rather than an advertising agent or a salesman for the utility and equipment companies.
4. The respondents have had limited association with the utility home economist and have made limited use of the services offered by her.
5. The respondents have used the information and literature service to a greater extent than the instruction and planning service offered by the utility home economist.
6. The respondents believe the services of the utility home economist are available more to woman's clubs than to any other group in the community.

7. The respondents have generally been satisfied with the services they have received from the utility home economist.
8. The majority of the respondents believe the home economist has an influence on their attitude toward the utility company and that the influence is favorable.
9. The respondents believe the utility home economist should inform the community of her services.
10. The respondents desire the following services from the utility home economist: 1) assistance with the operation and care of new appliances purchased, 2) demonstration of new appliances on the market to aid the consumer in selection, 3) instructions to youth groups on the use of appliances, 4) recipes, 5) cooking classes, 6) informing the manufacturer what is desired in equipment, and 7) a community program coordinated by all home economists serving the community.

Recommendations

Emphasizing a need for an expanded research program in home economics,

Swanson reports:

People still find satisfaction in living only to the extent that they can deal with their needs and with the circumstances of their times. In all aspects of our profession--teaching, extension, and research--we aim to help individuals and families develop competencies fundamental to effective living.²²

²²Pearl Swanson, "New Resources for Research", The Journal of Home Economics, 53 (March, 1961), p. 161.

In order for the home economist in business to meet the challenge of today's living, continued research on her contributions in relation to consumer wants and needs is recommended.

To home economics educators, it is recommended that they:

1. Conduct a more thorough study of today's homemaking needs to be incorporated in the instruction and preparation of future home economists. The findings in this study are reinforced by a "Home Life" survey of clubwomen in thirty-five states sponsored jointly by the American Home Economics Association and the General Federation of Women's Clubs which reveals an over-whelming majority of women believe homemakers today are not training their daughters adequately for future homemaking roles.²³ Homemaking educators will be expected to meet the challenge.
2. Conduct an expanded public relations program to construct a desirable image. When the women in the previously mentioned study were asked if they were personally acquainted with any home economist in the community, 571 replied "yes" and 578 responded "no". In answer to the question, "What essential services do you feel home economists perform in your community?", more than sixty per cent left the question blank or responded negatively.²⁴ Similarly recorded

²³Joan Gaines, "Survey of Women's Club Produces Important Findings", The Journal of Home Economics, 54 (June, 1962), pp. 435-436.

²⁴Ibid.

in the current study was a high proportion of "no information" answers. Although the women did not know of the services of the utility home economist they were eager to learn of her services. The recommendation made most frequently by the respondents was for the utility home economist to inform the community of her services. Home economics educators must interpret to the public what home economics has to offer and why it is important.

To business management, it is recommended that they:

1. Exert a continuing effort to construct a favorable image of the company, products, and employees; more specifically that they seek the needs of the consumers and strive to fulfill them. Since home economists are recognized by both business and the homemaker as being a liaison, it would be desirable to further investigate the position of the business home economist and assess the contributions made by her.
2. Inform the community of the services of their specialized personnel. If the home service program is to be an effective part of a public relations program, the services offered by it should be made known to the public. Not only should the services be made known, but also to whom the services are available. Additional support for this recommendation comes from the 1960²⁵ and 1961²⁶ Homemakers' Conference conducted by Laclede Gas Company, where it was noted that the

²⁵"Homemakers' Conference", July, 1960.

²⁶Homemakers' Conference", September, 1961.

public is unaware of the home service program.

To the utility home economist, it is recommended that she:

1. Strive to attain professional identity among the citizens of the community. Support is given to the findings of the current study by the "Home Life" survey which revealed only 59 out of 708 women recorded personnel acquaintance with the utility home economist.²⁷
2. Avail herself of the opportunity to meet the needs of homemakers in the community, keeping in mind women of all ages, marital status, occupation, education, and income groups. By serving the consumer satisfactorily, the utility home economist will fulfill one of her obligations to business.

