

THE RELATION OF SOCIAL REFERENCES
TO IMAGERY OF OCCUPATIONAL LIFE STYLES

Thesis for the Degree of Ph. D.
MICHIGAN STATE UNIVERSITY

Howard A. Rosencranz

1960

This is to certify that the

thesis entitled

The Relation of Social References to
Imagery of Occupational Life Styles

presented by

Howard A. Rosencranz

**has been accepted towards fulfillment
of the requirements for**

Ph.D. degree in Sociology & Anthropology

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Date May 11, 1960

0-169





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OF OCCUPATIONAL LIFE STYLES

By
HOWARD A.^{1e4} ROSENCRANZ

A THESIS

Submitted to the School for Advanced Graduate Studies
of Michigan State University of Agriculture and
Applied Science in partial fulfillment of
the requirements for the degree of

DOCTOR OF PHILOSOPHY

Department of Sociology and Anthropology

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ACKNOWLEDGMENTS

The writer wishes to express his gratitude to Dr. William H. Form for his counsel and guidance throughout this investigation; to Dr. John Useem, Dr. Wilbur B. Brookover, and Dr. Charles Hoffer for their direction and assistance as members of his Guidance Committee.

Acknowledgments should also be given to Dr. Gerard P. Weeg and Miss Opal Albaugh for their advice in preparing materials for use in the MISTIC computer; and to Dean Edward A. Carlin, Dr. Sigmund Nosow, and Dr. Harold Dahnke for their aid in the earlier phases of the study.

The writer also wishes to express his appreciation to the 150 respondents for their cooperation in pre-testing the questionnaires and to the 1,045 students and their instructors for their cooperation during the final administration of the questionnaires.

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AN ABSTRACT

The purpose of this study was to examine the perceptions of people relating to four aspects of behavior associated with seven specific occupations: Assembly Worker, Carpenter, Bookkeeper, Salesman, Sales Manager, Teacher, and Doctor. For each occupation inquiry was directed toward imagery concerning work related characteristics, family and home patterns, consumption patterns, and social and activity patterns. Together these reflect what might be termed an occupational life style.

A secondary objective was to ascertain whether these images were affected by selected background characteristics of the informants: age, sex, size of community, father's occupation, newspaper readership, academic standing, and college major. The chi-square test of significance was used as a measure for evaluating differences in perception. Comparison of perceptual data with actual occupational information was made, when possible, as a measure of image realism.

Assembly Worker data showed that the type of image most often significantly different was related to family and home patterns; the most discriminating variable was sex of informant. The Assembly Worker was given a low status position and was thought to be unhappy with his work. Perceptions most nearly coincident with verifiable characteristics were income estimates, family size, monetary worries, chain-store buying, political preference, and limited mobility.

Images most often significantly different for Carpenter fell in the category of social and activity patterns; size of community was the most differentiating variable. He was thought to be happy with his work, not likely to prefer other work, and particularly concerned with "good workmanship". Respondents overestimated his income, education, consumer goods, but were more nearly accurate about his organizational activities and size

of family. The Carpenter ranked high in esteem. .

Family and home patterns were most often significantly different for Bookkeeper, while sex of informant was the most distinguishing variable. Although the Bookkeeper was thought to have had more education and moderately high occupational class origins, he rated low in general prestige, income, and material goods. He was often pictured lower than the Salesman and on a par with Assembly Worker.

Work related characteristics were most often significantly different for Salesman; size of community was the most discriminating control. The Salesman was assigned a middle-range income, an average amount of consumer goods, and a high school education. He was thought to be a Protestant and was ascribed a wider circle of friends than the blue collar occupations or the Bookkeeper.

Most often significantly different for Sales Manager was the category of social and activity patterns; academic standing was the most differentiating variable. He was thought to have a high income, to be happy in his work, to be a Republican, and most geographically mobile. He was given socio-economic ascriptions second only to Doctor. Perceptions for the Sales Manager showed great variation, yielding an element of ambiguity.

Social and activity patterns were most often significantly different for Teacher; size of community was the most discriminating variable. Although low economic expectations were accorded the Teacher, he was believed to have access to cultural amenities beyond his income. He was considered geographically mobile, a Protestant, dedicated to his job, but quite likely to change his occupation.

The type of image most often significantly different for Doctor was social and activity patterns; sex of informant was the most distinguishing variable. He was given the most favorable image in terms of monetary

rewards, material possessions, devotion to and happiness with work. He was thought to have professional family origins and to be most deeply rooted in his community. All expected his children to go to college; nearly all expected his sons to pursue professional careers.

Three of four major hypotheses were substantiated:

1. Occupational images differed significantly at the .05 level or less in regard to sex, size of community, and age of informant. Sex was a discriminating variable for all occupations; size of community for all except Sales Manager. Age discriminated only for Sales Manager.

2. Occupational images differed significantly in respect to college major for four occupations. For example, education majors perceived the Teacher differently.

3. Informants who were upwardly mobile differed significantly from those who had fathers in the white collar group. This was found in relation to perceptions for Carpenter, Bookkeeper, and Salesman.

4. The Principle of "status congruity" did not hold up in analysis. More realistic images were not perceived for the white collar occupations by students whose fathers had white collar occupations using at least two evaluative criteria.

When all seven occupational images were compared, the postulated levels of prestige ranking appeared in about one-fourth of the comparisons; notable distortions occurred in almost one-third of the comparisons.

It can be concluded that people are able to project highly detailed, realistic ideas about occupations; this ability was further attested by small categories of no response. Perceptions were distinct in differentiating one occupation from another. Data also suggest that aspirations are more nearly related to occupational imagery than is occupational background of informants.

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CHAPTER I

INTRODUCTION

Behavioral scientists have long considered the manner in which people perceive one another as an important field of study.¹ This interest has relevance to the sociologist who feels that differences in social perceptions result in differences in role performance. Yet only within the last few years have sociologists made modest attempts to assess the influences of social backgrounds and experiences on perceptions of different societal positions. This study seeks to examine the capaciousness of people's perceptions of occupations and how these perceptions are affected by their social backgrounds.

The need for research in the area of perceptual factors in everyday role performance has been pointed out by Bruner and Tagiuri as follows:

There are at least two rather obvious gaps present in the impression-formation literature. The first concerns the manner in which naive subjects conceptualize and categorize other people. . . . There are no systematic studies devoted to an analysis of the categories used by ordinary people in everyday life for describing other people. . . . The second consideration has to do with the special status of human beings as objects of knowledge. . . . Many of the cues used

¹Lindesmith and Strauss emphasize that far from being a mere mechanical process, responding to stimuli from the sense organs, perception is influenced by needs, interests, past experience, and capacity of the individual perceiver. Further, perception is "selective," and is related to the "perceiver's occupation, class, age . . . in short, to his social background." A. Lindesmith and A. Strauss, Social Psychology (New York: The Dryden Press, 1949), p. 65.

in judging other persons are cues that we as perceivers are instrumental in producing. . . . Little research has gone into the investigation of how this feature of the interpersonal situation affects impression formation. ¹

Charles Horton Cooley speaking in another sociological era stressed the reality of the "images" persons have of one another.

