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EC68-540 Nebraska Home Extension Club Membership

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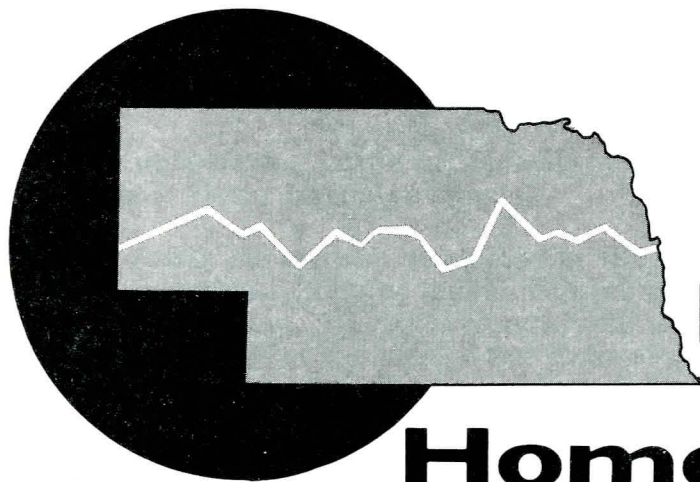
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Nebraska Home Extension Club Membership



An Eighteen County Survey

PREPARED BY

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EXTENSION SERVICE
UNIVERSITY OF NEBRASKA COLLEGE OF AGRICULTURE AND HOME ECONOMICS
AND U. S. DEPARTMENT OF AGRICULTURE COOPERATING
E. F. FROLIK, DEAN J. L. ADAMS, DIRECTOR

ACKNOWLEDGMENTS

The survey was planned and supervised by a committee composed of Dr. Mary Ruth Rapp, District Supervisor; Dr. Robert J. Florell, State Leader, Studies and Training; Ronald L. Johnson, Studies and Training Office.

Acknowledgment for the success of the survey goes to:

The Committee
Participating Home Extension Club Members
County and Area Extension Supervisors &
Specialists
Extension Studies & Training Staff
Department of Information - College of
Agriculture and Home Economics

Agnes L. Arthaud
Assistant Director,
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FOREWORD

The 1967 Home Extension Club Membership survey is the fifth survey conducted in Nebraska during the past 17 years. The series makes possible a comparison showing characteristic trends among the membership which should be helpful in planning Home Extension Club programs.

The first two surveys (made in 1950 and 1953) included the entire membership in the 45 counties employing Home Extension Agents.

The third survey (made in 1955-56) was a spot check of 100 club members in 12 counties having Home Extension Agents.

The fourth survey was conducted in 1962 and included 971 members selected at random from 16 counties. Eight of these counties or districts were employing Home Agents at the time of the survey. The total membership in the selected areas for the 1962 study represented about 20% of the total Home Extension membership for the state.

The population for the 1967 survey was composed of a 20% random sample from 18 randomly selected counties. The total membership in the selected counties represented about 20% of the total Home Extension Club membership in Nebraska. The results are based on 1022 replies -- an 85% return of mailed questionnaires.

The 1967 survey questionnaire was pre-tested in Lancaster County by mailing to some members and also by administering it at two Extension Club meetings. Pre-test results are not included in the state summary but they did bring about minor revisions in the questionnaire.

PURPOSES OF THE SURVEY

The survey was made:

1. To determine present characteristics of Nebraska Home Extension Club members.
2. To show trends and/or changes within the Home Extension Club membership.
3. To assist State and County Extension staff and local people in planning various phases of the Home Extension program.

MEMBERSHIP TRENDS

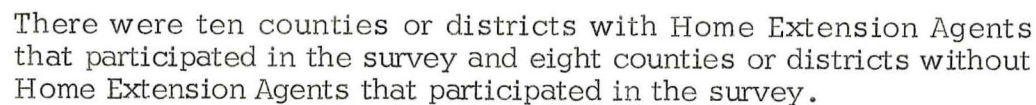
Along with trends shown by survey results, it might be helpful to view trends in the total Nebraska Home Extension Club membership.

In 1925 there were 6,000 Home Extension Club members in Nebraska. By 1937 the membership had increased to a total of 29,000.

