

THE UNIVERSITY OF MANITOBA

AN INVESTIGATION OF THE OWNERSHIP OF SPECIFIED
ELECTRICAL HOUSEHOLD GOODS BY SOCIAL CLASS
AND RELATED VALUES

by

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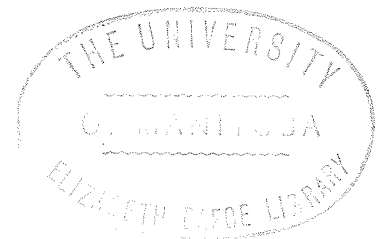
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ABSTRACT

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Metropolitan Winnipeg homemakers were surveyed by means of a mailed questionnaire in order to investigate the ownership of sixty-three specified electrical household goods by social class, value associations, and other personal and situational variables.

The primary purpose of the survey was to discover if there was a set of goods, a "standard package," common to the majority of households regardless of social class. It was hypothesized that there would be no significant differences in the ownership of goods within and between classes; that social classes would not differ in their proportionate usage of specified values or in their value associations for individual items in the standard package; and that there would be no significant differences in the rate of ownership of goods by family life cycle stage, number of years married, employment of the homemaker, type of residence, and the number of people in the home.

Analysis of the data from two hundred returned

questionnaires revealed a set of seventeen items owned by 75 percent or more of the total sample and a very similar set of seventeen items owned by 75 percent or more of the middle class. Statistical significance was indicated in the difference between the rate of ownership and non-ownership of most items within each social class but there was no significance between the classes in their ownership rates for most items. Significant differences were also found for some of the values when examining their proportionate usage by the social classes. In general, there was little difference by social class in the value associations made for each of the items in the standard package. Considering the ownership of goods with respect to the other variables studied, it was found that each variable was significant in the ownership of two or more electrical household goods.

From the findings of this research it was concluded that there was a set of goods common to the majority of households regardless of social class differences and this set comprised the standard package of electrical household goods for the sample. It was concluded that within each social class there was a conformity in the ownership or non-ownership of items and that between classes there was a uniformity in the ownership of goods indicating a status leveling with respect to consumer purchases of this type of goods. Regarding values, it was concluded that social classes differ in their consideration of what is important

to them and in the way they perceive certain items as exemplifying those values. Of all the variables studied, family life cycle stage was significant in the ownership of the greatest number of items and it was concluded that this variable was of primary importance in the purchasing patterns for electrical household goods.

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Chapter 1

INTRODUCTION

The concept of standard package has been used in the literature to imply a set of goods and services common to households in the North American society. Because information is generally lacking on the standard package, this research was undertaken to study the concept based on an investigation of the ownership of specified electrical household goods. The study was designed for the following purposes:

1. to investigate the ownership of electrical household goods by the variable of social class in order to study the concept of standard package
2. to explore the value associations for various electrical household goods

The concept of standard package has been left somewhat vague and ill-defined in the literature. Riesman and Roseborough (1955:2) used the term to apply to ". . . a set of goods and services including such household items as furniture, radios, television, refrigerator and standard brands in food and clothing." They further stated that "possession of the standard package . . . carries membership in the broad band of the middle class." In a later article, Roseborough (1960) stated that the behaviour of households is similar:

. . . there will be a complex of goods and services, a certain minimum of facilities, which each household will possess, or at least will have use of, and which will signify to the others that the members of the household are acceptable members of society. This complex, in American society, has been called a standard package. (Roseborough, 1960: 463)

The need for clarification of the concept was made evident by the contradictory explanations in the two articles. The former described the standard package as representing that which the middle class owns; the latter described it as representing the set of goods common to all households. In both instances, the concept of standard package was used to represent the belief that there is widespread conformity in the ownership of household possessions. In neither case, however, was the concept specifically nor consistently defined.

In spite of its nebulous quality the standard package concept appeared plausible in view of present-day social and economic conditions. The difficulty in the empirical testing of the concept lay in the vastness of the number of items which might be included in the package together with the fact that the package is "differentially distributed" over time. This latter problem was elucidated by Stone (1955:25) who explained that style leaders acquire the package first and then as it becomes diffused among the general population the leaders move on to acquire new components. In this way the package is ever changing and

broadening.

Another reason for pursuing research in this area was that the majority of data presently available have come from the United States. As pointed out by Porter:

The notion of the middle-majority standard package is also widely held by Canadians about their own society. . . . In Canada . . . the middle-majority clearly lies at a lower income range than that of the United States. . . . Consumer durables cost more in Canada, and therefore it is unlikely that the middle-majority life style has the same appearance of affluence as it has in the United States. (Porter, 1965:129)

In an effort to investigate the concept of standard package and overcome some of the difficulties involved in such an endeavor, this research examined only one category of items in the package, namely electrical household goods. Although the entire package could not be itemized, the isolation of some items common to most households at one point in time would point to the basic validity of the concept of standard package.

DEFINITION OF TERMS

For the purpose of clarification the following terms were defined:

household electrical goods - items found in the home which operate on an electric current. Where an item performs the same function as an electrical model but is operated by gas or battery power it is also included

- social class - ". . . a large group of families . . . approximately equal to each other and clearly differentiated from other families. . . ." (Kahl, 1957:12)
- social class index - ". . . an empirical construct . . . [which] approximates the 'position' of a person with regard to one of the frames of reference people employ to place one another: . . ." (McGuire and White, 1955:1)
- standard package - a set of goods common to a broad collectivity of people. The set can be defined in either of two ways depending upon the definition of the collectivity. Thus:
a) a minimum set of goods common to all households
b) a broader set of goods common to the middle majority households
(Riesman and Roseborough, 1955), (Roseborough, 1960)
- value - "a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action." (Kluckhohn, 1951:395)
- aesthetics - an appreciation of form and design such that it contributes to psychological well-being. (John, 1956)
- economy - "use of money, goods, and services to get the greatest amount of return from the resources used" (Kohlmann, 1961:113)
- health - "a state of physical and mental well-being" (Kohlmann, 1961:114)
- status - "holding a position equal to or better than other people with whom a person is associated" (Kohlmann, 1961:114)
- work efficiency - "accomplishing a task or producing a product to meet a desired standard in the shortest time and with the least possible expenditure of energy" (Kohlmann, 1961:114)
- workmanship - "evidence of skill in something produced" (Kimball, 1960)

HYPOTHESES

The major working hypothesis of this research was that there are some electrical household goods which are owned by the majority of people regardless of their social class position.

The following null hypotheses were proposed for study:

1. There will be no significant differences in the ownership of specified electrical household goods:
 - a) within each social class
 - b) between social classes
2. There will be no significant differences by social class in:
 - a) the total usage of each value proportionate to the number of items owned
 - b) the values associated with each of the electrical household goods in the standard package
3. There will be no significant differences in the ownership of specified electrical household goods by:
 - a) family life cycle stage
 - b) number of years married
 - c) employment of the homemaker

- d) type of residence
- e) number of people in the home

BASIC ASSUMPTIONS

1. the prevalence of ownership of specified electrical household goods can be determined by a check list of items
2. people place a value on their possessions and these values can be determined

LIMITATIONS OF THE STUDY

The most obvious limitations of the study were created by the methodological procedures involved in sampling and the use of the mailed questionnaire technique for data collection. Any sample drawn from a larger population may not be representative of the whole and this problem is further enhanced by the limited response to mailed questionnaires. An awareness of these problems led to attempts to overcome them but it is difficult to ascertain the degree of success achieved.

Another limitation of the study lay in the attempt to get a value association for each of the household goods used in the study. In the first place, it could only be assumed that values are placed on household possessions and that they could be verbalized; secondly, there could be a

social desirability factor influencing the choice of values on the questionnaire; and thirdly, the forced choice technique used would not allow an interpretation of the strength of the value association nor the degree of difference between the possible value choices. This research was, however, most concerned with the relationship between social class and ownership of household goods and thus, the value associations were included to yield some information previously unknown but they were not meant to be considered as an in-depth study of values.

Chapter 2

REVIEW OF LITERATURE

INTRODUCTION

Vital to the investigation of the concept of standard package was a discussion of those areas which form the structural framework upon which the concept is built. These areas were primarily: ownership of consumer goods, values, and social class. Statistics and research reports concerning these topics were reviewed.

OWNERSHIP OF CONSUMER GOODS

Over the years a wide variety of consumer goods have found their way into the market and into peoples' homes. Elkin (1964) gave statistics on the increased occurrence of specified items in homes between 1941-1963. Table 1

The Canadian Dominion Bureau of Statistics (1961) included such items as a refrigerator, electric and gas range, automatic dryer, washing machine, vacuum cleaner, iron, electric fry pan, sewing machine, radio, and a television in its determination of the Consumer Price Index. The inclusion of these particular items would imply their common existence in homes throughout the country. Further

statistical data from the D.B.S. shows the prevalence of various goods as at May, 1970. Table 1

Nolan (1951) did a study with 351 rural families which required, in part, an inventory of household equipment. The percentage distribution of ownership of each item is shown in Table 1.

Tibbets (1964) examined the "Expanding Ownership of Household Equipment" and classified the results into three groups according to ownership proportion. The first group consisted of goods of high ownership proportion (60% or more) which included televisions, living room and bedroom suites, refrigerators, ranges, upholstered chairs, dinette sets, and rugs or carpets. The second group consisted of goods of middle ownership proportion (20-60%) including diverse items such as sewing machines, phonographs, radio-phonograph combinations, and dining room suites. The third group included goods of low ownership proportion (less than 20%) such as air conditioners, pianos or organs, and labor saving kitchen and laundry appliances. Tibbets (1964:1137) found a ". . . clear indication of consistent and measurable increases in ownership and in the rate of acquisition of household durables by urban families" in the period from 1950-1960-61.

Vaughn (1967), in her study of consumer preferences for goods over the life cycle, found that in her sample of 65 rural farm families all owned refrigerators, over 90%

Table 1
Ownership of Electrical Household Goods
in Previous Research Studies

| Item | Elkin** | | | D.B.S.** 1970 | Nolan 1951 | Tibbets | | Vaughn 1967 |
|-----------------------------|---------|------|------|------------------|---------------|---------|------|----------------|
| | 1941 | 1951 | 1963 | | | 1950 | 1961 | |
| refrigerator | 21.0* | 48.0 | 94.0 | 98.4 | + | 72.7 | 82.7 | 100.0 |
| cooking equipment | | | | 99.7 | 100.0 | 69.7 | 77.8 | 98.4 |
| freezer | - | - | 18.0 | 33.3 | 26.0 | 2.9 | 15.3 | 98.4 |
| dishwasher | | | | 7.5 | | - | 5.7 | 7.7 |
| mixer | | | | | 65.0 | | | 81.5 |
| toaster | | | | | 84.0 | | | |
| waffle iron | | | | | 56.0 | | | |
| coffee maker | | | | | 34.0 | | | |
| washing machine | - | 74.0 | 87.0 | 83.7 | | 63.0 | 70.0 | 93.9 |
| clothes dryer | | | | 44.3 | | - | 19.4 | 63.1 |
| sewing machine | | | | | 75.0 | 43.0 | 55.8 | 87.2 |
| vacuum cleaner | 24.0 | 42.0 | 72.0 | | | 57.8 | 71.0 | 93.9 |
| floor polisher | | | | 53.5 | | | | 13.8 |
| garbage disposer | | | | | | - | 9.4 | 3.1 |
| air conditioner | | | | 4.3 | | - | 18.8 | |
| television | - | - | 90.0 | 96.0 | | 24.6 | 91.4 | |
| radio | 78.0 | 93.0 | 96.0 | 97.2 | 99.0 | 72.6 | 81.3 | |
| record-playing equipment | - | - | 54.0 | 70.0 | 34.0 | 13.3 | 31.1 | |

* all figures are percentages of the total families in each study.

** Canadian statistics.

+ empty space indicates the item was not included in that study.

- less than .5% ownership in that study.

had a range, freezer, washer or vacuum cleaner; 87% had a sewing machine; over 80% had a food mixer, 63% had a clothes dryer; 14% had a floor polisher; and less than 10% had a dishwasher or garbage disposer.

The statistics on ownership of various items as reported in the aforementioned studies are set forth in Table 1. Variations in the percentages of ownership for any one item in a similar time period can be explained, in part, by differences in the research sample caused by variations in family characteristics and the market conditions which they face. Lippitt (1959) has suggested that these two factors are determinants of consumer demand for household furnishings and equipment. Despite these differences in ownership statistics, there remains a clear indication that some items enjoy a higher rate of ownership than others.

VALUES

The concept of value has received much study through the years from philosophers, theorists, social scientists, and all manner of men who seek to discover the reality of the elusive concept. Unfortunately, men in each discipline have undertaken to study the concept in relation to their own area of interest. Thus, the philosopher seeks an understanding of value as it relates to the moral and ethical, and, the social scientist seeks an understanding

as it relates to the structural elements of norms and social organizations. Because of these various criteria which are used to study the concept of value there is much confusion about it. Kluckhohn stated that:

Reading the voluminous . . . literature on the subject in the various fields of learning, one finds values considered as attitudes, motivations, objects, measurable quantities, substantive areas of behavior, affect laden customs or traditions, and relationships such as those between individuals, groups, objects, events. (Kluckhohn, 1951:390)

A discussion of the writings of some of the authors in this field yields some clarification.

In a philosophical vein, Parker (1931:20) defined value as the "satisfaction of desire." Objects in themselves have no value, he wrote, but rather value is attributed to them as being instrumental to the satisfaction of desire. For example, a painting has no value in itself but rather in its ability to satisfy the beholder's desire for the aesthetic.

A more widely used definition of value was given by the social scientists, Clyde Kluckhohn (1951:395). He described a value as "a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action." This definition implied that values can be compared to a code which effects the choice between possible ways of behaving.

Williams (1967:23) used a definition of value

similar to Kluckhohn's. "Values," he stated, "are those conceptions of desirable states of affairs that are utilized in selective conduct as criteria for preference or choice or as justification for proposed or actual behavior."

Values are important causal components in individual conduct and in the functioning of social systems for they are the basis upon which evaluations and choices are made. Individual values arise from experience in the realms of the physical and social situation and once formed they bear a direct influence on behavior. Thus, a cyclical effect emerges.

Having said that the social setting influences values, it might be expected that a similarity in social conditions would lead to a similarity in the values held by those of a particular background. Clough (1960:4) investigated the basic values of western civilization on just this premise. He defined a culture as ". . . a way of life shared by members of a human society or group of societies." The basic values of a culture, he wrote, are ". . . socially created or man-made desiderata," which reflect ". . . the choices which men have made . . . as to the way they live, the wants and desires which they try to satisfy, and the ardor with which they strive to achieve recognized goals." (Clough, 1960:7) He cited the following as basic values of western civilization: material values, knowledge, religion, and aesthetics.

Working in the same area but narrowing the scope of

his investigation, Williams (1951) looked at the major value orientation in America. He discovered fifteen values which he listed in a sequential order of importance. A later study (Williams, 1967) found that the same values were held but the order of importance had changed. This finding illustrates that although values are important and tend to endure, the passage of time brings increasing knowledge and thus changes the relationship between the values. The degree of change and the rate depend greatly on the social milieu.

Beside these broad value systems cited by Clough and Williams there are others of a more specific nature. Their specificity may be defined in terms of the size and homogeneity of the group which adheres to the values and by the narrowness of the subject to which the values are applied.

The first case is explained by the generality that common experience breeds common values. The more general in nature the similarity of experience, the more abstract are the values held by the group at large. Thus, Becker (1950) stated that the primary strivings of mankind are for security, response, recognition, and new experience. The values cited by Clough and Williams become more specific as their respective groups become smaller. Beyond this, values can be examined for any manner of groups whether they are defined on the basis of geographic area, church affiliation, social

class, or any other terms. Kohlmann (1961), for example, researched the values of homemakers. In a follow-up study, Kohlmann and Smith (1970) concluded that this group holds the values of family life and status. The specificity of the values continues as the size of the group decreases to the point where the personal values of one individual are categorized.

The specificity of values is also contributed to as the subject to which the values are applied becomes narrower. For example, as Jacobsen (1969) wrote, we can talk about what is good and right behavior and be discussing the value of morality; we can discuss what is beautiful and encompass the aesthetic value; that which makes us feel good and encompass the sensual value; that which is useful and encompass the pragmatic value. Each of these topics, however, is broad in scope and the ensuing values are abstract and actually involve a whole system of more specific values. For example, according to John (1956), the economic value system is comprised of functional values, status-giving values, values giving self-esteem, sentimental values, aesthetic values, and economic value (this latter point refers to the satisfaction derived from saving money). A further example is seen in work by Beyer (1959). He investigated the personal values associated with housing and listed the following values: family centrism, equality, physical health, economy, freedom, aesthetics, prestige, mental

health, and leisure.

When the two means of increasing specificity are used together to investigate value orientations, an excellent profile can be obtained. For example, relatively small and homogeneous groups such as those based on social class can be examined for value orientations towards a relatively narrow subject such as education. Further discussion of value orientations based on social class distinctions is included in this chapter under the heading of Social Class and Values.

SOCIAL CLASS

Karl Marx (Bendix and Lipset, 1966) was one of the first writers to form a systematic theory of class differences. He believed that economic factors determine the shape of society and that social classes link the economic and social facts. Since the variation of work roles within any productive system is limited, the group of men who stand in the same relationship to the means of production form a class. Besides their work, Marx believed that the members of any one group had other common interests which put them in conflict with other classes.

Another early writer, Max Weber (1946), distinguished three orders of stratification: class, status, and party. Class, he wrote, was determined by economic position

in relation to the production and acquisition of goods; status was determined by the prestige associated with the consumption of goods; and party referred to membership in a group whose purpose was to gain social power by influencing communal action.

More recently, Warner, Meeker, and Eells (1949) stated that in complex societies with many people there is a great diversification of the activities pursued. These activities come to be ranked on a scale from high to low status in accordance with the prevailing values. Men and their families at any one status level tend to group together and "this social matrix provides the structure of our class system." (Warner and others, 1949:10)

Kahl (1957) expounded views very similar to those of Warner. He saw a social class as a large group of families approximately equal to each other and clearly differentiated from other families. It is the limitation in the types of occupations available that creates the lines of division among the classes and prevents the formation of a continuous gradation from high to low status. Kahl listed six variables which he felt could be used to investigate social class. They are prestige, occupation, possessions, interaction, class consciousness, and value orientation. Where these variables converge to form a pattern among a certain group of people, a social class is formed.