I conclude, therefore, that the imagination which people have of one another are the "solid facts" of society, and that to observe and interpret these must be the chief aim of sociology. The intimate grasp of any social fact will be found to require that we divine what men think of one another. ²

In respect to the type of research most needed in this area, Hasdorf, Richardson and Dornbush want to place emphasis on the qualities, the determinants, and the consequences of a specific perception.

Much of this research has had an "isolationist" aura in that the concern with perceptual variables has led to a lack of concern with other aspects of interpersonal behavior. This somewhat depressing description of affairs may be rather unfair in that we are dealing with a relatively young area of research. . . . In the long pull, the helpful empirical studies are those that specifically tie a perceptual act to other aspects of behavior. ³

Obviously, perception of an individual can best be related to a specific situation or group. Hasdorf, et al. suggest that "a person has a core of generally consistent categories used in describing all people

¹Jerome S. Bruner and Renato Tagiuri, "The Perception of People," Handbook of Social Psychology, Vol. 2 (Cambridge: Addison-Wesley Publishing Company, Inc., 1954), pp. 634-654.

²Charles H. Cooley, Human Nature and the Social Order, Revised edition (New York: Charles Scribner's Sons, 1922), pp. 121-22.

³Albert H. Hasdorf, Stephen A. Richardson, and Sanford M. Dornbusch, "The Problems of Relevance in the Study of Person Perception," Person Perception and Interpersonal Behavior (Stanford: Stanford University Press, 1958), pp. 54-62.

and a set of more particular categories which depend more on situational factors."¹ Occupational images for the student of perception might be regarded as "consistent categories" used for describing all persons falling within a given occupation.

Everett C. Hughes suggests that perhaps no other society reflects a greater variety of statuses and status determining characteristics than does our own. Often these statuses are contradictory and occur in peculiar combinations. While people may not consciously systematize their expectations of persons in given positions, they do, especially in respect to occupational statuses, "carry in their minds a set of expectations concerning the auxiliary traits properly associated with many of the specific positions available in our society."²

In order to make the research manageable, the writer has chosen to investigate personal perception manifested in occupational images. There are four primary purposes of this study: (1) to establish the ability of people to make occupational projections, (2) to establish the ability of persons to make perceptual distinctions between occupations and their related "styles of life," (3) to discover whether background factors of the observers are associated with distinctions they make among occupational images, and (4) to explore better methodological approaches to examine the process of making occupational projections.

¹Ibid., p. 61.

²Everett C. Hughes, "Dilemmas and Contradictions of Status," The American Journal of Sociology, Vol. L, No. 5 (March, 1945), p. 354.

While it was possible to study the images of any number of social statuses, the writer has selected occupations for a number of reasons. First, occupation is of primary interest to the sociologist in that it fixes a person's general position in society . . . his rewards both monetary and honorific, his style of life, and the power he exerts over others. As Caplow has observed, "The modern reliance upon occupation as the measure of a man takes for granted the existence of high correlations between occupational position and all other attributes. That these correlations are probably exaggerated is beside the point; the general belief in their existence is a pervasive element in social interaction."¹

Second, methodologically speaking occupation is generally regarded as the best single index of status by the leading thinkers in the field.² As a result, occupation as a status criterion is widely used in current empirical sociological studies embracing a variety of areas of investigation.

Third, the area of occupational image is very "problematic" in a heterogeneous and changing society such as ours with its complex occupational structure. It is postulated on the one hand that because of the complexity of the modern work world, no one person can become

¹Theodore Caplow, The Sociology of Work (Minneapolis: University of Minnesota Press, 1954), p. 31.

²See the writings of William H. Form, Paul K. Hatt, C. W. Mills, C. G. North, and others. For a recent analysis of the "horizontal" dimension termed "situs" see Richard T. Morris and Raymond J. Murphy, "The Situs Dimension in Occupational Structure," American Sociological Review, Vol. 24, No. 2 (April, 1959), pp. 231-39.

very familiar with the variety of jobs that exist. This is emphasized as being of special consequence to the worker-to-be and is central to the problem of choosing an occupation. In this vein Hughes speaks of the accident of occupational entry, "The sum total of conclusions from most of contemporary discussion is that one can predict neither the occupational fate of the individual nor the origin of the person who will next fill a given job."¹

On the other hand a reverse position is also postulated, that even in complex urban society people can place each other socially on the basis of symbols relating to occupation, style of life, education and other factors. In fact much of our knowledge of social stratification is based on empirical studies utilizing this seemingly universal ability. Form and Stone have critically examined status assignment procedures when dealing with anonymous others questioning the validity or relevancy of some of the indexes commonly used, as education and occupation, when applied to particular segments or strata of the community.² These authors feel there is definite need for research relating to mechanisms of status bestowal in anonymous situations.

Based on a survey of postwar sociological research which examined and classified dissertation titles, current studies, as well

¹ Everett C. Hughes, Men and Their Work (Glencoe: The Free Press, 1958), p. 29.

² William H. Form and Gregory P. Stone, "Urbanism, Anonymity, and Status Symbolism," The American Journal of Sociology, Vol. LXII, No. 5 (March, 1957), pp. 504-14.

as book reviews appearing in pertinent journals, Erwin O. Smigel reported in 1954 that the area of occupational image was one in which little investigation has been done. He indicated the research-needed areas as . . . "occupation and crime, interoccupational relations, occupational associations, professionalization, images of occupations, social distance between occupations, the military as an occupation, occupational ethics, and historical and cross-cultural comparisons."¹ Similarly, Merton and Goode suggest that occupational image as a factor affecting selection of an occupation is worthy of investigation.²

Referring to the dearth of sociological research dealing with the interrelationship between occupational and nonoccupational behavior, C. L. Lastrucci in 1946 termed the implications of this state of affairs a significant "cultural lag." Specifically, Lastrucci feels the need for studies of the "interrelationships between occupational specialization and social differentiation." Reviewing the interest in occupations as a field of study, he suggests that all of the various types of occupational studies reported might be characterized as reflecting a "unidirectional" approach. Needed is an examination of the "various and interrelated ways in which one's characteristic way of life is

¹Erwin O. Smigel, "Trends in Occupational Sociology in the United States: A Survey of Postwar Research," American Sociological Review, Vol. 19, No. 4 (August, 1954), p. 398.

²Robert K. Merton and William J. Goode, Provisional Outline of Research Problems, October, 1950-January, 1951. University Seminar No. 417-18, "The Professions in Modern Society," Columbia University (Mimeographed), 1951, pp. 16-18b.

reflected in his occupational activities" as well as examination of the ways in which an occupation influences one's behavior.¹

The significance of occupation in moulding mental and emotional characteristics is also given due cognizance by the philosopher. In the words of John Dewey,

Occupations determine the chief modes of satisfaction, the standards of success and failure. Hence they furnish the working classifications and definitions of value . . . they decide the sets of objects that are important and thereby provide the content or material of attention. So fundamental is the group of occupational activities that it affords the pattern of the organization of mental traits. Occupations integrate special elements into a functioning whole.²

And finally, as summarized so adequately by Everett C. Hughes who repeatedly has emphasized the need for occupational research of all kinds.

