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# Food buying : knowledge, concerns, practices : an evaluation of the Marketing Information for Consumers program in the Wheeling-Steubenville area

Ward F. Porter

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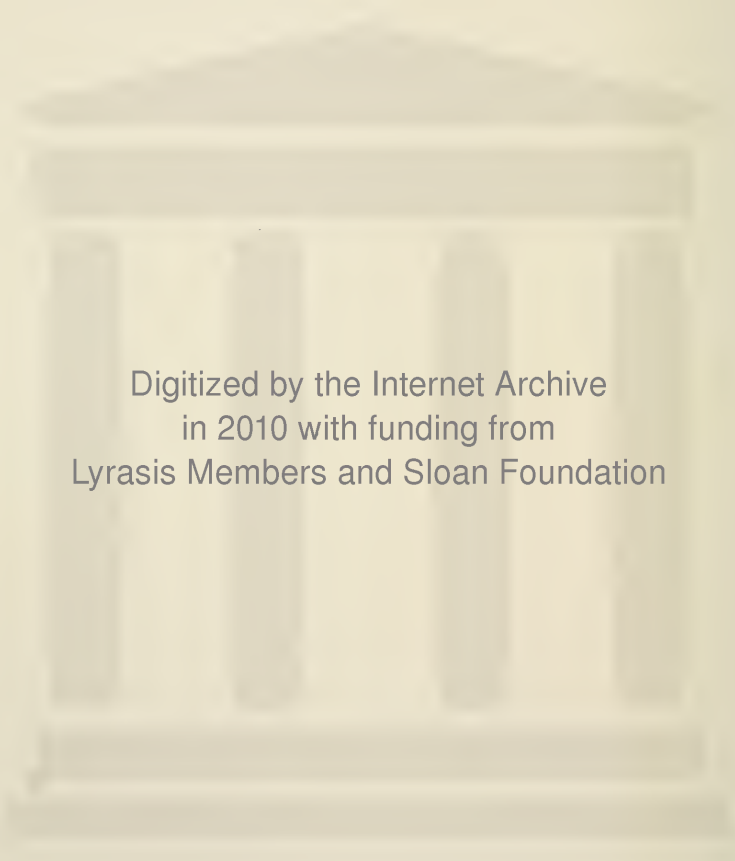
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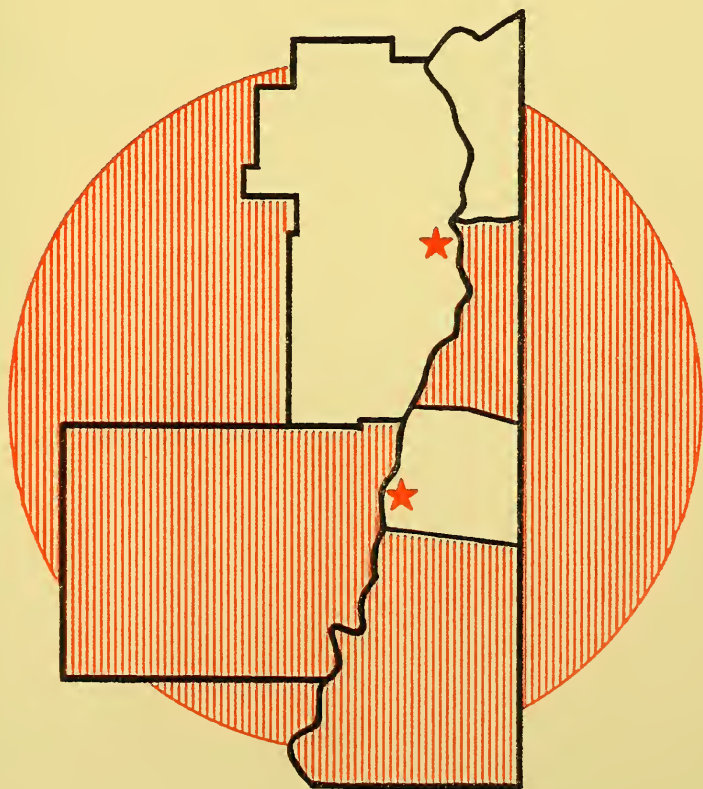


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# FOOD BUYING

## Knowledge – Concerns – Practices

AN EVALUATION OF THE MARKETING INFORMATION FOR  
CONSUMERS PROGRAM IN THE WHEELING-STEUBENVILLE AREA



Bulletin 456

May 1961

WEST VIRGINIA UNIVERSITY AGRICULTURAL EXPERIMENT STATION



# **FOOD BUYING**

**—Knowledge**

**—Concerns**

**—Practices**

**An Evaluation of the Marketing Information for Consumers  
Program in the Wheeling-Steubenville Area**

**by**

**Ward F. Porter, W. W. Armentrout, Mrs. Mary K. Conrad, Robert Dimit,  
Gale Lyon, Chester E. Swank, and Gale Ueland**

**WEST VIRGINIA UNIVERSITY  
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WEST VIRGINIA UNIVERSITY

AGRICULTURAL EXPERIMENT STATION

COLLEGE OF AGRICULTURE, FORESTRY, AND HOME ECONOMICS

A. H. VANLANDINGHAM, DIRECTOR

MORGANTOWN

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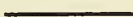
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# Summary

## ABOUT THE STUDY

THE purposes of the study were (1) to evaluate the impact and effectiveness of the Marketing Information for Consumers (MIC) Program in the Wheeling-Steubenville Area, (2) to establish benchmark information for later use in other evaluations, and (3) to provide basic information for program planning purposes.

Data were collected during June and July 1958, by trained interviewers from a probability sample of urban and rural people in Jefferson County, Ohio and Hancock and Ohio counties, West Virginia.

## THE POPULATION

Almost three-fifths (59 per cent) of the composite sample households in the tri-county area are urban residences. This varies from 38 per cent in Jefferson County to 76 per cent for the two West Virginia counties. Approximately 17 per cent of the homemakers interviewed are under 30 years of age. A similar percentage are 60 years old and over.

More than one-third of all sample homemakers have no formal schooling beyond "grammar" school. Eleven per cent have one or more years beyond high school. Differences in educational attainments are evident between the counties and residence groupings.

Almost one-fourth of all homemakers work outside the home for pay. Urban homemakers are more apt to do this than rural homemakers. The major source of household income for all three counties and for each residence grouping is nonfarm work. Estimated net (or "take-home") household incomes (as defined by schedule question No. 74 in Appendix) are relatively low (under \$3,000) for approximately one-fourth of all households. Rural households seem to be most disadvantaged in terms of dollar income.

## FOOD SHOPPING PRACTICES

Although wives usually do most of the food shopping, husbands participate in this activity—alone or in conjunction with their wives—to a greater extent in rural areas. The percentage of urban households with wives doing most of the shopping is usually lowest for the highest income category. The opposite prevails in rural areas. Urban wives and husbands are more likely to shop together in homes where homemakers have one or more years of schooling beyond high school.

“Going to the store to buy food” is most frequently a “once-a-week” activity for homemakers in this area. However, a sizeable proportion—approximately one-fifth—of the sample report food shopping six or more times a week. Friday is the major food shopping day for both areas and for urban and rural homemakers alike. For other days in the week, some interesting differences exist on an area and residence basis.

In buying certain specified cuts of meat, most sample homemakers (75 per cent) report deciding what to buy before entering the store. However, this practice is less true of rural homemakers than urban.

“Price” or economic considerations in deciding what meats to buy, seem less evident than some might anticipate.

## **MOTIVATIONS AND VALUES**

Homemakers were asked to select from a list of 16 potential motivations (in meal planning and food shopping) the five they considered most important. Then they were asked to rank these five in order of relative importance.

The two concerns that stand out most are: (1) “getting grade or quality for the money,” and (2) “health or nutrition value.” Almost three-fifths of all homemakers mentioned each of these. Other concerns ranking high involve economic or “price” considerations, including “saving money on food.” The relative importance of the major concerns varies somewhat with both educational and income levels.

Certain concerns seem to be considered of relatively minor importance. “Status” and “prestige” concerns, and the difficulty of meal planning and preparation, appear to be relatively unimportant to most homemakers.

## **LEVELS OF KNOWLEDGE**

Homemakers’ understanding of certain economic factors and concepts in food purchasing was tested through a series of five questions. They related to supply and price, grading and quality, and seasonality and price.

In general, the data indicate that area consumers need more information, particularly on seasonality as it relates to the price and supply of pork, beef, and eggs. It is also evident that levels of knowledge vary for different segments of the population. Formal education, income levels, and place of residence seem to have considerable bearing on levels of knowledge.

## **EXTENSION MIC PROGRAMS AND THE MASS MEDIA**

Appraising the impact of the area’s mass media programs is complicated by the number of informational channels involved. Information

has been disseminated through four radio stations, two TV channels, and four newspapers.

The data suggest that almost one-third of the households with radios in use have been "reached" by one or more of the established MIC radio programs. The audience varies somewhat according to area, place of residence, levels of education and income, and the particular program involved. Considering the over-all composite audience—those "reached" by one or more of the four programs—there seems to be no marked relationship between educational status and "exposure" to a program.

In general, the radio programs seem to have somewhat greater appeal for homemakers in both the lowest and highest income groupings.

The extent to which radio audiences use the program information varies greatly from program to program, as well as by area and place of residence. Rural listeners seem as apt to use such information as the urban audience. Use of program information also varies according to education and income levels.

Approximately 95 per cent of the sample households have television sets. Audiences for the two MIC television programs vary in number as well as by area, place of residence, educational status, and income levels.

More than two-fifths (44 per cent) of the households with television report viewing one or both programs. The proportion of rural homemakers so doing is as great as for the urban group.

The relationship of education and income to TV program exposure is neither consistent nor very pronounced for the composite TV audience. This is at least partially due to counteracting tendencies that appear when the two program audiences are considered separately.

As with radio programs, the two television program audiences differ in the extent of use of information. Further, while education and income have some relationship to use of information, the relationship is not consistent for each program or for each residence group.

Consumer marketing information is directly disseminated through four area newspapers. More than four-fifths (83 per cent) of all homemakers report reading one or more of these four papers "regularly."

Readership seems to vary considerably according to place of residence, levels of education and income, and the newspaper. Of those reading one or more of the four papers, it is evident that: (1) proportionately more of the urban homemakers than the rural are "regular" readers; and (2) "regular" readers tend to have higher levels of education and income.

A majority (55 per cent) of homemakers who regularly read one or more of the four newspapers report seeing a MIC clipping. "Regular"

readers among rural homemakers are as likely, or more likely, to have seen one or more releases as urban homemakers. The level of education of readers is somewhat higher than for nonreaders. The relationship with income is somewhat less pronounced.

Regularity of column readership varies with the newspaper, as does reported "use" of the information. However, most of the column readers in each paper report "using" the information obtained. Use of MIC newspaper information is directly related to education and income, much the same as with column readership.

## **THE RELATIVE IMPACT OF THE MASS MEDIA**

The various mass media used in the area's consumer marketing educational program have succeeded in "reaching" almost three-fourths (72 per cent) of the homemakers. Almost 10 per cent have been exposed to all three media. Newspaper releases seem to have "reached" proportionately more of the total population than any other single medium. However, such releases tend to "reach" those with higher levels of education and income than either radio or TV.

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# FOOD BUYING—KNOWLEDGE—CONCERNS— PRACTICES

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## Purpose of the Study

**T**HIS is an evaluation of a Cooperative Extension Service program—the Wheeling-Steubenville Area Marketing Information for Consumers (MIC) Program. (This type of program is also referred to nationally as the Consumer Marketing Program.) The purpose of the study is essentially three-fold:

1. To evaluate the impact and effectiveness of the MIC program in three of the area counties;
2. To establish benchmark data for use in later evaluations;
3. To provide basic information for program planning purposes.

## About the Program

The area's MIC program began on July 1, 1951. It encompasses eight counties in the Wheeling, West Virginia-Steubenville, Ohio, metropolitan area. The program area includes the counties of Hancock, Brooke, Ohio, Marshall, and Wetzel in West Virginia; and Jefferson, Belmont, and Monroe, in Ohio.

The Ohio River separates the West Virginia counties from the Ohio counties. Principal cities are Weirton and Wheeling, West Virginia, and Steubenville, Ohio. The population, 1950 Census, was slightly more than 400,000.

The area is highly industrialized. Steel, coal, chemicals, pottery, glass, tobacco, and textiles are the chief industries.

Specific long-range objectives of Extension consumer marketing programs include the following:

1. The orderly marketing of agricultural products, their effective use, and increased consumer (households as well as quantity food buyers) understanding of the production and marketing system. In accomplishing this objective, the program aims to:

- a. Keep consumers informed and motivated to use information on the present and prospective supplies, price, and qualities of agricultural products; and teach consumers how to use supply and price information, both general and seasonal, in the purchase of agricultural products.

- b. Help consumers evaluate alternative products, marketing practices, and services.



c. Teach consumers the selection and care of agricultural products for maximum satisfaction.

d. Teach the efficient use of agricultural products.

2. More rapid production and marketing adjustments through a better understanding of present and prospective changes in consumer demands. This necessitates—on the part of producers and marketing firms—a better understanding of trends in consumption patterns, habits, consumer demands and the socio-economic factors affecting these. The program aims to:

a. Provide information needed by production and marketing firms on trends in consumption patterns, habits, and consumer demands to help them make appropriate production and marketing decisions.

b. Assist producers and marketing firms in evaluating the probable acceptance of new products by different consumer groups or geographical areas of distribution.

c. Assist producers and marketing firms in evaluating advertising and promotional programs and provide guides for the development of such programs as increased research findings are available.

The program has been conducted by two West Virginia Extension specialists headquartered in Wheeling—Gale Lyon, Specialist, Consumer Marketing; and Mrs. Kay Conrad, Home Economist, Consumer Marketing. These specialists are assisted by a State Consumer Marketing specialist on the Ohio Extension staff, Chester Swank, as well as county Extension personnel in the various county offices.

## Study Design

The study was planned and carried out cooperatively by the West Virginia Agricultural Experiment Station and Agricultural Extension Service, the Ohio Agricultural Extension Service, and the Federal Extension Service. The West Virginia Station provided most of the funds for carrying out the project. The Ohio Extension Service contributed funds for interviewing in Jefferson County.

Data were collected by trained interviewers during June and July 1958. A probability sample was drawn from three counties, Jefferson in Ohio, and Hancock and Ohio in West Virginia. The sample design, described in greater detail in the Appendix, included rural as well as urban segments. This study is probably the first among comparable research projects<sup>1</sup> to evaluate the impact of a Consumer Marketing Pro-

<sup>1</sup>Among those completed in recent years, the following two are quite comparable to this one in design: Esther Cooley and others, *Informing Consumers in Lake Charles, La.* Agric. Extension Publication #1233, Oct. 1958. Federal Extension Service, *An Exploratory Study Of The Marketing Information Program For Consumers*, April 1958. This study was done under contract with National Analysts, Inc., Phila. 7, Pa.

gram on rural as well as urban population. With appropriate weighting to allow for the distribution of population on an area (county) and residence basis, the analysis is based on the following household totals: All three counties, 2,594; Jefferson County, 1,164; and Hancock and Ohio counties, 1,430.

Data were machine processed (IBM) by the West Virginia Agricultural Experiment Station. Standard statistical tests have been used in determining the significance of differences between percentages commented on in the text. (See Appendix for a discussion of the tests.)

## The Population—Major Characteristics

### RESIDENCE — TOWN OR COUNTRY

Table 1 indicates the percentage of households in the weighted sample<sup>2</sup> that are classified for study purposes as urban and rural.<sup>3</sup> Approximately two-fifths of the sample households are rural.

**Table 1. Place of residence, by sample area, June 1958**

Sample Areas	Total Households*		Place of Residence	
			Urban	Rural
	No.	%	%	%
All counties+ _____	2594	100	58.8	41.2
Jefferson County _____	1164	100	37.9	62.1
Hancock-Ohio Counties _____	1430	100	75.8	24.2

\*Number (weighted) reporting, 2,594. See Appendix on sample design.

+This is a composite of the three sample counties involved in the study.

### IDENTIFYING THE RESPONDENTS

Every effort was made in this study to interview the person in each household who makes most of the decisions regarding the kinds and quantities of food to buy. As would be expected, most of those who are considered "chief homemakers" are mothers or wives of household heads. Less than 4 per cent are actually heads of households.

Whether the residence is urban or rural seems to have little or no relationship to the identity of the chief homemaker. For all counties in the study, and for rural as well as urban households, the vast majority of respondents are wives of household heads.

### AGE OF HOMEMAKERS

Age presumably has considerable effect on consumer behavior and related matters. Different age groups have different needs, interests,

<sup>2</sup>See Appendix for discussion of sample design.

<sup>3</sup>All percentages in this and other tables in this report, unless otherwise noted, are based on weighted numbers reporting. See Appendix on sample design. See Appendix also for definition of "urban" and "rural" categories.

motivations, and problems in regard to meal planning and food buying. This is related, of course, to the family life cycle. In any event, the age distribution of the "chief homemakers" has relevance from the standpoint of program planning and execution.