Centers revealed his concept of social class by

writing:

Social classes . . . can be characterized as psychologically or subjectively based groupings defined by the allegiance of their members. Integral to their structuring are tendencies toward common conceptions by their members of the qualifications for membership in them, . . . [and] of the occupational characteristics of their membership, tendencies toward common attitudes, beliefs, and behavior in political matters. . . . These constituent tendencies in the formation of social classes are the response of individuals to the whole complex situation of their lives, but are determined to a very large extent by their statuses and roles in their activities of getting a living. (Centers, 1949: 210-11)

Another comprehensive description of social class was written by Bossard and Boll:

A social class . . . is a cultural reality. Approached scientifically, its identification is . . . a recognition of the fact that people live and work and play and think at different levels. The differences between classes are not merely financial or ostentatious; they encompass the entire range of social behavior—occupation, consumption habits, education, manner of speaking, mode of dress, philosophy of life, recreational pursuits, associational activities, social attitude, family life, and the like. (Bossard and Boll, 1950:107)

Brown (1969) gave a similar discussion of social class referring to the sharing of a common life style at each level.

Social class, then, is a stratified schema of the population acknowledging differences between groups based on a variety of variables which, as a composite whole, form a life style. The particular variables used to measure social class vary somewhat by author but, in general, one or more of the following is used: occupation, amount of income,

source of income, education, dwelling area, and type of dwelling.

RELATIONSHIP BETWEEN VALUES AND OWNERSHIP OF CONSUMER GOODS

Since, as has already been stated, values are concepts of the desirable, it follows that variations in values will create differences in what is considered desirable. With respect to consumer goods this means that the kinds of goods which are consumed and accumulated will vary by the values held. A second factor contributing to variation in the types of goods owned is the relationship between the values held by a person and the degree to which the product is interpreted as exemplifying those values.

This latter point was investigated by White (1966). He said that the experience of value in a product is the result of selective processes in which the consumer chooses and organizes the stimuli which a product presents into a pattern which is significant to him. The products themselves do not have value, but rather value is brought to them by the consumer as he reconstructs it into an experience of gratification.

Levy (1965:59) wrote that "the things people buy are seen to have personal and social meaning in addition to their functions. Modern goods are recognized as psychological things, as symbolic of personal attributes and goals,

as symbolic of social patterns and strivings."

Engels (1965:69) reviewed various studies which affirmed that ". . . needs, values, and attitudes can and do influence perception." It follows too, that those factors will influence ownership of goods because the degree to which the item is perceived as being congruent with ones life style will be of paramount importance in determining its purchase.

RELATIONSHIP BETWEEN SOCIAL CLASS AND VALUES

Social class and all that it implies in terms of status, education, occupation, etc., influences perception of the world and has a great effect on the way people think and act.

Bronfenbrenner (1958) did a comparative analysis of the results of studies conducted over a twenty-five year period on social class differences in child rearing practices. He concluded that there are distinct differences by social class in this area which indicates a different value emphasis among the classes.

In his research of parental values, Kohn (1959) found that parents of all classes considered it important for their children to be honest, happy, considerate, obedient, and dependable but there was a difference in the degree of importance by social class. Working class mothers were

more likely to value obedience and they put a great emphasis on neatness and cleanliness; middle class mothers valued consideration and self-control in their children and they had a tendency to regard curiosity as a prime value. Middle class mothers had the same values for both sexes but working class mothers tended to make a distinction between them. Dependability, being a good student, and ambition were regarded as desirable for boys; happiness, good manners, neatness, and cleanliness were desired for girls.

Relating moral value structure and severity of moral judgment to social class, Rettig and Pasamanick (1961) examined the moral dimensions of general morality, religious morality, family morality, puritanical morality, exploitive-manipulative morality, and economic morality. With the exception of general morality, the structure of moral values of manual laborers differed greatly from that of university graduates. Religious morality reached a peak among the lower strata while for the upper strata that dimension was indistinct and combined with family morality to form one dimension. Family morality was found to vary inversely with social class.

Besides these specific examples of differences in value orientation by social class there are also more generalized listings of values characteristic of each class. There was a consensus among Centers (1949), Kahl (1957), and Hollingshead (1963) in their description of the classes.

The upper class is concerned with tradition; they emphasize familism and lineage; their tastes are "cultured"; their manners unobtrusive. The upper middle class is concerned with the future and values personal initiative, education, activity, accomplishments, and practical results. The lower middle class has a great desire for respectability which manifests itself in a rigid morality. The working class person is most concerned with his family and consumption pleasures. The accumulation of consumer goods is, for him, a sign of self-improvement. The struggle for daily existence among the lower class creates a feeling of apathy among them and in general, members of this class have little hope for the future.

Kahl (1957) stated that value systems evolve within social classes and this is borne out in the results of the above studies. The effect may be explained, in part, by reference group theory and Maslow's hierarchy of needs.

In general terms, people experiencing a similar life situation tend to have concordant concepts of what is important to them. This occurrence is explained by reference group theory which states that a person's behavior is influenced by the values and attitudes of the individuals and groups with whom he identifies. An individual's first and most influential reference group is his family. Christensen (1964:985) has stated that "the family is society's most important conveyor of values." Furthermore, ". . . by

internalizing group norms within the personalities of the young, it [the family] provides a necessary amount of value continuity from generation to generation." Besides the family unit there are four other types of reference groups as described by Bourne:

1. . . . membership groups to which a person actually belongs and may involve either: a) small face to face groups in which association is the rule, such as families or organizations . . . b) groups in which actual membership is held but in which personal association is absent.
2. . . . groups or categories to which a person automatically belongs by virtue of age, sex, education, marital status and so on. This sort of reference group relationship involves the concept of role . . .
3. . . . anticipatory rather than actual membership groups. . . . This involves the concept of upward mobility . . .
4. . . . negative, dissociative reference groups . . . a group (to which the individual may or may not in fact belong) from which he would like to dissociate himself.
(Bourne, 1965:138)

Such groups tend to influence the aspiration level and behavior of individuals. They proscribe ways of doing things, but as Bourne pointed out:

They also lay down taboos, and may have the power to apply actual sanctions (for example, exclusion from the group). They thus produce conformity [italics in the original] as well as contentment [italics in the original] (or discontent). (Bourne, 1965:139)

Riesman (1961) suggested that the reference group is becoming the most important socializing agent today. People look to their contemporaries for guidance and

direction; to gain approval they adopt the values of these "significant others." Riesman has called modern man "other-directed," contrasting him with the "tradition-directed" person whose life is shaped by conformity to tradition and the "inner-directed" person whose life is shaped by conformity to abstract ideals such as wealth which are implanted early in life by his family.

With respect to the type of reference group to which the individual looks, Hartley hypothesized that:

The greater the compatibility between the articulated values of the individual and the perceived values of the new group, the more likely the individual is to accept the new group as a reference group. (Hartley, 1960:181)

The hypothesis was statistically supported by research. Because the articulated values of the individual generally bear the influence of his class position, it follows that the reference groups which he is most likely to accept are those that fall within his own social class. Sometimes, however, the values with which a person identifies are not those of his social class. Merton and Lazarsfeld (1950:87) referred to this occurrence as "anticipatory socialization," that is, taking on the non-membership group to which one aspires. Such activity involves upward mobility; the value orientations of the social class into which a person was born must be disregarded and those of the next higher class must be adopted.

A second explanation for the evolution of

differential value systems by social class rests on the theory of Maslow's hierarchy of needs. Maslow (1943) proposed a list of five basic needs which act as motivators to human behavior. They were: physiological needs, safety needs, social needs, esteem needs, and the need for self-actualization. Maslow theorized that these needs are related to one another in a hierarchical order and each has to be satisfied in turn from the physiological to the self-actualization need. Closer examination of each of these needs suggests that there is a differential ability to achieve the higher needs among those of different social classes. For example, Irelan and Besner (1967:7) found that "there are four distinctive themes peculiar to lower class behavior, all apparently the result of a deprived, alienated condition: fatalism, orientation to the present, authoritarianism, and concreteness." It would appear that what is considered desirable to each individual, that which he values, depends a great deal on what he has already attained and can take for granted. The same can be generalized for the different social classes because, as defined, a social class is a collectivity of people experiencing similar life circumstances.

RELATIONSHIP BETWEEN SOCIAL CLASS AND OWNERSHIP OF CONSUMER GOODS

Martineau (1965) reviewed the results of studies

conducted by the Chicago Tribune on social class and its manifestations in family buying patterns. It was assumed in the study that "the values which dictate judgments about actions, such as the kinds of objects which are consumed and accumulated, will vary by class level and the presence or absence of vertical mobility." (Martineau, 1965:164) All the evidence found that this difference in value does exist; a rich man is not a poor man with money, but rather each is an individual moulded by his own class membership. More specifically, the study showed that there was definitely a social class system operating in the large metropolitan areas. Furthermore, there was a close relationship between choice of store, patterns of spending, communication ability, and class membership. With regard to spending, it was found that all classes expressed a willingness to spend for such concrete items as a car and some appliances; while the lower class persons limited themselves to these types of goods, the middle class persons also desired "experience-centered" things such as hobbies, recreation, and travel.

Although differences exist in the ownership of consumer goods the degree of differentiation is narrowing and becoming less distinct.

Gist and Fava (1964) wrote that urbanism and industrialization have most often developed together and brought with them changes in the system of stratification and power. Where they are found there is usually an

increase in the middle class and a decrease in the size of the unskilled working class. In the American class system during the past thirty to forty years there has been a substantial increase in the number of urban working class who have adopted a "middle class" life style. A rise in incomes and the shorter work week have made this possible. Presently many of the working class ". . . have acquired the consumer 'needs' of middle classes: modern homes and household equipment, annual vacations and travel, leisure-time activities, and so on." (Gist and Fava, 1964:299)

Barber (1957:140), in a similar vein, said that "in modern industrial societies . . . the differences between social classes tend to be subtle variations on a theme rather than differences in the themes themselves." A high standard of living allows the availability of activities and possessions over a broad range of the social class structure. Barber cited as an example the report of S. Stansfeld Sargent who wrote that while conducting research on class orientation in a town, it was discovered that in one district ". . . it was impossible for the interviewer to tell from the exterior of the house, and in many cases from the interior as well, to which occupational group a person belonged." (Sargent, 1953:25)

Reissman reported that social analysts such as Riesman, Whyte, and Spectorisky are of the opinion that:

. . . consumer patterns have been moving toward a more or less 'standard package' of goods and services having essentially a middle class character. The broader distribution of more income to formerly low income groups, time payments, the pressure to buy, and the move to Suburbia . . . , have helped this movement of consumer equalization. Home appliances, a home, and the tools of leisure, those analysts have implied, are more within the income range and the motivational focus of more people than ever before. There has been a status leveling directly expressed in the uniformity of consumer purchases. (Reissman, 1959:329)

This uniformity, or standard package, was also implied by Brown (1969:136) when she wrote that "all classes may take for granted the possession of a basic set of consumer durables. At low incomes little variation is possible, but at higher incomes families show more diversity by social class in the amounts spent on household durables."

This was further illustrated by Vaughn in her findings about the ownership of "working goods" which she defined as goods "for household production activities . . . expected to be employed continuously as their use dictates providing service to owners over a period of time," i.e. refrigerator, vacuum, food mixer. (Vaughn, 1967:105) A characteristic of the ownership of such goods is that once an item is found to be owned by one hundred percent of the families in one class it is also owned by all the families in the next higher class. The items owned by one hundred percent of the lower classes represent those goods considered to be necessities. They form the core of the standard package for they are found in the majority of homes.

Although there is a trend toward conformity in the types of goods purchased, social class differences still exist in terms of life style; that is, in the way the items are arranged, interpreted, and imbued with affect. Various studies have been conducted which have revealed the life styles of several segments of American society. On the basis of these reports some information can be gleaned as to the patterns of ownership of consumer goods.

Rainwater, Coleman, and Handel (1959) examined the personality, world, and life style of the working man's wife. The working class, as the authors defined it, consists of an aggregate of families in which the head of the household is a blue collar worker. Generally these families live in neighborhoods populated by others of the same class. It was found that:

For working class women, the equipment inside their homes—in the way of appliances and furniture—takes on a higher order of priority, than does achieving an exterior appearance of above average beauty. On \$5,000 a year, working class women would like to spend 35% more of it for appliances and furniture than would middle class women; and on \$7,000 a year they would outspend the middle class by 110% !"
(Rainwater and others, 1959:181-82)

The world of the working class wife revolves around her home and housekeeping and, because her daily life is both busy and monotonous, any labor saving appliance has special appeal for her. This is especially true of the kitchen for a great deal of her time is spent there. For the working class wife newness is associated with beauty;

anything which increases efficiency is considered highly desirable; and modernity tends to signify to her ". . . the whole world of better things which go along with the middle-status economic life in America." (Rainwater and others, 1959:195)

Reissman (1959) reviewed the conclusions of a study conducted by Ktsanes and Reissman (1956) on class differences in consumer behavior. The suburban lower class was found to have an almost insatiable demand for the whole array of home machinery and the middle class sample seemed to follow close behind. There were differences, however, in the purchase motivation of the two groups. For the lower status group, the goods symbolized the wheels of mobility into the middle class, but the middle class group bought goods for their utility and to maintain status.

Whyte (1957), investigating life in suburbia, found patterns of inconspicuous consumption. The desire of suburbanites to "fit in" provided the pressure to conform to the established standards of the community. To rise above the standard was to flaunt one's well-being, distinguishing oneself from the group, and thus forfeiting membership. There were, however, some fashion leaders in the group who could make subtle innovations without being chastised. The new innovation, if a material possession, was at first considered a luxury but as an increasing number of people purchased it and praised its indispensability it came to be

considered a part of the standard.

The standard referred to in the above paragraph is more accurately called the standard of living. The standard of living, as defined by Gross and Crandall (1963:43), "consists of a pattern of commodities, services, and satisfactions which a person . . . considers . . . as so essential he will struggle to get or keep it or, if unable to do so, will feel discomfort." Campbell (1949:14) further explained that the "standard of living has not to do with things as such, but with an attitude of mind toward things. Most people have a sense, more or less conscious, of the material things and services which it is fit and proper for them to have." This standard of living is greatly influenced by the effect of emulation. As Gross and Crandall (1963:44) wrote, in ". . . the conventional American standard, selection is based on prestige, on the importance of having and doing what others do. . . ." Besides this set of goods and services which people consider desirable, there is also the set of goods and services which they actually possess. This latter set comprises the level of living.

In Whyte's research, the level of living in suburbia had a tendency to uniformity and the rate of attainment of a higher standard of living was stifled by the suburbanites' desire to conform. Nevertheless, as previously described, new items were slowly introduced to the community by fashion leaders and became a part of the desired package thereby

causing the standard of living to rise and eventually raising the level of living.

SUMMARY

Research conducted to investigate the ownership of various items has consistently found that some goods have a higher ownership rate than others. The actual figures vary from one study to another due to the presence of many intervening variables but the statistics infer that some goods are standard equipment for the majority of people in the North American society.

One of the factors influencing what people own is the values they hold. Values are concepts of the desirable which influence people in their selection of various ends of action. The activity of choosing household equipment involves the use of values, whether consciously or unconsciously, to aid in decision making. For example, giving two women an opportunity to choose one electrical appliance each, the first might choose one which satisfied her desire for work efficiency. The second woman, not being concerned with time and energy conservation, might choose instead an item which satisfies her desire for status. The items chosen by the two women may or may not be one and the same thing. This can occur because the items themselves do not have inherent value but rather, the women project their

values onto the items so as to see them as symbols of gratification.

A second factor influencing what people own is their social class affiliation. A social class is a group of people with similar educational and occupational backgrounds who tend to live in similar types of neighbourhoods and have fairly common attitudes and beliefs about the factors which affect their lives. It follows then, that people of each class have similar conceptions of what is important to them and these concepts of the desirable, or values, differ somewhat from one class to another. If, as has been stated, values influence the selection among goods and social class influences the values held, then it may be concluded that there is a difference in ownership of goods by social class. This conclusion has been supported by research but, more recently, it has been found that the degree of difference is becoming narrower and less distinct due to such factors as an increased income to previously low income groups, the advent of time payment plans, and a trend toward suburban living.

The results of this increasing similarity among social classes has led some authors to state that consumer patterns in the North American society are moving towards a standard package of goods and services having an essentially middle class character. Although a few writers have attempted to describe some items in the package, the ownership of

specified electrical household items for inclusion in the standard package has not been reported.

Chapter 3

METHODOLOGY

INTRODUCTION

The data for this research were collected by means of a questionnaire mailed to a random sample of Metropolitan Winnipeg homemakers. A further description of the methodology employed is discussed under the headings of: subjects, questionnaire, pretesting, procedure, and statistical analysis.

SUBJECTS

The research sample consisted of three hundred and seventy-five homemakers in Metropolitan Winnipeg. The subjects were chosen randomly from the Henderson's Directory of Metropolitan Winnipeg (1971). To eliminate the possibility of getting single women in the sample, only those cases where the woman's name appeared beside a man's, for example, Doe, John (Mary), laborer, 100 Main St., were considered eligible.

Since the Directory lists occupation, the names chosen were separated into stratified groups according to the occupational classification of McGuire and White (1955). Using this one criterion as an estimator of social class,

names were chosen until there were approximately seventy-five people in each of the five classes.

QUESTIONNAIRE

The questionnaire consisted of three instruments: one to yield an inventory of electrical household goods, another to ascertain value associations for these goods, and a third to measure social class.

Inventory of Household Goods

To get information on the inventory of consumer household electrical goods the subjects were provided with a complete list of items together with instructions to indicate their ownership of specific items. This method insured fewer omissions from the inventory; it limited the range of items to those desired by the researcher; and it fixed the order in which the items were listed for simplification of coding and analysis.

The items chosen for the list had to fit the definition of a household electrical goods as previously stated. In an attempt to make the list all-inclusive, equipment text books, catalogues, and all manner of magazines were scanned to discover items which might be included. Of particular help in this area were the pamphlets and the book reporting the results of market research done for Modern Bride (1971) magazine on the subject of retail expenditures.

Value Association

The instrument to ascertain the values associated with ownership of particular items was developed after an examination of the relevant literature. Although several value-profile instruments have been developed (Allport, Vernon, and Lindzey, 1970; Kohlmann, 1961) and various persons have devised value-measurement scales for their own research topics (Beyer, 1959; Nesbitt, 1966), none was directly applicable to the present research design.