²⁷Gains, p. 435-436.

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A P P E N D I X

IMPRESSIONS OF THE UTILITY HOME ECONOMIST

This questionnaire is designed to determine how the Home Economist employed by an electric or gas utility company is viewed by women in the community. It is hoped that the information obtained can be used to strengthen the Home Service program, offered by utility companies, and thus meet better the needs of the homemaker. Your participation in this endeavor will be greatly appreciated.

Would you please answer the following statements according to the directions given at the top of each page?

I. Check in the columns "frequently", "sometimes", or "never" the answer of your choice.

	Fre- quently	Some- times	Never	
A. What has been your association with the Utility Home Economist? (Check each item)				
1. Read her newspaper articles				1
2. Talked with her by telephone				2
3. Talked with her in informal conversation at a chance meeting				3
4. Was visited by her in my home				4
5. Entered a contest she judged				5
6. Attended her group demonstration				6
7. Saw her in "Parade of Homes" or home shows				7
8. Others: (list) _____				8
9. _____				9
B. To what extent have you used the following services of the Utility Home Economist? (Check each item)				
1. Instructions on the operation and care of:				
a. Laundry equipment				1 a
b. Major kitchen appliances, such as range				b
c. Small kitchen appliances, such as fry pan and mixer				c
d. Special features, such as the rotisserie and automatic clock control				d
e. Cleaning equipment, such as the vacuum cleaner and floor polisher ...				e
f. Other: (list) _____				f
2. Information, pertaining to:				
a. Time and energy saving ideas				2 a
b. Food preparation				b
c. Meal planning				c
d. Nutrition				d
e. Food preservation				e
f. Laundry practices				f
g. Housecleaning				g
h. Other: (list) _____				h
3. Assistance in planning:				
a. Kitchen area				3 a
b. Laundry area				b
c. Lighting of house or business				c
d. Heating of house				d
e. Other: (list) _____				e
4. Literature provided by the utility				
				4
5. Others: (list) _____				
				5

II. Check or list only the answers which best express your opinion.

- A. What do you think is the role of the Utility Home Economist? Yes No
- | | | | |
|--|-----|-----|----|
| 1. A goodwill ambassador for the utility company | ___ | ___ | 1 |
| 2. An authority on homemaking | ___ | ___ | 2 |
| 3. An official hostess of the utility company | ___ | ___ | 3 |
| 4. An educator serving the community | ___ | ___ | 4 |
| 5. A performance tester of equipment | ___ | ___ | 5 |
| 6. A developer of time and money saving techniques | ___ | ___ | 6 |
| 7. An authority on food preparation | ___ | ___ | 7 |
| 8. A liaison between the customer and utility company | ___ | ___ | 8 |
| 9. A liaison between the customer, and the equipment dealer and manufacturer | ___ | ___ | 9 |
| 10. A salesman for the utility company | ___ | ___ | 10 |
| 11. A salesman for the equipment dealers and manufacturer .. | ___ | ___ | 11 |
| 12. An advertising agent | ___ | ___ | 12 |
| 13. A demonstrator of homemaking techniques | ___ | ___ | 13 |

B. What qualities do you think best describe the Utility Home Economists that you have known? (Check the appropriate columns)

- | | | | |
|---|-----|---|-----|
| 1. Well informed | ___ | Doesn't know much | ___ |
| 2. Friendly | ___ | Afraid of people | ___ |
| 3. Attractive | ___ | Unkept appearance | ___ |
| 4. Self confident | ___ | Ill at ease | ___ |
| 5. Up-to-date information and techniques .. | ___ | Out of date information and techniques | ___ |
| 6. Willing to help with homemaking problems . | ___ | Lack of interest in helping with homemaking problems | ___ |
| 7. Alert to the needs of homemakers | ___ | Others: (list) _____ | ___ |