Table 2 shows that a relatively small proportion of the potential homemaker audience is under 30 years of age (17 per cent). This group naturally comprises a large proportion of the households with very young children.

The proportion of homemakers 60 years old and over corresponds closely with that of the most youthful. Almost two-thirds of the homemakers fall in between the two extremes.

**Table 2. Age of sample homemakers, by residence**

<i>Age Group</i>	<i>Age Distribution of Homemakers by Residence</i>		
	<i>Total*</i>	<i>Urban</i>	<i>Rural</i>
All persons _____	%	%	%
Under 30 years _____	100	100	100
30-39 years _____	17	14	21
40-49 years _____	27	29	23
50-59 years _____	23	23	24
60 years and over _____	16	16	15
	17	18	17

\*Number (weighted) reporting, 2,586. See Appendix on weighting.

Although the variations in age composition from county to county seem to be relatively slight, there are some urban-rural differences. Perhaps the most marked is the noticeably higher proportion of the rural segment that is "under 30." This is true for all counties in the sample area. Whereas more than 20 per cent of the rural homemakers are less than 30 years of age, only 14 per cent of the urban are equally youthful. This may have some program implications for other similar areas with sizeable rural audiences.

## EDUCATION OF HOMEMAKERS

Level of education is probably one of the most important factors influencing the behavior of homemakers and consumers. More than one-third (35 per cent) of the sample homemakers have no formal schooling beyond elementary school (Table 3). This contrasts sharply with the 11 per cent who have one or more years beyond high school. The remainder, 54 per cent, have had one or more years of high school education.

The urban segment of Jefferson County, located primarily in and near Steubenville, seems to have a somewhat higher educational level.

**Table 3. Education of sample homemakers, by sample area and residence**

Area and Residence	Total Home-makers+	Educational Level*		
		Grammar	High School	College
<i>All Counties</i>	%	%	%	%
Total	100	35	54	11
Urban	100	34	54	12
Rural	100	36	55	9
<i>Jefferson County</i>				
Total	100	32	58	10
Urban	100	28	58	14
Rural	100	36	57	7
<i>Hancock-Ohio Counties</i>				
Total	100	37	51	12
Urban	100	38	51	11
Rural	100	36	51	13

\*Educational categories defined as follows: (1) Grammar: less than 9 years (grades) of schooling completed; (2) High: 9 through 12 years (grades) completed; College: 1 or more years (grades) completed beyond high school.

+Number (weighted) reporting, 2,554. See Appendix on weighting.

In contrast to both rural Jefferson and the urban and rural portions of the two West Virginia counties, less than three of every ten (28 per cent) of the urban homemakers in Jefferson County have not completed more than a grammar school education. Correspondingly, while less than two-thirds (63 per cent) of the homemakers in the West Virginia sample report formal schooling at the high school or college level, almost three-fourths (72 per cent) of Jefferson's urban homemakers have similar levels of education.

## EMPLOYMENT OF HOMEMAKERS

The extent to which homemakers are employed and working away from home must be considered in planning and evaluating a MIC program. This is true for at least three reasons. In the first place, the working homemaker may not be easily reached by mass media programs that are beamed at a home audience; secondly, the additional income provided by the employed homemaker may affect her food purchases in several respects; and furthermore, the fact that the homemaker is out of the home for much of the day may influence her meal planning and preparation activities.

The degree to which homemakers in the Wheeling-Steubenville sample areas are employed outside the home is shown in Table 4. Almost one-fourth (23 per cent) of all homemakers in the three counties work outside the home for income.

Urban homemakers are usually more likely to seek and find employment outside the home than are their rural counterparts. This is evidenced in Table 4.

**Table 4. Employment status of homemakers, by sample area and residence**

Sample Area and Residence Group	Total Homemakers*	Employment Status				
		Not Employed	Employed			
			Less Than 100 Days	100 - 199 Days	200 & Over	
	%	%	%	%	%	
<i>All Counties</i>						
Total _____	100	77	8	6	9	
Urban _____	100	74	8	6	12	
Rural _____	100	82	7	5	6	
<i>Jefferson County</i>						
Total _____	100	80	9	5	6	
Urban _____	100	73	12	6	9	
Rural _____	100	84	7	4	5	
<i>Hancock-Ohio Counties</i>						
Total _____	100	76	6	7	11	
Urban _____	100	75	6	6	13	
Rural _____	100	76	8	8	8	

\*Number (weighted) reporting, 2,556. See Appendix on weighting.

Eight per cent of the total sample reported working for less than 100 days during the 12 months prior to being interviewed (Table 4). (This is approximately one-third of all employed homemakers.) Urban-rural differences again appear, with proportionately less long-term employment (200 days and over) among rural homemakers than among their urban counterparts.

Two-thirds of those who work do so for extended periods of time, that is, for at least 100 days. As indicated in Table 4, this amounts to 15 per cent of all homemakers. Many of these were employed for most, if not all, of the year preceding the interview. Again, the two sample areas are somewhat different in this respect. While about 6 per cent of the homemakers in Jefferson County work for at least 200 days a year, about 11 per cent of those in the West Virginia sample do likewise.

## MAJOR SOURCE OF INCOME

In an effort to further identify and describe the households in the sample, all homemakers were asked. "Where does this household get most of its income?" Four major sources were specified; and households were classified accordingly by major sources of income: mainly farming, nonfarm work, nonwork income (such as Social Security, public assistance, rents, etc.), and "other" (equal proportions from two or three sources).

Relatively few households in the sample are dependent on farming as their major source of income (Table 5). This is true for all three counties. Census data for 1950 indicate only a small fraction of the

**Table 5. Major sources of household income, by sample area and residence**

Major Source of Household Income	All Counties		
	Total*	Urban	Rural
All Households	% 100	% 100	% 100
Farming	1	—	3
Nonfarm work	82	84	80
Nonwork sources	15	15	15
Other	2	1	2

\*Number (weighted) reporting, 2,587. See Appendix on weighting.

population residing on farms.<sup>4</sup> The 1950 percentage for each county in the sample is as follows:<sup>5</sup>

County	Per cent rural-farm
Jefferson County, Ohio .....	6.5
Hancock County, W. Va. ....	6.2
Ohio County, W. Va. ....	3.3

A high proportion of the farms in these counties, as well as in the entire program area, are part-time farms. As of 1950, the following percentages of farm operators in each of the counties worked off the farm for varying periods of time during the previous year.

County	Working off farm (Per cent)
Jefferson .....	59
Hancock .....	76
Ohio .....	55

Since 1950, part-time farming has probably increased. There are relatively few households in these counties whose major source of income is from farming.

Most of the sample families are dependent on nonfarm work as their major source of income. However, nearly one of every seven households (15 per cent) receive most of their income from nonfarm sources (social security, rents, public assistance, etc.). Many of this group have very limited incomes.

## HOUSEHOLD INCOME

Approximately one-fourth of all sample households report having total net family incomes of less than \$3,000. Almost 10 per cent have

<sup>4</sup>The Jefferson County area, however, is quite rural, with 51 per cent classified as rural (farm and rural nonfarm) in 1950. Hancock and Ohio have largely urban populations, 71 per cent and 86 per cent, respectively.

<sup>5</sup>Percentages include the total population (children included) living on Census farms.

net incomes of \$7,000 and over (Table 6). (For analytical purposes, this report has classified households in terms of three income levels: "Low," under \$3,000; "medium," \$3,000-4,999; and "high," \$7,000 and over.)

**Table 6. Household income, by residence**

Residence Group	Total Households*	Income Levels					
		Under \$1000	\$1000-2999	\$3000-4999	\$5000-6999	\$7000 and Over	Don't Know†
	%	%	%	%	%	%	%
<i>All Counties</i>							
Total _____	100	4	22	33	25	9	7
Urban _____	100	3	22	30	26	12	7
Rural _____	100	5	22	36	23	6	8

\* Number (weighted) reporting, 2,528. See Appendix on weighting.  
 †187 homemakers in weighted sample indicated they "didn't know" their total household income.

There appear to be some significant urban-rural differences in household income. Rural households tend to have lower incomes. This may be due to the more limited nonfarm employment opportunities in such areas. Nearly two-thirds (63 per cent) of the rural homemakers report incomes of less than \$5,000 as compared to 55 per cent of the urban households. Rural-urban differences appear to be particularly marked in the two West Virginia counties.

## EDUCATION IN RELATION TO INCOME LEVELS

The association of education and income has long been recognized. Because these factors are so important in affecting consumer behavior, it might be well to briefly indicate the degree of association for this particular sample.

The close interrelationship of education and income is shown in Table 7. Although there are many exceptions, particularly in this area, income levels tend to increase as education levels increase. This is true for all sample areas and residence groupings.

Using the sample as a whole, for illustrative purposes, approximately 5 per cent of the homemakers with eight years of schooling or less ("grammar") report net household incomes of \$7,000 or more ("high" income). This contrasts sharply with the 25 per cent of the "college" group with comparable income levels. Further, whereas almost half (47 per cent) of the "grammar" school group have "low" incomes, only 11 per cent of the "college" level homemakers are equally disadvantaged.

**Table 7. Educational status of homemakers, by residence and income levels**

Residence and Income Level	Total Households*	Level of Education		
		Grammar	High	College
	%	%	%	%
<i>All Homemakers</i> .....	100	100	100	100
Low income .....	27	47	18	11
Medium income .....	63	48	71	64
High income .....	10	5	11	25
<i>Urban Homemakers</i> .....	100	100	100	100
Low .....	26	46	16	10
Medium .....	61	47	70	62
High .....	13	7	14	28
<i>Rural Homemakers</i> .....	100	100	100	100
Low .....	29	48	20	13
Medium .....	65	50	73	69
High .....	6	2	7	18

\*Number (weighted) reporting, 2,308

## Food Shopping Practices

The way homemakers go about their food shopping is of considerable significance, both to Extension marketing information programs and the food trade. Who does the shopping, how often and on what days, where do they shop?

### IDENTIFYING THE SHOPPER

All respondents were asked to indicate "who usually does the food shopping for . . . (the) household." Wives do most of the food shopping (Table 8). However, since the question specifies "usually," these findings should not be construed to mean that husbands necessarily do little of this activity. It is likely that many husbands do *some* food shopping, in addition to those who "*usually*" do it, alone or with their wives.

The extent to which other members of the household participate in food shopping as "chief" shoppers seems to vary somewhat according to place of residence. Table 8 suggests that urbanism has some influence on the identity of the principal food shopper. While 89 per cent of the shoppers in the composite urban sample are wives, wives constitute only 82 per cent of the "chief" shoppers in rural areas.

This rural-urban difference becomes apparent in another connection. In Jefferson County, with almost two-thirds of the sample living outside of Steubenville, the percentage of shoppers who are wives is less than in the highly urbanized Hancock-Ohio counties (with only one-fourth of the sample classified in Table 1 as rural).

Another shopping pattern that seems to be related to residence is the participation of both husband and wife in shopping. This is particularly apparent in predominantly rural Jefferson County. Approximately 17



**Table 8. Identity (household position) of persons who do most of the food shopping, by sample area and residence**

Sample Area and Residence Group	Total Households	Identity of Chief Shopper			
		Wife	Husband	Wife-Husband	Other
	%	%	%	%	%
<i>All Counties</i>					
Total	100	86	4	9	1
Urban	100	89	4	6	1
Rural	100	82	2	14	2
<i>Jefferson County</i>					
Total	100	80	4	14	2
Urban	100	84	6	9	1
Rural	100	78	3	17	2
<i>Hancock-Ohio Counties</i>					
Total	100	91	3	5	1
Urban	100	91	3	5	1
Rural	100	92	1	7	—

**Table 9. Identity (household position) of persons in sample counties who do most of the food shopping, by residence and income**

Identity of Chief Shopper	Household Income*		
	Low (Under \$3000)	Medium (\$3000-6999)	High (\$7000 +)
	%	%	%
<i>All Households</i>	100	100	100
Wife	88	86	84
Husband	3	3	8
Wife-Husband	8	10	6
Other	1	1	2
<i>Urban Households</i>	100	100	100
Wife	92	89	82
Husband	2	5	10
Wife-Husband	6	6	6
Other	—	—	2
<i>Rural Households</i>	100	100	100
Wife	82	81	90
Husband	4	1	2
Wife-Husband	10	17	8
Other	4	1	—

\*Number (weighted) reporting, 2,341. See Appendix on weighting.

per cent of the rural households in this sample use the husband-wife team in food shopping. This is in contrast to Steubenville where less than 10 per cent use this approach. The comparable rural-urban percentages for the West Virginia segment are 7 and 5, respectively.

Generally speaking, husbands do relatively little of the food buying. However, this study indicates that urban husbands become increasingly important as food shoppers as income level increases.

The effect of homemakers' level of education on the identity of the chief food shopper is much less clear-cut than in the case of income. However, it is interesting to note that urban wives and husbands are more likely to shop together in homes where homemakers have one or more years of schooling beyond the high school.

This seems to be true for both sample areas, and particularly so in Jefferson County, where wives and husbands shop together in only 2 per cent of the urban households in which the homemaker had only *grammar* schooling. However, the comparable percentage for the urban households in the *college* category is 15 per cent.

## SHOPPING DAYS

Homemakers were asked how many times a week they "usually go to the store to buy food for the family." "Once a week" seems to be the most common practice among food shoppers in this area. This is true for all three counties and for both urban and rural households. For the sample as a whole, one-third "usually go to the store" once a week (Table 10).

**Table 10. Number of times a week homemakers usually shop for food, by sample area and residence**

Area	Total Households*	Number of Times a Week Usually Shop						
		Under Once A Week	Once	Twice	Three	Four	Five	Six or More
	%	%	%	%	%	%	%	%
<i>All Counties</i>								
Total	100	10	33	12	15	7	2	21
Urban	100	7	33	11	15	8	1	25
Rural	100	14	32	13	15	6	3	17
<i>Jefferson County</i>								
Total	100	16	31	10	16	6	3	18
Urban	100	12	32	8	21	7	1	19
Rural	100	18	31	11	14	6	3	17
<i>Hancock-Ohio Counties</i>								
Total	100	5	34	14	14	8	1	24
Urban	100	4	34	13	13	8	1	27
Rural	100	8	32	17	17	7	2	17

\*Number (weighted) reporting, 2,581. See Appendix.

Substantial percentages of homemakers go food shopping more frequently than once a week. In fact, about one-fifth (21 per cent) report going to the store six or more times a week on the average.

How often people shop for food seems to depend in part on whether they live in town or country. Although the differences are not always great in each of the three counties, they seem to be consistent. The general rule seems to be: the more urban the area, the greater the average number

of trips to the food store in any given week. In the highly urbanized Hancock-Ohio area, for example, 27 per cent of the urban homemakers say they "usually" go to the food store six or more times a week. In contrast, only 17 per cent of the rural shoppers do likewise.

This pattern, of course, is directly related in part to the proximity of stores to residences. Transportation facilities would also be important in this respect. Also, in all probability, there are sociological factors involved.

Homemakers were asked to indicate on what days of the week, if any, they usually did most of their food shopping. More than two-fifths do most of their food shopping on Friday (Table 11).

**Table 11. Major shopping days of sample homemakers, by sample area and residence**

Area and Residence	Total Households**	Percentage Reporting Major Shopping Days*				
		No Particular Day	Mon. Tues. Wed.	Thurs.	Fri.	Sat. +
	No.					
All Households _____	2577	19	11	18	43	31
Urban _____	1514	17	12	20	44	29
Rural _____	1063	21	10	14	43	32
Jefferson County _____	1155	23	13	15	43	27
Urban _____	438	28	16	18	42	20
Rural _____	717	20	12	13	43	31
Hancock-Ohio Counties _____	1422	15	9	20	44	34
Urban _____	1076	13	10	21	44	33
Rural _____	346	22	7	16	42	34

\*Many homemakers mentioned more than one day; so total percentages in each row will exceed 100 per cent.

\*\*Number (weighted) reporting, 2,577.

+Includes 10 households that reported Sunday shopping.

The next most popular shopping day for the sample is Saturday. However, urban homemakers in Jefferson County are much less likely to shop on a Saturday than are homemakers in the other two counties.

The trade reports that Saturday shopping is less common now than in the past. This is probably due to improved roads, transportation facilities, and other factors.

The shopping behavior of urban homemakers in Jefferson County is also markedly distinctive in another connection. Almost three of every ten homemakers (28 per cent) in this group indicate there is no particular day on which they do most of their food shopping (Table 11). This is a considerably higher proportion than that found among the urban homemakers in the two West Virginia counties.

The effectiveness of trade efforts to encourage more shopping earlier in the week may be reflected by the seeming popularity of Thursday as a shopping day. This is especially evident among urban homemakers. About one-fifth of them consider Thursday as a major shopping day.

It is evident that food shopping on the first three days of the week is not a common practice in this area. Considering each of these days separately, there seems to be little preference expressed by the homemakers in any of the counties.

Homemakers offer a variety of "reasons" for shopping on certain days of the week. Unfortunately, it is difficult to interpret many of these. However, some may have considerable significance. For those who mentioned shopping on specific days, the following are illustrative of some of the reasons given: "payday"; "fresh produce and meats"; and "convenience."