In our particular society, work organization looms so large as a separate and specialized system of things and work experience is so fateful a part of every man's life, that we cannot make much headway as students of society and of social psychology without using work as one of our main laboratories.³

¹Carlo L. Lastrucci, "The Status and Significance of Occupational Research," American Sociological Review, Vol. 2, No. 1 (February, 1946), pp. 78-84.

²John Dewey, "Interpretation of the Savage Mind," Psychological Review, Vol. IX, 1902, pp. 219-220. As reported in Kimball Young, Source Book for Social Psychology (New York: F. S. Crofts & Co., 1933), p. 385.

³Everett C. Hughes, "The Sociological Study of Work: An Editorial Foreword," The American Journal of Sociology, Vol. LVII, No. 5 (March, 1952), p. 426.

Literature on Occupational Perception

Ideally, the relevancy of existing studies relating to this investigation are pertinent to the extent to which they represent empirical studies of occupational perception possessing the following qualifications: (1) the perceivers are nonprofessional observers, (2) the perceivers are judging anonymous workers in occupations other than their own, (3) the substantive judgments about specific occupations are not exclusively concerned with on-the-job activities but also extend to social phenomena surrounding these occupations, and (4) the social characteristics of the perceivers are related to the projections they make, or at least are examined in terms of their projections. Very little of the available occupational literature meets these rather stringent requirements.

For example, there is an increasing number of sociological descriptions of specific occupations pertaining to the Waitress, the Dance Band Musician, the Railroader, and the like--all yielding quite complete pictures of the roles and way of life of persons holding such jobs. However, these represent objective descriptive studies undertaken by professionals and are therefore quite different from the subjective "views" of occupations held by the public-at-large.

Theoretically speaking while there are abundant allusions to the terms "occupational image" and "occupational stereotype" in sociological literature, as well as in the public press, for the most

part these references consist of mere labels applied to a wide variety of levels of conceptions relating to work; all assuming a seldom defined conceptual reality.¹ Since Lippmann long ago characterized "stereotypes" as pictures people carry in their heads,² Gustav Ichheiser³ has made the most notable effort, theoretically, to systematize some of these aspects of social perception by qualifying constructs and elaborating upon mechanisms and conditions involved in stereotypic imagery, prejudice, and social perception in general, whether pertaining to occupational, political, racial, ethnic judgments or whatever. Theodore Caplow⁴ has provided more specific generalizations pertaining to occupational stereotypes.

Empirically, however, the largest category of studies of occupational perception is that represented by the occupational ranking type of investigation. Originally started by Counts in the 1920's

¹ See the writings of C. Wright Mills, particularly White Collar (New York: Oxford University Press, 1951). Miller and Form in Industrial Sociology use the term "career stereotype" with connotations more closely paralleling American success ideology. Delbert C. Miller and William H. Form, Industrial Sociology (New York: Harper & Brothers, 1951), p. 664.

² See Walter Lippmann, Public Opinion (New York: Harcourt, Brace and Company, Inc., 1922) and Leonard W. Doob, Propaganda, Its Psychology and Technique (New York: Henry Holt and Company, 1935), p. 36.

³ Gustav Ichheiser, "Misunderstandings in Human Relations: A Study in False Social Perception," American Journal of Sociology, Part 2, Vol. LV, No. 2 (September, 1949).

⁴ Theodore Caplow, The Sociology of Work (Minneapolis: The University of Minnesota Press, 1954), pp. 134-137.

occupational prestige studies have been replicated many times by many investigators with amazingly similar results.¹ More recently dimensions other than generalized status have been ranked, such as income² and power,³ and populations used have included respondents from other cultures.⁴ Except for minor variations, regularities in all these investigations lead one to the conclusion that people can respond meaningfully to an abstract system of differentially evaluated positions. For purposes of stratification of the larger society, however, as well as for better examining the processes of occupational perception, this approach has rather obvious shortcomings.

Becker and Carper⁵ when discussing the processes by which occupational identifications are internalized, mention that the "public stereotype" concerning the job of physiologist is vague compared to the vocation of M. D. or engineer. Consequently those who finally select and work in the field of physiology have, as students, been

¹A partial list would include G. S. Counts in 1925, Deeg and Paterson in 1947, Mapheus Smith in 1943, North and Hatt (NORC) in 1949.

²Charles E. Ramsey and Robert J. Smith, "Japanese and American Perceptions of Occupations," American Journal of Sociology, Vol. LXV, No. 5 (March, 1960), pp. 475-82.

³Howard A. Rosencranz, "An Exploratory Study of Status and Power Rankings of Selected Professional and White Collar Occupations," Unpublished paper, Michigan State University, 1954.

⁴Ramsey and Smith, op. cit., p. 477. Also Edward A. Tiryakian, "The Prestige Evaluation of Occupations in an Under-developed Country: The Philippines," American Journal of Sociology, Vol. LXIII, No.4 (January, 1958), pp. 390-99.

⁵Howard A. Becker and James W. Carper, "The Development of Identification with an Occupation," American Journal of Sociology, Vol. LXI, No. 4 (January, 1956), pp. 289-98.

more dependent upon teachers and professors who sponsored and directed them into the vocation.

Rosenberg¹ suggests that the range of occupational alternatives is narrowed in the process of choosing an occupation by what might be called the "social publicity" of an occupation. This refers to the mixture of fact and fancy existing in the minds of the general public relevant to all occupations in our socio-economic system. He further cites an N. O. R. C. study which showed that ninety-seven percent of the population could not explain with exactness of what the job of nuclear physicist consisted.²

The general belief that if a man can do nothing else successfully, "he can always become a janitor," is quoted by Ray Gold as a stereotype surrounding this work role. Gold further reports that this occupational stereotype is based on a number of beliefs, such as: (1) Many janitors are foreign-born and therefore strange and suspicious; (2) Janitors disregard cleanliness because they are often seen wearing dirty clothes; (3) Janitors live in the basement apartments, symbolizing lower status; (4) Janitors remove the garbage of tenants, a subservient task.³

¹Morris Rosenberg, Occupations and Values (Glencoe: The Free Press, 1957), p. 5.

²N. O. R. C., "Jobs and Occupations: A Popular Evaluation," in R. Bendix and S. M. Lipset, Class, Status and Power (Glencoe: The Free Press, 1953), p. 417.

³Ray Gold, "Janitors versus Tenants: A Status-Income Dilemma," American Journal of Sociology, Vol. LVII, No. 5 (March, 1952), p. 487.

That all retired boxers are "punchy" is an opinion so widespread that it affects later occupational success, according to Weinberg and Arond,¹ to the extent that the Veterans' Boxing Association, an organization made up of retired boxers, has felt it necessary to protest against radio and other entertainment programs that perpetuate this false stereotype.