During the pre-war and World War II period (1937-1944), membership dropped to 14,000 members. The next twelve years showed a 20,000-member increase, making a total of 34,000 members in 1956.

Between 1956 and 1962, membership declined by 2,500 to 31,500. Membership at the end of 1966 was 30,262.

4



CHARACTERISTICS OF MEMBERS

AGE

Age	Year Studied		
	1956 Percent	1962 Percent	1967 Percent
Under 30	19	13	14
30 - 39	29	26	24
40 - 49	23	26	21
50 - 59	16	19	21
Over 60	13	16	20

Trend: Note the decrease in the percent of Home Extension Club membership under 50 years of age. There has been a sizable increase in the percentage of club members who are over 50 years of age.



MARITAL STATUS

91% are married

42.6%

have predominantly young children

48.8%

have predominantly grown children



RESIDENCE

75%

own or are in the process of buying their home

6%

plan to build a new home in the next 5 years

10-12%

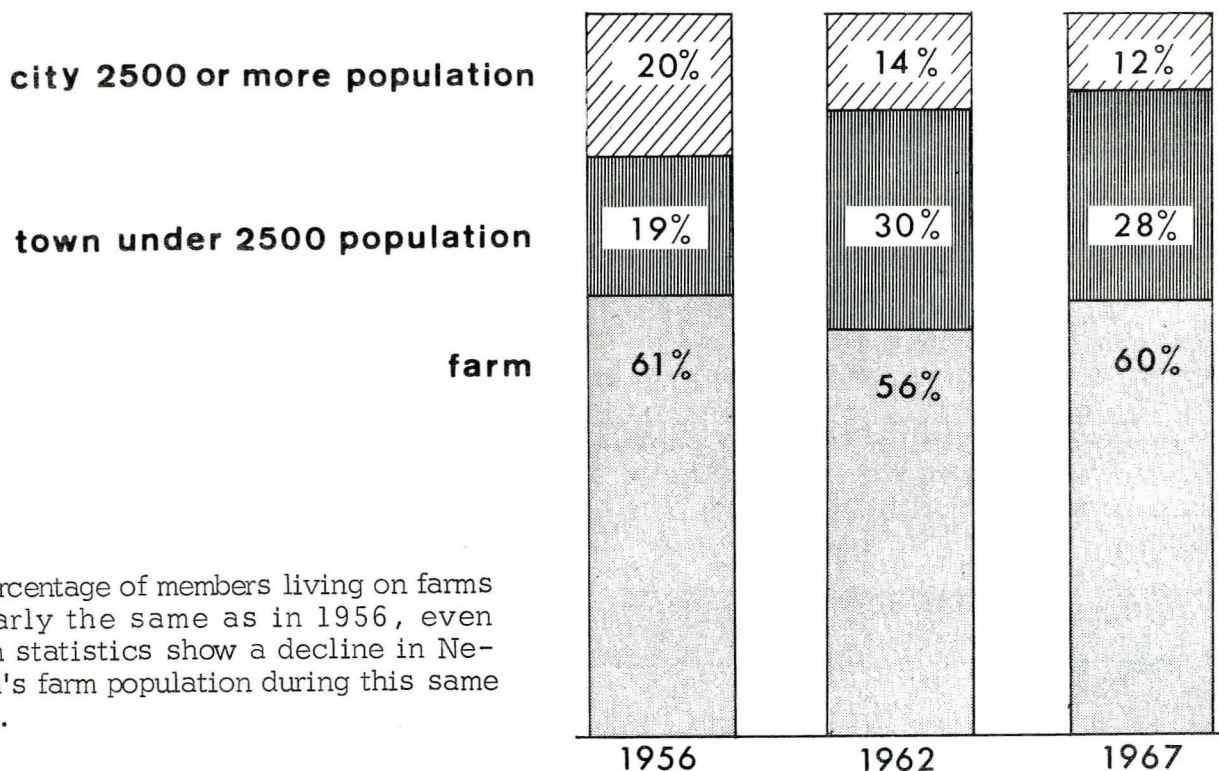
plan to improve their kitchen, living room, dining room, bedroom or basement in the next 5 years.