## DECISION-MAKING IN MEAT BUYING

This study included an inquiry into certain aspects of the decision-making process as it affects food shopping. More specifically, homemakers were first asked to indicate when they decided to purchase certain meats, for example, *before* going to the store or *after* entering the store. They were asked to think of their most recent meat purchases. Following this, they were handed a set of 12 cards, each containing a statement reflecting a potential decision-making influence affecting their meat purchases. Homemakers were asked to select the three items that had influenced them most in buying the meat in question. They then ranked the three items in order of their importance.

About three-fourths of all sample homemakers decided to buy certain meats *before* they enter a store (Table 12). Homemakers in the urban centers are most apt to report making these advance decisions. Differences are negligible between the Ohio and West Virginia sample areas. In both areas proportionately more of the urban homemakers than the rural decide on their meat purchases before leaving home. A more comprehensive analysis might well reveal significant differences in the timing of decisions according to the meat purchased as well as other factors.

**Table 12. The timing of decisions to buy certain specified cuts of meat, by sample area and residence**

Sample Area and Residence Group	Total Households*	Time of Decision	
		Before Getting to Store	After Entering Store
	%	%	%
All Counties			
Total	100	75	25
Urban	100	79	21
Rural	100	69	31

\*Number (weighted) reporting, 2,527. See Appendix.

Among the influences that were selected as of first rank importance, the following three stand out:<sup>6</sup>

Influences	Per cent of all homemakers
“The item fitted into my family meal plan.” -----	24
“This was the best looking meat-poultry I saw in the store.” -----	15
“Amount of waste less than for other meats.” -----	12

The influence exerted by “price” or economic considerations in purchasing meat may be less than some might anticipate. Of the four statements that mention “price,” the one evoking the largest number of responses is: . . . “the item *cost less* than other meats I had thought of buying.” This ranks fifth in importance; only 7 per cent of all homemakers selected this statement. When all four price-oriented responses are combined, the percentage of homemakers involved is 21 (items No. 5, 7, 10, 11 in Appendix Table 1).

## COMPARING FOOD PRICES

Forty-seven per cent of the homemakers report that they usually check to see which stores are selling certain food items “at the lowest price” before they buy. Urban-rural and county differences seem to be insignificant.

Homemakers who admitted comparing prices were asked how they usually go about this. The most prevalent means seems to consist of checking newspaper ads. More than 9 of every 10 (93 per cent) homemakers who compared prices do this (Table 13). As indicated in the table, urban homemakers, at least those in Jefferson County, are more likely to do this than rural homemakers. In Jefferson County the percentages in urban and rural areas that compare prices by following newspaper ads are 97 and 89, respectively.

Other methods of comparing store or food prices are used to varying degrees by homemakers in the area. However, the proportions using any one method are relatively small, in most cases less than 3 out of 10. Among the urban-rural differences, one of the more interesting relates to the use of TV in comparing prices. The more widespread use of TV ads by urban homemakers is quite apparent, particularly in Jefferson County.

Another interesting area difference is evident in regard to “shopping around” from store to store. This practice is much more prevalent in the more densely settled West Virginia counties (Table 13).

<sup>6</sup>See Appendix Table 1 for distribution of responses on all 12 items.

**Table 13. Means used by homemakers in comparing store prices, by sample area and residence**

<i>Sample Area and Residence Group</i>	<i>Means of Comparing Store Prices*</i>			
	<i>News- paper Ads</i>	<i>Shopping Around</i>	<i>Radio Ads</i>	<i>TV Ads</i>
	%	%	%	%
<i>All Counties</i>				
Total _____	93	24	13	20
Urban _____	95	26	14	25
Rural _____	90	22	11	13
<i>Jefferson County</i>				
Total _____	92	19	16	23
Urban _____	97	13	19	35
Rural _____	89	22	14	15
<i>Hancock-Ohio Counties</i>				
Total _____	93	29	11	18
Urban _____	94	31	13	21
Rural _____	92	21	5	9

\*Percentages reporting means used will not add to 100 per cent because of multiple answers.

## Motivations and Values

### THEIR IMPORTANCE

Homemakers are motivated in their meal planning and food shopping by many factors. In this study, an effort was made to determine the nature of some of the more important values, needs, and concerns that influence their behavior. It is felt that knowledge of such factors, on the part of marketing information specialists, can be of great help in designing effective and valuable educational programs for consumers.

### THEIR IDENTITY

Based on findings of other research,<sup>7</sup> certain motivational categories were used in this study. These served as a framework for an inquiry into the specific values and concerns influencing homemakers in their meal planning and food shopping activities. They included the following areas: economic needs; needs or concerns relating to knowledge of certain factors as quality, health and nutrition, prestige and status, aesthetic needs, and family wishes; and concerns about certain aspects of food preparation.

All homemakers were asked to select what they considered to be the 5 most important concerns from a list of 16 that reflect the basic motivational areas.

<sup>7</sup>Federal Extension Service, *An Exploratory Study Of The Marketing Information Program For Consumers*, April 1958. See footnote 1.

## MAJOR AND MINOR CONCERNS

The five concerns of greatest importance to the area's homemakers are indicated in Table 14. When the concerns are arranged in array fashion—based on the percentage of homemakers that select each concern as one of five most important—two stand out. "How to get the grade or quality of food they want for the money they have to spend" and "How much health or nutrition value the various foods have" are of virtually equal importance. Almost three-fifths mentioned each of these concerns as most important. For the most part, the order of importance and the identity of the "major" concerns are similar for both urban and rural homemakers.

**Table 14. Percentage of homemakers ranking five designated meal planning and grocery shopping concerns as of most importance, by educational level\***

Major Concerns (1 of Top 5)	Total Home-makers <sup>+</sup>	Level of Schooling		
		Grammar	High	College
	%	%	%	%
All Homemakers	100	100	100	100
(1) Getting grade or quality for money	57	49	59	76
(2) Health or nutrition value of various foods	56	42	63	70
(3) Saving money on food	51	63	46	43
(4) Keeping food purchases within budget	46	43	48	43
(5) Telling quality or grade	43	38	45	53

\*The five concerns were selected on the basis of the percentage of the total sample selecting them as among the top five concerns. See Appendix for array of all concerns.

<sup>+</sup>Number (weighted) reporting, 2,469.

Table 14 shows that the relative importance of the five "major" concerns varies with education. Compared with those of less education, homemakers with one or more years of "college" seem to attach greater importance to getting "the grade or quality of food for the money spent," "health and nutrition," and "how to tell quality or grade." "How to save money on food," on the other hand, is of greatest interest and concern to those with low levels of schooling. The interrelationship (or correlation) of education and income (Table 7) may help to account for some of these differences.

The pattern seems quite similar—at least superficially—for the different income groupings (Table 15). Unfortunately, the differences, with one exception, are not great enough, considering sample size, to be statistically significant at accepted levels. However, they are consistent, that is, in the same direction with those apparent in Table 14 where level of education is considered. (The association of income and education discussed previously would lead one to anticipate this consistency in relationship.) "Health or nutrition . . ." is of significantly greater con-

**Table 15. Percentage of homemakers ranking five designated meal planning and grocery shopping concerns as of most importance, by income level\***

Major Concerns (1 of Top 5)	Total Home-makers+	Level of Income		
		Low	Medium	High
	%	%	%	%
All Homemakers	100	100	100	100
(1) Health or nutrition value of various foods	57	45	63	57
(2) Getting grade or quality for money	57	53	58	58
(3) Saving money on food	51	59	48	50
(4) Keeping food purchases within budget	46	43	48	43
(5) Telling grade or quality	44	43	43	51

\*See footnote (\*) in previous table.

+Number (weighted) reporting, 2,273.

cern to those with medium levels of income than with those having low-income status. The percentages in this case are 63 and 45, respectively.

Based on the percentage of homemakers reporting each item as one of five major concerns, certain of the concerns appear to be of minor importance. The five that are presumably of least concern appear in Table 16. Status and prestige items and the difficulty of planning and preparing meals seem to be relatively unimportant. Urban and rural differences are, again, relatively slight. However, education and level of income do seem to be of some significance.

**Table 16. Percentage of homemakers ranking five designated meal planning and grocery shopping concerns as of least importance, by educational level\***

Concerns (1 of Bottom 5)	Total Home-makers+	Level of Schooling		
		Grammar	High	College
	%	%	%	%
All Homemakers	100	100	100	100
(1) To show what smart shoppers they are	5	9	4	1
(2) To be admired for meals served	6	10	4	3
(3) Whether meals will show how good a cook they are	10	15	8	2
(4) Serving meals that are different from what most other people have	12	16	9	11
(5) Difficulty of meal preparation	13	20	11	5

\*The five concerns were selected on the basis of the percentage of the total sample selecting them as of most importance. See Appendix for array covering all 16 concerns.

+Number (weighted) reporting, 2,469.

For the most part, the level of education, and to a lesser extent, the level of income, seem to be inversely (negatively) related to the importance attached to each of the items of "minor" concern. By way of illustration, one-fifth of the homemakers with the lowest levels of education consider "the difficulty of meal preparation" as important, whereas only 5 per cent of those with one or more years of college feel



likewise. The pattern is somewhat the same for the various income levels (Table 17). (The only difference that appears statistically significant at a high level relates to the relative importance of the "difficulty of meal preparation" among "low" and "medium" income households.)

The relative importance of economic factors in motivating shoppers is quite evident. Three of the major concerns mentioned earlier involve "price" considerations: getting the grade or quality of food for the money available, saving money on food, and food purchases within the family budget.<sup>8</sup>

The influence of price considerations on shopping behavior may vary somewhat according to place of residence. The following listing shows that homemakers in Jefferson County differ in some respects from those in the two West Virginia counties in terms of emphasis on economic motivations.

<b>Sample area and residence group</b>	<b>Per cent of homemakers mentioning a "price" item as of first concern</b>
All counties	
Total .....	53
Urban .....	51
Rural .....	56
Jefferson County	
Total .....	53
Urban .....	43
Rural .....	59
Hancock-Ohio counties	
Total .....	52
Urban .....	54
Rural .....	47

It is interesting to note that there is a rather marked urban-rural difference in at least one of the counties. However, the difference may not be consistent for all counties. Rural homemakers in Jefferson County are noticeably more "price conscious" than the urban homemakers. Differences in the West Virginia sample are not statistically significant. Unfortunately, any lack of consistency in results that may exist cannot be explained with the data available.

There are also area differences worth noting. Urban homemakers in Jefferson County seem to place less emphasis on "price" than do urban homemakers of the two West Virginia counties. On the other hand,

<sup>8</sup>See Appendix Table 2 for relative standing of other concerns.

**Table 17. Percentage of homemakers ranking five designated meal planning and grocery shopping concerns as of least importance, by income level\***

Concerns (1 of Bottom 5)	Total Homemakers <sup>+</sup>	Level of Income		
		Low	Medium	High
<i>All Homemakers</i>	%	%	%	%
(1) To show what smart shoppers they are _____	100	100	100	100
(2) To be admired for meals served _____	5	8	4	5
(3) Whether meals will show how good a cook they are _____	6	7	5	5
(4) Serving meals that are different _____	9	12	8	11
(5) Difficulty of meal preparation _____	11	12	11	11
	14	20	11	14

\* See footnote (\*) in preceding table.  
 + Number (weighted) reporting, 2,273.

Jefferson County rural homemakers seem more "price conscious" than do rural homemakers in the West Virginia counties.

The relative importance of price considerations is also related to levels of education and income. Table 18 indicates that for the three-county area as a whole, "price" concerns decrease in importance as level

**Table 18. Percentage of homemakers reporting one or more concerns involving "price" as of first rank importance, by residence, level of schooling, and level of income\***

Residence and Type of Concerns	Level of Education				Level of Income			
	Total Homemakers <sup>+</sup>	Grammar	High	College	Total Homemakers <sup>**</sup>	Low	Medium	High
<i>All homemakers</i>	%	%	%	%	%	%	%	%
Reporting "price" concern(s) _____	100	100	100	100	100	100	100	100
Reporting other concerns _____	53	57	53	42	52	55	51	46
<i>Urban homemakers</i>	47	43	47	58	48	45	49	54
Reporting "price" concern(s) _____	100	100	100	100	100	100	100	100
Reporting other concerns _____	52	53	52	45	49	49	50	48
<i>Rural homemakers</i>	48	47	48	55	51	51	50	52
Reporting "price" concern(s) _____	100	100	100	100	100	100	100	100
Reporting other concerns _____	55	62	54	37	55	63	52	39
	45	38	46	63	45	37	48	61

\*"Price" concerns include five items: "How to save money on food;" "how much food costs;" "how to get grade or quality . . . for the money . . .;" "how to keep food purchases in amount planned for week;" and "how to compare prices of food to get best buys." Percentages reporting a "price" concern include those who mentioned one or more "price items" first in importance.

+ Number (weighted) reporting, 2,502.

\*\*Number (weighted) reporting, 2,298.

of schooling increases. This is particularly apparent for the rural sample. In this case, the percentage of rural homemakers reporting one or more of the five "price" concerns ranges from 62 with the fewest years of schooling to 37 of those with one or more years of college.

Much the same tendency is evident among homemakers of different income levels. Here, again, as in the case of levels of schooling, "price" concerns seem to be particularly important among rural homemakers with "low" incomes.

## Levels of Knowledge

One of the major emphasis of this study was the determination of levels of economic knowledge of urban and rural homemakers. This is important for program planning purposes, and is essential in establishing benchmarks for future evaluations.

Five different level-of-knowledge questions were used in probing homemakers' understanding of certain rather basic economic "facts-of-life." The questions relate to the following economic concepts: supply and price, the criteria used in setting quality or grade in eggs and beef, and price and seasonality.

### SUPPLY AND PRICE

All homemakers were asked: "According to your information, why are the prices of the higher grades of beef usually *lower* in the spring than at other times of the year?" Each homemaker was invited to look over and then select the most appropriate reason from a "multiple choice" check list. The following tabulation indicates the way homemakers responded:<sup>9</sup>

Answers	Per cent of all homemakers*	
	Urban	Rural
Cattle are fatter at that time of year -----	13	13
Packers try to reduce stocks -----	30	27
<b>Supply of fed beef is larger -----</b>	<b>34</b>	<b>32</b>
Demand for fed beef is lower -----	8	8
Some other reason -----	2	10
Don't know -----	13	10

\* Number (weighted) reporting: Urban, 1,506; Rural, 1,055.

For those who answered the question, about one-third in the three-county sample selected the correct answer—"the supply of fed beef is

<sup>9</sup>Underlined statements in these level-of-knowledge tables are correct.

larger." Response differences between the urban and rural homemakers are rather slight.

Educational status in both urban and rural residence groupings is closely associated with levels of knowledge of this supply-price relationship. As can be seen in Table 19, the proportion of respondents knowing the basic reason underlying this particular supply-price relationship increases as level of education increases.

The association of income and levels of knowledge on this topic is quite similar to that involving education. Homemakers with higher incomes tend to have better understanding of the relationship of supply and price of beef. This applies to both urban and rural homemakers in the three-county sample.

## GRADING AND QUALITY

Homemakers were asked two questions that relate to criteria used in determining quality or official grade. The first concerns quality in beef: "If you were going to buy a higher grade cut of beef, what is the main thing you would look for?" Responses of both urban and rural homemakers in all three counties combined were as follows:

Answers	Per cent of all homemakers*	
	Urban	Rural
Leanness, or free from fat .....	28	25
Presence of a yellow rim of fat .....	10	13
Deep red in color .....	16	14
<b>Little lines of fat running through the meat .....</b>	<b>44</b>	<b>46</b>
Some other quality .....	1	1
Don't know .....	1	1

\*Number (weighted) reporting—Urban, 1,506; Rural, 1,050.

Homemakers in the Wheeling-Steubenville area seem to have somewhat more understanding of beef quality factors than they have of supply-price relationships. More than 4 of every 10 know that "marbling"—*lines of fat running through the meat*—signifies higher grade beef.<sup>10</sup> However, more than one-fourth (28 per cent) of the urban homemakers cite *leanness* as a quality factor.

Levels of knowledge of the basic criterion for judging the quality of beef seem directly associated with education. As indicated in Table 20, the proportion of "informed" homemakers is considerably greater

<sup>10</sup>The percentage of the sample knowing the correct answer is considerably higher than for the two other study areas encompassed by the reports referred to in footnote 1.

**Table 19. Levels of homemaker knowledge of the relationship of supply and price of beef, by educational status and income\***

Reasons	Level of Schooling**			Level of Income†		
	Grammar	High	College	Low	Medium	High
<i>All homemakers</i>	100	100	100	100	100	100
1. Cattle . . . fatter at that time of year	19	11	9	14	13	16
2. Packers try to reduce stocks	27	29	33	32	28	27
3. Supply of fed beef is larger	23	37	41	20	38	39
4. Demand for fed beef is lower	7	10	3	9	8	9
5. Some other reason	9	4	3	10	3	—
6. Don't know	15	9	11	15	10	9

\* Based on response to following question: "According to your information, why are the prices of the higher grades of beef usually *lower* in the spring than at other times of the year?" Possible reasons were listed in check-list fashion, as indicated in stub. Statement in italic type is considered the correct reason.