Oscar E. Litterer² reported a study dealing with occupational and social stereotypes in 1935 which pursued a pattern established by Rice seven years earlier. Explained in Quantitative Methods in Politics,³ a series of photographs representing social types and occupational functions were judged by college students and members of a Vermont Grange. The number of correct identifications exceeding chance value and an index of departure from expectation were considered as the criteria of stereotypic behavior found to be statistically distinguishable for both groups.

Litterer using different photographs replicated this experiment on samples of university men, university women, and business

¹S. Kirson Weinberg and Henry Arond, "The Occupational Culture of the Boxer," American Journal of Sociology, Vol. LVII, No. 5 (March, 1952), p. 469.

²Oscar E. Litterer, "Stereotypes," Journal of Social Psychology, Vol. 4, 1933, pp. 56-69.

³Stuart A. Rice, Quantitative Methods in Politics (New York: Alfred A. Knopf, 1928), pp. 51-70. This experiment was previously reported in the Journal of Personal Research, Vol. V, No. 7, 1926 by the title, "Stereotypes: A Source of Error in Judging Human Character."

men.¹ He also attempted to answer the question as to whether or not stereotypes issue out of a general experiential background or out of specific training. Litterer found that the number of correct identifications exceeded chance value to an extent which suggests the operation of stereotypic behavior plus indications that stereotypes, as so measured, emerge from a "general experiential background."

A similar physiognomic experiment pertaining particularly to teacher stereotypes was conducted by McGill.² Using five male and five female pictures, two of three photographs of actual female teachers were identified by a student sample above chance expectations.

A provocative study attempting to examine source of information upon which judgments were based about selected occupations was done by Lillian Wald Kay in 1944.³ A "prestige" scale was compiled as a result of the ranking of twelve occupations on five variables (conscientiousness, idealism, intelligence, social usefulness, stability of character) by 101 psychology students at City College of New York. A number of interesting findings resulted from interviews with the respondents relative to their familiarity with the occupations they had previously ranked, their interest in following that particular occupation,

¹ Litterer, loc. cit.

² Kenneth McGill, "The School Teacher Stereotype," Journal of Educational Sociology, Vol. 9, 1931, pp. 642-51.

³ Lillian Wald Kay, "Social Norms as Determinants in the Interpretation of Personal Experiences," Journal of Social Psychology, Vol. 19, 1944, pp. 359-67.

and how they arrived at the attitudes they held toward the twelve occupations. Significantly, Kay found that occupational stereotypes, as different from ethnic and racial stereotypes, are not less definite when dealing with unfamiliar occupations. Also, that favorableness of attitude is not related to occupations known to subjects. (Murphy, Murphy, and Newcomb¹ had earlier concluded that racial and ethnic stereotypes are less definite for distant and unfamiliar peoples.)

Kay also concluded from her study that the importance of the function of the occupation to society seems to be the determining factor for prestige rankings. She noticed that medical, legal, and teaching professions are usually ranked high. This latter conclusion, however, represents a slightly different emphasis than sometimes given. Canter, for one, suggests that intelligence may be the dominant factor governing prestige of occupations.²

Secord, Bevan, and Dukes reported an experiment in 1953 dealing with occupational stereotypes.³ They tested the hypothesis that occupational labels influence the perception of facial characteristics of photographs by having respondents rate personality traits for each labeled photograph. Six photographs with six occupational labels in

¹Murphy, Murphy, and Newcomb, Experimental Social Psychology (New York: Harper and Brothers, 1937), p. 1042.

²Ralph R. Canter, "Intelligence and the Social Status of Occupations," Personnel and Guidance Journal, Vol. 34 (January, 1956), pp. 258-260.

³Paul F. Secord, William Bevan, Jr., and W. F. Dukes, "Occupational and Physiognomic Stereotypes in the Perception of Photographs," The Journal of Social Psychology, Vol. 37 (May, 1953), pp. 261-70.

different combinations for various groups of subjects were used. While photographs reflected a priority over occupational titles as determinants of perception, substantial evidence of the existence of occupational stereotypes was obtained when occupations were presented without photographs to one control group.

Willa Freeman Grunes conducted a study in 1954 utilizing several procedures to reveal what the high school student "sees" when he looks at the world of occupations.¹ A "Grouping Test" was used which involved placement by students of fifty-one varied occupations into categories possessing "like" characteristics, such as educational requirements, physical demands, monetary rewards, and social skills. As a further analysis respondents were stratified into three social classes. Conclusions indicated that little difference was perceived by students between skilled and unskilled manual work contrasted to great differences "seen" between white collar and manual work. Definite class differences in perception were apparent. Respondents falling into the lowest-third social class saw little distinction between business and professional work, while the highest social group made the least distinction between various mechanical and manual jobs. The term "engineer" was usually interpreted as a professional by the higher status group, but was regarded as a "skilled mechanic" by the lower status respondents. The average incomes for various occupations were poorly judged by all students.

¹Willa Freeman Grunes, "On Perception of Occupations," Personnel and Guidance Journal, Vol. 34 (January, 1956), pp. 276-79).

The relevancy of most of the literature cited above to the present investigation resides in the common assumption of the existence of images or stereotypes surrounding occupations. None of these studies have set themselves the task of examining in any great detail any one occupational image or group of occupational images. It is particularly evident that none of them focussed attention on the related life styles of given occupations as perceived by others, which is the primary emphasis of this investigation.

There is need, then, for comprehensive studies which would provide more detailed images of common occupations. Methodologically, ways of acquiring these "public views" of jobs need to be developed. And certainly the relevance of social and economic characteristics of the "perceivers" to the occupational images they hold need to be examined in the search for meaningful relationships.

Hypotheses

The first purpose of this study is to determine: (1) what the public images of selected occupations and related life styles are, (2) if the occupational projections can be explicitly stated, (3) if they are realistic, and (4) if a questionnaire is a feasible method for acquiring detailed occupational imagery. A second purpose is the testing of several hypotheses concerning occupational imagery held by students with different social backgrounds.

The data of this investigation should have especial relevance for the purpose of examining theory dealing with the influence of reference group membership functioning to affect the perception of occupations. Because various aspects of the respondents' backgrounds as age, sex, size of community might be regarded as reference group categories¹ or frames of reference serving as perceptual contexts, the following hypotheses are presented:

A. Occupational images will differ in regard to selected status indicators as sex, age, and size of community of those viewing specific occupations. Many studies have shown that males view various features of our culture differently from females. It has been pointed out that girls have different views of the "brilliant" student than do boys;² that girls have different values when measured by the Allport-Vernon Scale of Values;³ that women view membership in organizations differently from males.⁴ It is therefore reasonable to hypothesize that females will view occupational life styles differently from males.