C. To whom do you think the services of the Utility Home Economist are available?

- | | | | |
|------------------------------------|-----|------------------------------|-----|
| 1. Equipment dealers ... | ___ | 6. Home Economics teachers.. | ___ |
| 2. Utility customers, only | ___ | 7. Any women's club | ___ |
| 3. Utility company employees | ___ | 8. Special groups | ___ |
| 4. Youth groups | ___ | 9. Individuals, namely me... | ___ |
| 5. School classes | ___ | 10. Others: (list) _____ | ___ |

D. Have you generally been satisfied with the services you have received from the Utility Home Economist?

Yes ___ Perhaps ___ No ___ No contact with the Home Economist ___

E. Does the Utility Home Economist influence your attitude toward the utility?

Yes ___ No ___ Don't know ___ No contact with the Home Economist ___

If yes, how:

Generally favorably ___ Generally unfavorably ___

III. Check in the columns "yes", "perhaps" or "no" the answer of your choice.

A. Do you think the Utility Home Economist should:

1. Call on the telephone to learn if I need assistance
2. Come to see if I need assistance
3. Stay in her office so that I may call her if I need her
4. Write weekly newspaper articles
5. Present weekly radio or television programs ..
6. Provide recipes
7. Inform the manufacturer of my wants in equipment
8. Inform the community of her services
9. Work more with groups than individual homemakers
10. Work more with individual than groups of homemakers
11. Offer cooking classes
12. Help homemakers owning new equipment with its operation and care
13. Assist me with entertaining ideas
14. Demonstrate the use of new appliances on the market to aid me in their selection
15. Teach youth groups, such as the Girl Scouts, how to use equipment
16. Write instructions on the use of appliances ..
17. Work closely with Home Economics teachers and Home Demonstration Agent to coordinate a community program
18. Others: (list) _____

Yes	Per- haps	No	
			1
			2
			3
			4
			5
			6
			7
			8
			9
			10
			11
			12
			13
			14
			15
			16
			17
			18
			19
			B

- B. Does the Utility Home Economist influence the satisfaction you receive from the service of your appliances

IV. Check or list the answer that applies to you.

1. Number of organizations to which you belong:

- Two _____
- Three _____
- Four _____
- Five or more..... _____

2. Age:

- Below 30 _____
- 30-40 _____
- 41-50 _____
- Above 50 _____

3. Marital status:

- Single _____
- Married _____
- Widowed or divorced.... _____

4. If married, how long have you been married?

- Less than 3 years _____
- 3-10 years..... _____
- 11-20 years _____
- 21-30 years _____
- Over 30 years.... _____

5. Occupation:

- Full-time homemaker.... _____
- Part-time homemaker.... _____
- Full-time worker..... _____

6. If working, what is your employment?

7. Highest level of formal education attained:

- Grade school..... _____
- High school..... _____
- Attended college..... _____
- College degree _____
- Advanced degree..... _____
- Other, (list) _____

8. Total family income:

- Less than \$4000.. _____
- \$4000-\$5999..... _____
- \$6000-\$7999..... _____
- \$8000-\$9999..... _____
- Over \$10,000..... _____

9. Did you study Home Economics?

Yes _____ No _____

If yes:

- High school..... _____
 - College..... _____
 - 4-H..... _____
 - Others: (list)..... _____
-

10. Do you live in:

- Your own house?.. _____
 - A rented house?.. _____
 - A rented apartment? _____
 - Others? (list).... _____
-

Dear _____

Enclosed is the questionnaire I wish to give members of the _____ club. Last week a students' club required approximately ten minutes for answering the form.

The purpose of this study is to determine opinions held by women influential in community life, through their participation in organizations, regarding the home economist employed by a utility company. It is hoped this information can be used to help strengthen the home service program of the utility company, in an effort to meet the needs of women in the community.

Since I am a graduate assistant and advisor in the Adams Home Management House, I can be reached by telephone, FR 2-7206.

I am very grateful for your consideration.

Most sincerely,

VITA

Peggy Vonne Koon

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Master of Science

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