\*\*Number (weighed) reporting, 2,527.

†Number (weighed) reporting, 2,318.

among those with one or more years of college. (As for income, the relationship is in the same "direction" but is not statistically significant at accepted levels.)

The second knowledge-of-quality question concerns egg grades. Homemakers were asked: "As you understand it, grade 'A' or 'top quality' eggs must have which of the following?" They replied as follows:

Answers	Per cent of all homemakers*	
	Urban	Rural
White shells	14	9
Larger size	17	17
<b>A yolk that stands up</b>	<b>55</b>	<b>62</b>
Light yellow yolks	10	7
Some other quality	1	3
Don't know	3	2

\* Number (weighed) reporting—Urban, 1,502; Rural, 1,052.

On this point, homemakers in the sample area seem reasonably well informed. More than half of the urban segment (55 per cent) and 62 per cent of the rural, identified the correct quality criterion on the list. This reflects a considerably higher "average" level of homemaker knowledge than prevails in another study area.<sup>11</sup>

As suggested by Table 21, level of schooling may be associated somewhat with knowledge of egg quality, but the association is not highly

<sup>11</sup>See Lake Charles, La., study cited in footnote 1. However, the questions are slightly different.

**Table 20. Levels of homemaker knowledge of criteria used in judging quality in beef, by educational status and income\***

Criteria	Level of Schooling**			Level of Income†		
	Grammar	High	College	Low	Medium	High
<i>All homemakers</i> _____	%	%	%	%	%	%
Leanness _____	100	100	100	100	100	100
Presence of yellow rim of fat _____	27	28	17	29	29	20
Deep red in color _____	14	10	5	11	11	12
<i>Little lines of fat running through the meat</i> _____	14	17	14	16	16	12
Some other quality _____	42	43	62	42	44	53
Don't know _____	1	1	1	1	—	—
	2	1	1	1	—	3

\* Based on response to following question: "If you were going to buy a higher grade cut of beef, what is the main thing you would look for?" Check-listed criteria appear in stub. *Italic* criterion is correct one.

\*\*Number (weighted) reporting, 2,525. See Appendix on sample weighting.

†Number (weighted) reporting, 2,317.

**Table 21. Levels of homemaker knowledge of egg quality (grade) criteria, by educational status and income\***

Criteria	Level of Schooling**			Level of Income†		
	Grammar	High	College	Low	Medium	High
<i>All homemakers</i> _____	%	%	%	%	%	%
White shells _____	100	100	100	100	100	100
Larger size _____	17	10	7	14	11	8
<i>A yolk that stands up</i> _____	15	18	19	14	18	25
Light yellow yolks _____	53	61	63	56	60	53
Some other quality _____	10	9	6	9	9	9
Don't know _____	2	1	3	3	1	2
	3	1	2	4	—	3

\*Based on response to following question: "As you understand it, grade 'A' or 'top quality' eggs must have which of the following?" Check-listed criteria appear in stub. *Italic* criterion is correct one.

\*\*Number (weighted) reporting, 2,523. See Appendix on sample weighting.

†Number (weighted) reporting, 2,315.

significant statistically. The association of education and levels of knowledge, in this instance, is not as sharp as it appears to be in the matter of judging the quality of beef (Table 20).

The relation of level of income to knowledge of egg grades is not clear because differences between income groupings in the percentage knowing the correct answer are relatively small. Furthermore, they are not consistent with those existing between different educational levels.

## SEASONALITY AND PRICE

In an effort to measure level of knowledge of seasonality in egg marketing, all homemakers were asked: "Can you tell me when small eggs are generally a better buy for the money than larger eggs?" Their

responses suggest either a low level of knowledge of seasonality in egg production, or some degree of misinterpretation of the question. As indicated below, less than one-fifth of the urban homemakers selected the correct answer:<sup>12</sup>

Answers	Per cent of all homemakers*	
	Urban	Rural
In the spring .....	34	34
In the summer .....	9	12
<b>In the fall .....</b>	<b>18</b>	<b>26</b>
In the winter .....	8	3
No particular time .....	16	13
Don't know .....	15	12

\* Number (weighted) reporting—Urban, 1,510; Rural, 1,054.

Rural homemakers score somewhat higher in knowledge on this particular topic than urban homemakers. However, about one-third of each group seem to think of spring as the season when small eggs are relatively “good buys.” It is likely, in this connection, that there is somewhat less seasonality in the production of pullet eggs than formerly. However, all reports indicate the supply of small eggs still “peaks” in the fall.

Response differences also occur between sample areas. One of the more pronounced is the higher proportion of “don’t knows” (23 per cent) among urban housewives in Jefferson County. Another interesting difference is the considerably higher percentage in the West Virginia counties that think there is “no particular time” when small eggs are relatively the best buys. While only 11 per cent of the Jefferson County homemakers gave this answer, almost one-fifth (18 per cent) of those in the Hancock-Ohio areas responded likewise.

There appears to be little, if any, consistent relationship between either educational or income status and knowledge of seasonality in egg marketing.

Homemakers were also asked to indicate “when fresh pork is usually lowest in price?” Here again, their level of knowledge of seasonality and its effect on price seems somewhat deficient. However, it is possible that housewives were not entirely consistent in their interpretation and definition of the “fall” and “winter” seasons. Pork prices tend to be relatively low in the late fall. To the extent that this ambiguity does exist, the sample homemakers may not be quite as uninformed on seasonality of pork prices as the following listing would suggest.

<sup>12</sup>The percentage of the Lake Charles sample giving the correct answer was 5.4 per cent.

Answers	Per cent of all homemakers*	
	Urban	Rural
Spring .....	13	11
Summer .....	15	9
Fall .....	32	42
<b>Winter</b> .....	<b>28</b>	<b>26</b>
Don't know .....	12	12

\*Number (weighted) reporting—Urban, 1,510; Rural, 1,052.

Although area or residence differences are generally not especially marked, one may be worth noting. Compared with urban housewives, a much higher percentage of the rural homemakers, in each sample area, think that pork prices are lowest in the fall. The difference is particularly noticeable in Jefferson County, where this is the opinion of 40 per cent of the rural homemakers in contrast to only 25 per cent of those in Steubenville.

The association of educational status and knowledge of seasonality in pork prices is somewhat uncertain. If anything, it is inverse. That is, the proportion of homemakers that indicate winter as the season of lowest prices decreases as level of education increases (Table 22). However, differences are not too marked for any of the areas or residence groupings, nor are they highly significant statistically.

**Table 22. Levels of homemaker knowledge of the seasonality of pork prices, by educational status and income\***

Seasons	Level of Schooling**			Level of Income+		
	Grammar	High	College	Low	Medium	High
<i>All homemakers</i> .....	% 100	% 100	% 100	% 100	% 100	% 100
Spring .....	11	13	11	11	13	11
Summer .....	11	15	6	12	13	9
Fall .....	36	34	46	37	36	45
<i>Winter</i> .....	29	27	22	26	27	27
Don't know .....	13	11	15	14	11	8

\* Based on response to following question: "Can you tell me when fresh pork is usually lowest in price?" Seasons were check-listed. Season in italic type is correct answer.

\*\*Number (weighted) reporting, 2,531. See Appendix on sample weighting.

+Number (weighted) reporting, 2,319.

## SOME GENERAL OBSERVATIONS

A review of the responses to these few knowledge questions indicates that consumers need more information on seasonality as it relates to the price and supply of pork, beef, and eggs.

The data also suggest differences in levels of knowledge for different segments of the population. In this connection, education, income, and residence, to a lesser extent, seem to have considerable bearing on



levels of knowledge. The relationship of other social and economic factors to knowledge will require further investigation and will be reported on in later publications. In any event, to the extent that programs can or should be oriented toward specific audiences, these findings may have considerable significance.

## **MIC Programs and Mass Media**

The analysis of data on mass media impact is complicated by the number of mass media channels used in the area's MIC program. Information is directly disseminated over four radio stations, two TV channels, and through four newspapers. Other means of disseminating information have been used from time to time, such as meetings, leaflets, and weekly letters. However, the only information channels included in this evaluation are the three major ones—radio, TV, and newspapers.

For the most part, each of the mass media channels is considered from the standpoint of its own local area. In other words, to use radio as an example, the relative impact of any one program is measured in terms of the potential listening audience living in the county served predominantly by the particular station in question.

### **RADIO AS A SOURCE OF MIC INFORMATION**

Most homes in the Wheeling-Steubenville area have one or more radios in operating condition. Less than 10 per cent of all sample households report no radio in use<sup>13</sup> during the month preceding the interview.

For the most part, area differences seem inconsequential. However, urban and rural differences in radio usage may have significant MIC program implications. As indicated in Table 23, proportionately fewer rural homes than urban have two or more radios in regular use.

### **THE "MARKET BASKET" PROGRAM**

The "Market Basket" originated as a radio program in 1951. It is a 15-minute weekly program, broadcasted from a Wheeling station at 9 A. M. on Saturdays. The program usually consists of a discussion of the "market situation" and "good buys in food," a "Question Box," and a guest interview.

Homemakers were asked if they had ever listened to this program. The percentage ever listening varies somewhat from area to area. Over-all listenership for the three counties is 10 per cent (Table 24).

<sup>13</sup>Respondents were asked to indicate the number of radios that had been used during the last month.

**Table 23. Use of radio in sample households, by residence**

Residence	Total Households	Percentage of Homes With:*		
		No Radios	One Radio	Two or More Radios
	%	%	%	%
All households _____	100	8	54	38
Urban _____	100	7	50	43
Rural _____	100	10	61	29

\* The inquiry was phrased in terms of use during the past month.

**Table 24. Audiences for MIC radio programs, by sample area and residence\***

Sample Area and Residence Group	Percentage of Homemakers Ever Listening**			
	Market Basket (Wheeling)	Be Our Guest (Wheeling)	Town & Country (Weirton)	Friendly F & H Chats† (Steubenville)
<i>All counties</i>				
Total _____	10	6	14	15
Urban _____	10	7	16	15
Rural _____	11	4	12	16
<i>Jefferson County</i>				
Total _____	8	3	16	26
Urban _____	6	2	21	35
Rural _____	10	3	13	21
<i>Hancock-Ohio counties</i>				
Total _____	12	8	13	6
Urban _____	11	10	13	6
Rural _____	15	5	11	5

\*Percentages "ever listening" are based on number in sample *excluding* those without a radio, and those not reporting. The small number of respondents who reported "don't know" are *included* in the totals used in calculating the percentages.

\*\*The power output for each of the stations represented by the MIC programs mentioned is as follows: "Market Basket," 50,000 watts; "Be Our Guest," 250 watts; "Town and Country," 1,000 watts; and "Friendly . . . Chats," 250 watts.

† This includes only the Friday or Monday MIC programs.

The station that carries this program has an output of 50,000 watts. This makes for a much larger broadcast area than that encompassed by the three counties. The total audience reached by the program is probably much greater than the study data indicate.

## THE "BE OUR GUEST" PROGRAM

This program was first offered over a Wheeling radio station in 1956. It is a daily program, and at the time of the study ran from 10:00 to 10:30 A.M. Most of the MIC information is disseminated on Fridays in a 10-minute presentation that highlights the "market situation," "good buys," and "timely tips."

Homemakers were asked if they had ever listened to the program on a Friday. Six per cent of those with radios reported listening to the Friday program at some time. The program was discontinued in September 1959.

In any comparison of the "Market Basket" and "Be Our Guest" programs, the reader should consider, among other factors, the relative power differential of the two stations involved. As indicated earlier, the "Market Basket" is carried by a 50,000-watt station, in contrast to one of 250 watts handling "Be Our Guest."

There are some interesting differences between the "Be Our Guest" program and the "Market Basket." In contrast with the "Market Basket," the "Be Our Guest" program on Fridays seems to be more popular with the urban group than with the rural audience, at least in the West Virginia counties. Further, variations in listening audiences in the two sample areas are considerably greater than for the other Wheeling program. For example, only 3 per cent of the homemakers in Jefferson County ever listened to the Friday program compared with 8 per cent for Hancock and Ohio counties. Both of these differences, to some degree, probably reflect the marked differences in the power of the two stations.

### **THE "TOWN AND COUNTRY" PROGRAM**

This is a daily 10-minute program that began in 1954 and originates in Weirton, West Virginia (Hancock County). The Consumer Marketing program is on Friday at 12:30 P.M., and features the "market situation" and "good buys." The Consumer Marketing specialist also presents tips on food selection, as well as on care and storage of food commodities.

Fourteen per cent of all homemakers reported ever listening to the Friday "Town and Country" program. Like "Be Our Guest," the "Town and Country" consumer information presentation seems to have somewhat greater appeal among urban homemakers. This is particularly evident in Jefferson County where one-fifth of the urban sample have listened one or more times.

The program seems to be relatively well received both inside and outside the area in which it originates. If anything, it may reach a slightly higher proportion of Jefferson County urban homemakers than it does in the two West Virginia counties.

### **"FRIENDLY FARM AND HOME CHATS" PROGRAM**

This 10-minute program, initiated in 1953, is broadcast daily at 12:30 P.M. over a Steubenville radio station (Jefferson County, Ohio). Marketing information for consumers is provided chiefly on Mondays and Fridays. For the most part, the MIC series are presented by the Jefferson County Extension staff.

Respondents were first asked whether or not they had ever listened to "Friendly Farm and Home Chats?" Those who indicated they had listened to this program were asked whether or not they had ever listened

to the program "on a Monday or a Friday when food marketing information was discussed?" The percentages in the last column of Table 24 relate only to the Monday or Friday listening.

The results indicate that the daily program has considerable appeal, at least in the county of origin. The percentages ever listening are:

Areas	Percentages
All counties .....	22
Jefferson County .....	38
Hancock-Ohio counties .....	8

The majority of those who had ever listened to the daily program had also heard a Monday or Friday MIC presentation. For example, almost two-fifths (38 per cent) of the Jefferson County homemakers with operating radios had "ever listened" to the *daily* program. About 26 per cent of these people reported listening to a Monday or Friday presentation. Much the same trend holds for the two West Virginia counties, although only a relatively small percentage of the sample listened to this Steubenville program.

Rural-urban differences appear striking. The program is most popular among urban people, with more than one-third of the respondents in urban portions of Jefferson (mostly Steubenville) listening to the MIC series.

## THE COMPOSITE MIC RADIO AUDIENCE—SCOPE AND NATURE

As indicated in Table 24, the individual audiences for the four established area MIC radio programs range from 6 to 15 per cent of the three-county sample. A different approach to measuring the impact of the MIC radio program is to consider the over-all audience reached by one or more of the individual programs. The following listing suggests that the percentage of homemakers ever contacted by such radio programs varies considerably with the area.

Area and residence	Per cent of homemakers reached*
All counties	
Total .....	33
Urban .....	32
Rural .....	34
Jefferson County	
Total .....	40
Urban .....	45
Rural .....	37

Area and residence	Per cent of homemakers reached*
Hancock-Ohio Counties	
Total .....	27
Urban .....	27
Rural .....	27

\* Number (weighted) reporting, 2,335 (excluding those without radios in use during month preceding interview).

The area's MIC radio audience also varies in respect to certain socio-economic factors such as educational status and income level. Although the audiences of each program differ somewhat in terms of education and income, most differences are relatively minor. Furthermore, no uniform pattern is evident when individual program audiences are compared. For the combined area audience, however, certain observations may be pertinent in planning area radio programs.

The listening audience seems to consist of homemakers quite similar in educational status to those who don't listen to MIC radio programs. As indicated in Table 25, almost one-third of the MIC radio audience in this area have less than nine years of schooling. This is almost identical with the comparable percentages in the sample as a whole (Table 3) and among those *not listening* to any MIC radio program. More than half of both listeners and non-listeners report 9-12 years of schooling. Rural-urban differences are relatively slight.

In terms of income status, the MIC radio programs seem to have somewhat greater appeal for homemakers in both the lowest and the highest income groups (Table 26). However, the differences are not great.

The influence of education and income on MIC radio program listening patterns seems to be affected by many factors. Among these are the program—presumably content, methods of presentation, the time of day, and station—and the place of residence of the intended audience. Further analysis of the data in this study, and more research in other areas, would seem necessary before any real assessment can be made.

**Table 25. Educational status of those ever listening and never listening to one or more MIC radio programs\***

<i>Residence and Schooling of Homemakers</i>	<i>Total Homemakers+</i>	<i>Listening</i>	<i>Not Listening</i>
	%	%	%
<b>Total</b> .....	100	100	100
Grammar .....	33	31	33
High .....	56	56	56
College .....	11	13	11

\* Excludes households without radios in use during past month, and those not reporting.  
+Number (weighted) reporting, 2,299. See Appendix.

**Table 26. Income status of those ever listening and never listening to one or more MIC radio programs\***

<i>Residence and Income of Homemakers</i>	<i>Total Homemakers+</i>	<i>Listening</i>	<i>Not Listening</i>
	%	%	%
<i>Total</i> _____	100	100	100
Low income _____	26	29	24
Medium income _____	63	58	66
High income _____	11	13	10

\* Excludes households without radios in use during past month, and those not reporting on income, etc.