FORMAL EDUCATION

Educational Level	Year Studied		
	1956 Percent	1962 Percent	1967 Percent
Eighth Grade Or Less	14	10	11.6
Ninth to Eleventh Grade	15	15	10.2
High School Graduate	39	39	44.8
Post High School Including Some College	27	30	29.6
College Graduate	5	6	3.8

Trend: In the past five years there has been an increase of about 6% in those members graduating from high school. There has been a slight decrease in members graduating from college.

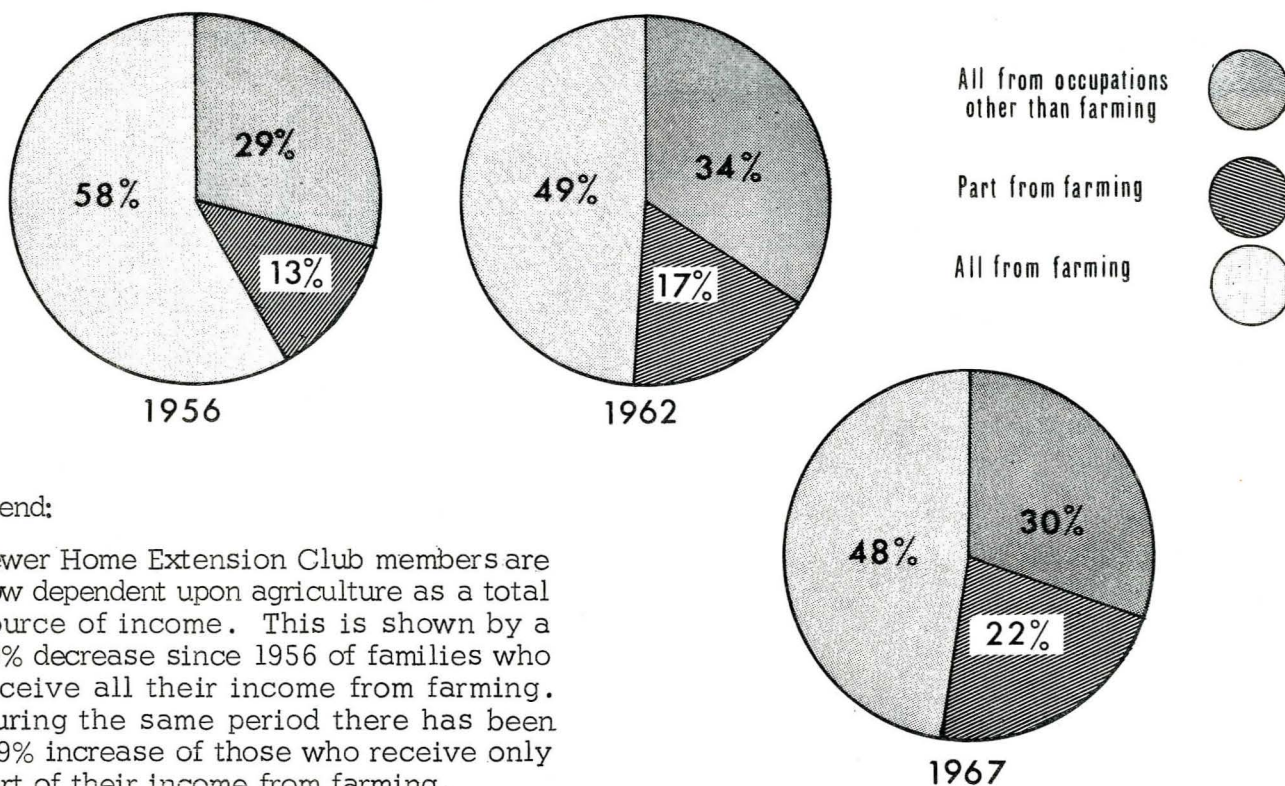
Place of Residence



Trend:

The percentage of members living on farms is nearly the same as in 1956, even though statistics show a decline in Nebraska's farm population during this same period.