¹Current theory recognizes that membership may be "actual" or "aspired," composed of groups based on interaction, or merely membership consisting of the same "statuses" or "social categories." See Robert K. Merton, Social Theory and Social Structure, Revised edition (Glencoe: The Free Press, 1957), Chapters 8 and 9.

²James S. Coleman, "The Adolescent Subculture and Academic Achievement," American Journal of Sociology, Vol. LXV, No. 4 (January, 1960), pp. 337-47.

³George W. Hartman, "Sex Differences in Valuational Attitudes," Journal of Social Psychology, Vol. 5, 1934, pp. 106-12.

⁴John S. Scott, "Membership and Participation in Voluntary Associations," American Sociological Review, Vol. 22, No. 3 (June, 1957).

Age has also proved to be a discriminatory factor.¹

Talcott Parson states that although "age lines are not rigidly specific, but approximate; this does not, however, necessarily lessen their structural significance."²

In respect to size of community studies have shown that those from an urban environment often hold views different from those of a more rural environment. Conceptions of social class were found to vary with size of home community.³ Slocum also emphasized the effects of different homes, particular school systems, and community size in influencing occupational decision making.⁴

B. The principle of status congruity will be found operating between respondents and perceived images. In other words more realistic images are expected to be held by students whose father's occupations more closely approximate the occupation in question or the occupational class into which it falls.

In that higher status groups could better distinguish between business and professional work and lower status groups could

¹See C. Robert Pace, They Went to College (Minneapolis: The University of Minnesota Press, 1941), p. 141 and Samuel A. Stouffer et al., Measurement and Prediction (Princeton: Princeton University Press, 1950), pp. 617-18.

²Talcott Parsons, Essays in Sociological Theory Pure and Applied (Glencoe: The Free Press, 1949), p. 218.

³Thomas Lasswell, "Social Class and Size of Community," American Journal of Sociology, Vol. LXIV, No. 5 (March, 1959), pp. 505-08.

⁴W. L. Slocum, "Occupational and Educational Plans of High School Seniors from Farm and Nonfarm Homes," Pullman, Washington, Agricultural Experiment Station Bulletin No. 564, February, 1956, p. 56.

better distinguish between various manual occupations,¹ it is reasonable to hypothesize that those students whose fathers are white collar workers are expected to be more accurate in their image of Bookkeeper than in their image of Carpenter or Assembly Worker. Accuracy of income, number of years of schooling, etc., will be checked against census data.

C. Occupational images will differ in regard to occupational aspirations of the student. Several studies have shown differences in personality characteristics and attitudes of students with different specialization interests.² Thus, it can be expected that students majoring in business will see life styles of the Salesman and Sales Manager differently from majors in education or engineering.

D. Images of the prestige or status of a particular occupation will vary in relation to the mobility of the student perceiver. As pointed out above, Grunes³ found that students whose fathers were from different occupations perceived such occupations as businessmen, engineers, and skilled manual workers in very different lights. Students from the manual working group were found to have different values and attitudes toward fraternity pledging than did students

¹Grunes, op. cit., p. 278.

²See Donald E. Super, The Psychology of Careers (New York: Harper and Brothers, 1957), pp. 231-41 and C. Robert Pace, They Went to College (Minneapolis: The University of Minnesota Press, 1941), pp. 8-13.

³Grunes, loc. cit.

whose fathers were in the white collar group.¹ It is therefore reasonable to hypothesize that they view specific occupations differently. For example, college students whose fathers are skilled or semi-skilled will be considered upwardly mobile; they are expected to have different images of the Sales Manager or Doctor than are students whose fathers belong to the white collar groups.

¹G. N. Levine and L. A. Sussmann, "Social Class and Sociability in Fraternity Pledging," American Journal of Sociology, Vol. LXV, No. 4 (January, 1960), pp. 391-99.

CHAPTER II

PROCEDURE

This research was undertaken to investigate occupational images of seven occupations chosen to provide a range from professional to unskilled worker, and to represent relatively familiar jobs in the occupational structure. The occupations selected were: Assembly Worker, Bookkeeper, Carpenter, Doctor, Salesman, Sales Manager, and Teacher.

It was decided that a group administered questionnaire would be the best means of obtaining data incorporating the various facets of an occupational image. The development of the questionnaire, the sample selected, the measurement of four aspects of the occupational image, the statistical techniques used, and the methodological contributions of the study are described below.

Instrument Development and Sample Characteristics

In the winter of 1955 this writer designed a pre-test questionnaire to explore some of the ramifications of occupational image. The areas of inquiry included: income, style of life, reading and leisure habits, buying and saving habits, organizational membership, political allegiance, life chances and mobility patterns, and children's occupational aspirations. Condensed into four factors these became the dependent variables of the study.¹ Instructions on

¹See page 24.

each questionnaire included the job title of the occupation dealt with plus a brief description delimiting each job-role. In order to eliminate obtaining responses that might pertain to other than the "stable work period,"¹ cues were included in the description, such as age or length of time on job, to place each worker. For example, the introduction to the questionnaire concerned with Assembly Worker was as follows:

People often select an occupation not only on the basis of what they will do on a particular job, but also on the basis of what kind of life--home, family, community life, this occupation offers them. We would like to know what kinds of ideas people have of the way of life of different workers.

YOU are asked to give your impressions of the way of life of an Assembly Worker. This worker is a machine operator at Oldsmobile automobile manufacturing plant in Lansing--a city of about 100,000 population. His job is classified as a semi-skilled job. He has been working for 20 years, and has been at Olds for two years. We are not interested in any one specific Assembly Worker, but Assembly Workers in general who fit this description. Try to answer all of the questions!

The pre-test questionnaire was administered to approximately 150 college freshmen and sophomores enrolled in social science courses at Michigan State University. After an analysis of the pre-test, the

¹Opposed to the "entry" occupational period. Miller and Form classify the various phases of the typical job career into Initial, Trial, Stable, and Retired Work Periods. See Delbert C. Miller and William H. Form, Industrial Sociology (New York: Harper & Brothers, 1951).

following revisions were made: (1) ten items that were not meaningful were eliminated; (2) some questions were reworded for clarity; (3) five check-lists were simplified; (4) using pre-test responses, eight open-end questions were made into check-lists; (5) six new questions were added; (6) the order of questions was changed to present a more logical grouping into like areas of thought; (7) several introductory statements were improved. In general, the revised questionnaire was both shorter and easier to answer. (See Appendix D.)

After a second pre-test, the final instrument was administered to 1,045 freshmen and sophomores at Michigan State University enrolled in Basic Social Science during the 1955 spring term. The social characteristics of the respondents for this investigation were originally secured in the fall of 1954 as a part of the Basic College Social Science Evaluation Study designed and conducted by Dean E. Carlin and members of the Office of Evaluation Services. Unpublished reports of this latter study have been made by professors Sigmund Nosow and Albert E. Levak of the Department of Social Science, Michigan State University.¹

Each of the 1,045 respondents filled in one of seven randomly distributed questionnaires representing occupational projections of the Assembly Worker, Bookkeeper, Carpenter, Doctor, Salesman,

¹See mimeographed publication by Albert E. Levak, "Basic College Social Science: The Final Report of a Department Study," Michigan State University, August, 1957.