After reading the literature, six values were chosen for investigation: aesthetics, economy, health, status, work efficiency, and workmanship. Choice rested primarily on their applicability to consumer goods and the fact that their prominence in the value listings of various authors suggests that they are relatively widely held. Based on the definitions as given on page 3, a descriptive statement was developed for each value.

- | | |
|-------------------|---|
| (aesthetics) | This item looks nice in my home. |
| (economy) | This item helps me to save money. |
| (health) | This item contributes to my family's health and well-being. |
| (status) | This item provides satisfaction to me because most of my friends have one or I am the first among my friends to have one. |
| (work efficiency) | This item enables me to save time and energy. |
| (workmanship) | This item allows me to do a better job than I could do without it. |

These statements were listed in random order with the following instructions:

In Column II beside the items for which you have indicated ownership, place the number of the statement which best describes how you feel about the item. Even if you do not personally use the item, i.e. men's electric shaver, please indicate how you feel about it.

Social Class

The instrument chosen to measure social class was the Index of Social Status developed by McGuire and White (1955) as an adaptation of Warner's (1949) Index of Status Characteristics. The index uses a combination of ratings from three scales based on occupation, source of income, and education. Each of the ratings is then multiplied by a given weight and the products are summed to get a total index score. This score is then interpreted as a social class position. McGuire and White (1955:2) have stated that ". . . the ISS shows a fairly high correspondence to the ISC and status placements usually are corroborated by interview data."

Besides the data necessary to compute social class, other types of personal and situational information were gathered. The items falling into this latter category were: number of years married, ages of children, number of people in the home, employment of the homemaker, and the type of residence. Each of these factors could affect the types of goods owned and therefore constituted desirable data.

Furthermore, such data as the ages of the children allowed the classification of the respondents into life cycle stages which is another way of examining ownership of electrical household goods.

The family life cycle scheme used in this research was devised by Duvall (1957). The delineation of her eight stage cycle is based on the age of the oldest child because, as she wrote: ". . . a family grows through a given stage with its oldest child, and in a sense 'repeats' as subsequent children come along." (Duvall, 1957:9) A ninth category was added to the life cycle stages for those families who did not conform to Duvall's outline, for example, couples married more than five years, without children.

PRETESTS

Initially, it was thought that a value scale based on status could be developed for the value association aspect of the research. To this end, five statements were given to ten faculty members of the Faculty of Home Economics with instructions to rank the statements from low to high status. Since there was no agreement in the ranking, the statements were used again in a more extensive test to fifty women working as support staff at the University of Manitoba. The results of this test again showed no agreement in ranking the status statements but the rest of the

questionnaire was found to be operable. Because of the failure to produce a status-oriented value instrument, it was decided that the six previously described values would be used. A third pretest was given to twenty women to test the clarity of instructions for the use of the six different value statements. The status-oriented statements used in the first two pretests and the final questionnaire together with its instruction sheet and cover letter are found in Appendix A.

PROCEDURE

The questionnaire, together with an introductory letter, instruction sheet, and a stamped, self-addressed return envelope, was mailed to three hundred and seventy-five homemakers. Two weeks later a reminder card was sent to everyone, and after three weeks a telephone call was made to all those who had not returned the questionnaire.

STATISTICAL ANALYSIS

The data collected from the returned questionnaires were coded and transferred onto key-punched computer cards. The frequency of ownership of each item by each of the six variables and the value associations for goods in the standard package were determined by the use of a card sorter. Chi square tests were then done to determine the significance

of the findings.

For hypothesis 1a), a 1x2 contingency table was employed using observed and expected frequencies of ownership.

For hypotheses 1b) and 3a)...e), 2xR contingency tables were used to determine if there was any significance in the rate of ownership of the individual items by the six variables. Where significance was found, further chi square tests were done using 2x2 contingency tables and the Yates correction factor to compare the ownership of goods between paired categories of each of the variables.

For hypotheses 2a) and 2b), where value associations for items in the standard package were examined on the basis of social class, chi square tests of significance were done using 2xR tables. Where significance was found, further chi square tests were done using 2x2 contingency tables and the Yates correction factor to compare the value associations for each of the items between paired classes.

Chapter 4

FINDINGS

INTRODUCTION

The findings of this research are presented in the following order: description of the sample, the standard package itemized, ownership of specified electrical household goods by social class, value associations for goods in the standard package by social class, and ownership of specified electrical household goods by family life cycle stage, number of years married, employment of the homemaker, type of residence, and the number of people in the home.

DESCRIPTION OF THE SAMPLE

Of the initial three hundred and seventy-five questionnaires mailed out, two hundred and twenty-one or 58.9 percent were recovered. For various reasons twenty-one of these could not be used and thus the analysis of data rested on a review of two hundred questionnaires which represented 53.3 percent of the total sample.

Using the mode as a basis of consideration, the sample could generally be described as predominantly lower middle class, in the "families with teenagers" stage of the life cycle, married ten to nineteen years, with a

non-employed homemaker, living in their own home, with a range of five to nine people in the household.

A more comprehensive description of the sample, with regard to the six variables investigated, can be found in Tables 2.1 to 2.6. This series of tables presents the number of persons in each category of the variables, the percentage figure for each group, and the average number of goods which each family in that category owned.

THE STANDARD PACKAGE

Of the sixty-three electrical household goods listed on the questionnaire, only the clothes brush had zero ownership. Additions to the list, suggested by the respondents included an electric bun warmer, bottle warmer, vegetable shredder, egg cooker, hair clippers, comb, rug shampooer, and a vibrating mattress pad. Since ownership of these items ranged only from .5 to 1.5 percent, they were not included in further statistical analysis. The percentage ownership for the other items listed on the questionnaire varied from a low of 2 percent for the fondue and the FM radio, to a high of 100 percent for the refrigerator and range. The rates of ownership for these electrical household goods are set forth in Table 3.1 in descending order of ownership proportion. In the case of the washing machine, radio, television, and record player where a variety of

Table 2.1
Description of the Sample by Social Class
N=200

| Class | Number | Percentage | Average Number of Goods Owned |
|-------------------|--------|------------|-------------------------------|
| upper (U) | 10 | 5.0% | 28.9 |
| upper middle (UM) | 39 | 19.5 | 27.5 |
| lower middle (LM) | 66 | 33.0 | 25.4 |
| upper lower (UL) | 56 | 28.0 | 24.9 |
| lower lower (LL) | 29 | 14.5 | 22.2 |

Table 2.2
Description of the Sample by Family Life Cycle Stage
N=200

| Stage | Number | Percentage | Average Number of Goods Owned |
|-------------------------------|--------|------------|-------------------------------|
| beginning | 14 | 7.0% | 22.1 |
| childbearing and preschool | 18 | 9.0 | 22.5 |
| school children | 34 | 17.0 | 26.1 |
| teenagers | 55 | 27.5 | 27.4 |
| launching | 37 | 18.5 | 26.4 |
| middle years | 23 | 11.5 | 25.1 |
| aging | 8 | 4.0 | 20.6 |
| non-conforming | 11 | 5.5 | 22.6 |

Table 2.3
Description of the Sample by Number of Years Married
N=200

| Years Married | Number | Percentage | Average Number of Goods Owned |
|-----------------------|--------|------------|-------------------------------|
| one to four | 20 | 10.0% | 23.5 |
| five to nine | 17 | 8.5 | 21.5 |
| ten to nineteen | 71 | 35.5 | 26.2 |
| twenty to twenty-nine | 60 | 30.0 | 26.5 |
| thirty to thirty-nine | 23 | 11.5 | 25.6 |
| forty or more | 9 | 4.5 | 23.6 |

Table 2.4
Description of the Sample by Employment of the Homemaker
N=200

| Employment Status | Number | Percentage | Average Number of Goods Owned |
|----------------------|--------|------------|-------------------------------|
| full time | 47 | 23.5% | 23.9 |
| regular part time | 17 | 8.5 | 25.1 |
| occasional part time | 24 | 12.0 | 24.5 |
| non-employed | 112 | 56.0 | 24.5 |

Table 2.5
 Description of the Sample by Type of Residence
 N=200

| Residence | Number | Percentage | Average Number of Goods Owned |
|--------------|--------|------------|-------------------------------|
| house owned | 165 | 82.5% | 26.0 |
| house rented | 15 | 7.5 | 23.3 |
| apartment | 20 | 10.0 | 21.4 |

Table 2.6
 Description of the Sample by Number of People in the Home
 N=200

| Number in the Home | Number | Percentage | Average Number of Goods Owned |
|--------------------|--------|------------|-------------------------------|
| two | 53 | 26.5% | 26.0 |
| three | 33 | 16.5 | 24.4 |
| four | 53 | 26.5 | 26.4 |
| five to nine | 61 | 30.5 | 26.8 |

Table 3.1
Ownership of Goods by the Total Sample

| Item | Ownership | Item | Ownership |
|------------------------------|-----------|-----------------------------|-----------|
| refrigerator | 100.0% | deep fat fryer | 38.5% |
| range | 100.0 | waffle iron | 38.0 |
| vacuum | 99.5 | b and w portable television | 36.0 |
| iron | 98.5 | heater | 36.0 |
| toaster | 97.5 | can opener | 27.5 |
| some television | 97.0 | wringer washer | 27.5 |
| some washer | 96.5 | AM-FM clock radio | 25.5 |
| some radio | 95.0 | AM clock radio | 25.0 |
| clock | 91.5 | blanket | 24.0 |
| kettle | 88.0 | colour console television | 23.5 |
| some record player | 85.5 | can opener/knife sharpener | 23.0 |
| fry pan | 83.0 | hair curlers | 22.0 |
| floor polisher | 82.5 | toothbrush | 20.0 |
| sewing machine | 79.0 | dishwasher | 18.0 |
| food mixer | 78.0 | griddle | 15.5 |
| hair dryer | 78.0 | humidifier | 15.5 |
| men's shaver | 76.0 | broiler | 14.5 |
| clothes dryer | 74.0 | corn popper | 13.0 |
| automatic washer | 65.0 | food waste disposer | 13.0 |
| b and w console television | 65.0 | scissors | 12.5 |
| coffee percolator | 60.0 | hot tray | 12.0 |
| stereo console or components | 58.5 | knife sharpener | 12.0 |
| freezer | 55.0 | colour portable television | 9.0 |
| AM-FM radio | 53.5 | makeup mirror | 8.5 |
| fan | 47.0 | body massager | 7.0 |
| heating pad | 46.5 | air conditioner | 7.0 |
| portable record player | 44.5 | shoe polisher | 6.0 |
| steam vaporizer | 43.5 | facial sauna | 5.5 |
| AM radio | 42.5 | spin dry washer | 5.5 |
| blender | 42.5 | counter top oven | 4.5 |
| knife | 42.5 | combination washer/dryer | 3.5 |
| ladies' shaver | 41.5 | fondue | 2.0 |
| tape recorder | 40.5 | FM radio | 2.0 |

models were specified on the questionnaire, a composite figure is also given which yields the overall ownership rate for that type of goods. For example, whereas 44.5 percent of the families had a portable record player and 58.5 percent had a stereo console or components, the percentage of families with some type of record playing equipment was 85.5 percent.

For the purpose of making a comparison with the statistics given in Table 3.1, the ownership rates for the specified electrical household goods by the lower middle and upper middle classes were combined to yield a composite figure for ownership by the middle class as a whole. These figures are presented in Table 3.2.

If the standard package was to be considered as "a minimum set of goods common to all households," then only a refrigerator and a range could be included. Therefore, in order to make the concept more meaningful, it was necessary to lower the ownership proportion at which goods might be considered as a part of the standard package. When 75 percent ownership was used to qualify an item for inclusion in the package there were seventeen items, listed in Table 3.1, which satisfied this requirement. The choice of 75 percent as the cut off point for the inclusion of goods in the standard package was an arbitrary one, but one which appeared to be an indicator of a majority ownership rate. On the other hand, if the standard package were to be

Table 3.2
Ownership of Goods by the Middle Class

| Item | Ownership | Item | Ownership |
|------------------------------|-----------|----------------------------|-----------|
| refrigerator | 100.0% | blender | 41.0% |
| range | 100.0 | deep fat fryer | 40.0 |
| some television | 99.0 | tape recorder | 39.0 |
| vacuum | 99.0 | heater | 33.3 |
| iron | 98.1 | colour console television | 30.5 |
| some radio | 98.1 | AM-FM clock radio | 29.5 |
| toaster | 97.1 | blanket | 27.6 |
| clock | 94.3 | AM clock radio | 26.7 |
| kettle | 90.5 | dishwasher | 24.8 |
| some record player | 85.7 | can opener/knife sharpener | 21.9 |
| floor polisher | 84.8 | can opener | 21.0 |
| fry pan | 82.9 | toothbrush | 21.0 |
| food mixer | 81.0 | humidifier | 20.0 |
| hair dryer | 81.0 | griddle | 18.1 |
| clothes dryer | 79.0 | broiler | 17.1 |
| automatic washer | 78.1 | food waste disposer | 16.2 |
| sewing machine | 76.2 | hot tray | 16.2 |
| men's shaver | 72.4 | knife sharpener | 15.2 |
| coffee percolator | 66.7 | scissors | 15.2 |
| stereo console or components | 61.0 | corn popper | 14.3 |
| AM-FM radio | 59.0 | wringer washer | 12.4 |
| b and w console television | 59.0 | makeup mirror | 11.4 |
| b and w portable television | 51.4 | colour portable television | 8.6 |
| freezer | 51.4 | air conditioner | 6.7 |
| knife | 51.4 | body massager | 6.7 |
| fan | 47.6 | facial sauna | 5.7 |
| ladies' shaver | 44.8 | shoe polisher | 5.7 |
| heating pad | 42.9 | spin dry washer | 5.7 |
| steam vaporizer | 42.9 | counter top oven | 3.8 |
| portable record player | 41.9 | fondue | 2.9 |
| waffle iron | 41.9 | FM radio | 2.9 |
| AM radio | 41.0 | combination washer/dryer | 1.9 |

considered as "a broader set of goods common to the middle majority households" (in this case the goods owned by the combined lower middle and upper middle classes), then the items to be included were those seventeen items listed in Table 3.2 with ownership proportions ranging from 75 to 100 percent.

Whether considering the package as the set of goods owned by 75 to 100 percent of the total sample or the set of goods owned by 75 percent or more of the middle class, the items included were largely the same. The exceptions lay in the addition of the clothes dryer, the deletion of the men's shaver, and the specification of an automatic clothes washer in the package owned by the middle class. The similarity of the two packages supported the general hypothesis upon which the study was based—that there are some electrical household goods which are owned by the majority of people regardless of their social class position.

OWNERSHIP OF GOODS BY SOCIAL CLASS

The frequencies of ownership of the specified electrical household goods by social class are presented in Table 4.

With regard to the relationship between social class and the ownership of goods, the following null hypothesis was proposed:

Table 4
Ownership of Electrical Household Goods
by Social Class

| Item | Class | | | | | | | | | |
|----------------------------|-------|-------|------|-------|------|------|------|-------|------|-------|
| | LL | | UL | | LM | | UM | | U | |
| | N=29 | | N=56 | | N=66 | | N=39 | | N=10 | |
| | n | % | n | % | n | % | n | % | n | % |
| sewing machine | 25 | 86.2 | 45 | 80.4 | 48 | 72.7 | 32 | 82.1 | 8 | 80.0 |
| scissors | 2 | 6.9 | 6 | 10.7 | 10 | 15.2 | 6 | 15.4 | 1 | 10.0 |
| shoe polisher | 1 | 3.4 | 3 | 5.4 | 4 | 6.1 | 2 | 5.1 | 2 | 20.0 |
| body massager | 2 | 6.9 | 5 | 8.9 | 6 | 9.1 | 1 | 2.6 | 0 | 0.0 |
| steam vaporizer | 10 | 34.5 | 28 | 50.0 | 27 | 40.9 | 18 | 46.2 | 4 | 40.0 |
| blanket | 2 | 6.9 | 11 | 19.6 | 16 | 24.2 | 13 | 33.3 | 6 | 60.0 |
| heating pad | 14 | 48.3 | 30 | 53.6 | 26 | 39.4 | 19 | 48.7 | 4 | 40.0 |
| facial sauna | 1 | 3.4 | 4 | 7.1 | 4 | 6.1 | 2 | 5.1 | 0 | 0.0 |
| makeup mirror | 2 | 6.9 | 3 | 5.4 | 6 | 9.1 | 6 | 15.4 | 0 | 0.0 |
| hair dryer | 21 | 72.4 | 43 | 76.8 | 51 | 77.3 | 34 | 87.2 | 7 | 70.0 |
| hair curlers | 5 | 17.2 | 9 | 16.1 | 17 | 25.8 | 12 | 30.8 | 1 | 10.0 |
| toothbrush | 1 | 3.4 | 9 | 16.1 | 12 | 18.2 | 10 | 25.6 | 8 | 80.0 |
| men's shaver | 25 | 86.2 | 44 | 78.6 | 47 | 71.2 | 29 | 74.4 | 7 | 70.0 |
| ladies' shaver | 12 | 41.4 | 21 | 37.5 | 32 | 48.5 | 15 | 38.5 | 3 | 30.0 |
| clock | 26 | 89.7 | 50 | 89.3 | 62 | 93.9 | 37 | 94.9 | 8 | 80.0 |
| heater | 11 | 37.9 | 20 | 35.7 | 24 | 36.4 | 11 | 28.2 | 6 | 60.0 |
| air conditioner | 2 | 6.9 | 2 | 3.6 | 4 | 6.1 | 3 | 7.7 | 3 | 30.0 |
| humidifier | 3 | 10.3 | 5 | 8.9 | 12 | 18.2 | 9 | 23.1 | 2 | 20.0 |
| fan | 17 | 58.6 | 23 | 41.1 | 32 | 48.5 | 18 | 46.2 | 4 | 40.0 |
| iron | 29 | 100.0 | 55 | 98.2 | 64 | 97.0 | 39 | 100.0 | 10 | 100.0 |
| vacuum | 29 | 100.0 | 56 | 100.0 | 65 | 98.5 | 39 | 100.0 | 10 | 100.0 |
| floor polisher | 22 | 75.9 | 46 | 82.1 | 58 | 87.9 | 31 | 79.5 | 8 | 80.0 |
| food waste disposer | 0 | 0.0 | 3 | 5.4 | 6 | 9.1 | 11 | 28.2 | 6 | 60.0 |
| coffee percolator | 17 | 58.6 | 27 | 48.2 | 43 | 65.2 | 27 | 69.2 | 6 | 60.0 |
| kettle | 23 | 79.3 | 50 | 89.3 | 59 | 89.4 | 36 | 92.3 | 8 | 80.0 |
| knife | 7 | 24.1 | 19 | 33.9 | 37 | 56.1 | 17 | 43.6 | 5 | 50.0 |
| can opener/knife sharpener | 4 | 13.8 | 16 | 28.6 | 15 | 22.7 | 8 | 20.5 | 3 | 30.0 |
| can opener | 6 | 20.7 | 15 | 26.8 | 18 | 27.3 | 14 | 35.9 | 2 | 20.0 |
| knife sharpener | 1 | 3.4 | 6 | 10.7 | 10 | 15.2 | 6 | 15.4 | 1 | 10.0 |
| fry pan or skillet | 24 | 82.8 | 48 | 85.7 | 53 | 80.3 | 34 | 87.2 | 8 | 80.0 |
| deep fat fryer | 7 | 24.1 | 22 | 39.3 | 24 | 36.4 | 18 | 46.2 | 6 | 60.0 |
| broiler | 2 | 6.9 | 5 | 8.9 | 9 | 13.6 | 9 | 23.1 | 4 | 40.0 |
| griddle | 1 | 3.4 | 9 | 16.1 | 10 | 15.2 | 9 | 23.1 | 2 | 20.0 |