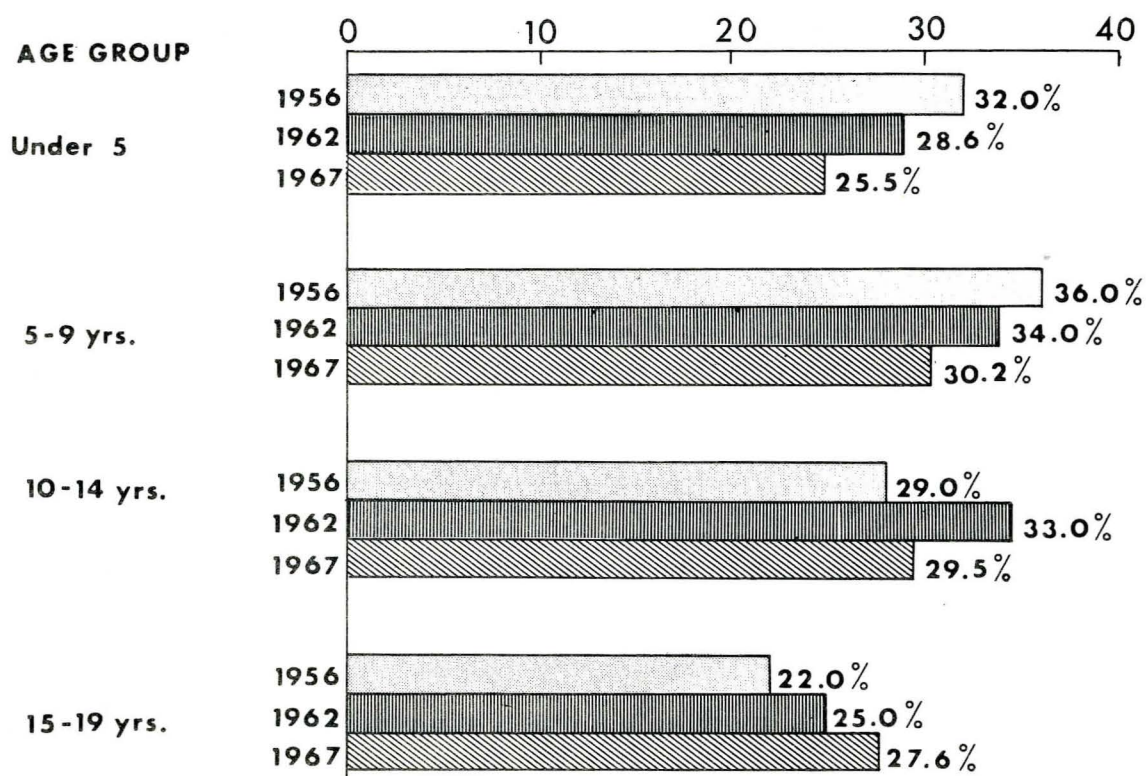
Source of Income



Trend:

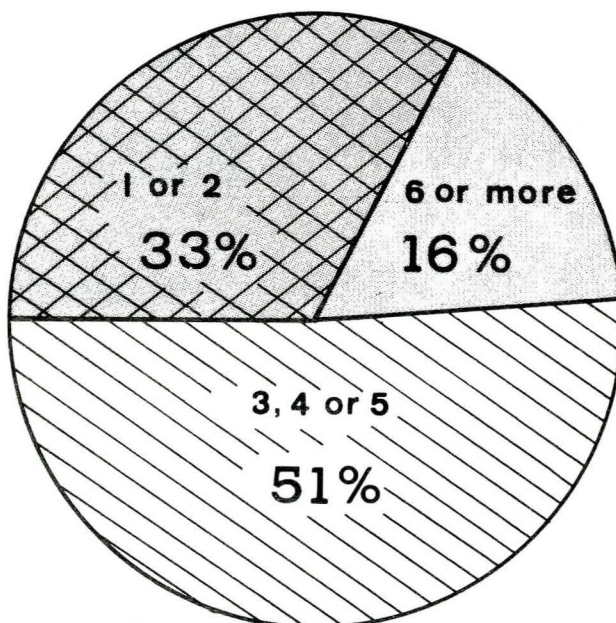
Fewer Home Extension Club members are now dependent upon agriculture as a total source of income. This is shown by a 10% decrease since 1956 of families who receive all their income from farming. During the same period there has been a 9% increase of those who receive only part of their income from farming.