+Number (weighted) reporting, 2,114. See Appendix.

## HOMEMAKERS' USE OF MIC RADIO PROGRAM INFORMATION

The success or value of any educational program depends on whether or not the information disseminated is used. Table 27 shows that the extent to which the audiences in this study area use the MIC radio information seems to vary considerably.

**Table 27. Use of MIC information, by radio program and residence\***

<i>Residence and Use of Information</i>	<i>Market Basket**</i>	<i>Be Our Guest+</i>	<i>Town and Country#</i>	<i>Farm &amp; Home Chais‡</i>
	%	%	%	%
<i>All counties</i>				
<i>All homemakers listening</i> _____	100	100	100	100
Using information _____	52	12	22	48
Not using _____	32	50	46	36
Don't know _____	16	38	32	16
<i>Urban homemakers listening</i> _____	100	100	100	100
Using information _____	46	16	21	51
Not using _____	32	44	42	32
Don't know _____	22	40	37	17
<i>Rural homemakers listening</i> _____	100	100	100	100
Using information _____	60	3	24	43
Not using _____	31	66	52	43
Don't know _____	9	31	24	14

\*Excludes those who didn't hear one or more programs and those who didn't report on use. Total number reporting on each program is a weighted figure. See Appendix.

\*\*Number reporting, 218.

+Number reporting, 136.

#Number reporting, 312.

‡ Number reporting, 345.

All respondents who listened to any of the area's four MIC programs were asked to indicate how they had used the information presented. Allowing for memory failure and other possibilities for bias, it is apparent that many consumers in the MIC audience report using some of the information they received over the radio. However, the extent to which they use the information varies from program to program. Considering the total sample, the percentage reporting use of program information ranges from approximately 12-52. The range in percentages of those listeners who are uncertain is also quite marked.

The place of residence of the audience (rural or urban) also has a considerable bearing on reported use. However, there is no uniform relationship between residence and use. This may reflect the influence of other factors.

It is interesting to note how many rural listeners reported using information. In one instance—the “Market Basket”—the proportion of “users” in the rural audience was 60 per cent.

Variations in the use of MIC information disseminated via radio programs also seem to be somewhat related to educational and income status. In this case, the analysis is limited by the small number of respondents in some of the schooling and income categories. However, Tables 28 and 29 show that “users” and “non-users” vary somewhat in their educational and income characteristics. These differences are particularly apparent for certain programs.

In terms of income level, “users” and “non-users” of “Market Basket” information are much alike. (Interestingly enough, the proportion with “low” incomes among “users” and “non-users” of this information exceeds that for the total sample [Table 6].) While approximately 26 per cent of the sample households report incomes of less than \$3,000, more than two-fifths (42 per cent) of the “users” of “Market Basket” information

**Table 28. Educational status of homemakers according to use made of MIC radio program information, by program\***

<i>Radio Program and Educational Level</i>	<i>Total Homemakers**</i>	<i>Using Information</i>	<i>Not Using Information</i>	<i>Don't Know</i>
	%	%	%	%
<i>Market Basket</i>				
Total .....	100	100	100	100
Grammar .....	39	39	36	50
High .....	49	50	45	50
College .....	12	11	19	—
<i>Be Our Guest</i>				
Total .....	100	100	100	100
Grammar .....	48	24	48	57
High .....	46	76	40	43
College .....	6	—	12	—
<i>Town and Country</i>				
Total .....	100	100	100	100
Grammar .....	25	34	19	27
High .....	61	49	63	66
College .....	14	17	18	7
<i>Farm and Home Chats</i>				
Total .....	100	100	100	100
Grammar .....	32	33	26	44
High .....	55	57	57	45
College .....	13	10	17	11

\* Excludes those who never heard the program and those who didn't report on use or educational status. Percentages reporting are based on weighted totals. See Appendix.

\*\*Number reporting: “Market Basket,” 211; “Be Our Guest,” 129; “Town and Country,” 312; “Farm and Home Chats,” 345. Includes listeners who were uncertain as to use of program information.

**Table 29. Income status of homemakers according to use made of MIC radio program information, by program\***

<i>Radio Program and Income Level</i>	<i>Total Home-makers**</i>	<i>Using Information</i>	<i>Not Using Information</i>	<i>Don't Know</i>
	%	%	%	%
<i>Market Basket</i>				
Total .....	100	100	100	100
Low .....	40	42	40	29
Medium .....	55	53	56	63
High .....	5	5	4	8
<i>Be Our Guest</i>				
Total .....	100	100	100	100
Low .....	27	—	33	30
Medium .....	54	71	52	50
High .....	19	29	16	20
<i>Town and Country</i>				
Total .....	100	100	100	100
Low .....	25	32	23	24
Medium .....	62	60	65	58
High .....	13	8	12	18
<i>Farm and Home Chats</i>				
Total .....	100	100	100	100
Low .....	27	24	28	37
Medium .....	61	63	59	57
High .....	12	13	13	6

\* Excludes those who never heard the program, and those who didn't report on use or income status. Percentages are based on weighted totals. See Appendix.

\*\*Number reporting: "Market Basket," 190; "Be Our Guest," 121; "Town and Country," 292; "Farm and Home Chats," 310. Includes listeners who were uncertain as to use of program information.

have correspondingly low levels of income. This suggests that the program has appeal to those with low incomes.

"Users" of "Be Our Guest" information are largely from the population having more than an elementary education and medium to high incomes. Unfortunately, however, these percentages are based on only 17 persons and the results are therefore not conclusive.

"Town and Country" "users" include many homemakers with "low" incomes and a "grammar" school education.

There is no marked difference in the income or educational status of "users" and "non-users" of information from the "Farm and Home Chats" program.

## TELEVISION AS A SOURCE OF MIC INFORMATION

More than nine-tenths of the sample households in the three counties have television receivers. For all counties combined, the percentage with TV is 95 per cent. In urban and rural areas, the percentages are 96 and 93 per cent, respectively.

The presence of a television set in the home is of much significance to educators using mass media. The quality of reception is equally



important. This is particularly true in an area of rough topography such as the study area. Respondents were therefore asked to rate how well they could receive each of the two local channels carrying MIC information.

It is recognized that the quality of reception of a TV channel may vary considerably, even within the same neighborhood. Eleven per cent reported poor or no reception of Channel 7 (Wheeling); and 7 per cent indicated likewise for Channel 9 (Steubenville) (Table 30).

**Table 30. Quality of TV reception in sample households, by residence**

<i>Reception</i>	<i>Total Households*</i>	<i>Urban</i>	<i>Rural</i>
	<i>%</i>	<i>%</i>	<i>%</i>
<i>Channel 7</i>			
All TV households _____	100	100	100
Good _____	81	80	81
Fair _____	8	9	8
Poor _____	6	7	5
Not at all _____	5	4	6
<i>Channel 9</i>			
All TV households _____	100	100	100
Good _____	84	82	87
Fair _____	9	9	9
Poor _____	3	4	2
Not at all _____	4	5	2

\* Number (weighted) reporting, 2,457. See Appendix. Total number excludes households with no TV.

## THE MIC TELEVISION PROGRAMS

The "Good Food Buys" program is televised over Channel 7, Wheeling, West Virginia. It originated in 1955 and is currently carried every other Thursday as a part of a daily half-hour show (1:00 to 1:30 P.M.) entitled "Heart of the Home." In addition to discussing "good food buys," the Extension specialist furnishes information on the selection, care, and use of foods.

The second TV program that disseminates MIC information in the area is the "Consumer Quiz." It originates in Steubenville, over Channel 9. It was initiated under another name in 1955. The 15-minute program is presented every Thursday at 4 P.M. It involves the use of a panel consisting of a produce wholesaler, a chain food store manager, a homemaker, and a home economist. The panel is moderated alternately by an Extension MIC specialist and a home economist for a local power company. Discussions encompass problems and methods of buying specific food commodities.

Each of the MIC-TV programs has a sizeable audience (Table 31). In the three-county area almost one-third (31 per cent) of all homemakers

**Table 31. Audiences for MIC television programs, by sample area and residence**

<i>Sample Area and Residence</i>	<i>Percentage of Homemakers Watching</i>	
	<i>"Good Food Buys"</i>	<i>"Consumer Quiz"</i>
<i>All counties</i>		
Total homemakers _____	31*	22+
Urban homemakers _____	30	20
Rural homemakers _____	34	24
<i>Jefferson County</i>		
Total homemakers _____	27	24
Urban homemakers _____	14	20
Rural homemakers _____	35	26
<i>Hancock-Ohio Counties</i>		
Total homemakers _____	34	20
Urban homemakers _____	36	20
Rural homemakers _____	30	20

\* Number (weighted) reporting, 2,339. See Appendix. Total number excludes households with no TV and those unable to receive Channel 7.  
 +Number (weighted) reporting, 2,333. See footnote above.

with television sets receiving Channel 7 had watched "Good Food Buys." The comparable percentage watching the "Consumer Quiz" program is 22 per cent.

Audiences vary somewhat depending on the area in which they live. Local programs tend to attract local audiences. "Good Food Buys" is somewhat more popular with viewers in Hancock and Ohio counties than with Jefferson County residents. Likewise, the Steubenville (Ohio) program, "Consumer Quiz," has a slightly larger audience from Jefferson County.

Urban-rural differences in program viewing appear marked, at least for the Wheeling show. While 35 per cent of the rural homemakers in the Jefferson County sample have watched "Good Food Buys," only 14 per cent of the county's urban sample have done so.

When urban-rural residence is considered, there appear to be some interesting educational differences existing between viewers and non-viewers. In general, a higher proportion of urban viewers, in contrast to non-viewers, fall in the "college" grouping.

Income differences between viewers and non-viewers seem to run somewhat contrary to educational differences. However, the differences are not highly significant statistically.

It is clear that MIC television programs can reach substantial rural, as well as urban audiences.

## **EDUCATION AND INCOME STATUS OF THE AREA MIC-TV AUDIENCE**

If we consider the area's composite MIC-TV audience, consisting of homemakers that view one or both of the area programs, we find

**Table 32. Educational status of those ever viewing and never viewing one or more MIC-TV programs, by residence\***

<i>Residence and Schooling</i>	<i>Total Households</i> +	<i>Viewing</i>	<i>Not Viewing</i>
	%	%	%
<i>All homemakers</i>	100	100	100
Grammar	33	33	34
High	55	54	56
College	12	13	10
<i>Urban homemakers</i>	100	100	100
Grammar	33	32	35
High	54	51	56
College	13	17	9
<i>Rural homemakers</i>	100	100	100
Grammar	33	35	31
High	57	57	58
College	10	8	11

\* Excludes households without TV, those that couldn't receive channel(s), and those not reporting schooling.

+Number (weighted) reporting, 2,317. See Appendix.

**Table 33. Income status of those ever viewing and never viewing one or more MIC-TV programs, by residence\***

<i>Residence and Income</i>	<i>Total Homemakers</i> +	<i>Viewing</i>	<i>Not Viewing</i>
	%	%	%
<i>All homemakers</i>			
Total	100	100	100
Low income	25	25	24
Medium income	64	65	64
High income	11	10	12
<i>Urban homemakers</i>			
Total	100	100	100
Low income	23	26	21
Medium income	63	61	64
High income	14	13	15
<i>Rural homemakers</i>			
Total	100	100	100
Low income	26	23	29
Medium income	67	71	64
High income	7	6	7

\* Excludes households without TV, those that couldn't receive channels, and those not reporting income.

+Number (weighted) reporting, 2,112. See Appendix.

relatively little difference in educational status between viewers and non-viewers. About one-third of the viewers and the non-viewers fall in the lowest educational category; more than half have one or more years of high school; and about one-tenth have some education beyond high school. This is quite similar to the educational composition of the sample as a whole (Table 3).

When urban homemakers' TV viewing patterns are analyzed for each of the three educational segments of the sample as a whole, the proportion "reached" among the "college" grouping exceeds that for

either the "grammar" or "high school" categories. Table 34 suggests that the opposite may be true for the rural component of the over-all sample.

**Table 34. MIC-TV viewing patterns of homemakers, by residence and level of schooling\***

<i>Residence and Schooling</i>	<i>Total Households+</i>	<i>Viewing+</i>	<i>Not Viewing+</i>
	<i>%</i>	<i>%</i>	<i>%</i>
<i>All homemakers</i>			
Grammar _____	100	44	56
High _____	100	43	57
College _____	100	51	49
<i>Urban homemakers</i>			
Grammar _____	100	39	61
High _____	100	39	61
College _____	100	56	44
<i>Rural homemakers</i>			
Grammar _____	100	52	48
High _____	100	49	51
College _____	100	40	60

\* Excludes households without TV, those that couldn't receive channel(s), and those not reporting schooling.

+Number (weighted) reporting, 2,317. See Appendix.

A similar approach in analyzing the relation of income levels to viewing patterns yields results that are, if anything, inconsistent with those involving educational status. However, the relationship is not very marked.

The absence of any consistent and pronounced pattern of relationship between the factors of education and income, and the impact of MIC-TV programs, is at least partially due to the consolidation of data for each program. When each one is treated separately, it is evident that such relationships are different for each of the two programs. For example, a more detailed analysis would reveal that percentages of urban homemakers *viewing* the "Good Food Buys" program increase with education from 28 per cent of those in the "grammar school" group to 42 per cent at the "college" level. The relation is quite the opposite for "Consumer Quiz."

This all suggests the need for considering different programs separately to meet the needs of different audiences.

## FREQUENCY OF VIEWING

Viewers of each of these TV programs were questioned about the frequency with which they watch the program. Although the two programs are not televised the same number of times a month, it is evident that many of the viewers of the two series are fairly regular. The following

listing indicates that about two-thirds of the audience had watched the "Good Buys" program once or twice a month.

Frequency	Per cent watching
Regularly or often (once or twice a month) .....	65
Once every 2 months .....	12
Less than once every 2 months .....	13
Just started .....	2
Don't know .....	8

Rural-urban differences, in this connection, appear slight. Rural homemakers seem to be just as regular in their viewing as urban homemakers.

Unlike the "Good Buys" program, "Consumer Quiz" is offered once a week. Almost two-fifths of the viewers report watching this program two times a month or more.

Frequency	Per cent watching
Regularly .....	13
2-3 times a month .....	26
Once a month or less .....	50
Don't know .....	11

## USE OF MIC TELEVISION PROGRAM INFORMATION

As with radio, those who had received MIC information through TV were asked to indicate how they had used it. The contrast between the two established programs is, in this case, rather striking (Table 35).

**Table 35. Use of MIC television program information, by residence**

Residence and Use	Percentage of Homemakers Watching	
	"Good Food Buys"*	"Consumer Quiz"+
<i>All homemakers</i> .....	100	100
Using information .....	70	33
Not using .....	25	53
Don't know .....	5	14
<i>Urban homemakers</i> .....	100	100
Using information .....	69	33
Not using .....	25	50
Don't know .....	6	17
<i>Rural homemakers</i> .....	100	100
Using information .....	72	32
Not using .....	24	57
Don't know .....	4	11

\* Number (weighted) reporting, 608.

+ Number (weighted) reporting, 500.

Seventy per cent of the viewers of "Good Buys" report using some of the information as compared to only 33 per cent of the "Consumer Quiz" viewers.

The amount of schooling TV viewers in the area have had seems to have some relationship with use of MIC program information (Table 36). However, the relationship is not entirely clear or consistent for each program or for each residence group. Among the rural homemakers, at least, "users" tend to have somewhat higher levels of education than "non-users." Particularly for the "Quiz" program, the proportion of "users" with less than 9 years of schooling is much lower than for the "non-users." Proportionately more of the "users" of information from both programs have completed one or more years of high school.

**Table 36. Educational status of "users" and "non-users" of MIC-TV program information, by residence**

Residence and Use	"Good Food Buys"*				"Consumer Quiz"+			
	Total	Gram-mar	High	College	Total	Gram-mar	High	College
	%	%	%	%	%	%	%	%
All homemakers _____	100	26	57	17	100	39	51	10
Using _____	100	24	58	18	100	34	60	6
Not using _____	100	28	56	16	100	40	47	13
Urban homemakers _____	100	23	55	22	100	41	45	14
Using _____	100	25	52	23	100	44	47	9
Not using _____	100	19	64	17	100	42	40	18
Rural homemakers _____	100	29	60	11	100	37	58	5
Using _____	100	24	65	11	100	21	76	3
Not using _____	100	41	45	14	100	40	53	7

\* Number (weighted) reporting, 608. Excludes 123 who watched program but who did not report. See Appendix on weighting of sample.

+Number (weighted) reporting, 494.

The greater appeal that "Good Buys" seems to have for "users" in the college-educated segment is quite apparent. For the sample as a whole, "users" of "Good Buys" and "Quiz" information from this group are 18 and 6 per cent, respectively.

The relationship of income to use of MIC-TV program information seems to be quite similar to that involving levels of education (Table 37). Unfortunately, however, the prescribed levels of statistical significance cannot be established in this instance; so the differences are not conclusive.