--Table 4 (continued)--

| Item | Class | | | | | | | | | |
|---------------------------------|-------|-------|------|-------|------|-------|------|-------|------|-------|
| | LL | | UL | | LM | | UM | | U | |
| | N=29 | | N=56 | | N=66 | | N=39 | | N=10 | |
| | n | % | n | % | n | % | n | % | n | % |
| waffle iron | 5 | 17.2 | 24 | 42.9 | 25 | 37.9 | 19 | 48.7 | 3 | 30.0 |
| toaster | 29 | 100.0 | 54 | 96.4 | 65 | 98.5 | 37 | 94.9 | 10 | 100.0 |
| counter top oven | 1 | 3.4 | 2 | 3.6 | 2 | 3.0 | 2 | 5.1 | 2 | 20.0 |
| corn popper | 1 | 3.4 | 8 | 14.3 | 8 | 12.1 | 7 | 17.9 | 2 | 20.0 |
| fondue | 0 | 0.0 | 0 | 0.0 | 1 | 1.5 | 2 | 5.1 | 1 | 10.0 |
| food mixer | 18 | 62.1 | 44 | 78.6 | 52 | 78.8 | 33 | 84.6 | 9 | 90.0 |
| blender | 8 | 27.6 | 28 | 50.0 | 25 | 37.9 | 18 | 46.2 | 6 | 60.0 |
| hot tray | 1 | 3.4 | 3 | 5.4 | 7 | 10.6 | 10 | 25.6 | 3 | 30.0 |
| clothes dryer | 16 | 55.1 | 40 | 71.4 | 49 | 74.2 | 34 | 87.2 | 9 | 90.0 |
| combination washer/dryer | 3 | 10.3 | 1 | 1.8 | 2 | 3.0 | 0 | 0.0 | 1 | 10.0 |
| wringer washer | 18 | 62.1 | 24 | 42.9 | 10 | 15.2 | 3 | 7.7 | 0 | 0.0 |
| spin dry washer | 1 | 3.4 | 3 | 5.4 | 4 | 6.1 | 2 | 5.1 | 1 | 10.0 |
| automatic washer | 10 | 34.5 | 29 | 51.8 | 49 | 74.2 | 33 | 84.6 | 9 | 90.0 |
| dishwasher | 0 | 0.0 | 4 | 7.1 | 8 | 12.1 | 18 | 46.2 | 6 | 60.0 |
| freezer | 18 | 62.1 | 31 | 55.4 | 35 | 53.0 | 19 | 48.7 | 7 | 70.0 |
| refrigerator | 29 | 100.0 | 56 | 100.0 | 66 | 100.0 | 39 | 100.0 | 10 | 100.0 |
| range | 29 | 100.0 | 56 | 100.0 | 66 | 100.0 | 39 | 100.0 | 10 | 100.0 |
| AM-FM clock radio | 4 | 13.8 | 13 | 23.2 | 20 | 30.3 | 11 | 28.2 | 3 | 30.0 |
| AM clock radio | 6 | 20.7 | 14 | 25.0 | 19 | 28.8 | 9 | 23.1 | 2 | 20.0 |
| AM-FM radio | 10 | 34.5 | 29 | 51.8 | 39 | 59.1 | 23 | 59.0 | 6 | 60.0 |
| AM radio | 13 | 44.8 | 30 | 53.6 | 22 | 33.3 | 21 | 53.8 | 1 | 10.0 |
| FM radio | 1 | 3.4 | 0 | 0.0 | 3 | 4.5 | 0 | 0.0 | 0 | 0.0 |
| b and w console television | 23 | 79.3 | 42 | 75.0 | 42 | 63.6 | 20 | 51.3 | 3 | 30.0 |
| b and w portable television | 12 | 41.4 | 19 | 33.9 | 34 | 51.5 | 20 | 51.3 | 7 | 70.0 |
| colour console television | 1 | 3.4 | 11 | 19.6 | 16 | 24.2 | 16 | 41.0 | 3 | 30.0 |
| colour portable television | 0 | 0.0 | 5 | 8.9 | 5 | 7.6 | 4 | 10.3 | 4 | 40.0 |
| portable record player | 14 | 48.3 | 27 | 48.2 | 30 | 45.5 | 14 | 35.9 | 4 | 40.0 |
| stereo console or components | 12 | 41.4 | 33 | 58.9 | 38 | 53.0 | 29 | 74.4 | 8 | 80.0 |
| tape recorder | 7 | 24.1 | 27 | 48.2 | 25 | 37.9 | 16 | 41.0 | 6 | 60.0 |

1. There will be no significant differences in the ownership of specified electrical household goods:
 - a) within each social class
 - b) between social classes

Hypothesis 1a) was rejected for some goods and accepted for others. Rejection indicated that the item was predominantly owned or not owned by members of the social class; acceptance indicated that the rate of ownership and non-ownership approached equality within the class. Table 5 gives the levels at which the differences between the rate of ownership and non-ownership for individual items were found to be significant in specified classes. A blank space in the table indicates no significant difference between ownership and non-ownership of that item by the specified social class and these were the goods for which the null hypothesis was accepted.

Most of the items had a dominant pattern of ownership or non-ownership within a class and this could be a result of what Whyte (1957) has called "inconspicuous consumption," the desire by members of a group, or class, to conform to some socially determined standard of consumption.

Hypothesis 1b) was rejected at the .001 level of significance for the food waste disposer, wringer washer, automatic washer, and dishwasher; rejected at .01 for the electric blanket, toothbrush, hot tray warmer, black and white console television, colour console television, and the colour portable television; and rejected at .05 for the

Table 5

Ownership and Non-ownership of Goods Within Each
Social Class by Level of Significance

| Item | Social Class | | | | | | | | | | | |
|----------------------------|--------------|----|------|---|------|---|------|---|-----|---|--|--|
| | LL | D* | UL | D | LM | D | UM | D | U | D | | |
| sewing machine | .001 | + | .001 | + | .001 | + | .001 | + | | | | |
| scissors | .001 | - | .001 | - | .001 | - | .001 | - | .05 | - | | |
| shoe polisher | .001 | - | .001 | - | .001 | - | .001 | - | | | | |
| body massager | .001 | - | .001 | - | .001 | - | .001 | - | .01 | - | | |
| steam vaporizer | | | | | | | | | | | | |
| electric blanket | .001 | - | .001 | - | .001 | - | .05 | - | | | | |
| heating pad | | | | | | | | | | | | |
| facial sauna | .001 | - | .001 | - | .001 | - | .001 | - | .01 | - | | |
| makeup mirror | .001 | - | .001 | - | .001 | - | .001 | - | .01 | - | | |
| hair dryer | .05 | + | .001 | + | .001 | + | .001 | + | | | | |
| hair curlers | .001 | - | .001 | - | .001 | - | .05 | - | .05 | - | | |
| electric toothbrush | .001 | - | .001 | - | .001 | - | .01 | - | | | | |
| men's shaver | .001 | + | .001 | + | .001 | + | .01 | + | | | | |
| ladies' shaver | | | | | | | | | | | | |
| clock | .001 | + | .001 | + | .001 | + | .001 | + | | | | |
| heater | | | .05 | - | .05 | - | .01 | - | | | | |
| air conditioner | .001 | - | .001 | - | .001 | - | .001 | - | | | | |
| humidifier | .001 | - | .001 | - | .001 | - | .001 | - | | | | |
| fan | | | | | | | | | | | | |
| iron | .001 | + | .001 | + | .001 | + | .001 | + | .01 | + | | |
| vacuum | .001 | + | .001 | + | .001 | + | .001 | + | .01 | + | | |
| floor polisher | .01 | + | .001 | + | .001 | + | .001 | + | | | | |
| food waste disposer | .001 | - | .001 | - | .001 | - | .01 | - | | | | |
| coffee percolator | | | | | .05 | + | .05 | + | | | | |
| kettle | .01 | + | .001 | + | .001 | - | .001 | + | | | | |
| electric knife | .01 | - | .05 | - | | | | | | | | |
| can opener/knife sharpener | .001 | - | .01 | - | .001 | - | .001 | - | | | | |
| can opener | .01 | - | .001 | - | .001 | - | | | | | | |
| knife sharpener | .001 | - | .001 | - | .001 | - | .001 | - | .05 | - | | |
| fry pan | .001 | + | .001 | + | .001 | + | .001 | + | | | | |
| deep fat fryer | .01 | - | | | .05 | - | | | | | | |
| broiler | .001 | - | .001 | - | .001 | - | .001 | - | | | | |
| griddle | .001 | - | .001 | - | .001 | - | .001 | - | | | | |

*Direction of significance: + indicates a tendency towards ownership
- indicates a tendency towards non-ownership

--Table 5 (continued)--

| Item | Social Class | | | | | | | | | |
|---------------------------------|--------------|---|------|---|------|---|------|---|------|---|
| | LL | D | UL | D | LM | D | UM | D | U | D |
| waffle iron | .001 | - | | | .05 | - | | | | |
| toaster | .001 | + | .001 | + | .001 | + | .001 | + | .01 | + |
| counter top oven | .001 | - | .001 | - | .001 | - | .001 | - | | |
| corn popper | .001 | - | .001 | - | .001 | - | .001 | - | | |
| electric fondue | .001 | - | .001 | - | .001 | - | .001 | - | .05 | - |
| food mixer | | | .001 | + | .001 | + | .001 | + | .05 | + |
| blender | .05 | - | | | .05 | - | | | | |
| hot tray warmer | .001 | - | .001 | - | .001 | - | .01 | - | | |
| clothes dryer | | | .01 | + | .001 | + | .001 | + | .05 | + |
| combination washer/dryer | .001 | - | .001 | - | .001 | - | .001 | - | .05 | - |
| wringer washer | | | | | .001 | - | .001 | - | .01 | - |
| spin dry washer | .001 | - | .001 | - | .001 | - | .001 | - | .05 | - |
| automatic washer | | | | | .001 | + | .001 | + | .05 | + |
| dishwasher | .001 | - | .001 | - | .001 | - | | | | |
| freezer | | | | | | | | | | |
| refrigerator | .001 | + | .001 | + | .001 | + | .001 | + | .001 | + |
| range | .001 | + | .001 | + | .001 | + | .001 | + | .001 | + |
| AM-FM clock radio | .001 | - | .001 | - | .01 | - | .01 | - | | |
| AM clock radio | .01 | - | .001 | - | .001 | - | .001 | - | | |
| AM-FM radio | | | | | | | | | | |
| AM radio | | | | | .01 | - | | | .05 | - |
| FM radio | .001 | - | .001 | - | .001 | - | .001 | - | .01 | - |
| b and w console television | .01 | + | .001 | + | .05 | + | | | | |
| b and w portable television | | | .05 | - | | | | | | |
| colour console television | .001 | - | .001 | - | .001 | - | | | | |
| colour portable television | .001 | - | .001 | - | .001 | - | .001 | - | | |
| portable record player | | | | | | | | | | |
| stereo console or components | | | | | | | .01 | + | | |
| tape recorder | .01 | - | | | .05 | - | | | | |

electric knife, AM radio, and the stereo. For all of these goods there was a significant difference in their rate of ownership between the social classes. Conversely, there was no significant difference between the classes in the ownership of all the other items listed on the questionnaire and, thus, hypothesis 1b) was accepted for these.

Further chi square tests were done on those items which showed significance in ownership by social class. Table 6 lists these items and indicates the level at which the difference in the rate of ownership between each of the paired classes was found to be significant.

Considering Table 6, in the comparison of the ownership of the food waste disposer, automatic washer, dishwasher, electric blanket, toothbrush, hot tray warmer, colour console television, colour portable television, electric knife, and the stereo, the higher ownership proportion consistently fell in the higher of the two classes being compared. Conversely, for the wringer washer, black and white console television, and the AM radio, the higher ownership proportion consistently fell in the lower of the two classes being compared.

These findings suggested that there has been a status leveling in consumer purchases which could be due to a variety of historical occurrences such as industrialization, urbanization, and suburbanization, but most particularly to the fact that a higher income is available to

Table 6

Ownership of Goods Between Social Classes by Level of Significance

| Item | Social Class Comparisons | | | | | | | | | |
|----------------------------|--------------------------|-------|-------|------|-------|-------|------|-------|------|------|
| | LL-UL | LL-LM | LL-UM | LL-U | UL-LM | UL-UM | UL-U | LM-UM | LM-U | UM-U |
| food waste disposer | | | .01 | .001 | | .01 | .001 | .05 | .001 | |
| wringer washer | .001 | | .001 | .01 | .01 | .001 | .05 | | | |
| automatic washer | .001 | | .001 | .01 | .05 | .01 | | | | |
| dishwasher | | | .001 | .001 | | .001 | .001 | .001 | .01 | |
| electric blanket | | | .05 | .01 | | | .05 | | | |
| toothbrush | | | .05 | .001 | | | .001 | .001 | .001 | .01 |
| hot tray warmer | | | .05 | | | .05 | | | | |
| b and w console television | | | .05 | .05 | | .05 | .05 | | | |
| colour console television | .05 | | .01 | | | .05 | | | | |
| colour portable television | | | | .01 | | | .05 | | .05 | |
| electric knife | .01 | | | | .05 | | | | | |
| AM radio | | | | | .05 | | .05 | | | .05 |
| stereo | | | .05 | | | | | | | |

previously low income groups thus increasing their purchasing power.

VALUE ASSOCIATIONS FOR GOODS BY SOCIAL CLASS

The frequencies of value associations for the electrical household goods by social class are presented in Appendix B.

With regard to the relationship between value associations for goods and social class, the following null hypothesis was proposed:

2. There will be no significant differences by social class in:
 - a) the total usage of each value proportionate to the number of items owned
 - b) the values associated with each of the electrical household goods in the standard package

Hypothesis 2a) was accepted for the values of work efficiency and status. For these two values there was no significant difference between the classes in the proportionate number of times they were chosen for value associations. The hypothesis was rejected at the .001 level of significance for the values of workmanship, aesthetics, and health; and rejected at .01 for the value of economy.

Further chi square tests were done on the values which showed significance in their frequency of use by social class. Table 7 lists these values and indicates the level at which the difference in the frequency of association

Table 7
 Total Frequency of Specific Value Associations Between Social Classes
 by Level of Significance

| Value | Social Class Comparisons | | | | | | | | | |
|-------------|--------------------------|-------|-------|------|-------|-------|------|-------|------|------|
| | LL-UL | LL-LM | LL-UM | LL-U | UL-LM | UL-UM | UL-U | LM-UM | LM-U | UM-U |
| workmanship | | | | .01 | | .01 | .05 | .05 | .01 | .001 |
| aesthetics | .05 | | | | .01 | .001 | .01 | | | |
| health | .001 | .001 | .001 | | | .001 | .05 | .01 | .01 | .001 |
| economy | | .05 | .01 | .01 | | | | | | |

between each of the paired classes was found to be significant.

No consistent pattern emerged in the data of Table 7 when considering in which of the paired classes the higher frequency of usage of each value had occurred. For the value of workmanship, the lower of the two classes compared had the higher rate of usage for the value except for the comparisons between the UL-UM and LM-UM where the higher of the two classes had the greater rate of usage. For the aesthetic value, the upper lower class had the higher frequency of usage in all of the comparisons. The value of health was more frequently ascribed to by the higher of the two classes compared except in the comparisons between the UL-U, LM-U, and UM-U where the lower of the two classes had the higher frequency of usage for that value. The lower of the compared classes had the greater overall frequency of usage for the value of economy.

From the results of these findings it could be concluded that social classes differ in the frequency with which they ascribe to certain values. This may be a reflection of the fact that members of the various social classes differ in their consideration of what is important to them according to the experience of their life situation.

In the calculation of chi square for hypothesis 2b), the upper middle and upper classes were grouped together because the frequency counts for the upper class alone were

not sufficiently large to work with. All items included in the standard package, by either definition, were examined for a significant relationship between value association and social class.

Hypothesis 2b) was rejected at the .01 level of significance for the value of economy as it was associated with the refrigerator and the value of health as it was associated with the men's shaver; rejected at .05 for the value of health as it was associated with the range and for the value of work efficiency as it was associated with the sewing machine. Rejection of the hypothesis indicated that there were significant differences in the proportionate number of times that members of the different classes chose the specified value to describe how they felt about the item. The acceptance of hypothesis 2b) for all the other items on the questionnaire indicated that in those cases the classes were similar in their choice of value associations for the goods.

For the value associations which were found to differ significantly by social class further chi square tests were done. Table 8 lists these values, indicates the items for which the value associations were found to be significantly different, and gives the level at which the difference in value association between each of the paired classes was found to be significant.

For the comparisons in Table 8 which showed

Table 8
Value Associations for Specified Goods Between Social Classes
by Level of Significance

| Value Association | Item | Social Class Comparisons | | | | |
|-------------------|----------------|--------------------------|-------|---------|-------|---------|
| | | LL-UL | LL-LM | LL-UM+U | UL-LM | UL-UM+U |
| economy | refrigerator | .01 | .05 | .01 | | |
| health | men's shaver | | | | .01 | .01 |
| health | range | | .05 | .05 | | |
| work efficiency | sewing machine | .05 | .05 | | | |

significance, the occurrence of the higher frequency of association of the specified value with the electrical household goods listed was as follows: the lower of the two classes compared had the greater proportionate rate of association of the value of economy for the refrigerator, and the value of work efficiency for the sewing machine; the higher of the two classes compared had the greater proportionate rate of association of the value of health for the men's shaver and for the range.