Sales Manager, or Teacher. The questionnaires were administered during regular classroom periods and in all cases were completed and collected within the hour. Pre-test experience had demonstrated that these college students were well able to react to a more sophisticated question-schedule and with minimal directions than would normally be expected of other types of respondents.

The occupational images of college students are considered as valid data for a study of this type because college students come from differing backgrounds and experience and possess a wide variety of social characteristics. This is even more true of students attending a state university than those attending other institutions of higher learning. (See Appendix C for a comparison of occupations of respondents' fathers with national occupational structure.) Secondly, as indicated by increasing enrollments, college students will constitute an increasing proportion of the labor market.

Measurement of Variables

The Dependent Variable: Occupational Image

Occupational image as used in this study encompasses many aspects of the behavioral patterns of persons in each of seven selected occupations. This author is concerned with other than on-the-job functions or specific job activities of the worker, for it is generally recognized that these are far less significant in distinguishing one job from another in society-at-large than are a complex of other job-

related patterns considered here. The eyes of the neighborhood or community are not present when the worker performs his skills on the assembly line, but they are more apt to be aware of the kind of car he drives and where he buys his groceries.

The images of these seven occupations were derived from students' knowledge about and attitudes toward the following important dimensions:

I. Work Related Patterns

- Father's occupation
- Education
- Age started work
- Present and possible maximum income
- Hours of working day
- Length of vacation
- Age of retirement
- Worries on the job
- Degree of happiness in work
- Likelihood of changing work

II. Family and Home Patterns

- Marital status
- Number of children
- Whether or not wife works
- Type of work wife does if employed
- Children's probable education
- Children's occupational aspirations
- Attitudes concerning child-rearing
- Kind and cost of home
- Worries at home

III. Consumption Patterns

- Likelihood of savings and life insurance
- Home furnishings and appliances
- Number of books and number of magazines
- Kind of magazines in home
- Type and amount of clothing owned
- Place where food and clothes are purchased

IV. Social and Activity Patterns

Political party membership
 Church membership
 Number and spatial distance of friends
 Organizational membership
 Number of movies, concerts, and plays attended
 Amount of television observed
 Leisure and vacation activities

Independent Variables¹

The following variables were expected to account for major variations in the images held by the respondents:

- I. The Occupation of Respondent's Father. The occupation of the father was one of the most important variables treated in this study because (1) it is of prime importance in moulding occupational notions affecting the child's perceptions, and (2) it is a useful index of socio-economic status.
- II. Occupational Aspirations. Information concerning occupational aspirations of respondents was available from data concerning the students' major and/or minor. It was assumed that these college students had goals directed toward professional, business, technical, managerial, or other high status occupations. These categories permitted comparisons to be made between such orientations as business versus liberal arts, engineering versus education, and so forth.
- III. Sex. While occupational roles are more often filled by males in

¹ See Appendix B for relationship between independent variables.

our society, females are aware of the "style of life" an occupation affords, either directly, through their own occupational experiences, or indirectly, through the choice of a marriage partner. Male and female roles in our society reflect many institutionalized variations. Not the least of these might be different views of occupations. On the other hand, many traditional role dimensions are in the process of change. What has happened to people's perceptions of occupational roles and their social concomitants?

IV. Age. Though age variations among college students are narrow in range, one still might expect the younger student to reflect different ideas and attitudes toward occupations than the older student. What influence has previous work experience of the older student on occupational images? It is highly likely that the older college student possesses more work experience than does the younger student who pursues his college career without interruption immediately after high school.

V. Size of Community. A familiarity factor or access-to-knowledge factor may emerge as a dimension relating community-size to occupational image since all occupations are not represented in the economic structure of the smaller community. Because college students, especially in a state university come from communities of all sizes, this becomes a meaningful variable. It might be expected that industrial and highly urban occupations will be perceived differently.

VI. Use of Mass Media. One measure of the impact of mass media

on the individual might be his newspaper reading habits. This, further, might be regarded as a general source of social images and stereotypes. Distinctions were sought between those students who read a newspaper every day and those who read one less often.

VII. Scholastic Aptitude. Of the many available single indices of learning ability, past academic achievement is one of the more reliable. Relative class standing in high school, although gross in character, is a meaningful variable. It was expected that perception of all aspects of one's total environment is positively related to the degree of learning astuteness present on the part of the individual. Relative class standing in high school, then, was thought to be expressive of a potential for viewing occupations realistically.

As a means of efficiently handling the data, a code was developed for both the dependent and independent variables and reproduced on IBM punch cards. Responses to write-in questions such as worries on the job, leisure activities, types of organizational membership, kinds of magazines projected were all carefully categorized and coded. The minimal frequency of no response items, plus the abundance of responses supplied for write-in questions, attests to the apparent ease with which this sample made projections, and may be regarded further as a relative index of the validity of the instrument. These two features may be examined in Appendix A.

Statistical Techniques

Among the purposes of this study is the acceptance or rejection of certain hypothesized relationships between the independent variables and occupational image. In order to determine whether or not an observed relationship could have occurred through chance factors alone, the chi-square test of significance was employed.¹ Because many of the variables are noncontinuous or contain units of unequal size, the chi-square test is considered an appropriate technique.

In this study a probability of .05 or less will be considered a significant relationship or will be regarded as one that is not likely to have occurred by chance. A probability of .10 to .05 will be considered indicative of a relationship that tends toward significance. A probability of .90 or above will be accepted as a relationship involving remarkably similar images. Because the expected cell frequencies were less than 200, they were corrected for continuity by applying a correction recommended by George W. Snedecor.² This correction consists of a reduction by one-half unit every deviation of an observed from an expected cell frequency in any chi-square test where there is only one degree of freedom.

¹ Margaret J. Hagood and Daniel O. Price, Statistics for Sociologists (New York: Henry Holt and Company, 1952), pp. 362-70.

² George W. Snedecor, Statistical Methods: Applied to Experiments in Agriculture and Biology (Ames: Iowa State College Press, 1946), pp. 22 and 193.

In that some four hundred chi-square tests were to be performed for each of the seven independent variables, necessitating nearly 3,000 computations, data were punched both on IBM cards and eventually on tape for processing through Michigan State University's electronic computer, MISTIC. Although MISTIC performed the actual computations in approximately two hours, several months were necessary for data and tape preparation. The computer laboratory library tape designated as K6-M was used for all tables except those with one degree of freedom. For these latter tables, the writer was instrumental in programming a modified chi-square tape routine with the recommended correction figure included.