## NEWSPAPERS AS A SOURCE OF MIC INFORMATION

Newspaper articles have long constituted one of the chief means of disseminating Extension information. This is particularly true of the Marketing Information for Consumers Program where the situation requires primary dependence on the mass media.

It is difficult to evaluate the effectiveness of diffusing MIC information through newspapers. Local Extension MIC offices disseminate

**Table 37. Income status of "users" and "non-users" of MIC-TV program information by residence**

Residence and Use	"Good Food Buys"*				"Consumer Quiz"+			
	Total	Low	Medium	High	Total	Low	Medium	High
	%	%	%	%	%	%	%	%
All homemakers.....	100	24	66	10	100	26	66	8
Using .....	100	23	66	11	100	27	66	7
Not using .....	100	29	66	5	100	22	67	11
Urban homemakers	100	27	58	15	100	26	65	9
Using .....	100	28	55	17	100	33	62	5
Not using .....	100	28	64	8	100	15	70	15
Rural homemakers	100	20	77	3	100	25	67	8
Using .....	100	16	80	4	100	18	71	11
Not using .....	100	31	69	—	100	28	64	8

\* Number (weighted) reporting, 563. See Appendix on weighting.  
 +Number (weighted) reporting, 471.

much information to newspapers, but only some of it is identifiable when it appears in print.

Of the many newspapers in the area that may use such information directly or indirectly, four were used for this evaluation—the *Wheeling Intelligencer*, *Wheeling News Register*, *Weirton Daily Times*, and *The Steubenville Herald Star*.

The *Intelligencer* began carrying program articles in 1954. However, the earlier articles did not credit the MIC program for the information. The "Market Situation" and a special article are now carried as a weekly feature each Friday under an Agricultural Extension heading.

The *News Register* also began carrying such articles in 1954. The two articles that currently appear in the paper do not credit the Extension Service as a source of information. The *Weirton Daily Times* has carried articles sporadically since mid-1954.

The *Steubenville Herald Star* initiated a column in 1956. It is identified with the county Extension office.

All homemakers were asked to name the newspapers they read regularly. An analysis of the readership of the four under study reveals that the circulation of each paper varies greatly according to the area.

Readership of a paper, for the most part, tends to be concentrated within its "home" county. Also, rural readership of urban dailies is usually proportionately less than the urban readership. These factors have definite implications for disseminating MIC information through this medium.

The extent to which homemakers *regularly* read one or more of the four newspapers is indicated on the following page.

Residence and readership	Per cent of homemakers*
All homemakers -----	100
Regular readers -----	83
Irregular readers -----	17
Urban homemakers -----	100
Regular readers -----	93
Irregular readers -----	7
Rural homemakers -----	100
Regular readers -----	69
Irregular readers -----	31

\*Number (weighted) reporting, 2,550.

It is apparent that substantial proportions of the population do not read any of these newspapers on a "regular" basis. The exact percentage varies with residence, with relatively more rural homemakers being "irregular" in their reading.

## EDUCATION AND INCOME STATUS OF NEWSPAPER READERS

Place of residence is only one of many factors affecting newspaper readership in the Wheeling-Steubenville area. Readership is also affected by both level of education and income, as well as other factors.

As might be expected, proportionately more of the "irregular" readers have less than a high school education. This is true for both the urban

**Table 38. Educational status of regular readers and nonreaders of one or more of the four newspapers carrying MIC articles, by residence**

<i>Residence and Schooling</i>	<i>Total Home- makers*</i>	<i>Regular Readers</i>	<i>Non- readers</i>
	%	%	%
<i>All Homemakers</i> -----	100	100	100
Grammar -----	35	31	54
High -----	54	57	40
College -----	11	12	6
<i>Urban Homemakers</i> -----	100	100	100
Grammar -----	35	32	66
High -----	53	55	31
College -----	12	13	3
<i>Rural Homemakers</i> -----	100	100	100
Grammar -----	36	30	50
High -----	55	61	43
College -----	9	9	7

\*Number (weighted) reporting, 2,550. See Appendix on weighting.



and rural samples. Further, in comparison with nonreaders, readers include higher proportions from the "high" and "college" groups.

The relationship of income to newspaper readership is quite comparable to that for education. The highest percentage of readers of the four papers are in the "medium" and "high" income groupings (Table 39). This is true for both urban and rural residents.

**Table 39. Income status of regular readers and nonreaders of one or more of the four newspapers carrying MIC articles, by residence**

<i>Residence and Income</i>	<i>Total Home-makers*</i>	<i>Regular Readers</i>	<i>Non-readers</i>
	<i>%</i>	<i>%</i>	<i>%</i>
<i>All Homemakers</i> _____	100	100	100
Low _____	28	24	46
Medium _____	62	65	50
High _____	10	11	4
<i>Urban Homemakers</i> _____	100	100	100
Low _____	26	24	62
Medium _____	61	63	30
High _____	13	13	8
<i>Rural Homemakers</i> _____	100	100	100
Low _____	30	25	41
Medium _____	64	68	56
High _____	6	7	3

\*Number (weighted) reporting, 2,341. See Appendix on weighting.

A more detailed analysis on a paper-by-paper basis would reveal some interesting differences between readers of the various newspapers. Differences in education, income, and other characteristics suggest the need for considering each medium and each population segment or each "target" audience separately in planning an educational program of this nature. This applies equally well, of course, to the other media previously discussed.

## READERSHIP OF MIC NEWSPAPER ARTICLES

In addition to considering newspaper readership in general, it is necessary in evaluating a MIC program to study the audiences actually reached by MIC articles. Newspaper readers who read MIC articles range in this tri-county area from 42 per cent in the case of the *Weirton Daily Times* to 64 per cent for the *Herald Star*.

<b>Papers</b>	<b>Per cent of newspaper readership reading MIC articles</b>
<i>Herald Star</i> _____	64
<i>News Register</i> _____	57
<i>Intelligencer</i> _____	48
<i>Daily Times</i> _____	42

When the readership of MIC newspaper information in all four newspapers is analyzed, the impact of this phase of the total MIC program is quite evident. Table 40 indicates that a majority of the "regular" readers of one or more of the four papers report seeing a regular program release.

**Table 40. Percentage of newspaper readers who ever read a MIC column, by residence\***

Readership of MIC Articles	Total Home-makers+	Urban Home-makers	Rural Home-makers
	%	%	%
All Homemakers .....	100	100	100
Reading .....	55	53	61
Not Reading .....	45	47	39

\*Includes all homemakers in sample who reported "regularly" reading *one or more* of the four papers. Homemakers were shown recent MIC clippings and asked if (1) they had seen the clipping, and (2) if they had seen other clippings of a similar nature from paper in question? Recent clippings were not available for one of the area newspapers. Some of the readers of this paper are included — in this consolidated analysis — among nonreaders of the article. To this extent, the estimate of impact of the MIC newspaper educational program is probably conservative.  
 +Number (weighted) reporting, 2,125. See Appendix on weighting.

## THE MIC NEWSPAPER AUDIENCE — RESIDENCE, EDUCATION, AND INCOME

Some urban-rural differences in the readership of the newspaper articles is apparent in Table 40. A slightly higher proportion of the rural readers of these four papers have seen an MIC newspaper release. Urban-rural differences seem most pronounced for the *Daily Times*.

The MIC releases appearing in these four papers attract the better-educated homemakers. Among both urban and rural readers, the percentage of newspaper readers who have ever read the MIC columns increases with educational levels. The following listing indicates the percentages of readers of all four papers in each of the major educational groupings.

Educational level	Per cent of readers
All homemakers .....	55
Grammar school .....	44
High school .....	59
College .....	71

Among readers and nonreaders more of the better-educated homemakers are "reached" by the newspaper articles. The extent to which this phase of the program is failing to reach those with less than 9 years of formal schooling is evident in Table 41. This seems most marked in the urban sample where two-fifths (41 per cent) of the nonreaders have only an elementary education.

**Table 41. Educational status of readers and nonreaders of one or more MIC newspaper columns, by residence**

<i>Residence and Schooling</i>	<i>Total Home-makers*</i>	<i>Reading</i>	<i>Not Reading</i>
	<i>%</i>	<i>%</i>	<i>%</i>
<i>Total Homemakers</i> _____	100	100	100
Grammar _____	31	25	40
High _____	57	60	53
College _____	12	15	7
<i>Urban Homemakers</i> _____	100	100	100
Grammar _____	32	25	41
High _____	55	58	52
College _____	13	17	7
<i>Rural Homemakers</i> _____	100	100	100
Grammar _____	30	25	37
High _____	61	65	55
College _____	9	10	8

\*Number (weighted) reporting, 2,125. See Appendix on sample weighting. Excludes all those who did not regularly read one or more of the four newspapers carrying MIC information.

The relationship of income status to newspaper column readership is somewhat less pronounced than in the case of education. The only clear-cut tendency appears among the rural readers. As indicated in the following listing, readership among rural homemakers increases noticeably as income increases. Approximately half of the "low income" rural homemakers who regularly read one or more of the four papers reports reading a MIC column. This contrasts sharply with the four-fifths (81 per cent) of the "high income" homemakers.

<b>Income level</b>	<b>Per cent of readers reading MIC articles</b>
All rural homemakers _____	61
Low income _____	51
Medium income _____	63
High income _____	81

A comparative analysis of the income levels of readers and nonreaders shows that income differences between urban readers and nonreaders are practically nonexistent; however, rural readers tend to have somewhat higher income levels than rural nonreaders.

Table 42 shows that the percentages of rural readers and nonreaders with "low incomes" are 21 and 32, respectively.

## **FREQUENCY OF READING MIC ARTICLES**

The frequency with which MIC articles are read has significance in evaluating a program. "Regular" readership seems to vary with the newspaper. As indicated below, the readers of articles in the *Intelligencer*

**Table 42. Income status of those who ever read one or more MIC newspaper columns, by residence**

<i>Residence and Income</i>	<i>Total Home-makers*</i>	<i>Reading</i>	<i>Not Reading</i>
	%	%	%
<i>All Homemakers</i> .....	100	100	100
Low income .....	24	23	26
Medium income .....	65	66	63
High income .....	11	11	11
<i>Urban Homemakers</i> .....	100	100	100
Low income .....	24	24	24
Medium income .....	63	64	62
High income .....	13	12	14
<i>Rural Homemakers</i> .....	100	100	100
Low income .....	25	21	32
Medium income .....	68	69	65
High income .....	7	10	3

\*Number (weighted) reporting, 1,947. See Appendix on sample weighting. Excludes all those who did not *regularly* read one or more of the four newspapers carrying MIC information.

and *News Register* are by far the most “regular”—with a majority reporting “regular” readership in both urban and rural samples. The interpretation of the differences that exist between these four papers might properly involve a consideration of many factors, including column headings, location in the paper, by-lines, and related matters.

<b>Paper</b>	<b>Per cent of “regular” readers reading MIC articles</b>
<i>Intelligencer</i> .....	65
<i>News Register</i> .....	60
<i>Daily Times</i> .....	42
<i>Herald Star</i> .....	42

## USE OF NEWSPAPER MIC INFORMATION

Most readers of MIC newspaper columns report “using” the information. As suggested in Table 43, some variations in reported “use” occur between newspapers and residence groups. However, in most instances, the differences are slight and not highly significant statistically.

For the most part, “use” of MIC newspaper information is associated with education and income in much the same fashion as readership. With some possible exceptions, users of the information have higher levels of education and income. The relationship, however, does vary from program to program and area to area. Effective program planning may benefit from careful consideration of such differences.

**Table 43. Use of newspaper MIC information, by newspaper and residence**

Residence and Degree of Use	Newspaper Readers Reading Columns In:			
	Intelli- gencer*	News Register**	Daily Times***	Herald Star†
	%	%	%	%
<i>All Homemakers</i> .....	100	100	100	100
Using information .....	62	63	58	67
Not using .....	23	31	23	23
Don't know .....	15	6	19	10
<i>Urban Homemakers</i> .....	100	100	100	100
Using .....	53	64	60	70
Not using .....	25	31	20	21
Don't know .....	22	5	20	9
<i>Rural Homemakers</i> .....	100	100	100	100
Using .....	84	61	#	65
Not using .....	16	34	—	25
Don't know .....	##	5	—	10

\*Number (weighted) reporting, 177. See Appendix on weighting.

\*\*Number (weighted) reporting, 404.

\*\*\*Number (weighted) reporting, 53. This excludes 140 who were interviewed without any recent clippings available for exhibit.

†Number (weighted) reporting, 635.

#Percentages omitted because of small number (13) reporting.

##None reporting.

## THE MASS MEDIA AND MIC AUDIENCES—A RESUME

In summary, the MIC program has “reached” a substantial portion of the homemakers in this tri-county area. Of all homemakers in the sample, 72 per cent report some exposure to MIC mass media programs. (There is no apparent difference on a residence basis.) Even this does not quite tell the story. There is every probability that MIC information has diffused even among those not directly exposed—through word of mouth and other means.

The following listing, encompassing the entire sample, indicates the population segments “reached” or contacted by one or a combination of MIC channels. It is evident that the largest proportion of those “reached” with MIC information by any one medium have been contacted by newspaper(s). Approximately 46 per cent of the entire sample have been reached by newspapers alone or by newspapers in conjunction with one or both of the other mass media.

Type of exposure	Per cent of all homemakers*
All Homemakers .....	100
Three media .....	9
Two media .....	26
Both radio and TV .....	( 6)
Both radio and newspaper .....	( 8)
Both TV and newspaper .....	(12)

One medium .....	37	
Radio program(s) only .....		( 7)
TV program(s) only .....		(13)
Newspaper(s) only .....		(17)
No exposure .....	28	

\*Percentages based on *total* (weighted) sample of 2,594. To the extent that the total includes some not reporting on one or more media, estimates of total population "reached" are conservative.

Although residence seems to have no pronounced effect, there are rural-urban differences in the proportion "reached" by some of the media. For example, the total urban sample has a higher percentage "reached" by newspaper columns (49 per cent compared with 42 for the rural sample).

This urban-rural difference in the proportion of the total population "reached" by newspaper articles becomes even more pronounced when those not directly exposed to any of the media programs are excluded. As indicated below, almost seven of every ten (69 per cent) of the urban "audience" (those "exposed" to one or more mass media programs) reported reading one or more of the newspaper columns. This contrasts with the 57 per cent of the rural "audience" who were reached in the same manner.

Media program	Audience*	
	Urban	Rural
Radio .....	41	42
TV .....	54	59
Newspaper .....	69	57

\*Audience is defined as total number reporting exposure to one or more MIC programs. Percentages do not add to 100 because of multiple answers.

It is apparent that MIC programs over radio and TV reach a somewhat larger proportion of those with limited schooling than do newspaper columns (Table 44). Newspapers seem most effective in reaching those with higher levels of education.

With regard to income levels, the picture is less clear, particularly among urban households. In the rural sample area, however, the proportion of the composite radio "audience" with "low" incomes is noticeably higher than in the case of readers of newspaper columns.

Homemakers that are "reached" by all three media tend to be those with the higher educational and income levels, particularly in comparison with those not reached by the program. For the most part the pattern is similar for both urban and rural audiences.

The association of program exposure and the various socio-economic variables under consideration can be analyzed to advantage from a somewhat different viewpoint. This approach involves considering the urban

**Table 44. Education and income characteristics of program-media exposure groupings\***

Exposure Groupings	All Households							
	Schooling				Income			
	Total**	Grammar	High	College	Total+	Low	Med.	High
	%	%	%	%	%	%	%	%
All Homemakers _____	100	35	54	11	100	28	62	10
No exposure _____	100	46	49	5	100	36	56	8
Radio _____	100	32	55	13	100	29	58	13
TV _____	100	33	54	13	100	25	65	10
Newspapers _____	100	25	60	15	100	23	66	11
All 3 media _____	100	23	62	15	100	24	68	8

\* Exposure groupings include all persons reporting exposure to the medium in question.

\*\*Number (weighted) reporting, 2,554.

+Number (weighted) reporting, 2,341.

and rural samples as comprised of various educational and income segments.

The data presented in Table 45 excludes all homemakers not directly exposed to one or more media programs. Many of the percentage differences appearing in this table are not great enough to be statistically significant at the levels generally accepted (see Appendix). As suggested elsewhere, this may be a reflection of the relatively limited number of respondents in some of the education and income categories. In passing, it is interesting to note that the association of income and education with exposure to some of the media programs does not always appear consistent for the two residence groupings.

One of the few fairly definite findings evident in Table 45 is the marked relationship of education and newspaper column readership. The

**Table 45. Distribution of urban and rural homemakers who reported exposure to one or more media programs, by educational and income status**

Program Media*	Education				Income			
	Total	Grammar	High	College	Total	Low	Med.	High
	%	%	%	%	%	%	%	%
Urban Homemakers_____	**100	100	100	100	+100	100	100	100
Radio _____	41	44	41	37	41	47	37	51
TV _____	54	59	49	61	56	62	55	50
Newspapers _____	69	60	71	79	68	67	70	60
All 3 media _____	12	11	12	15	12	15	12	7
Rural Homemakers_____	#100	100	100	100	##100	100	100	100
Radio _____	42	39	41	52	42	51	38	38
TV _____	59	60	60	51	61	55	64	50
Newspapers _____	57	41	66	65	58	47	59	81
All 3 media _____	12	7	15	13	13	8	15	17

\*Media groupings are not mutually exclusive.