These findings indicated that although an item may be owned by members of different social classes, they can each value it differently. This occurs because the items themselves do not have inherent value but rather, people project their own values onto the item so as to make it an object of gratification for their desires.

OWNERSHIP OF GOODS BY OTHER PERSONAL AND SITUATIONAL VARIABLES

Family Life Cycle Stage

The frequencies of ownership of the specified electrical household goods by family life cycle stage are presented in Appendix C.

With regard to the relationship between family life cycle stage and the ownership of goods, the following null hypothesis was proposed:

3. There will be no significant differences in the ownership of specified electrical household goods by:
 - a) family life cycle stage

This hypothesis was rejected at the .01 level of significance for the portable record player; rejected at .01 for the sewing machine and waffle iron; and rejected at .05 for the steam vaporizer, heating pad, heater, fan, coffee percolator, deep fat fryer, broiler, clothes dryer, freezer, black and white console television, black and white portable television, and the tape recorder. For all of these items there was a significant difference in the rate of ownership between the stages of the family life cycle. Conversely, there was no significant difference between the stages in the ownership of all the other items and, thus, hypothesis 3a) was accepted for these.

Further chi square tests were done on the items which showed significance. Table 9 lists these items and indicates the level at which the difference in ownership between each of the paired stages was found to be significant.

No consistent patterns emerged when considering in which of the paired stages the higher ownership proportion fell. As a general observation, however, the families in the middle stages had a higher ownership rate for the specified items listed in Table 9 than did the families in the beginning or final stages of the family life cycle. Thus,

Table 9
Ownership of Goods Between Family Life Cycle Stages
by Level of Significance

| Item | Family Life Cycle Stage Comparisons | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-------------------------------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| | 1-2 | 1-3 | 1-4 | 1-5 | 1-6 | 1-7 | 1-8 | 2-3 | 2-4 | 2-5 | 2-6 | 2-7 | 2-8 | 3-4 | 3-5 | 3-6 | 3-7 | 3-8 | 4-5 | 4-6 | 4-7 | 4-8 | 5-6 | 5-7 | 5-8 | 6-7 | 6-8 | 7-8 | |
| portable record player | | | .01 | | | | | .05 | | .05 | | | | | | | | | .001 | .001 | .01 | | | | | | | | |
| sewing machine | | | .001 | .01 | .05 | | | .05 | | | | | | | | .05 | | | | | | | | | | | | | |
| waffle iron | | | .05 | .05 | | | | .01 | .01 | .05 | .05 | | | | | | | | .05 | | | | | | | | | | |
| steam vaporizer | | | | | | | | | | | | | | | .05 | .01 | | | | | .05 | | | | | | | | |
| heating pad | | | | | | | | .05 | .05 | .01 | | | | | .05 | .05 | | | | | | | | | | | | | |
| heater | | | .05 | .05 | .05 | | | | | | | | | | | | | | | | .05 | .05 | | | | | | | |
| fan | | | | | | | | | | .05 | | | | | | | | | | | | | | | | | | | .05 |
| coffee percolator | .05 | .01 | .01 | .05 | | | | | | | | | | | | | | | | | .05 | .01 | .05 | | | | | | |
| deep fat fryer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| broiler | | | | | | | | | | | | | | | | | | | | | | .01 | | | | | | | |
| clothes dryer | .05 | | | | | | | .05 | | | | | | | | | | | .01 | .05 | .001 | | | | | | | | |
| freezer | | | | | | | | | .01 | .01 | | | | | | | | | | | | | | | | | | | |
| b and w console television | .05 | .05 | | | | | | .05 | .05 | | | | | | | | | | | | .01 | | .05 | | | | | | .05 |
| b and w portable television | | | | | | | | .05 | .05 | | | | | | | | | | | | | | | | | | | | .05 |
| tepe recorder | | | | | | | | | | | | | | | .05 | | | | | | | .05 | | .05 | | | | | .05 |

* 1 beginning families
 2 childbearing and preschool families
 3 families with school children
 4 families with teenagers
 5 families as launching centers
 6 families in the middle years
 7 aging families
 8 non-conforming families

where significance was shown in a comparison between a beginning stage and a middle stage or between a middle stage and a final stage, it was likely that the higher ownership proportion between the two rested with the middle stage.

Number of Years Married

Regarding the relationship between the number of years married and the ownership of goods, the following null hypothesis was proposed:

3. There will be no significant differences in the ownership of specified electrical household goods by:
 - b) number of years married

The final analysis of chi square to determine the level of significance in the ownership of goods by this variable disclosed results very similar to those arrived at by examining the ownership of goods by family life cycle stage.

The list of goods whose ownership was found to be significant at .001, .01, or .05, on the basis of the number of years married, differed from the list of goods whose ownership was significant on the basis of family life cycle stage only by the addition of the mens' shaver and the deletion of the broiler, black and white portable television, and the tape recorder.

Because of the similarity of the findings based on the two variables, the decision was made to give preference to the family life cycle variable and omit further

discussion of the data in relation to the variable of number of years married.

Employment of the Homemaker

The frequencies of ownership of the specified electrical goods by the employment of the homemaker are presented in Appendix D.

With regard to the relationship between employment of the homemaker and ownership of goods, the following null hypothesis was proposed:

3. There will be no significant differences in the ownership of specified electrical household goods by:
 - c) employment of the homemaker

This hypothesis was rejected at the .05 level of significance for the food waste disposer and the dishwasher. For these two items there was a significant difference in the rate of ownership between the categories of employment and non-employment. Conversely, there was no significant difference between the categories in the ownership of all the other items and, thus, hypothesis 3c) was accepted for those.

Further chi square tests were done on the items which showed significance. For both of the items, the food waste disposer and the dishwasher, the only significant difference in their rate of ownership occurred at the .05 level in a comparison between the full-time employed and the non-employed homemakers. In both instances it was the

latter group which had the higher rate of ownership for the items.

Type of Residence

The frequencies of ownership of the specified electrical household goods by the type of residence are presented in Appendix E.

With regard to the relationship between the type of residence and the ownership of goods, the following null hypothesis was proposed:

3. There will be no significant differences in the ownership of specified electrical household goods by:
 - d) type of residence

This hypothesis was rejected at the .001 level of significance for the floor polisher and freezer; rejected at .01 for the air conditioner, coffee percolator, and dishwasher; and rejected at .05 for the sewing machine, food waste disposer, combination washer/dryer, spin dry washer, automatic washer, black and white portable television, and the portable record player. For all of these goods there was a significant difference in the ownership rate between groups based on the type of residence. Conversely, there was no significant difference between the types of residence in the ownership of all the other items listed on the questionnaire and, thus, hypothesis 3d) was accepted for these.

Further chi square tests were done on those items which showed significance in ownership by the type of

residence. Table 10 lists these items and indicates the level at which the difference in ownership between each of the paired categories was found to be significant.

Considering Table 10, where there was a significant difference in the rate of ownership of an item in a comparison between a home owner and a home renter or between a home owner and an apartment dweller, the home owners usually had the higher ownership proportion. The exceptions were for the spin dry washer where the home renter had a higher rate of ownership and for the air conditioner and combination washer/dryer where the apartment dweller had the higher ownership proportion. In the comparison of the ownership of freezers by home renters and apartment dwellers, the home renters had the higher ownership rate of the two.

Number of People in the Home

The frequencies of ownership of the specified electrical household goods by the number of people in the home are presented in Appendix F.

With regard to the relationship between the number of people in the home and the ownership of goods, the following null hypothesis was proposed:

3. There will be no significant differences in the ownership of specified electrical household goods by:
 - e) number of people in the home

This hypothesis was rejected at the .001 level of significance for the portable record player; rejected at .01

Table 10
 Ownership of Goods Between Types of Residence by Level of Significance

| Item | Residence Comparisons | | | |
|-----------------------------|-----------------------------|---------------------------|----------------------------|---------------------------|
| | home owned - home rented | home owned - apartment | home rented - apartment | home owned - apartment |
| floor polisher | | .001 | | |
| freezer | | .001 | | .01 |
| air conditioner | | .01 | | |
| coffee percolator | | .01 | | |
| dishwasher | | .05 | | |
| sewing machine | | .05 | | |
| food waste disposer* | | | | |
| combination washer/dryer | | .05 | | |
| spin dry washer | .05 | | | |
| automatic washer | .05 | | | |
| b and w portable television | | | .05 | |
| portable record player | | | .05 | |

* no significance appears in 2x2 contingency tables.

for the sewing machine and dishwasher; and rejected at .05 for the steam vaporizer, food waste disposer, waffle iron, black and white console television, and the tape recorder. For all of these items there was a significant difference in the rate of ownership between the categories based on the number of people in the home. Conversely, there was no significant difference between the categories in the ownership of all the other items listed on the questionnaire and, thus, hypothesis 3e) was accepted for those.

Further chi square tests were done on the items which showed significance. Table 11 lists these items and the level at which the difference in ownership between each of the paired categories, based on the number of people in the home, was found to be significant.

Considering Table 11, in all the comparisons which showed significance, there was a consistent pattern in which the higher ownership proportion always rested with the category representing the greater number of people in the home.

The findings indicated that each of the personal and situational variable discussed was significant in the ownership of two or more electrical household goods. Family life cycle stage proved to be significant for the greatest number of items; employment of the homemaker for the least. Some of the findings concurred with general expectations. For example, the middle stages of the family life cycle owned a greater number of items than the other stages

Table 11
 Ownership of Goods Between Categories Based on the Number of People
 in the Home by Level of Significance

| Item | Comparison of Number of People in the Home | | | | |
|----------------------------|--|------|----------|-----|-------------------|
| | 2-3 | 2-4 | 2-5 to 9 | 3-4 | 3-5 to 9 4-5 to 9 |
| portable record player | | .001 | .001 | | .05 |
| sewing machine | | | .001 | | .01 .01 |
| dishwasher | | .05 | .05 | .05 | .05 |
| steam vaporizer | | | .01 | | .05 |
| food waste disposer | | | .05 | | .05 |
| waffle iron | .01 | | | | |
| b and w console television | .05 | .01 | .05 | | |
| tape recorder | | .05 | | .05 | |

probably because they are at the peak of their earning power and they have had a longer period of accumulation without the accompanying reduction in the number of goods through wear as is common in the final stages of the cycle. The most interesting finding was the similarity in the ownership of goods by the employment status of the homemaker. The full time employed homemaker might have been expected to own the greatest number of goods due to a supposed desire for work efficiency and the increased ability to afford more convenience items. Perhaps the actual findings could be explained in terms of Rainwater's (1959) discussion of the working class wife. It may be that many non-employed homemakers find their lives revolving around their home and housekeeping and they desire a variety of electrical household goods to make their tasks lighter.

SUMMARY

1. There will be no significant differences in the ownership of specified electrical household goods:

a) within social classes

rejected in one or more classes for all items except the steam vaporizer, ladies' shaver, fan, freezer, AM-FM radio, and the portable record player

b) between social classes

rejected for the food waste disposer, wringer washer, automatic washer, dishwasher, electric blanket, toothbrush, hot tray warmer, black and white console television, colour console and colour portable televisions, electric knife, AM radio, and the stereo

2. There will be no significant differences by social class in:

a) the total usage of each value proportionate to the number of items owned

rejected for the values of workmanship, aesthetics, health, and economy

b) the values associated with each of the electrical household goods in the standard package

rejected for the value of economy as it was associated with the refrigerator, for health as it was associated with the range and the men's shaver, and work efficiency as it was associated with the sewing machine

3. There will be no significant differences in the ownership of specified electrical household goods by:

- | | |
|---------------------------------|--|
| a) family life cycle stage | rejected for the portable record player, sewing machine, waffle iron, steam vaporizer, heating pad, heater, fan, coffee percolator, deep fat fryer, broiler, clothes dryer, freezer, black and white console and black and white portable televisions, and the tape recorder |
| b) number of years married | results similar to those of 3a) |
| c) employment of the homemaker | rejected for the food waste disposer, and the dishwasher |
| d) type of residence | rejected for the floor polisher, freezer, air conditioner, coffee percolator, dishwasher, sewing machine, food waste disposer, combination washer/dryer, spin dry washer, automatic washer, black and white portable television, and the portable record player |
| e) number of people in the home | rejected for the portable record player, sewing machine, dishwasher, steam vaporizer, food waste disposer, waffle iron, black and white console television, and the tape recorder |

Chapter 5

SUMMARY AND CONCLUSIONS

OVERVIEW

The purpose of this research was to investigate the ownership of electrical household goods by social class in order to discover whether there was a set of goods common to the majority of people. This set of goods would represent a part of what had been called the standard package. Because the standard package, by definition, includes a broad array of goods and services the itemization of a set of electrical household goods would represent only one part of the package. It was thought, however, that evidence of a set of electrical household goods common to the majority of people regardless of social class differences would lend support to the concept of a broader standard package which encompasses various other categories of goods such as food, clothing, and furniture.

Besides trying to identify the electrical household goods which would form part of the standard package, the research also undertook to discover if there was a difference in the way members of the five social classes valued the goods in the package.

The third purpose of the research was to investigate the ownership of electrical household goods by the variables

of family life cycle stage, number of years married, employment of the homemaker, type of residence, and the number of people in the home.

These three purposes were expressed in the following null hypotheses:

1. There will be no significant differences in the ownership of specified electrical household goods:
 - a) within each social class
 - b) between social classes
2. There will be no significant differences by social class in:
 - a) the total usage of each value proportionate to the number of items owned
 - b) the values associated with each of the electrical household goods in the standard package
3. There will be no significant differences in the ownership of specified electrical household goods by:
 - a) family life cycle stage
 - b) number of years married
 - c) employment of the homemaker
 - d) type of residence
 - e) number of people in the home

In order to secure the data necessary for this study, a questionnaire was developed. It contained a check list of electrical household goods, a value association instrument, and the necessary questions to secure information on the variables used in the study.

The questionnaire, together with an introductory letter, instruction sheet, and a return envelope, was mailed to three hundred and seventy-five homemakers in Metropolitan Winnipeg. The ensuing analysis of data was carried out on

the results of two hundred questionnaires which represented 53.3 percent of the original sample. Frequency counts were made for the ownership of each item on the basis of each of the variables and for the value associations for each item in the standard package on the basis of social class. Chi square tests were computed to discover if there was any significant difference in the rate of ownership for each item by each of the variables, or in the value associations for each item in the package by social class. Where significance was indicated at the .05 level or higher further chi square tests were done to specify the occurrence of the significant difference between categories of the variable.

FINDINGS

The general hypothesis upon which this study was based was accepted. The frequency counts for the ownership of goods by the total sample revealed a group of seventeen items which had an ownership rate of 75 percent or higher.

These items were:

| | | |
|--------------|----------------|----------------|
| refrigerator | clothes washer | floor polisher |
| range | radio | sewing machine |
| vacuum | clock | food mixer |
| iron | kettle | hair dryer |
| toaster | record player | men's shaver |
| television | fry pan | |

To satisfy the alternate definition of the standard package as "a broader set of goods common to the middle majority households," the rate of ownership for each item

by the combined lower middle and upper middle classes was found. Using an ownership rate of 75 percent or higher, the resulting package of seventeen items differed from the previous one only by the addition of the clothes dryer, the deletion of the men's shaver, and the specification of an automatic clothes washer. This finding indicated that a number of goods were owned by the majority of people regardless of their social class. These items then, formed the standard package of electrical household goods for the sample.

Hypothesis 1a), concerning ownership of goods within social classes, was rejected for most items in the research. For the majority of electrical household goods there was a distinct occurrence of ownership or non-ownership among members of any one class. Very infrequently was there anywhere near an equalization within a class between the number who owned an item and those who did not.

In the investigation of the rate of ownership of specified electrical household goods it was found that the variable of social class was significant for thirteen items. Only four of these were included in the standard package, but then not as specific items such as an AM radio, but rather as composites of those types of goods, for example, "some radio." For these thirteen items, hypothesis 1b) was rejected. Looking at the average number of goods owned by members of the different social classes it was found that

the number increased progressively for each class from the lower lower to the upper.

In making value associations for goods it was found that there was a significant difference by social class in their proportionate usage of the values of workmanship, aesthetics, health, and economy, and, thus, hypothesis 2a) was rejected for these. The values of workmanship and health were used most frequently by the upper middle class, aesthetics was used most frequently by the upper lower class, and economy was used most often by the lower lower class.

Hypothesis 2b), concerning value associations for goods in the standard package, was accepted for most items. The exceptions lay in those instances where the value associations for specific items in the standard package were found to differ significantly by social class. The specific cases were the association of economy with the refrigerator, the association of health with the men's shaver and the range, and the association of work efficiency with the sewing machine.

Hypothesis 3a), concerning the ownership of goods by family life cycle stage, was rejected for fifteen items. For these goods the variable of family life cycle stage was found to be a significant factor in their ownership. In general, the middle stages of the cycle tended to have a higher ownership rate for the fifteen items. With respect

to the average number of goods owned, the middle stages had the highest number with the beginning and ending stages being lower and approximately equal in the number owned.

Research findings based on an investigation of hypothesis 3b), concerning ownership by number of years married, were very similar to those for hypothesis 3a), which considered ownership by family life cycle stage, and they were, therefore, omitted from discussion in favour of the latter.

The employment status of the homemaker was found to be a significant variable in the ownership of only two items. In both cases the non-employed homemakers had the higher rate of ownership. Hypothesis 3c) was, therefore, accepted for all but the food waste disposer and the dishwasher. Considering the average number of goods owned, the highest number were owned by the regular part time workers, followed by the occasional part time and non-employed homemakers who had an equal number, and the least number of goods were owned by the homemakers who worked full time.

The type of residence was a significant factor in the ownership of twelve electrical household goods and for these items hypothesis 3d) was rejected. For the majority of these items the home owners had the highest rate of ownership. The highest average number of goods owned between categories of this variable was in the home owner group, the lowest number was in the apartment dweller group.

Hypothesis 3e), concerning ownership by number of

people in the home, was rejected for eight items which proved to have ownership rates that differed significantly by that variable. The average number of goods owned by groups categorized on the basis of that variable increased progressively as the number of people in the home increased.