Percentage of Families with Children in the Indicated Age Groups



Trend: In 1967 a smaller percentage of families had children under 10 years of age than in previous studies. Families with children between 15 - 19 years of age have steadily increased over the past ten years.

Number of Persons Living in Member's Household



One-half of the members indicated that between three and five people (including themselves) were living in their home at the time of the survey.

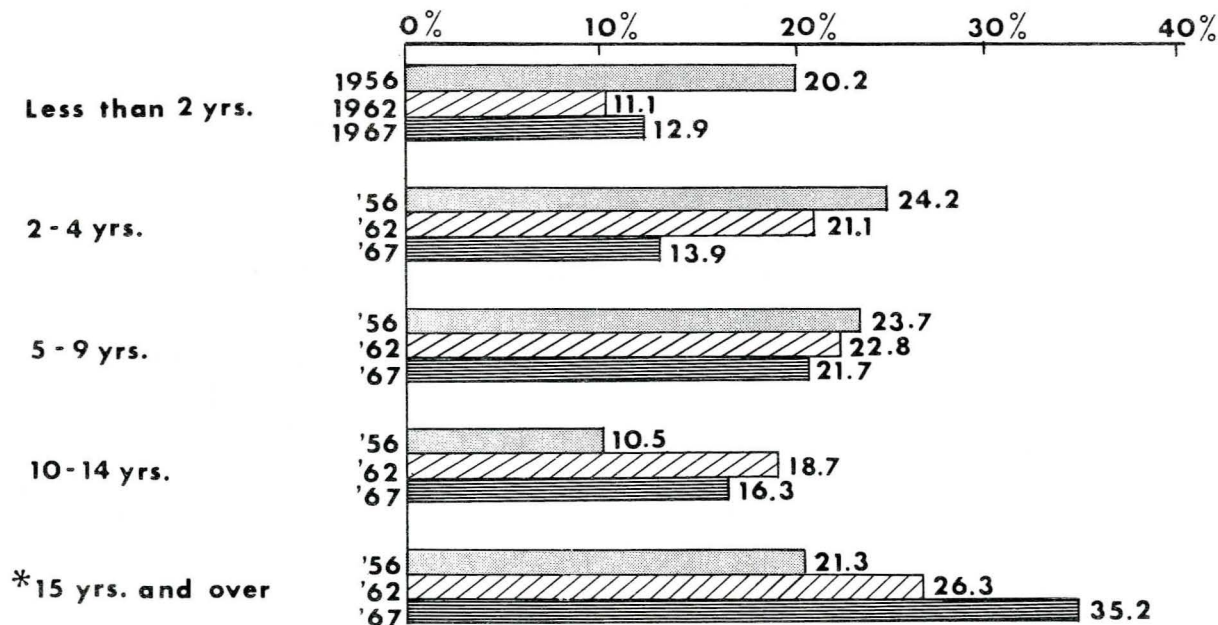
Average = 3.76 persons per household

EMPLOYMENT

Type of Employment	Year Studied		
	1956 Percent	1962 Percent	1967 Percent
Full-Time Homemaker	90.0	81.0	77.7
Part-Time Employment Outside the Home	7.2	12.0	13.5
Full-Time Employment Outside the Home	2.8	7.0	8.8
	<hr/> 100.0	<hr/> 100.0	<hr/> 100.0
Earn Money at Home	10.5	12.0	9.1

Trend: Nearly 78% of the members are full-time homemakers; however, since 1956 there has been a 12% decrease in the number of members who are full-time homemakers and a corresponding increase in the number who are employed (either part-time or full-time) outside the home. About 10% of the members earn money by working in their homes.

Length of Home Extension Club Membership



Trend: Note the 18% decrease in the past ten years of those who have been members for less than five years. The percentage of those who have been members for 10 or more years has increased by approximately 20% since the 1956 study.