Methodological Contribution of Study

This approach toward establishing the images of seven selected occupations might be viewed as a phenomenological approach¹ which will yield a descriptive analysis of how "others" view persons fulfilling recognized occupational roles in our society. The implicit assumption underlying this approach is that all persons possess or support ideas, fragmentary or extensive, correct or inaccurate, based on personal or vicarious experiences, about workers in all

¹MacLeod defines the phenomenological method as ". . . the attempt to view phenomena in their entirety, to distinguish the essential from the non-essential, to let the phenomena themselves dictate the conceptual framework and the further course of inquiry." Robert B. MacLeod, "The Phenomenological Approach to Social Psychology," Psychological Review, Vol. 54, 1947, pp. 207-08.

kinds of jobs. To obtain and classify some of these views and to relate them to those significant social factors which characterize the sample are the main objectives of this investigation.

Of the several possible methods of acquiring data in the area of occupational perceptions, the questionnaire method was selected on an exploratory basis. Since the pre-test established that respondents, specifically the college student sample, seemed to possess highly detailed notions about specific occupations, and in addition were able to project them in the form of replies, this method was pursued as a basis for this study. Methodologically, this investigation, then, should represent a contribution in terms of demonstrating the nature of data that can be secured in this particular area for special consideration and evaluation in future research.

In the past decade or two considerable attention has been devoted by social scientists toward the examination of attitudes, prejudices, and stereotypes concerning racial, ethnic, religious, and political perceptions of people. In fact, recognizing that these social perceptions form the basis of resulting and sometimes discriminatory behavior, investigative inquiries dealt not only with methods of establishing what these social attitudes are, but how and with what methods they might be changed.

Similarly, in recent years members of some occupational or professional associations (insurance salesmen, morticians, policemen, etc.) have begun to be concerned about modifying attitudes

of people toward themselves and their work and have utilized public-relations media in an effort to effect changes. This is evidence that these groups feel that they are being "viewed" in uncomplimentary or discriminatory ways, or at least indicates that they feel these public images are important. Here, seemingly, is support for the "reality" of occupational perceptions, yet is interesting that with the exception of several occupational "self-image" studies, plus the traditional "ranking" studies, the images of people toward other peoples' work still remain to be explored on an empirical basis.

This exploratory study, then, has attempted to place subjective ideas concerning the life styles of certain occupations in an empirical framework for types of analyses that have not as yet been performed in the area of occupational sociology. These data have permitted occupational life style profiles to be drawn in a way that should have meaning as significant phenomena pertaining to the social behavior of human beings in a society highly structured by the specializations of work and its accompanying institutions.

INTRODUCTION TO IMAGES OF SEVEN OCCUPATIONS

Material presented in Chapters III through IX pertain to the perceptions students held for each of seven occupations. These are presented as two categories of data.

- I. Descriptions of the general images for each occupation.
- II. Summaries of significantly different relationships between background characteristics of the informants and the images they held.

The general image descriptions revolve around four categories of responses about occupations. These are their: A. Job Related Characteristics; B. Family and Home Patterns; C. Consumption Patterns; and D. Social and Activity Patterns.

With respect to general images for each occupation several attributes were so nearly unaminously ascribed that they were sometimes omitted from the description. These items included ownership of television sets and garages. Home ownership was also a high expectancy for all occupations. Similarly, practically no job occupant was thought to be unmarried.¹ Supplementary material on the seven occupational groups is compiled in the Appendix.²

¹In 1955 approximately thirty percent of the population of marriageable age were not married. Donald J. Bogue, The Population of the United States, "Marriage and Marital Status," Chapter 10, p. 221. (This reinforces one typical American stereotype.)

²See Appendix A, "Medians and Percentage Distributions of Projections for All Occupations."

With respect to significant relationships found for the seven independent variables (age, sex, academic standing, college major, occupation of father, size of community, and newspaper readership), tables presenting percentage differences and chi-square probabilities for those relationships, significant at the .05 level and less, accompany the summarizing statements. In addition significant associations are summarized in a single table for each occupation.

The occupations are presented in the following chapter order: Assembly Worker, Carpenter, Bookkeeper, Salesman, Sales Manager, Teacher, and Doctor. This order places the blue collar occupations contiguously, and similarly, the arrangement of the lower white collar and professional occupations provides for easy comparison.

Two problems involved in presenting the data of this study deserve mention. The first has to do with the immensity of the material that was collected and analyzed. In order to limit the report to a reasonable length, most of the data dealing with children of workers was omitted. This was roughly the equivalent of the last two pages of the questionnaire. The second problem relates to validating specific perceptions of the respondents to pertinent studies in sociological literature.

As an example of the latter, ideally, the expected voting behavior for each of the seven occupational groups might be examined in detail and compared with findings among the vast amount of literature available on the subject. However, since impressions pertaining

to occupational life styles embrace so many aspects of behavior, exhaustive surveys of published literature would be beyond the scope of this investigation. Coupled to this, recognition must be given to the fact that comparable occupational imagery data are not available at all, and often, only tangentially relevant references to other studies can be made.¹

¹Thorndike and Hagen's study falls into this category. This extraordinary follow-up study of 17,000 Aviation Cadet examinees not only provides a variety of test score data but also biographical material on 10,000 persons presently engaged in over 100 occupations. While aviation cadet aspirants constitute a selective sample, the occupationally classified findings are particularly pertinent. See Robert L. Thorndike and Elizabeth Hagen, Ten Thousand Careers (New York: John Wiley & Sons, Inc., 1959), 346 pp.

CHAPTER III

I. IMAGE OF THE ASSEMBLY WORKER

Four-fifths of the workers employed in the manufacturing of automobiles in the United States are concentrated in the Great Lakes region; one-half of the industry's employment rolls can be accounted for in the State of Michigan.¹ In many respects the automobile industry can be characterized as representing the epitome of mass productive techniques.

Mass production of standardized parts, minute division of labor, and highly synchronized assembly line manufacturing methods enable completed automobiles to be turned out at the rate of one per minute during periods of full production. While the industry provides employment for workers at all levels ranging from professional to unskilled laborers, the largest number of employees are found in factory occupations. Among factory workers, those who fill "assembling" jobs make up the largest occupational group, constituting about fifteen percent of all automobile workers.²

Whether employed on sub-assemblies or larger assembly lines, these workers perform tasks which require little skill but rather

¹ Bureau of Labor Statistics, Occupational Outlook Handbook, 1957 Edition, Bulletin No. 1215 (Washington, D. C.: U. S. Government Printing Office), pp. 420-431.

² Ibid., p. 426.

highly timed, repetitive movements. In the whole work organization of the Western world, these indeed are the workers who come closest to the literary portrayal of the "robots" ritualistically tightening nuts and bolts beside the endless conveyor belt. Perhaps the vividness of this stereotyped work role has created a rather anonymous halo effect regarding other aspects of this worker's behavior as might be judged from one writer's observations.¹

In essence, this study was initiated to delineate a more precise image of the Assembly Worker. The following impressions of the way of life of a semi-skilled operative, hypothetically employed at Oldsmobile automobile manufacturing plant in Lansing, Michigan were obtained from 146 college students.

A. Job Related Characteristics

The median annual wage assigned the Assembly Worker was \$4,572.00. This compensation was the result of working slightly over eight hours per day; 8.6 hours. Only one-third of the respondents thought the Assembly Worker would earn more than \$5,000.00 a year. The quartile range for income ascriptions was \$1,583.60.