CONCLUSIONS

The findings of this research support many previous research studies cited in the review of literature. The conclusions reached may be stated concisely, thus:

1. There is a set of electrical household goods common to the majority of people regardless of social class differences. This set of goods can be referred to as the standard package of electrical household goods.

2. In the consideration of each individual electrical household goods there is a significant difference within most social classes between the rate of ownership and non-ownership of the item. It appears that most items have a dominant pattern of ownership or non-ownership within any one class. This finding may be a reflection of what Whyte (1957) has called "inconspicuous consumption," the overwhelming desire by members of a group to conform to the established standard.

3. There is no significant difference in the ownership of most electrical household goods between social classes. It appears that as suggested by Reissman (1959: 329), "there has been a status leveling directly expressed in the uniformity of consumer purchases."

4. Social classes differ in the frequency with which they ascribe to certain values. This finding was previously reported by Bronfenbrenner (1958), Burchinal (1959), and others who found that the various classes differ in their consideration of what is important to them.

5. Members of different social classes may own the same electrical household goods but associate different values with it. This occurs because, as suggested by White (1966), Levy (1965), and Engels (1965), the items themselves do not have inherent value but rather value is brought to them as an experience of gratification for the consumer-owner.

6. The variables of family life cycle stage, number of years married, employment status of the homemaker, type of residence, and the number of people in the home are all significant in the rate of ownership of two or more electrical household goods. Of these variables, family life cycle stage is significant for the greatest number of items;

employment of the homemaker for the least number.

RECOMMENDATIONS

This research has itemized the goods which are included in one category of the standard package, that is, electrical household goods. It is recommended that further research be done to discover the specific components of the other categories of the package. As a part of a continuing study, research could then be conducted to determine how these goods are put to use and how they contribute to the quality of life in North American society.

To this end, it is further recommended that greater consideration be given to the subject of value associations for goods. Personal in-depth interviewing could be the best vehicle for this because it could overcome the problems of suggestion, limited choice, or misinterpretation which are present in the forced choice technique.

It is recommended that further study be done to investigate the qualitative aspects of the standard package. The lack of significant social class differences in the ownership of most electrical household goods, as found in this study, has led to the conclusion that there is a uniformity in the ownership of goods. Nothing is known, however, about the quality or quantity of each of the items in the standard package and this is where the significant

social class differences may in fact exist.

It is also recommended that further research be done to investigate the interrelationships between the personal and situational variables studied as they affect the ownership of electrical household goods.

APPENDICES

APPENDIX A

Pretest Instrument and Questionnaire

STATUS SCALE USED IN PRETESTS I AND II

_____ I enjoy having this item because it is the best that I could afford.

_____ I enjoy having this item because, for me, it is a sign of progress, "getting ahead."

_____ I enjoy having this item because most of my friends have one.

_____ I enjoy having this item because it looks expensive.

_____ I enjoy having this item because I am/was the first among my friends to have one.



THE UNIVERSITY OF MANITOBA

FACULTY OF HOME ECONOMICS

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DEPARTMENT OF FAMILY STUDIES

October 1971

Dear Homemaker:

As a graduate student in the Faculty of Home Economics, University of Manitoba I am conducting a survey among Winnipeg homemakers. The purpose of the survey is to gain some information about the types of electrical household goods in homes.

The questionnaire, which I have enclosed along with a stamped, self-addressed return envelope, is in two parts: Part I asks about the items which you own or which are provided for your use. Part II asks some information about you and your family.

All information gathered from the questionnaire will be kept strictly confidential. Neither names nor specific occupations will be used.

This research is part of the requirements for a master of science degree in home economics and since homemakers like yourself are the only people from whom I can gather this necessary information, your response is very important. I hope you will help me by completing the questionnaire and returning it to me as soon as possible.

Thank you for your assistance.

Sincerely,

Graduate Student

Department of Family Studies

Encs.

HOMEMAKERS' OWNERSHIP OF
SELECTED ELECTRICAL CONSUMER GOODS

Instruction Sheet

This questionnaire is in two parts: Part I, Column I asks you to check off the items which you have in your home; Part I, Column II asks you how you feel about the items; Part II asks some information about you and your family. Please answer all items.

PART I

COLUMN I

Place a check mark (✓) in Column I beside the items which you have in your home or which are provided for your use, i.e. laundry equipment provided in apartment blocks.

COLUMN II

The following statements describe various ways a homemaker may feel about an item in her home:

1. This item enables me to save time and energy.
2. This item provides satisfaction to me because most of my friends have one or I am the first among my friends to have one.
3. This item helps me to save money.
4. This item allows me to do a better job than I could do without it.
5. This item looks nice in my home.
6. This item contributes to my family's health and well-being.

In Column II beside the items for which you have indicated ownership, place the number of the statement which best describes how you feel about the item. Even if you do not personally use the item, i.e. men's electric shaver, please indicate how you feel about it.

IT IS IMPORTANT THAT YOU DO ALL ITEMS WHICH YOU OWN.

HOMEMAKERS' OWNERSHIP OF
SELECTED ELECTRICAL CONSUMER GOODS

PART I

| ITEM | COLUMN I (ownership) | COLUMN II (how you feel about the item) |
|--|-------------------------|---|
| electric sewing machine | | |
| electric scissors | | |
| electric clothes brush | | |
| electric shoe polisher | | |
| electric body massager | | |
| electric steam vaporizer | | |
| electric blanket | | |
| electric heating pad | | |
| electric facial sauna | | |
| electric make-up mirror | | |
| electric hair dryer | | |
| electric hair curlers or curling iron | | |
| electric tooth brush, cord or cordless | | |
| electric shaver, men's | | |
| electric shaver, ladies' | | |
| electric wall or alarm clock | | |
| electric heater, portable or wall model | | |
| electric air conditioner, window model | | |
| electric portable humidifier | | |
| electric portable fan | | |
| iron, steam or dry | | |
| vacuum cleaner | | |
| floor polisher | | |
| food waste disposer in sink | | |
| electric coffee percolator | | |
| electric kettle | | |
| electric knife, cord or cordless | | |
| electric can opener and knife sharpener combination | | |
| electric can opener | | |
| electric knife sharpener | | |
| electric fry pan or skillet | | |
| electric deep fat fryer | | |
| electric broiler or rotisserie | | |
| electric griddle | | |

1 please continue...

| ITEM | COLUMN I (ownership) | COLUMN II (how you feel about the item) |
|--|-------------------------|---|
| electric waffle iron | | |
| electric toaster | | |
| electric counter top oven | | |
| electric corn popper | | |
| electric fondue pot | | |
| electric food mixer | | |
| electric blender | | |
| electric hot tray warmer | | |
| automatic clothes dryer | | |
| combination washer and dryer | | |
| wringer washer | | |
| spin dry washer | | |
| automatic washer | | |
| dishwasher | | |
| freezer, chest or upright model | | |
| refrigerator | | |
| stove | | |
| If you own any electrical household appliances which are not listed please add them below. | | |
| | | |
| | | |
| | | |
| | | |
| | | |

For refrigerators and stoves, please check off on the dotted line any of the features which your model has.

refrigerator:

- a) frozen food storage compartment.....
- b) self-defrosting.....
- c) automatic ice maker.....
- d) coloured.....

stove:

- a) clock controlled oven.....
- b) two ovens.....
- c) self-cleaning oven.....
- d) coloured.....

2 please continue...

Entertainment Equipment

If the following list omits any items which you have, or if you own some of the items in combination models (i.e. T.V. and stereo combination) please specify them below in the space provided.

| ITEM | COLUMN I (ownership) | COLUMN II (how you feel about the item) |
|--|-------------------------|--|
| AM-FM clock radio | | |
| AM only clock radio | | |
| AM-FM radio | | |
| AM only radio | | |
| FM only radio | | |
| black and white console* television | | |
| black and white portable television | | |
| colour console television | | |
| colour portable television | | |
| portable record player | | |
| console record player or stereo components | | |
| tape recorder | | |
| | | |
| | | |

*console refers to any model with a wood frame around it.

PART II

The following information is necessary for the study. Please answer all of the questions. All information will be confidential.

1. Marital status

_____ single _____ married _____ widowed _____ divorced or separated

2. Number of years married

_____ 4 or less, specify _____ _____ 5-9 _____ 10-19
 _____ 20-29 _____ 30-39 _____ 40+

3. Ages of your children

4. Number of persons living in your home

_____ adults, 18 years and over _____ children

3 please continue...

5. If you, the homemaker, work outside your home please specify:
- full time: 35 or more hours per week throughout the year
- regular part time: about 20 hours per week throughout the year, i.e. weekends
- occasional part time: indefinite number of hours or days, i.e. seasonal work

6. Your residence
- house owned house rented apartment
- other, specify

7. If the main wage earner in the family is retired please specify:
- yes no

If the main wage earner is retired answer Questions 8 and 9 as they applied when the person was still actively employed.

8. What is the occupation of the main wage earner? Please be as descriptive as possible.

9. What is the primary source of income for the main wage earner?
- inherited savings and investments, i.e. living on money made by previous generations
- earned wealth, i.e. living on savings and investments made by the present wage earner
- fees paid for professional advice or services; profits from sale of goods; royalties
- salary or commission paid on a monthly or yearly basis
- wages paid on an hourly or weekly basis
- income from odd jobs
- welfare

10. How much education has the main wage earner received?
- received a post graduate degree
- graduated from university
- some university; graduate of teacher training or nursing
- high school or technical school graduate
- some high school
- completed grade 8
- less than grade 8

THANK YOU FOR COMPLETING THE QUESTIONNAIRE

APPENDIX B

Frequency of Value Associations for Goods in
the Standard Package by Social Class

Table 12
 Frequency of Value Associations for Goods in the
 Standard Package by Social Class

| Items Owned | Social Class | Value | | | | | | |
|----------------|--------------|-----------------|--------|---------|------------------|-----------------|--------|-----------------------|
| | | work efficiency | status | economy | work- manship | aes- thetics | health | no value ^a |
| refrigerator | LL | 1 | 1 | 11 | 4 | 0 | 4 | 2 |
| | UL | 6 | 0 | 6 | 10 | 1 | 22 | 11 |
| | LM | 8 | 0 | 11 | 10 | 0 | 28 | 9 |
| | UM | 4 | 0 | 2 | 9 | 0 | 21 | 3 |
| | U | 1 | 0 | 1 | 1 | 0 | 4 | 3 |
| range | LL | 4 | 0 | 4 | 11 | 0 | 3 | 7 |
| | UL | 7 | 0 | 2 | 17 | 1 | 16 | 13 |
| | LM | 12 | 0 | 2 | 17 | 0 | 24 | 11 |
| | UM | 6 | 0 | 1 | 14 | 0 | 15 | 3 |
| | U | 1 | 0 | 0 | 2 | 0 | 4 | 3 |
| vacuum cleaner | LL | 10 | 0 | 0 | 12 | 0 | 0 | 7 |
| | UL | 22 | 0 | 0 | 23 | 1 | 2 | 8 |
| | LM | 27 | 0 | 0 | 31 | 0 | 2 | 5 |
| | UM | 12 | 0 | 0 | 22 | 0 | 1 | 4 |
| | U | 4 | 0 | 0 | 3 | 0 | 1 | 2 |
| iron | LL | 11 | 0 | 0 | 11 | 0 | 1 | 6 |
| | UL | 24 | 0 | 0 | 19 | 0 | 3 | 9 |
| | LM | 24 | 0 | 1 | 32 | 0 | 1 | 6 |
| | UM | 12 | 0 | 0 | 22 | 0 | 2 | 3 |
| | U | 3 | 0 | 0 | 4 | 0 | 0 | 3 |
| toaster | LL | 9 | 0 | 0 | 12 | 0 | 1 | 7 |
| | UL | 19 | 0 | 0 | 21 | 0 | 4 | 10 |
| | LM | 25 | 0 | 0 | 22 | 0 | 9 | 9 |
| | UM | 14 | 0 | 0 | 17 | 0 | 3 | 3 |
| | U | 5 | 0 | 0 | 2 | 0 | 0 | 3 |
| clock | LL | 1 | 1 | 0 | 6 | 8 | 1 | 9 |
| | UL | 12 | 1 | 1 | 9 | 16 | 2 | 9 |
| | LM | 12 | 0 | 0 | 14 | 17 | 5 | 14 |
| | UM | 11 | 0 | 0 | 10 | 6 | 6 | 4 |
| | U | 2 | 0 | 0 | 1 | 1 | 0 | 4 |
| kettle | LL | 10 | 0 | 0 | 3 | 0 | 2 | 8 |
| | UL | 34 | 1 | 1 | 5 | 0 | 2 | 7 |
| | LM | 40 | 0 | 0 | 12 | 1 | 2 | 4 |
| | UM | 26 | 0 | 1 | 4 | 0 | 3 | 2 |
| | U | 4 | 0 | 0 | 0 | 0 | 0 | 4 |

^a item owned but no value association made.

--Table 12 (continued)--

| Item Owned | Social Class | Value | | | | | | |
|------------------|--------------|-----------------|--------|---------|--------------|-------------|--------|----------|
| | | work efficiency | status | economy | work-manship | aes-thetics | health | no value |
| fry pan | LL | 8 | 0 | 0 | 11 | 0 | 0 | 5 |
| | UL | 21 | 1 | 1 | 15 | 0 | 3 | 7 |
| | LM | 24 | 0 | 0 | 19 | 0 | 4 | 6 |
| | UM | 14 | 0 | 0 | 15 | 0 | 3 | 2 |
| | U | 3 | 0 | 0 | 2 | 0 | 0 | 0 |
| floor polisher | LL | 9 | 0 | 0 | 9 | 0 | 0 | 4 |
| | UL | 17 | 0 | 0 | 20 | 1 | 1 | 7 |
| | LM | 23 | 0 | 0 | 28 | 0 | 1 | 6 |
| | UM | 11 | 0 | 0 | 17 | 0 | 1 | 2 |
| | U | 2 | 0 | 0 | 4 | 0 | 0 | 2 |
| sewing machine | LL | 7 | 0 | 10 | 4 | 0 | 1 | 3 |
| | UL | 3 | 0 | 28 | 6 | 0 | 0 | 8 |
| | LM | 3 | 0 | 31 | 8 | 0 | 0 | 6 |
| | UM | 4 | 0 | 18 | 6 | 0 | 0 | 4 |
| | U | 2 | 0 | 3 | 2 | 0 | 0 | 1 |
| food mixer | LL | 11 | 0 | 0 | 5 | 0 | 0 | 2 |
| | UL | 21 | 0 | 0 | 14 | 1 | 1 | 7 |
| | LM | 29 | 0 | 0 | 15 | 0 | 1 | 7 |
| | UM | 9 | 0 | 1 | 18 | 0 | 3 | 2 |
| | U | 5 | 0 | 0 | 1 | 0 | 0 | 3 |
| hair dryer | LL | 9 | 0 | 6 | 3 | 0 | 0 | 3 |
| | UL | 20 | 0 | 8 | 8 | 0 | 0 | 7 |
| | LM | 21 | 2 | 13 | 8 | 0 | 0 | 7 |
| | UM | 17 | 0 | 5 | 6 | 0 | 2 | 4 |
| | U | 4 | 0 | 1 | 1 | 0 | 0 | 1 |
| men's shaver | LL | 15 | 0 | 0 | 1 | 0 | 2 | 7 |
| | UL | 23 | 1 | 1 | 11 | 0 | 0 | 6 |
| | LM | 15 | 0 | 0 | 9 | 1 | 12 | 10 |
| | UM | 14 | 0 | 0 | 3 | 0 | 9 | 3 |
| | U | 2 | 0 | 0 | 2 | 0 | 0 | 3 |
| clothes dryer | LL | 6 | 0 | 1 | 5 | 0 | 0 | 4 |
| | UL | 27 | 0 | 1 | 5 | 1 | 1 | 5 |
| | LM | 34 | 1 | 1 | 8 | 0 | 1 | 4 |
| | UM | 23 | 0 | 0 | 8 | 0 | 1 | 2 |
| | U | 5 | 0 | 1 | 0 | 0 | 0 | 3 |
| automatic washer | LL | 6 | 0 | 0 | 2 | 0 | 0 | 2 |
| | UL | 24 | 0 | 0 | 2 | 0 | 0 | 3 |
| | LM | 34 | 1 | 0 | 8 | 0 | 0 | 6 |
| | UM | 24 | 0 | 0 | 5 | 0 | 2 | 2 |
| | U | 5 | 0 | 1 | 0 | 0 | 0 | 3 |

APPENDIX C

Ownership of Goods by Family Life Cycle

Stage

Table 13
Ownership of Electrical Household Goods by Family
Life Cycle Stage

| Item | Family Life Cycle Stage | | | | | | | | | | | | | | | |
|-----------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|-----|------|------|------|
| | 1* | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| | N=14 | | N=10 | | N=34 | | N=55 | | N=37 | | N=23 | | N=8 | | N=11 | |
| sewing machine | 6 | 42.9 | 12 | 66.7 | 32 | 94.1 | 48 | 87.3 | 30 | 81.1 | 16 | 69.6 | 5 | 62.5 | 9 | 81.8 |
| scissors | 1 | 7.1 | 0 | 0.0 | 6 | 17.6 | 9 | 16.4 | 4 | 10.0 | 2 | 8.7 | 1 | 12.5 | 2 | 18.2 |
| shoe polisher | 0 | 0.0 | 2 | 11.1 | 2 | 5.9 | 5 | 9.1 | 1 | 2.7 | 2 | 8.7 | 0 | 0.0 | 0 | 0.0 |
| body massager | 1 | 7.1 | 0 | 0.0 | 1 | 2.9 | 3 | 5.5 | 4 | 10.8 | 5 | 21.7 | 0 | 0.0 | 0 | 0.0 |
| steam vaporizer | 6 | 42.9 | 10 | 55.6 | 21 | 61.8 | 27 | 49.1 | 11 | 29.7 | 5 | 21.7 | 2 | 25.0 | 5 | 45.5 |
| blanket | 2 | 14.3 | 1 | 5.6 | 10 | 29.4 | 13 | 23.6 | 7 | 18.9 | 9 | 39.1 | 3 | 37.5 | 3 | 27.3 |
| heating pad | 5 | 35.7 | 3 | 16.7 | 10 | 29.4 | 29 | 52.7 | 21 | 56.8 | 15 | 65.2 | 4 | 50.0 | 6 | 54.5 |
| facial sauna | 3 | 21.4 | 1 | 5.6 | 3 | 8.8 | 2 | 3.6 | 1 | 2.7 | 1 | 4.3 | 0 | 0.0 | 0 | 0.0 |
| makeup mirror | 1 | 7.1 | 2 | 11.1 | 3 | 8.8 | 5 | 9.1 | 5 | 13.5 | 1 | 4.3 | 0 | 0.0 | 0 | 0.0 |
| hair dryer | 13 | 92.9 | 15 | 83.3 | 26 | 76.5 | 45 | 81.8 | 29 | 78.4 | 17 | 73.9 | 5 | 62.5 | 6 | 54.5 |
| hair curlers | 6 | 42.9 | 4 | 22.2 | 5 | 14.7 | 16 | 29.1 | 8 | 21.6 | 4 | 17.4 | 0 | 0.0 | 1 | 9.1 |
| toothbrush | 1 | 7.1 | 4 | 22.2 | 6 | 17.6 | 15 | 27.3 | 5 | 13.5 | 4 | 17.4 | 0 | 0.0 | 5 | 45.5 |
| men's shaver | 11 | 78.6 | 14 | 77.8 | 21 | 61.8 | 43 | 78.2 | 33 | 89.2 | 19 | 82.6 | 6 | 75.0 | 5 | 45.5 |
| ladies' shaver | 7 | 50.0 | 8 | 44.4 | 14 | 41.2 | 24 | 43.6 | 17 | 45.9 | 7 | 30.4 | 2 | 25.0 | 4 | 36.4 |