*15.4% have been members 25 years or more

RESPONSIBILITIES IN HOME EXTENSION CLUB ORGANIZATION

1. 85% were active members
2. 36% were officers in the last year
3. 60% were officers in the last 5 years
4. 66% spend, on the average, 3 to 5 hours per month on Home Extension activities
5. 51% were subject matter leaders in the past year

CONTACTS WITH NON-MEMBERS

	1962	1967
· Been responsible for non-members attending a club meeting.	40%	32%
Been responsible for non-members attending another Extension event.	19%	24%
Personally taught something learned in Extension meeting.	53%	46%
Explained Extension work and how to get Extension agent assistance.	36%	29%

TRAVEL FOR FAMILY SERVICES

The majority (72.8%) of the members buy their food at a store within ten miles of their home.

There was a slight indication of increased travel for clothing and furniture purchases-- 32.1% buy their clothing within 10 miles of their home and 40.5% buy their furniture within this distance.

Over half of the members received their dental and medical services within 10 miles of their home and 44% received their hospital services within this distance. However, 11% of the members had to travel over 30 miles to receive dental and medical services and 14% had to travel over 30 miles to receive hospital services.

PROVISIONS FOR MAJOR MEDICAL EXPENSES

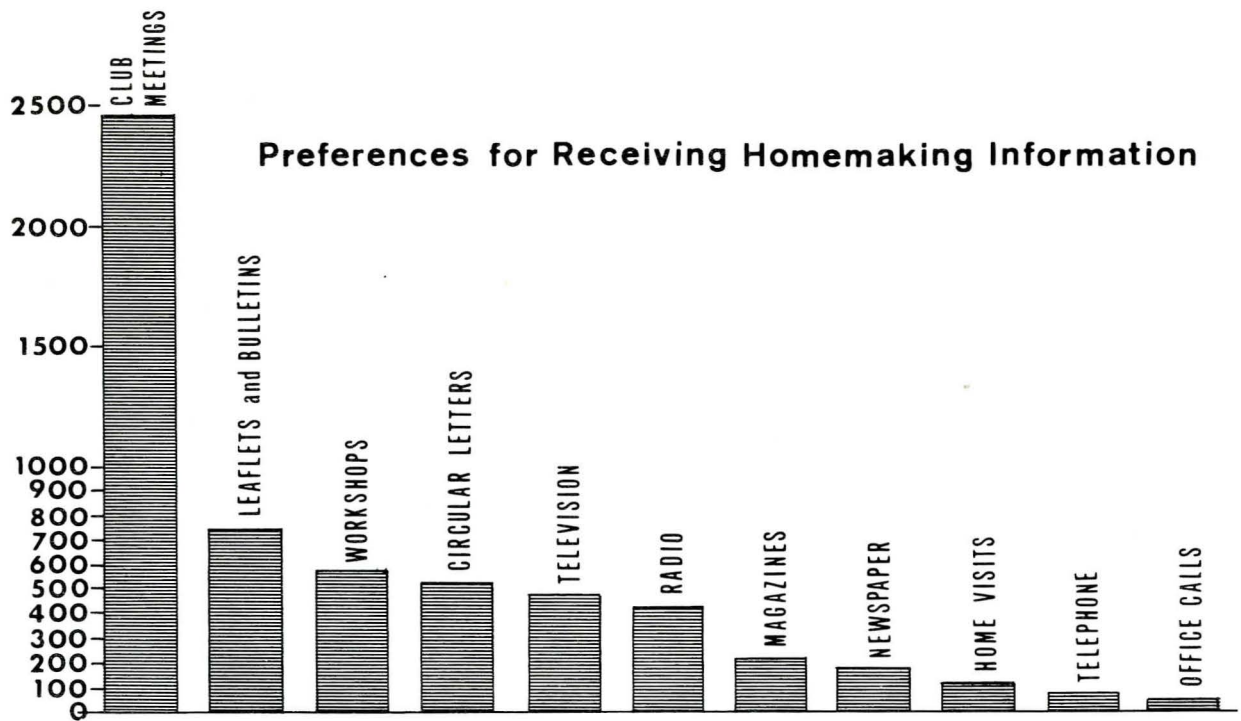
The majority (67%) of the members provide for their major medical expenses through insurance, while 47% provide for these expenses through a family budget and/or savings.