\*\*Number (weighted) reporting, 1,076.

+Number (weighted) reporting, 988.

#Number (weighted) reporting, 763.

##Number (weighted) reporting, 691.

better-educated homemakers in both urban and rural areas are most likely to read MIC columns. The relationship of income status to column readership is similar and equally pronounced for rural homemakers, but not so for those in urban areas.

Another significant finding is the difference in column readership between urban and rural homemakers with only a grade school education. Three-fifths of the urban homemakers with a grade-school education have been "reached" by the program's newspaper columns, as compared with only two-fifths of the comparable rural group.

An analysis based on income status yields similar results. More than two-thirds (67 per cent) of the urban "low" income homemakers have been exposed to a newspaper column compared to 47 per cent of the rural homemakers with "low" income.

The preceding analyses have indicated differences in impact of various mass media-MIC programs on diverse segments of the population. The media categories used in these analyses, however, have not been mutually exclusive. Since any single exposure grouping includes homemakers who were possibly exposed to other media used in the MIC program, it is difficult to appraise the impact of any one medium on any given audience. For this reason, an analysis has been made of the audiences "reached" exclusively by each of the media independently.

It is evident (Table 46) that the area audience "reached" by radio alone tends to involve proportionately more of the disadvantaged element than the audience reached by newspaper columns. This seems to apply to both urban and rural residence categories. MIC television programs also seem to "reach" higher proportions of the "grammar" school segment than do newspapers. However, in terms of income status, the audiences of the two media programs do not appear significantly different.

Table 46 also suggests other findings of relevance to MIC programs. Those not exposed to the program at all are definitely more disadvantaged in schooling and income than those reached by newspapers or by all

**Table 46. Educational and income composition of homemakers exposed to selected media-consumer marketing programs**

Exposure Grouping	Education				Income			
	Total*	Grammar	High	College	Total+	Low	Med.	High
	%	%	%	%	%	%	%	%
All Homemakers_____	100	35	54	11	100	28	62	10
No exposure _____	100	46	49	5	100	36	56	8
Radio only _____	100	45	46	9	100	40	47	13
TV only _____	100	42	52	6	100	22	70	8
Newspaper only____	100	25	61	14	100	15	73	12
All 3 media _____	100	23	62	15	100	24	68	8

\*Number (weighted) reporting, 2,554.

+Number (weighted) reporting, 2,341.



three media. The reader should note that radio and TV audiences also differ in terms of income status. Those reached exclusively by television seem to be intermediate between the radio and newspaper audiences. The highly selective nature of those reached by newspaper columns is quite apparent.

For the most part, similar analyses of both the urban and rural samples seem to yield results that are consistent with those just discussed. However, in this instance, percentage differences are not always statistically significant at accepted levels. This may possibly happen because of the limited number of respondents involved when the sample is subdivided on a residence basis.

The urban and rural audiences "reached" exclusively by a television program differ significantly in at least one respect—schooling. The rural TV program audience has a much higher proportion of homemakers with only a grade-school education. More than half (52 per cent) of the rural homemakers "reached" only through television have not gone beyond the eighth grade, as compared with 29 per cent of the comparable urban group.

In conclusion, the data in this study support the general thesis that the various media-MIC programs in the Wheeling-Steubenville sample area do not have diverse potential impacts on selected population audiences. Although the findings are somewhat comparable to those in one other evaluation of a similar program,<sup>14</sup> there is evident need for much more research. Conclusive findings must await further replication of this type of study in other areas, and for this as well as other programs. Furthermore, there is real need for intensive analysis of such factors as message treatment and presentation. These and other related factors have not been within the scope of this study.

## Conclusion

Carrying on effective consumer marketing information programs requires constant evaluation of the situation, methods used, program content, and end results. This study attempts to provide objective information of this nature for a portion of the Wheeling-Steubenville Area. To the extent that the three sample counties are representative of the Area, the findings should be useful in effectively administering the Area program.

The findings may also serve a useful purpose in designing and conducting similar programs in other areas within West Virginia and Ohio. Comparisons of study results with those from other comparable researchers may permit some tentative generalizations that will facilitate program planning and development in these as well as other States.

<sup>14</sup>Esther Cooley and others, *Informing Consumers in Lake Charles*, La. Agric. Extension Publication #1233, Oct. 1958.

# APPENDIX

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## Study and Sample Design

This study was designed to reflect the impact of the Wheeling-Steubenville Area MIC program on urban and rural populations of three counties. Jefferson County in Ohio, and Hancock and Ohio counties in West Virginia, were selected as being the major focal points of the program.

One of the distinctive features of this study is the inclusion of a rural segment in the sample. In an effort to reduce costs, the rural sample was drawn from open-country areas and towns outside the largest centers—Wheeling, Weirton, and Steubenville. The sample, therefore, consisted of the *highly urban* centers on the one hand, and the *relatively rural* areas on the other. The proportion of the “rural” population that was actually classified by the Census of 1950 as urban (2,500 and over) was quite small.

Two separate samples were drawn to represent the three counties involved in the study. One probability sample represented the urban and rural portions (as defined in this study) of Jefferson County, Ohio. The second sample (also random) was designed to represent the urban and rural segments of Hancock and Ohio counties, West Virginia, combined.

Open-country samples were obtained by probability area sampling techniques, with interviewing taking place in designated “segments” of each county. Random list sampling, using an R. L. Polk Company City Directory, was used in drawing the sample for Wheeling. Block sampling techniques were employed in the other major cities and towns. All samples were drawn under the direction of Mr. Earl E. Houseman of the Agricultural Marketing Service, United States Department of Agriculture.

Approximately three-fourths (or 1,005) of the 1,380 prospective respondents in the over-all sample provided “usable” schedules. Not counting vacant houses and lots without a dwelling, those not supplying completed interviews included “refusals,” “not-at-homes,” and those eating most of their meals outside the home.

Weighting was employed for each segment of the sample, to compensate for differential sampling rates. Except where otherwise noted, all tables and percentages in this report are based on weighted numbers. The weighting was effected through the use of “self-weighted decks” of IBM cards. The weights for each segment, together with the total unweighted and weighted sample numbers, are as follows:

Sample area	Number interviewed	Weighting	Weighted sample
<i>Jefferson County</i>			
Total .....	388	—	1164
Urban .....	147	3	441
Rural .....	241	3	723
<i>Hancock-Ohio Counties</i>			
Total .....	617	—	1430
Urban .....	271	4	1084
Rural .....	346	1	346
<i>Composite</i>			
Total .....	1005	—	2594
Urban .....	418	—	1525
Rural .....	587	—	1069

## Testing the Significance of Findings

In testing the significance of differences between percentages, "t" tables from the following reference were used: Vernon Davies, *Table Showing Significance of Differences Between Percentages*, Washington Agricultural Experiment Station, Circular No. 102, September 1950.

There was no attempt made to check all differences. However, tests were made whenever there was reasonable doubt as to the level of significance of differences.

The usual practice involved testing for significance at the "5 per cent level." (This means that the probability of the chance occurrence of any given difference is no greater than 5 times out of 100.) Needless to say, the absence of significance at this 5 per cent level is not necessarily evidence that there is no difference. It may simply mean that the data are insufficient to show whether or not a real difference exists.

The reader is cautioned against assuming that any apparent difference is statistically "significant" unless commented upon in the text. Many of the tables indicate differences existing between percentages. However, the usual practice has been to comment only on those that are significant at the 5 per cent level.

## SPECIAL TABLES

**Appendix Table 1. Distribution of homemakers according to factors that influenced decisions to buy certain specified cuts of meat, by residence\***

<i>Influences</i>	<i>Total Home-makers</i> <sup>+</sup>	<i>Urban Home-makers</i>	<i>Rural Home-makers</i>
	%	%	%
<i>All Homemakers</i> _____	100	100	100
(1) Item fitted family meal plan _____	24	24	24
(2) This was best looking meat/poultry I saw in store _____	15	16	13
(3) Amount of waste less than other cuts _____	12	13	10
(4) Easy to prepare and cook _____	8	8	8
(5) Item cost less than other meats I had thought of buying _____	7	7	8
(6) Item would give right number of servings _____	6	6	7
(7) The price had gone down _____	6	6	5
(8) Other reason, not mentioned on cards _____	5	4	7
(9) Wanted something special _____	5	6	4
(10) Bought item on special sale _____	4	3	6
(11) The cost per serving _____	4	4	5
(12) Going to have company _____	3	3	3

\*Homemakers were asked to select the three factors — from cards — that had influenced them most in deciding to buy specified cuts of meat they had recently purchased. After selecting three influences, they were asked to rank them. This table involves only influences ranked *first* in importance.

<sup>+</sup>Number (weighted) reporting, 2,484.

**Appendix Table 2. Percentage of homemakers ranking certain concerns as among the five most important, by residence\***

<i>Concerns</i>	<i>Total Home-makers</i>	<i>Urban Home-makers</i>	<i>Rural Home-makers</i>
	%	%	%
<i>All Homemakers</i> _____	100	100	100
(1) How to get the grade or quality of food for the money _____	57	58	57
(2) Health value of various foods _____	56	57	55
(3) How to save money on food _____	51	50	52
(4) How to keep purchase within budget _____	46	46	46
(5) How to tell quality of food _____	43	45	42
(6) How to compare prices for best buy _____	41	39	45
(7) How much food costs _____	38	37	39
(8) Wishes of family members _____	35	33	36
(9) How to save time cooking meals _____	32	34	30
(10) How food will look and taste _____	32	31	34
(11) How to save time grocery shopping _____	22	22	21
(12) How hard to prepare meals _____	13	13	13
(13) Serving different meals from others _____	12	12	10
(14) Will meals show how good a cook _____	10	10	8
(15) To be admired for meals served _____	6	6	6
(16) To show what a smart shopper you are _____	5	6	4

\*Percentages are based on the number reporting each concern as one of five most important. Number (weighted) reporting, 2,469.

W. Va. Agricultural Experiment Station  
W. Va. Extension Service  
Federal Extension Service of the  
U. S. Department of Agriculture  
Ohio Extension Service

Budget Bureau No.: 40-5845.1  
Approval for pre-  
test expires: July 31, 1958

1. Segment No.: \_\_\_\_\_
2. Household No.: \_\_\_\_\_
3. Interviewer: \_\_\_\_\_
4. Date: \_\_\_\_\_
5. No. of calls: \_\_\_\_\_

## SURVEY OF MARKETING INFORMATION FOR CONSUMERS PROGRAM IN WHEELING-STEUBENVILLE AREA

TIME: \_\_\_\_\_

### Part I — General

6. Address: \_\_\_\_\_

7. Location: (Check)
- a. Urban \_\_\_\_\_ (2500 and over)
  - b. Rural town \_\_\_\_\_
  - c. Open-country \_\_\_\_\_

8. Does your family (Do you) eat most of its (your) meals at home or somewhere else?
- a. At home \_\_\_\_\_
  - b. Somewhere else \_\_\_\_\_

IF "SOMEWHERE ELSE": TERMINATE THE INTERVIEW.

9. Who usually does the food shopping for this household? (Check)
- a. Respondent \_\_\_\_\_
  - b. Other (specify) \_\_\_\_\_
10. Who usually decides what kinds and how much food to buy for the family?
- a. Respondent \_\_\_\_\_
  - b. Other (specify) \_\_\_\_\_

IF RESPONDENT CHECKED IN #10 ABOVE: PROCEED WITH INTERVIEW.

IF NOT RESPONDENT: ASK TO TALK TO PERSON(S) WHO MAKE(S) THE DECISIONS AND PROCEED WITH INTERVIEW.

11. Name: \_\_\_\_\_
12. Sex: Male \_\_\_\_\_; Female \_\_\_\_\_
13. What is your position in this household? (Relationship to head of household.)  
Are you the: (Check)
- a. Father (head)? \_\_\_\_\_
  - b. Wife (mother)? \_\_\_\_\_
  - c. Daughter? \_\_\_\_\_
  - d. Son? \_\_\_\_\_
  - e. Other (specify) \_\_\_\_\_
14. How long have you lived in this county? \_\_\_\_\_ (years)

15. How many persons are now living in this household, counting yourself?  
 (Number by sex.) Males \_\_\_\_\_; Females \_\_\_\_\_.

16. How old was each person on (his) (her) last birthday? (Total by age group and sex.) How many were:

	Male	Female
a. Under 5?	_____	_____
b. 5 - 9?	_____	_____
c. 10 - 14?	_____	_____
d. 15 - 19?	_____	_____
e. 20 - 29?	_____	_____
f. 30 - 49?	_____	_____
g. 50 - 59?	_____	_____
h. 60 - 64?	_____	_____
i. 65 and over?	_____	_____
Total	_____	_____

(Check totals with No. 15.)

17. What was your age on your last birthday? \_\_\_\_\_ (years)
18. What was the highest grade (or year) of school that you completed? \_\_\_\_\_ (grade)
19. During the last 12 months, did you do any work for pay outside your home?  
 (1) Yes \_\_\_\_\_  
 (2) No \_\_\_\_\_

IF NO: SKIP TO #22.

20. About how many days in the last 12 months did you work outside your home?  
 \_\_\_\_\_ (days)
21. About how many hours a day did you usually work? \_\_\_\_\_ (hours/day)
22. During what part of the day are you usually at home? (Check response(s) for each day.)

- (1) Usually at home all day
- (2) Usually at home mornings — from 6 - 9 A.M.
- (3) Usually at home mornings — from 9:00 - 12:00.
- (4) Usually at home — 12:00 - 1:00 P.M.
- (5) Usually at home — 1:00 - 4:00 P.M.
- (6) Usually at home — 4:00 - 7:00 P.M.
- (7) Usually away all day.

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
(1) Usually at home all day						
(2) Usually at home mornings — from 6 - 9 A.M.						
(3) Usually at home mornings — from 9:00 - 12:00.						
(4) Usually at home — 12:00 - 1:00 P.M.						
(5) Usually at home — 1:00 - 4:00 P.M.						
(6) Usually at home — 4:00 - 7:00 P.M.						
(7) Usually away all day.						

Now, Mrs. \_\_\_\_\_, I'd like to ask you a few questions about radio, TV, and so forth.

## Part II

### Radio Information

23. We would like to know how many radios this family has, not counting any that have not been used during past month.

- (a) How many do you have in the home? \_\_\_\_\_
- (b) Do you have one in your automobile? (1) Yes \_\_\_\_\_  
(2) No \_\_\_\_\_

IF NONE: SKIP TO PART III, p. 7

24. Can you hear the radio while you are doing kitchen work?  
(1) Yes \_\_\_\_\_  
(2) No \_\_\_\_\_

25. What radio station(s) do you usually listen to at home and during what hours of the day? (For each station listened to, check hours of day.)

	Listening Time							All day	Irr.
	6-8	8-10	10-12	12-1	1-3	3-5	5-7		
1. WWVA-Wheel.	---	---	---	---	---	---	---	---	
2. WHLL-Wheel.	---	---	---	---	---	---	---	---	
3. WKWK-Wheel.	---	---	---	---	---	---	---	---	
4. WTRX-Bell.	---	---	---	---	---	---	---	---	
5. WSTV-Steub.	---	---	---	---	---	---	---	---	
6. WEIR-Weir.	---	---	---	---	---	---	---	---	
7. WMOD-Mound.	---	---	---	---	---	---	---	---	
8. WETZ-N-Mart.	---	---	---	---	---	---	---	---	
9. Other (spec.) _____	---	---	---	---	---	---	---	---	
10. No Preference	---	---	---	---	---	---	---	---	

26. Have you ever listened to any of the following radio programs? (Specify each program by name and check answer.)

- |  |     |    |      |
|--|-----|----|------|
| (1) "Tri-State Farm and Home" Program on WWVA at 12:15 P.M. daily: | Yes | No | D.K. |
| (2) "Market Basket" Program — WWVA — 8:45 A.M. Saturday:           | Yes | No | D.K. |
| (3) "Be Our Guest" Program — WKWK — 10:00 A.M. Friday:             | Yes | No | D.K. |
| (4) "Town and Country" Program — WEIR — 12:30 Friday:              | Yes | No | D.K. |
| (5) "Friendly Farm and Home Chats" — WSTV — 12:30 P.M. daily:      | Yes | No | D.K. |

**IF YES TO (5): ASK #6.**

(6) Have you ever listened to "Friendly Farm and Home Chats" on a Monday or a Friday when food marketing information was discussed?

Yes      No      D.K.

**IF NO PROGRAM LISTENED TO: SKIP TO PART III, p. 7.**

**IF YES: WRITE IN NAME OF PROGRAM(S) AT TOP OF COLUMN(S). WRITE IN (5) ONLY IF (6) ANSWERED "YES".**

(Name of programs listened to)

27. As near as you can remember, when was the last time you heard the \_\_\_\_\_ program? (Identify program(s) by name and check answer(s).)