* 1 beginning families
2 childbearing and preschool families
3 families with school children
4 families with teenagers
5 families as launching centers
6 families in the middle years
7 aging families
8 non-conforming families

--Table 13 (continued)--

| Item | Family Life Cycle Stage | | | | | | | | | | | | | | | |
|----------------------------|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|------|-------|
| | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| | N=14 | | N=18 | | N=34 | | N=55 | | N=37 | | N=23 | | N=8 | | N=11 | |
| clock | 12 | 85.7 | 18 | 100.0 | 30 | 88.2 | 49 | 89.1 | 35 | 94.6 | 21 | 91.3 | 7 | 87.5 | 11 | 100.0 |
| heater | 1 | 7.1 | 4 | 22.4 | 10 | 29.4 | 26 | 47.3 | 18 | 48.6 | 10 | 43.5 | 2 | 25.0 | 1 | 9.1 |
| air conditioner | 0 | 0.0 | 2 | 11.1 | 1 | 2.9 | 3 | 5.5 | 3 | 8.1 | 2 | 8.7 | 2 | 25.0 | 1 | 9.1 |
| humidifier | 1 | 7.1 | 0 | 0.0 | 10 | 29.4 | 6 | 10.9 | 6 | 16.2 | 3 | 13.0 | 3 | 37.5 | 2 | 18.2 |
| fan | 6 | 42.9 | 5 | 27.8 | 11 | 32.4 | 29 | 52.7 | 25 | 67.6 | 11 | 47.8 | 4 | 50.0 | 3 | 27.3 |
| iron | 14 | 100.0 | 18 | 100.0 | 34 | 100.0 | 55 | 100.0 | 35 | 94.6 | 22 | 95.7 | 8 | 100.0 | 11 | 100.0 |
| vacuum | 14 | 100.0 | 17 | 94.4 | 34 | 100.0 | 55 | 100.0 | 37 | 100.0 | 23 | 100.0 | 8 | 100.0 | 11 | 100.0 |
| floor polisher | 8 | 57.1 | 12 | 66.7 | 30 | 88.2 | 49 | 89.1 | 31 | 83.8 | 19 | 82.6 | 7 | 87.5 | 9 | 81.8 |
| food waste disposer | 0 | 0.0 | 1 | 5.6 | 8 | 23.5 | 11 | 20.0 | 3 | 8.1 | 2 | 8.7 | 0 | 0.0 | 1 | 9.1 |
| coffee percolator | 3 | 21.4 | 9 | 50.0 | 21 | 61.8 | 39 | 70.9 | 25 | 67.6 | 15 | 65.2 | 4 | 50.0 | 4 | 36.4 |
| kettle | 12 | 85.7 | 17 | 94.4 | 31 | 91.2 | 46 | 83.6 | 31 | 83.8 | 21 | 91.3 | 8 | 100.0 | 10 | 90.9 |
| knife | 6 | 42.9 | 6 | 33.3 | 14 | 41.2 | 22 | 40.0 | 18 | 48.6 | 15 | 65.2 | 1 | 12.5 | 3 | 27.3 |
| can opener/knife sharpener | 6 | 42.9 | 3 | 16.7 | 6 | 17.6 | 11 | 20.0 | 6 | 16.2 | 9 | 39.1 | 3 | 37.5 | 2 | 18.2 |
| can opener | 6 | 42.9 | 5 | 27.8 | 9 | 26.5 | 16 | 29.1 | 8 | 21.6 | 7 | 30.4 | 1 | 12.5 | 3 | 27.3 |
| knife sharpener | 0 | 0.0 | 3 | 16.7 | 7 | 20.6 | 5 | 9.1 | 4 | 10.8 | 4 | 17.4 | 1 | 12.5 | 0 | 0.0 |
| fry pan | 11 | 78.6 | 14 | 77.8 | 29 | 85.3 | 45 | 81.8 | 32 | 86.5 | 21 | 91.3 | 7 | 87.5 | 8 | 72.7 |
| deep fat fryer | 6 | 42.9 | 6 | 33.3 | 12 | 35.3 | 32 | 58.2 | 11 | 29.7 | 4 | 17.4 | 1 | 12.5 | 5 | 45.5 |

Table 13 (continued)

| Item | Family Life Cycle Stage | | | | | | | | | | | | | | | |
|--------------------------|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|------|-------|
| | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| | N=14 | | N=16 | | N=34 | | N=55 | | N=37 | | N=23 | | N=8 | | N=11 | |
| broiler | 1 | 7.1 | 4 | 22.2 | 7 | 20.6 | 4 | 7.3 | 5 | 13.5 | 8 | 34.8 | 0 | 0.0 | 0 | 0.0 |
| griddle | 2 | 14.3 | 0 | 0.0 | 8 | 23.5 | 11 | 20.0 | 7 | 18.9 | 2 | 8.7 | 0 | 0.0 | 1 | 9.1 |
| waffle iron | 2 | 14.3 | 1 | 5.6 | 17 | 50.0 | 29 | 52.7 | 15 | 40.5 | 9 | 39.1 | 2 | 25.0 | 1 | 9.1 |
| toaster | 12 | 85.7 | 18 | 100.0 | 34 | 100.0 | 54 | 98.2 | 35 | 94.6 | 23 | 100.0 | 8 | 100.0 | 11 | 100.0 |
| counter top oven | 0 | 0.0 | 1 | 5.6 | 3 | 8.8 | 3 | 5.5 | 2 | 5.4 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| corn popper | 2 | 14.3 | 3 | 16.7 | 5 | 14.7 | 11 | 20.0 | 3 | 8.1 | 0 | 0.0 | 1 | 12.5 | 1 | 9.1 |
| fondue | 0 | 0.0 | 2 | 11.1 | 1 | 2.9 | 1 | 1.8 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| food mixer | 11 | 78.6 | 13 | 72.2 | 28 | 82.4 | 42 | 76.4 | 30 | 81.1 | 18 | 78.3 | 7 | 87.5 | 7 | 63.6 |
| blender | 3 | 21.4 | 6 | 33.3 | 15 | 44.1 | 23 | 41.8 | 20 | 54.1 | 10 | 43.5 | 1 | 12.5 | 7 | 63.6 |
| hot tray | 0 | 0.0 | 3 | 16.7 | 3 | 8.8 | 9 | 16.4 | 5 | 13.5 | 2 | 8.7 | 1 | 12.5 | 1 | 9.1 |
| clothes dryer | 9 | 64.3 | 12 | 66.7 | 32 | 94.1 | 43 | 78.2 | 24 | 64.9 | 16 | 69.6 | 3 | 37.5 | 9 | 81.8 |
| combination washer/dryer | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3 | 5.5 | 3 | 8.1 | 0 | 0.0 | 1 | 12.5 | 0 | 0.0 |
| wringer washer | 1 | 7.1 | 5 | 27.8 | 6 | 17.6 | 18 | 32.7 | 12 | 32.4 | 7 | 30.4 | 3 | 37.5 | 3 | 27.3 |
| spin dry washer | 1 | 7.1 | 2 | 11.1 | 2 | 5.7 | 1 | 1.8 | 2 | 5.4 | 2 | 8.7 | 1 | 12.5 | 0 | 0.0 |
| automatic washer | 10 | 71.4 | 10 | 55.6 | 28 | 82.4 | 35 | 63.6 | 22 | 59.5 | 15 | 65.2 | 3 | 37.5 | 7 | 63.6 |
| dishwasher | 1 | 7.1 | 2 | 11.1 | 10 | 29.4 | 14 | 25.5 | 7 | 18.9 | 0 | 0.0 | 0 | 0.0 | 2 | 18.2 |
| freezer | 6 | 42.9 | 5 | 27.8 | 18 | 52.9 | 38 | 69.1 | 26 | 70.3 | 10 | 43.5 | 3 | 37.5 | 4 | 36.4 |
| refrigerator | 14 | 100.0 | 18 | 100.0 | 34 | 100.0 | 55 | 100.0 | 37 | 100.0 | 23 | 100.0 | 8 | 100.0 | 11 | 100.0 |

--Table 13 (continued)--

| Item | Family Life Cycle Stage | | | | | | | | | | | | | | | |
|------------------------------|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|------|-------|
| | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| | N=14 | | N=10 | | N=34 | | N=55 | | N=37 | | N=23 | | N=8 | | N=11 | |
| range | 14 | 100.0 | 18 | 100.0 | 34 | 100.0 | 55 | 100.0 | 37 | 100.0 | 23 | 100.0 | 8 | 100.0 | 11 | 100.0 |
| AM-FM clock radio | 3 | 21.4 | 3 | 16.7 | 8 | 23.5 | 20 | 36.4 | 9 | 24.3 | 4 | 17.4 | 1 | 12.5 | 3 | 27.3 |
| AM clock radio | 3 | 21.4 | 3 | 16.7 | 8 | 23.5 | 15 | 27.3 | 11 | 29.7 | 7 | 30.4 | 0 | 0.0 | 3 | 27.3 |
| AM-FM radio | 8 | 57.1 | 9 | 50.0 | 18 | 52.9 | 31 | 56.4 | 17 | 45.9 | 13 | 56.5 | 4 | 50.0 | 7 | 63.6 |
| AM radio | 5 | 35.7 | 7 | 38.9 | 16 | 47.1 | 26 | 47.3 | 18 | 48.6 | 7 | 30.4 | 4 | 50.0 | 4 | 36.4 |
| FM radio | 0 | 0.0 | 0 | 0.0 | 1 | 2.9 | 1 | 1.8 | 1 | 2.7 | 1 | 4.3 | 0 | 0.0 | 0 | 0.0 |
| b and w console television | 5 | 35.7 | 11 | 61.1 | 26 | 76.5 | 38 | 69.1 | 26 | 70.3 | 16 | 69.6 | 5 | 62.5 | 3 | 27.3 |
| b and w portable television | 5 | 35.7 | 4 | 22.2 | 16 | 47.1 | 29 | 52.7 | 23 | 62.2 | 11 | 47.8 | 2 | 25.0 | 2 | 18.2 |
| colour console television | 5 | 35.7 | 4 | 22.2 | 4 | 11.8 | 13 | 23.6 | 7 | 18.9 | 0 | 34.8 | 1 | 12.5 | 5 | 45.5 |
| colour portable television | 1 | 7.1 | 1 | 5.6 | 3 | 8.8 | 7 | 12.7 | 3 | 8.1 | 3 | 13.0 | 0 | 0.0 | 0 | 0.0 |
| portable record player | 3 | 21.4 | 7 | 39.9 | 15 | 44.1 | 39 | 70.9 | 18 | 48.6 | 5 | 21.7 | 0 | 0.0 | 2 | 18.2 |
| stereo console or components | 6 | 42.9 | 11 | 61.1 | 20 | 58.8 | 30 | 54.5 | 26 | 70.3 | 14 | 60.9 | 2 | 25.0 | 8 | 72.2 |
| tape recorder | 8 | 57.1 | 6 | 33.3 | 9 | 26.5 | 27 | 49.1 | 20 | 54.1 | 5 | 21.7 | 1 | 12.5 | 5 | 45.5 |

APPENDIX D

Ownership of Goods by Employment Status
of the Homemaker

Table 14
 Ownership of Electrical Household Goods
 by Employment of the Homemaker

| Item | Employment of the Homemaker | | | | | | | |
|----------------------------|-----------------------------|-------|-------------------|-------|----------------------|-------|--------------|-------|
| | full time | | regular part time | | occasional part time | | non-employed | |
| | N=47 | | N=17 | | N=24 | | N=112 | |
| | n | % | n | % | n | % | n | % |
| sewing machine | 33 | 70.2 | 14 | 82.4 | 21 | 87.5 | 90 | 80.4 |
| scissors | 3 | 6.4 | 2 | 11.8 | 3 | 12.5 | 17 | 15.2 |
| shoe polisher | 1 | 2.1 | 1 | 5.9 | 2 | 8.3 | 8 | 7.1 |
| body massager | 4 | 8.5 | 0 | 0.0 | 1 | 4.2 | 9 | 8.0 |
| steam vaporizer | 14 | 29.8 | 8 | 47.1 | 13 | 54.2 | 52 | 46.4 |
| blanket | 7 | 14.9 | 5 | 29.4 | 7 | 29.2 | 29 | 25.9 |
| heating pad | 20 | 42.6 | 6 | 35.3 | 14 | 58.3 | 53 | 47.3 |
| facial sauna | 2 | 4.3 | 1 | 5.9 | 2 | 8.3 | 6 | 5.4 |
| makeup mirror | 4 | 8.5 | 1 | 5.9 | 2 | 8.3 | 10 | 8.9 |
| hair dryer | 39 | 83.0 | 11 | 64.7 | 17 | 70.8 | 89 | 79.5 |
| hair curlers | 13 | 27.7 | 6 | 35.3 | 4 | 16.7 | 21 | 18.7 |
| toothbrush | 9 | 19.1 | 4 | 23.5 | 4 | 16.7 | 23 | 20.5 |
| men's shaver | 37 | 78.7 | 14 | 82.4 | 18 | 75.0 | 83 | 74.1 |
| ladies' shaver | 24 | 51.1 | 7 | 41.2 | 8 | 33.3 | 44 | 39.3 |
| clock | 45 | 95.7 | 13 | 76.5 | 23 | 95.8 | 102 | 91.1 |
| heater | 15 | 31.9 | 3 | 17.6 | 10 | 41.7 | 44 | 39.3 |
| air conditioner | 2 | 4.3 | 0 | 0.0 | 3 | 12.5 | 9 | 8.0 |
| humidifier | 3 | 6.4 | 4 | 23.5 | 3 | 12.5 | 21 | 18.7 |
| fan | 21 | 44.7 | 8 | 47.1 | 13 | 54.2 | 52 | 46.4 |
| iron | 47 | 100.0 | 17 | 100.0 | 23 | 95.8 | 110 | 98.2 |
| vacuum | 46 | 97.9 | 17 | 100.0 | 24 | 100.0 | 112 | 100.0 |
| floor polisher | 37 | 78.7 | 13 | 76.5 | 17 | 70.8 | 98 | 87.5 |
| food waste disposer | 2 | 4.3 | 2 | 11.8 | 1 | 4.2 | 21 | 18.7 |
| coffee percolator | 25 | 53.2 | 12 | 70.6 | 11 | 45.8 | 72 | 64.3 |
| kettle | 39 | 83.0 | 15 | 88.2 | 21 | 87.5 | 101 | 90.2 |
| knife | 18 | 38.3 | 6 | 35.3 | 12 | 50.0 | 49 | 43.7 |
| can opener/knife sharpener | 15 | 31.9 | 1 | 5.9 | 4 | 16.7 | 26 | 23.2 |
| can opener | 12 | 25.5 | 5 | 29.4 | 9 | 37.5 | 29 | 25.9 |
| knife sharpener | 3 | 6.4 | 3 | 17.6 | 2 | 8.3 | 16 | 14.3 |
| fry pan or skillet | 40 | 14.9 | 14 | 82.4 | 19 | 79.2 | 94 | 83.9 |
| deep fat fryer | 18 | 38.3 | 4 | 23.5 | 8 | 33.3 | 47 | 42.0 |
| broiler | 2 | 4.3 | 1 | 5.9 | 4 | 16.7 | 22 | 19.6 |
| griddle | 8 | 17.0 | 2 | 11.8 | 3 | 12.5 | 18 | 16.1 |