Only 13% had enrolled in Medicare.

HOME FACILITIES AND EQUIPMENT

	1962	1967	Percent Change
Record player	51%	37.8%	-13.2
Hi Fi and stereo	15%	27.9%	+12.9
Dishwasher	*NA	12.2%	
Home freezer	68.5%	82.7%	+14.2
Rental locker space	25%	18.8%	- 6.2
Pressure canner	50%	41.7%	- 8.3
Dehumidifier	*NA	16.7%	
Clothes dryer	43.7%	69.8%	+26.1
Ironer	*NA	9.4%	
Floor waxer & polisher	*NA	27.6%	
Projector	28%	36.4%	+ 8.4
Slide	16%	22.6%	+ 6.6
Movie	12%	13.8%	+ 1.8
Sewing machine			
Treadle	21%	13.5%	- 7.5
Electric, straight stitch	54%	47.6%	- 6.4
Electric, zigzag	19%	32.3%	+13.3
Electric, touch & sew	*NA	4.1%	
Washing machine			
Automatic	47.3%	67.1%	+19.8
Conventional	47.8%	31.0%	-16.8
Other	2.4%	1.6%	- .8
Air conditioner			
Window	*NA	29.6%	
Central	*NA	10.4%	
Vacuum cleaner			
Canister	63%	61.9%	- 1.1
Upright	32%	41.5%	+ 9.5

*Not Asked



It is apparent that Home Extension Club members prefer to receive most of their information in club meetings. Preference shown for leaflets, bulletins, and circular letters as a means of receiving information would imply that emphasis in these areas should be continued. The workshop and T.V. methods of receiving information, which are relatively new, have excellent acceptance by the Home Extension members.

*The weighted score for each particular method is the sum of: (1) Three times the number of respondents who checked that method as their first preference of receiving homemaking information; plus (2) Two times the number of respondents who checked that method as their second preference; plus (3) The number of respondents who checked that method as their third preference. (Possible weighted score was thus 3066--three times 1022, the number of respondents.)

OTHER ORGANIZATION ACTIVITIES

Women's Clubs	27% are active members 21% were officers in the past five years
Church Organizations	69% are members 37% were officers in the past five years
School Board	2% are members
Political Group	8% are members

52.3% of the members belong to one or two organizations other than Home Extension Clubs and 21.9% belong to three or four other organizations. The average membership in other organizations per respondent is 1.72.

31.3% of the members spend one to five hours per month in other organizations and 28.1% spend six to ten hours per month. The average time spent per month in other organizations was 7.0 hours.

TEN TRENDS IN LAST TEN YEARS

1. Decrease in membership under 40 years of age.
2. Increase in high school graduates and slight decrease in college graduates.
3. Approximately the same percentage of members reside on farms.
4. Increased number of members live in towns under 2500 population.
5. Decrease in members who receive all their income from farming.
6. Decrease in members with children under 10 years of age.
7. Increase in members employed outside the home as full-time and part-time workers.
8. Increase in members belonging to Extension Clubs 10 years or more.
9. Decrease in members who have joined in the past 5 years.
10. Continued preference for receiving educational information in club meetings.

PORTRAIT OF NEBRASKA HOME EXTENSION CLUB MEMBERS

No single description can fit all Nebraska Home Extension Club members. Few women fit the average portrait. However, the following characteristics apply to more than 50% of the members.

- *Was over 40 years of age.
- *Was a high school graduate, or had completed some college.
- *Was a full-time homemaker.
- *Had been a Home Extension Club member for 10 or more years.
- *Was active Extension member, having served as an officer or subject matter leader.
- *Belonged to at least two or more other organizations, with one of these being church.

SHE AND HER FAMILY

- *Live on a farm, with three to five persons living in the home.
- *Own or are buying their home.
- *Do not plan to build a new home.
- *Have many laborsaving devices.
- *Provide for medical expenses through insurance.
- *Buy most of their food within a radius of 10 miles from their home but may travel 30 or more miles for a visit to the dentist or doctor.