- (1) Within the past week.
- (2) 2 or 3 weeks ago.
- (3) 4 or 5 weeks ago
- (4) 6 or more weeks ago
- (5) D. K.

28. About how often have you listened to the \_\_\_\_\_ program in recent months? (Check)

- (1) Only once or twice
- (2) Infrequently (once a month or less)
- (3) Frequently (2 - 3 times a month)
- (4) Regularly - rarely miss it

29. As nearly as you can remember, what kinds of information does the \_\_\_\_\_ program usually provide? (Check or specify.)

- (1) D. K. (check)
- (2) (Specify)



(3) Anything else?  
(Specify)


30. Would you please tell me how you have used any of the information you received from the \_\_\_\_\_ program?

(1) D.K. (check)

(2) Haven't used anything

(3) (Specify)

(4) Anything else?  
(Specify)


31. Now, \_\_\_\_\_, we know that most programs can be improved—sometimes, for example, thru a change in time or station, or the kind of information, or the way the information is presented. What would make the \_\_\_\_\_ program a better program from your point of view? (Check or specify.)

(1) O. K. as is (check)

(2) D. K. (check)

(3) (Specify)


### Part III

#### Television

Now, \_\_\_\_\_, let's discuss TV programs a little.

32. Do you have a TV set? (Check)

(1) Yes \_\_\_\_\_

(2) No \_\_\_\_\_

**IF YES: CONTINUE**

**IF NO: SKIP TO PART IV, p. 11.**

33. About how many months have you had a TV set?

\_\_\_\_\_ months

34. How well does your set receive:

(a) Channel 7—WTRF—Wheeling?

(1) Good \_\_\_\_\_

(2) Fair \_\_\_\_\_

(3) Poor \_\_\_\_\_

(4) Not at all \_\_\_\_\_

(b) Channel 9—WSTV—Steubenville

(1) Good \_\_\_\_\_

(2) Fair \_\_\_\_\_

(3) Poor \_\_\_\_\_

(4) Not at all \_\_\_\_\_

35. Have you ever watched the "Heart of the Home" show on WTRF-TV—Channel 7 — from 1:00 to 1:30 p.m. on week days?

(1) Yes \_\_\_\_\_

(2) No \_\_\_\_\_

(3) D. K. \_\_\_\_\_

**IF NO: SKIP TO # 43.**

36. How often do you watch "Heart of the Home"? (Check or specify.)

(1) Regularly — rarely miss it (4 or 5 times a week) \_\_\_\_\_

- (2) Two or three times a week -----
- (3) Once a week -----
- (4) Two or three times a month -----
- (5) Once a month or less -----
- (6) D. K. -----

37. Have you ever watched the "Heart of the Home" program on a Thursday when "Good Buys" in food were discussed? (Show picture of Kay Conrad.)

- (1) Yes -----
- (2) No -----
- (3) D. K. -----

**IF NO: SKIP TO # 43.**

38. As near as you can remember; when was the last time you watched it?

- (1) Within the past week. -----
- (2) 2 or 3 weeks ago. -----
- (3) 4 or 5 weeks ago. -----
- (4) 6 or more weeks ago. -----
- (5) D. K. -----

39. About how often do you watch it? (Check)

- (1) Regularly — rarely miss it. -----
- (2) At least once a month. -----
- (3) Once every 2 months. -----
- (4) Less than once every 2 months -----
- (5) Just started. -----
- (6) D. K. -----

40. As nearly as you can remember, what kind of information does the "Good Buys" program usually provide?

- (1) D. K. -----
- (2) (Specify) -----  
-----  
-----
- (3) Anything else? -----  
-----  
-----

**IF D. K.: SKIP TO # 43.**

41. How have you used any of the information you received from the "Good Buys" program?

- (1) D. K. -----
- (2) Haven't used anything -----

(3) (Specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(4) Anything else? (Specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

42. Most programs can be improved — for example, thru changes in the time or the channel, or in the kind of information, or in the way it's presented. What do you think would make this a better show from your point of view? (Check or specify.)

(1) O. K. as is \_\_\_\_\_

(2) D. K. \_\_\_\_\_

(3) Specify \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

43. Do you ever watch the "food panel" show that comes over channel 9, WSTV, Steubenville, from 10:00 - 10:15 on Thursday? (Show picture of Gale Lyon.)

(1) Yes \_\_\_\_\_

(2) No \_\_\_\_\_

(3) D.K. \_\_\_\_\_

**IF NO OR D. K.: SKIP TO PART IV, p. 11.**

44. As near as you can remember, when was the last time you watched it?

(1) Within the past week. \_\_\_\_\_

(2) 2 or 3 weeks ago. \_\_\_\_\_

(3) 4 or 5 weeks ago. \_\_\_\_\_

(4) 6 or more weeks ago. \_\_\_\_\_

(5) D. K. \_\_\_\_\_

45. About how often do you watch this show?

(1) Regularly - rarely miss it \_\_\_\_\_

(2) Two or 3 times a month \_\_\_\_\_

(3) Once a month or less \_\_\_\_\_

(4) D. K. \_\_\_\_\_

46. As well as you can remember, what kind of information does this "food panel" show usually provide?

(1) D. K. \_\_\_\_\_

(2) (Specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(3) Anything else? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

47. How have you used any of the information or ideas you received from watching this show?

(1) D. K. \_\_\_\_\_

(2) Haven't used anything \_\_\_\_\_

(3) (Specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(4) Anything else? (Specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

48. Most programs can be improved — sometimes, for example, through a change in time or channel, or the kind of information presented, or in the way it's presented. What, if anything, would make this a better show from your point of view? (Check or specify.)

(1) O. K. as is \_\_\_\_\_

(2) D. K. \_\_\_\_\_

(3) Specify \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Part IV

### Newspapers

Now, \_\_\_\_\_, we have a few questions about newspapers.

49. Which newspapers do you read regularly? (Check one or more or specify.)

(1) **Wheeling Intelligencer** \_\_\_\_\_

(2) **Wheeling News Register** \_\_\_\_\_

(3) **Martin's Ferry Times-Leader** \_\_\_\_\_

(4) **Weirton Daily Times** \_\_\_\_\_

(5) **Steubenville Herald Star** \_\_\_\_\_

(6) Other (Specify) \_\_\_\_\_

(7) None read regularly \_\_\_\_\_

**IF NONE READ OR SPECIFIED: SKIP TO PART V, p. 14.**

(INSTRUCTIONS: Write in name of each newspaper checked above at the top of one of the columns below. Ask following series of questions about each newspaper article.)

50. Here's clipping from \_\_\_\_\_  
 ("yesterday's," "last Thursday's,"  
 "last Friday's," etc.) \_\_\_\_\_  
 (name of paper). Do you remember  
 reading it? (Show clipping(s)  
 and (check.)

51. Do you recall ever reading these  
 articles in other (Thursday, Friday,  
 etc.) editions of the \_\_\_\_\_  
 paper)? (Check)

**IF YES: ASK # 52.**  
**IF NO OR D. K.: SKIP TO PART V,**  
**p. 14.**

52. About how often do you read these  
 articles? (Check)

- (1) Regularly—3 or 4  
 times a month
- (2) Once or twice a month
- (3) Less than once a month
- (4) D. K.

53. As well as you can remember, what  
 kind of information do these arti-  
 cles usually contain? (Check or  
 specify.)

- (1) D. K.
- (2) (Specify)

(3) Anything else?

(1) Yes_____	(1) Yes_____	(1) Yes_____
(2) No _____	(2) No _____	(2) No _____
(3) D.K._____	(3) D.K._____	(3) D.K._____
(1) Yes_____	(1) Yes_____	(1) Yes_____
(2) No _____	(2) No _____	(2) No _____
(3) D.K._____	(3) D.K._____	(3) D.K._____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



Now, here is what we would like you to do:

- (a) Please look thru all the cards; read the statements on each; then pick out 5 cards that you feel homemakers around here are very concerned about. After you have selected the 5 cards, please hand me the rest of them.
- (b) Now, these 5 things are not of the same or equal concern to homemakers; so please go thru the cards and decide which one is probably of **most** concern to homemakers as they think about meal planning and grocery shopping. Then give me the number on the back of that card. Do this with the remaining 4 cards and so on until you have gone thru all 5 cards.

Rank	1	2	3	4	5
Card No.					

57. Now, \_\_\_\_\_, here's another card. Would you please read over each of these questions with me and then tell me which of the explanations listed under each question is correct. Let's take the first one:

According to your information why are the prices of the higher grades of beef usually lower in the spring than at other times of the year? (Check answer.)

- (1) Cattle are fatter at that time of the year? \_\_\_\_\_
- (2) Packers try to reduce their stocks at that season? \_\_\_\_\_
- (3) The supply of fed beef is larger? \_\_\_\_\_
- (4) The demand for fed beef is lower? \_\_\_\_\_
- (5) Some other reason? (Specify.) \_\_\_\_\_

(6) D. K. \_\_\_\_\_

58. If you were going to buy a higher grade cut of beef, what is the main thing you would look for? (Check answer.)

- (1) Leanness, or free from fat \_\_\_\_\_
- (2) Presence of a yellow rim of fat \_\_\_\_\_
- (3) Deep red in color \_\_\_\_\_
- (4) Little lines of fat running through the meat \_\_\_\_\_
- (5) Some other quality \_\_\_\_\_
- (6) D. K. \_\_\_\_\_

59. As you understand it, grade "A" or "top quality" eggs must have which of the following? (Check answer.)

- (1) White shells \_\_\_\_\_
- (2) Larger size \_\_\_\_\_
- (3) A yolk that stands up \_\_\_\_\_
- (4) Light yellow yolks \_\_\_\_\_
- (5) Some other quality \_\_\_\_\_
- (6) D. K. \_\_\_\_\_



60. Can you tell me when small eggs are generally a better buy for the money than larger eggs? (Check answer.)

- (1) In the spring \_\_\_\_\_
- (2) In the summer \_\_\_\_\_
- (3) In the fall \_\_\_\_\_
- (4) In the winter \_\_\_\_\_
- (5) No particular time \_\_\_\_\_
- (6) D. K. \_\_\_\_\_

61. Can you tell me when fresh pork is usually lowest in price?

- (1) Spring \_\_\_\_\_
- (2) Summer \_\_\_\_\_
- (3) Fall \_\_\_\_\_
- (4) Winter \_\_\_\_\_
- (5) D. K. \_\_\_\_\_

62. We all know there are many ways in which homemakers can get information about foods. Different homemakers use different ways. As I go through this list, would you please tell me which of the ways you have actually used within the past month or so to get the information you wanted. (Read each source and check if used.)

- (1) Food advertisements in newspapers, or on the radio or TV. \_\_\_\_\_
- (2) Labels on foods which are displayed in the stores. \_\_\_\_\_
- (3) Managers or clerks in food stores \_\_\_\_\_
- (4) Neighbors and friends. \_\_\_\_\_
- (5) Articles about food in newspapers. \_\_\_\_\_
- (6) Food programs on television. \_\_\_\_\_
- (7) Radio programs about food. \_\_\_\_\_
- (8) Food advertisements in magazines. \_\_\_\_\_
- (9) Weekly news from the Extension Service, county or home demonstration agents. \_\_\_\_\_
- (10) Other source (specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Part VI

### Food Shopping Practices

63. About how many times a week do you usually go to a store to buy food for the family? (Check or specify.)

- (1) Less than once a week \_\_\_\_\_
- (2) Once a week \_\_\_\_\_
- (3) (Specify no. times) \_\_\_\_\_

64. Is there any particular day, or days, of the week when you do most of your food shopping? (Check or specify days.)

(1) No particular days \_\_\_\_\_

(2) (Specify days) \_\_\_\_\_  
\_\_\_\_\_

**IF NO SPECIAL DAYS: SKIP NEXT QUESTION.**

65. Why do you shop on this (these) particular day(s)? (Specify.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

66. When did you last purchase any meat or poultry? (Check or specify.)

(1) Less than 3 days ago \_\_\_\_\_

(2) 3 - 6 days ago \_\_\_\_\_

(3) 7 - 13 days ago \_\_\_\_\_

(4) Two weeks or more ago \_\_\_\_\_

67. What kind of meat or poultry was it? (Specify type and portion(s) bought.)

**Type**

**Portions or Cuts**

Type	Portions or Cuts
_____	_____
_____	_____
_____	_____
_____	_____

68. When was the decision made to buy this (these) particular meat(s)? (Check and/or specify for each type mentioned in # 67.) Was it:

	a	b	c	d
(1) Before getting to the store?	_____	_____	_____	_____
(2) After entering the store?	_____	_____	_____	_____
(3) Other (specify). _____	_____	_____	_____	_____

\_\_\_\_\_  
\_\_\_\_\_

69. Now, Mrs. \_\_\_\_\_, we're interested in finding out how people go about deciding what meat to buy. We have listed on these cards some of the things that shoppers think about in deciding what meat(s) to buy.

(HAND RESPONDENT SET OF CARDS)

Would you please look thru all of the cards; read the statements on each card; and then select the **three** that you think were most important in helping you decide to buy the \_\_\_\_\_ (specify the first meat.)

Now, would you please tell me which one of these three things you think influenced you the most in buying this particular item. When you have decided on this, please give me the number on the back of the card. Then do the same thing with the other two cards.

Item	Reasons for Purchase			
	Rank	1	2	3
_____				
_____	Card No.			

70. Before buying certain foods, do you ever check to see which stores are selling the item at the lowest price? (Check)

- (1) Yes \_\_\_\_\_  
 (2) No \_\_\_\_\_  
 (3) D.K. \_\_\_\_\_

**IF YES:** ASK # 71.

**IF NO OR D.K.:** SKIP TO # 72.

71. How do you usually go about this? (Check)

- (1) Check newspaper ads \_\_\_\_\_  
 (2) Shop around \_\_\_\_\_  
 (3) Radio ads \_\_\_\_\_  
 (4) TV ads \_\_\_\_\_  
 (5) Other (specify) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 (6) Any others you can think of? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

72. When shopping we know that homemakers have certain problems or difficulties, such as in choosing meats, selection of fruits and vegetables, eggs, or any other food item for one reason or another. What problems do you have in buying, using, or storing the following food products?

Frying Chicken: (specify) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Red Meats: (specify) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Eggs: (specify) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Apples: (specify) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Peaches: (specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dairy Products: (Including milk, cheese, and ice cream) (specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Part VII

### Levels of Living

Now, \_\_\_\_\_, before closing, we need a little more information about your home and family.

73. Where does this **household** get **most** of its income? (Check)

(1) Farming \_\_\_\_\_

(2) Nonfarm or "public work" \_\_\_\_\_

(3) Nonwork income (Social Security, public assistance, old age assistance, rents, interests, etc.) \_\_\_\_\_

(4) Other (specify) \_\_\_\_\_

74 When we finish this study, we would like to be able to group the families we interviewed according to the amount of money they have to spend. This way, we can study the information on foods for families with the same incomes. To do this, we will need to know this family's total net income for 1957. This would include the earnings of all persons who were members of the household during 1957. It would include income, after all deductions, from all sources, such as:

Wages and salaries

Net income from farm or business

Interest and dividends

Rent from property

Pensions and retirement pay

Allotments, welfare payments

Social Security payments

Old Age Assistance

Unemployment insurance

Gifts, etc.

Please look at this card and tell me, if you will, which income group would come closest to including your total net family income, after taking out farm and business expenses, taxes, and any withholdings or deductions from salaries or wages. This information, of course, is strictly **confidential**. (Check income indicated.)

Yearly	Monthly	Weekly
(1) Under \$1000	Under \$83	Under \$19 _____
(2) \$1000 - \$1999	\$83 - \$166	\$19 - \$37 _____
(3) \$2000 - \$2999	\$167 - \$249	\$38 - \$57 _____
(4) \$3000 - \$4999	\$250 - \$416	\$58 - \$95 _____
(5) \$5000 - \$6999	\$417 - \$582	\$96 - \$134 _____
(6) \$7000 - \$9999	\$583 - \$833	\$135 - \$191 _____
(7) \$10,000 or more	\$834 or more	\$192 or more _____
(8) D. K. _____		

75. Finally, does this household have any of the following: (Check)

- (1) Refrigerator with storage space that will hold a dozen or more packages of frozen vegetables? \_\_\_\_\_
- (2) Home freezer separate from refrigerator? \_\_\_\_\_
- (3) A rental frozen food locker? \_\_\_\_\_

This completes the interview. Thank you very much for your cooperation.

Time. \_\_\_\_\_

### Statements on Motivations and Concerns

How to save time in grocery shopping	To be admired by friends and neighbors for the meals they serve
How to get the grade or quality of food they want for the money they have to spend	To show what smart shoppers they are
How hard and difficult it is to prepare and cook meals	How much health or nutrition value the various foods have
How the food will look and taste when it is served	Serving meals that are different from what most people have
How to save time in preparing and cooking meals	How to save money on food
Wishes of the other members of the family	How much food costs
Whether the meals they serve will show how good a cook they are	How to tell the quality or grade of food
How to keep their food purchases within the amount they plan to spend for the week	How to compare the prices of foods in order to get what they feel is the best buy.