--Table 14 (continued)--

| Item | Employment of the Homemaker | | | | | | | |
|------------------------------|-----------------------------|-------|-------------------|-------|----------------------|-------|--------------|-------|
| | full time | | regular part time | | occasional part time | | non-employed | |
| | N=47 | | N=17 | | N=24 | | N=112 | |
| | n | % | n | % | n | % | n | % |
| waffle iron | 16 | 34.0 | 7 | 41.2 | 6 | 25.0 | 47 | 42.0 |
| toaster | 44 | 93.6 | 17 | 100.0 | 23 | 95.8 | 111 | 99.1 |
| counter top oven | 0 | 0.0 | 1 | 5.9 | 0 | 0.0 | 8 | 7.1 |
| corn popper | 6 | 12.8 | 1 | 5.9 | 2 | 8.3 | 17 | 15.2 |
| fondue | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 4 | 3.6 |
| food mixer | 33 | 70.2 | 12 | 70.6 | 16 | 66.7 | 95 | 84.8 |
| blender | 21 | 44.7 | 6 | 35.3 | 11 | 45.8 | 47 | 42.0 |
| hot tray | 3 | 6.4 | 2 | 11.8 | 1 | 4.2 | 18 | 16.1 |
| clothes dryer | 34 | 72.3 | 12 | 70.6 | 18 | 75.0 | 84 | 75.0 |
| combination washer/dryer | 2 | 4.3 | 1 | 5.9 | 0 | 0.0 | 4 | 3.6 |
| wringer washer | 15 | 31.9 | 7 | 41.2 | 6 | 25.0 | 27 | 24.1 |
| spin dry washer | 1 | 2.1 | 0 | 0.0 | 5 | 20.8 | 5 | 4.5 |
| automatic washer | 28 | 59.6 | 10 | 58.8 | 14 | 58.3 | 78 | 69.6 |
| dishwasher | 2 | 4.3 | 3 | 17.6 | 4 | 16.7 | 27 | 24.1 |
| freezer | 20 | 42.6 | 12 | 70.6 | 11 | 45.8 | 67 | 59.8 |
| refrigerator | 47 | 100.0 | 17 | 100.0 | 24 | 100.0 | 112 | 100.0 |
| range | 47 | 100.0 | 17 | 100.0 | 24 | 100.0 | 112 | 100.0 |
| AM-FM clock radio | 13 | 27.7 | 3 | 17.6 | 5 | 20.8 | 30 | 26.8 |
| AM clock radio | 10 | 21.3 | 7 | 41.2 | 5 | 20.8 | 28 | 25.0 |
| AM-FM radio | 26 | 55.3 | 9 | 52.9 | 13 | 54.2 | 59 | 52.7 |
| AM radio | 18 | 38.3 | 10 | 58.8 | 10 | 41.7 | 49 | 43.7 |
| FM radio | 2 | 4.3 | 0 | 0.0 | 0 | 0.0 | 2 | 1.8 |
| b and w console television | 32 | 68.1 | 11 | 64.7 | 13 | 54.2 | 74 | 66.1 |
| b and w portable television | 19 | 40.4 | 11 | 64.7 | 11 | 45.8 | 51 | 45.5 |
| colour console television | 13 | 27.7 | 3 | 17.6 | 3 | 12.5 | 28 | 25.0 |
| colour portable television | 1 | 2.1 | 1 | 5.9 | 2 | 8.3 | 14 | 12.5 |
| portable record player | 18 | 38.3 | 8 | 47.1 | 12 | 50.0 | 51 | 45.5 |
| stereo console or components | 23 | 48.9 | 11 | 64.7 | 13 | 54.2 | 70 | 62.5 |
| tape recorder | 20 | 42.6 | 7 | 41.2 | 9 | 37.5 | 45 | 40.2 |

APPENDIX E

Ownership of Goods by Type of Residence

| Goods | 1950 | 1955 | 1960 | 1965 | 1970 |
|------------------|------|------|------|------|------|
| Automobiles | 100 | 150 | 200 | 250 | 300 |
| Refrigerators | 50 | 100 | 150 | 200 | 250 |
| Washing machines | 20 | 40 | 60 | 80 | 100 |
| Stoves | 30 | 50 | 70 | 90 | 110 |
| Freezers | 10 | 20 | 30 | 40 | 50 |
| Television sets | 5 | 10 | 20 | 30 | 40 |
| Radio sets | 10 | 20 | 30 | 40 | 50 |
| Wardrobes | 15 | 25 | 35 | 45 | 55 |
| Refrigerators | 25 | 40 | 55 | 70 | 85 |
| Washing machines | 10 | 20 | 30 | 40 | 50 |
| Stoves | 15 | 25 | 35 | 45 | 55 |
| Freezers | 5 | 10 | 15 | 20 | 25 |
| Television sets | 2 | 4 | 6 | 8 | 10 |
| Radio sets | 3 | 5 | 7 | 9 | 11 |
| Wardrobes | 8 | 12 | 16 | 20 | 24 |
| Refrigerators | 15 | 25 | 35 | 45 | 55 |
| Washing machines | 5 | 10 | 15 | 20 | 25 |
| Stoves | 8 | 12 | 16 | 20 | 24 |
| Freezers | 2 | 4 | 6 | 8 | 10 |
| Television sets | 1 | 2 | 3 | 4 | 5 |
| Radio sets | 2 | 3 | 4 | 5 | 6 |
| Wardrobes | 4 | 6 | 8 | 10 | 12 |
| Refrigerators | 10 | 15 | 20 | 25 | 30 |
| Washing machines | 3 | 5 | 7 | 9 | 11 |
| Stoves | 5 | 7 | 9 | 11 | 13 |
| Freezers | 1 | 2 | 3 | 4 | 5 |
| Television sets | 0.5 | 1 | 1.5 | 2 | 2.5 |
| Radio sets | 1 | 1.5 | 2 | 2.5 | 3 |
| Wardrobes | 2 | 3 | 4 | 5 | 6 |

Table 15
 Ownership of Electrical Household Goods
 by Type of Residence

| Item | Type of Residence | | | | | |
|----------------------------|-------------------|------|--------------|-------|-----------|-------|
| | house owned | | house rented | | apartment | |
| | N=165 | | N=15 | | N=20 | |
| | n | % | n | % | n | % |
| sewing machine | 136 | 82.4 | 11 | 73.3 | 11 | 55.0 |
| scissors | 21 | 32.3 | 2 | 13.3 | 2 | 10.0 |
| shoe polisher | 10 | 6.1 | 2 | 13.3 | 0 | 0.0 |
| body massager | 12 | 7.3 | 2 | 13.3 | 0 | 0.0 |
| steam vaporizer | 73 | 44.2 | 5 | 33.3 | 9 | 45.0 |
| blanket | 41 | 24.8 | 1 | 6.7 | 6 | 30.0 |
| heating pad | 78 | 47.3 | 5 | 33.3 | 10 | 50.0 |
| facial sauna | 7 | 4.2 | 2 | 13.3 | 2 | 10.0 |
| makeup mirror | 15 | 9.1 | 2 | 13.3 | 0 | 0.0 |
| hair dryer | 129 | 78.2 | 13 | 86.7 | 14 | 70.0 |
| hair curlers | 37 | 22.4 | 4 | 26.7 | 3 | 1.5 |
| toothbrush | 36 | 21.8 | 1 | 6.7 | 3 | 1.5 |
| men's shaver | 124 | 75.2 | 12 | 80.0 | 16 | 80.0 |
| ladies' shaver | 67 | 40.6 | 7 | 46.7 | 9 | 45.0 |
| clock | 152 | 92.1 | 14 | 93.3 | 17 | 85.0 |
| heater | 65 | 39.4 | 4 | 26.7 | 3 | 15.0 |
| air conditioner | 9 | 5.5 | 0 | 0.0 | 5 | 25.0 |
| humidifier | 25 | 15.2 | 2 | 13.3 | 4 | 20.0 |
| fan | 79 | 47.9 | 9 | 60.0 | 6 | 30.0 |
| iron | 162 | 98.2 | 15 | 100.0 | 20 | 100.0 |
| vacuum | 164 | 99.4 | 15 | 100.0 | 20 | 100.0 |
| floor polisher | 142 | 86.1 | 13 | 86.7 | 10 | 50.0 |
| food waste disposer | 26 | 15.8 | 0 | 0.0 | 0 | 0.0 |
| coffee percolator | 106 | 64.2 | 9 | 60.0 | 5 | 25.0 |
| kettle | 146 | 88.5 | 11 | 73.3 | 19 | 95.0 |
| knife | 69 | 41.8 | 7 | 46.7 | 9 | 45.0 |
| can opener/knife sharpener | 36 | 21.8 | 5 | 33.3 | 5 | 25.0 |
| can opener | 47 | 28.5 | 2 | 13.3 | 6 | 30.0 |
| knife sharpener | 18 | 10.9 | 4 | 26.7 | 2 | 10.0 |
| fry pan or skillet | 139 | 84.2 | 11 | 73.3 | 17 | 85.0 |
| deep fat fryer | 63 | 38.2 | 7 | 46.7 | 7 | 35.0 |
| broiler | 27 | 16.4 | 1 | 6.7 | 1 | 5.0 |
| griddle | 28 | 17.0 | 1 | 6.7 | 2 | 10.0 |

--Table 15 (continued)--

| Item | Type of Residence | | | | | |
|---------------------------------|-------------------|-------|--------------|-------|-----------|-------|
| | house owned | | house rented | | apartment | |
| | N=165 | | N=15 | | N=20 | |
| | n | % | n | % | n | % |
| waffle iron | 66 | 40.0 | 4 | 26.7 | 6 | 30.0 |
| toaster | 162 | 98.2 | 14 | 93.3 | 19 | 95.0 |
| counter top oven | 8 | 4.8 | 1 | 6.7 | 0 | 0.0 |
| corn popper | 23 | 13.9 | 2 | 13.3 | 1 | 5.0 |
| fondue | 4 | 2.4 | 0 | 0.0 | 0 | 0.0 |
| food mixer | 133 | 80.6 | 10 | 66.7 | 13 | 65.0 |
| blender | 74 | 44.8 | 6 | 40.0 | 5 | 25.0 |
| hot tray | 23 | 13.9 | 0 | 0.0 | 1 | 5.0 |
| clothes dryer | 125 | 75.8 | 10 | 66.7 | 13 | 65.0 |
| combination washer/dryer | 4 | 2.4 | 0 | 0.0 | 3 | 15.0 |
| wringer washer | 45 | 27.3 | 6 | 40.0 | 4 | 20.0 |
| spin dry washer | 7 | 4.2 | 3 | 20.0 | 1 | 5.0 |
| automatic washer | 111 | 67.3 | 5 | 33.3 | 14 | 70.0 |
| dishwasher | 35 | 21.2 | 1 | 6.7 | 0 | 0.0 |
| freezer | 96 | 58.2 | 11 | 73.3 | 3 | 15.0 |
| refrigerator | 165 | 100.0 | 15 | 100.0 | 20 | 100.0 |
| range | 165 | 100.0 | 15 | 100.0 | 20 | 100.0 |
| AM-FM clock radio | 43 | 26.1 | 3 | 20.0 | 5 | 25.0 |
| AM clock radio | 46 | 27.9 | 3 | 20.0 | 1 | 5.0 |
| AM-FM radio | 91 | 55.2 | 4 | 26.7 | 12 | 60.0 |
| AM radio | 75 | 45.5 | 5 | 33.3 | 7 | 35.0 |
| FM radio | 4 | 2.4 | 0 | 0.0 | 0 | 0.0 |
| b and w console television | 111 | 67.3 | 9 | 60.0 | 10 | 50.0 |
| b and w portable television | 83 | 50.3 | 5 | 33.3 | 4 | 20.0 |
| colour console television | 41 | 24.8 | 1 | 6.7 | 5 | 25.0 |
| colour portable television | 16 | 9.7 | 1 | 6.7 | 1 | 5.0 |
| portable record player | 81 | 49.1 | 4 | 26.7 | 4 | 20.0 |
| stereo console or components | 100 | 60.6 | 8 | 53.3 | 9 | 45.0 |
| tape recorder | 71 | 43.0 | 5 | 33.3 | 5 | 25.0 |

APPENDIX F

Ownership of Goods by Number of People
in the Home

Table 16

Ownership of Electrical Household Goods
by Number of People in the Home

| Item | Number of People in the Home | | | | | | | |
|----------------------------|------------------------------|-------|------|------|------|-------|--------|-------|
| | 2 | | 3 | | 4 | | 5 to 9 | |
| | N=53 | | N=33 | | N=53 | | N=61 | |
| | n | % | n | % | n | % | n | % |
| sewing machine | 36 | 67.9 | 24 | 72.7 | 40 | 75.5 | 58 | 95.1 |
| scissors | 6 | 11.3 | 2 | 6.1 | 5 | 9.4 | 12 | 19.7 |
| shoe polisher | 2 | 3.8 | 2 | 6.1 | 4 | 7.5 | 4 | 6.6 |
| body massager | 6 | 11.3 | 0 | 0.0 | 3 | 5.7 | 5 | 8.2 |
| steam vaporizer | 16 | 30.2 | 11 | 33.3 | 25 | 47.2 | 35 | 57.4 |
| blanket | 16 | 30.2 | 6 | 18.2 | 10 | 18.9 | 16 | 26.2 |
| heating pad | 26 | 49.1 | 13 | 39.4 | 27 | 50.9 | 27 | 44.3 |
| facial sauna | 4 | 7.5 | 0 | 0.0 | 2 | 3.8 | 5 | 8.2 |
| makeup mirror | 3 | 5.7 | 2 | 6.1 | 8 | 15.1 | 4 | 6.6 |
| hair dryer | 38 | 71.7 | 27 | 81.8 | 41 | 77.4 | 50 | 82.0 |
| hair curlers | 12 | 22.6 | 6 | 18.2 | 16 | 30.2 | 10 | 16.4 |
| toothbrush | 9 | 17.0 | 4 | 12.1 | 15 | 28.3 | 12 | 19.7 |
| men's shaver | 38 | 71.7 | 28 | 84.8 | 42 | 79.2 | 44 | 72.1 |
| ladies' shaver | 19 | 35.8 | 13 | 39.4 | 25 | 47.2 | 26 | 42.6 |
| clock | 48 | 90.6 | 31 | 93.9 | 48 | 90.6 | 56 | 91.8 |
| heater | 13 | 24.5 | 13 | 39.4 | 20 | 37.7 | 26 | 42.6 |
| air conditioner | 6 | 11.3 | 2 | 6.1 | 3 | 5.7 | 3 | 4.9 |
| humidifier | 6 | 11.3 | 6 | 18.2 | 9 | 17.0 | 10 | 16.4 |
| fan | 24 | 45.3 | 18 | 54.5 | 25 | 47.2 | 27 | 44.3 |
| iron | 52 | 98.1 | 32 | 97.0 | 53 | 100.0 | 60 | 98.4 |
| vacuum | 53 | 100.0 | 32 | 97.0 | 53 | 100.0 | 61 | 100.0 |
| floor polisher | 41 | 77.4 | 28 | 84.8 | 46 | 86.8 | 50 | 82.0 |
| food waste disposer | 4 | 7.5 | 1 | 3.0 | 7 | 13.2 | 14 | 23.0 |
| coffee percolator | 25 | 47.2 | 20 | 60.6 | 33 | 62.3 | 42 | 68.9 |
| kettle | 48 | 90.6 | 27 | 81.8 | 46 | 86.8 | 55 | 90.2 |
| knife | 23 | 43.4 | 12 | 36.4 | 22 | 41.5 | 28 | 45.9 |
| can opener/knife sharpener | 18 | 34.0 | 7 | 21.2 | 11 | 20.8 | 10 | 16.4 |
| can opener | 14 | 26.4 | 7 | 21.2 | 14 | 26.4 | 20 | 32.8 |
| knife sharpener | 5 | 9.4 | 4 | 12.1 | 6 | 11.3 | 9 | 14.8 |
| fry pan | 43 | 81.1 | 25 | 75.8 | 46 | 86.8 | 53 | 86.9 |
| deep fat fryer | 17 | 32.1 | 10 | 30.3 | 20 | 37.7 | 30 | 49.2 |
| broiler | 7 | 13.2 | 5 | 15.2 | 10 | 18.9 | 7 | 11.5 |
| griddle | 5 | 9.4 | 5 | 15.2 | 10 | 18.9 | 11 | 18.0 |

--Table 16 (continued)--

| Item | Number of People in the Home | | | | | | | |
|---------------------------------|------------------------------|-------|------|-------|------|-------|--------|-------|
| | 2 | | 3 | | 4 | | 5 to 9 | |
| | N=53 | | N=33 | | N=53 | | N=61 | |
| | n | % | n | % | n | % | n | % |
| waffle iron | 13 | 24.5 | 18 | 54.5 | 21 | 39.6 | 24 | 39.3 |
| toaster | 51 | 96.2 | 33 | 100.0 | 51 | 96.2 | 60 | 98.4 |
| counter top oven | 1 | 1.9 | 2 | 6.1 | 2 | 3.8 | 4 | 6.6 |
| corn popper | 4 | 7.5 | 3 | 9.1 | 10 | 18.9 | 9 | 14.6 |
| fondue | 0 | 0.0 | 1 | 3.0 | 2 | 3.8 | 1 | 1.6 |
| food mixer | 42 | 79.2 | 28 | 84.8 | 37 | 69.8 | 49 | 80.3 |
| blender | 23 | 43.4 | 10 | 30.3 | 23 | 43.4 | 29 | 47.5 |
| hot tray | 4 | 7.5 | 2 | 6.1 | 9 | 17.0 | 9 | 14.8 |
| clothes dryer | 37 | 69.8 | 21 | 63.6 | 40 | 75.5 | 50 | 82.0 |
| combination washer/dryer | 1 | 1.9 | 2 | 6.1 | 2 | 3.8 | 2 | 3.3 |
| wringer washer | 13 | 24.5 | 13 | 39.4 | 16 | 30.2 | 13 | 21.3 |
| spin dry washer | 4 | 7.5 | 3 | 9.1 | 4 | 7.5 | 0 | 0.0 |
| automatic washer | 33 | 62.3 | 19 | 57.6 | 33 | 62.3 | 45 | 73.8 |
| dishwasher | 4 | 7.5 | 2 | 6.1 | 14 | 26.4 | 16 | 26.2 |
| freezer | 24 | 45.3 | 17 | 51.5 | 27 | 50.9 | 42 | 68.9 |
| refrigerator | 53 | 100.0 | 33 | 100.0 | 53 | 100.0 | 61 | 100.0 |
| range | 53 | 100.0 | 33 | 100.0 | 53 | 100.0 | 61 | 100.0 |
| AM-FM clock radio | 13 | 24.5 | 8 | 24.2 | 11 | 20.8 | 19 | 31.1 |
| AM clock radio | 12 | 22.6 | 9 | 27.3 | 15 | 28.3 | 14 | 23.0 |
| AM-FM radio | 31 | 58.5 | 18 | 54.5 | 25 | 47.2 | 33 | 54.1 |
| AM radio | 18 | 34.0 | 14 | 42.4 | 31 | 58.5 | 24 | 39.3 |
| FM radio | 1 | 1.9 | 1 | 3.0 | 1 | 1.9 | 1 | 1.6 |
| b and w console television | 25 | 47.2 | 24 | 72.7 | 39 | 73.6 | 42 | 68.9 |
| b and w portable television | 19 | 35.8 | 15 | 45.5 | 28 | 52.8 | 30 | 49.2 |
| colour console television | 19 | 35.8 | 6 | 18.2 | 11 | 20.8 | 11 | 18.0 |
| colour portable television | 3 | 5.7 | 3 | 9.1 | 7 | 13.2 | 5 | 8.2 |
| portable record player | 9 | 17.0 | 12 | 36.4 | 29 | 54.7 | 39 | 63.9 |
| stereo console or components | 29 | 54.7 | 23 | 69.7 | 31 | 58.5 | 34 | 55.7 |
| tape recorder | 17 | 32.1 | 8 | 24.2 | 28 | 52.8 | 28 | 45.9 |

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