For comparative purposes it may be noted that the United States census for 1950 reported an annual median wage of \$3,063.00

¹Theodore Caplow speaking of the absence of any coherent image of the American working man says further, "It is rather curious, given the tendency in the United States to exaggerate spurious ethnic and class characteristics, that the industrial worker is less clearly stereotyped than almost any other occupational group." Theodore Caplow, The Sociology of Work (Minneapolis: University of Minnesota Press, 1954), p. 136.

for semi-skilled automotive workers.¹ This figure, however, included approximately fifty-three percent who did not work a full fifty weeks during the year. Miller, adjusting for this factor, provides a median income figure of \$3,272.00 for motor vehicle operatives.² Respondents' estimate becomes increasingly less discrepant if regional wage variations are taken into account and 1955 income data are utilized.³ Assuming full employment for the peak automotive production year 1955, State of Michigan income data would yield a figure of \$4,600.00 for automotive production workers, which in turn reflects another accurate projection for this group of respondents.

The Assembly Worker was viewed by students as a person who begins this type of job when he is about age twenty and continues in it until he is slightly over sixty-five years of age. Moreover, his annual income is expected to increase, for the median income assigned the year before retirement was \$5,132.00. Almost three-quarters of the respondents felt this worker would have two weeks vacation each year.

¹Donald J. Bogue, The Population of the United States, "Income Distribution of the Experienced Labor Force, by Occupation and Sex, for the United States, 1950," Table 17-A-3 (Glencoe: The Free Press, 1959), p. 546.

²Herman P. Miller, Income of the American People (New York: John Wiley & Sons, Inc., 1955), Appendix C, Table C-2, p. 178.

³Nationally, hours and gross earnings of nonsupervisory automotive production workers for April, 1955 is reported as 43.5 hours weekly and \$97.88 weekly. Bureau of Labor Statistics, Monthly Labor Review, December, 1955, Vol. 78, No. 12, p. 1531. State of Michigan figures for April, 1955 show an hourly wage of \$2.30, 44.1 hours weekly, and a weekly wage of \$101.52. Michigan Employment Security Commission, Michigan's Labor Market, July, 1955, Vol. 10, No. 7.

The Assembly Worker was seen as a person whose father was also a manual worker, since three-quarters said that his father's occupation would be semi-skilled. Only two percent thought fathers would be white collar workers holding clerical, managerial, or professional jobs.

The median years of schooling completed by the Assembly Worker was judged to be approximately eleven grades (11.4). Census reports for 1950 indicate that this is an overestimate by about two years, for median education, nationally, for automotive operatives was 9.4 years.¹ Only three percent of the respondents said he completed more than high school.

Assembly Workers were viewed as highly stationary both in terms of geographic and occupational mobility. Two-thirds of the respondents felt that he is likely to have been born in the community in which he now works and one-quarter thought he was born in Michigan. Only one-tenth envisioned him as migrating from another state or region.² Further, almost nine-tenths felt he would spend the remainder of his working days in the community in which he now works. Despite the fact that he was considered to be only "fairly happy" with his work by three-fourths of the informants, the same proportion felt it "not likely" that he would go into another type of

¹Bogue, op. cit., Table 17-A-4, p. 561.

²This would be an underestimate for Detroit workers and probably low for Lansing also.



work. More than three-fourths thought he would prefer other work to his own.¹

In response to the question "What are the things the Assembly Worker worries most about on the job?", 144 respondents supplied a total of 246 worries. Almost half mentioned worries concerning job security, lay-offs, and strikes. One-third mentioned monetary worries concerning living expenses and finances. Other worries mentioned related to children, wife, and health. Fewer than one percent suggested worries pertaining to craftsmanship on the job.

B. Family and Home Patterns

According to all respondents the typical Assembly Worker is a married man who has four children. Half of the respondents felt that his wife is "quite likely" to be working outside the home for pay and that she occupies a lower white collar job. The other half thought she would be a factory worker, domestic worker, or a waitress. Only about one percent of the respondents felt that the Assembly Worker's wife would have outside "help" with her housework apart from baby sitting. Regarding child rearing, about one-half felt that the parents would be "strict" and one-half felt they would be on the

¹ Among others Guest has found that automobile workers tend to be dissatisfied with their work. Robert H. Guest, "Work Careers and Aspirations of Automobile Workers," American Sociological Review, Vol. 19, No. 2 (April, 1954), pp. 155-63.

"lenient" side.

Four-fifths of the students felt that the Assembly Worker is a home owner; the remainder felt he "rented" his home. Home ownership, in this instance, is probably an overestimate based on the National Housing Survey of the United States Bureau of Census which reported that forty percent of all householders were renters in 1956.¹

The home of the Assembly Worker is most apt to have two or three bedrooms. Nine-tenths thought he would have a garage and a dining room. More elaborate features, such as fireplaces, were projected by one-fifth of the respondents, and a recreation room or two bathrooms by one-tenth. The median value ascribed to the Assembly Worker's home was \$11,416.00.

Concerning matters "worried about at home," two-thirds of the respondents mentioned bills, taxes, and expenses. A definite economic theme dominated worries suggested for this worker. About one-third felt he would worry about the happiness and welfare of his wife and children.

Although slightly more than half of the respondents felt certain that the male children of the Assembly Worker would attend college, fewer than one-fifth indicated the likelihood that they would pursue professional, managerial, or business jobs. Approximately one-fifth indicated lower white collar, clerical, and sales jobs for male children of the Assembly Worker, while skilled or unskilled

¹Bogue, op. cit., "Housing and Population," Chapter 24, p. 717.

manual occupations were indicated by eighty-five percent of the respondents. For this multiple possibility check-list of occupations, one-fifth marked the alternative "any of the above occupations," a greater proportion than for any other job studied.

C. Consumption Patterns

Concerning food, two items were indicative of a kind of projected economic practice for the Assembly Worker when nearly two-thirds of the respondents believed that this family maintained a summer vegetable garden,¹ and when an even greater percentage felt this family preserved food for later use. This is probably an overestimate. About ninety percent believed that the Assembly Worker purchased groceries at supermarkets. None believed he ordered groceries by phone.

With respect to where family clothing is purchased, one-third mentioned economy chains such as Penney's and Sears. Next in frequency were main department stores in-town, and third mentioned were mail-order catalogs. Fewer than five percent indicated specialty shops and out-of-town department stores. The Assembly Worker was

¹ Somewhat suitable for comparison with Assembly Worker images are data from a North Lansing Fringe study, inasmuch as 72% of the sample was made up of skilled or semi-skilled workers. Space for "gardening" was considered to be the chief advantage for living in fringe by one-fourth of the respondents. Fewer than one-fifth did most of their shopping in the neighborhood; these purchases were most often for groceries. J. Allen Beegle and Widick Schroeder, "Social Organization in the North Lansing Fringe," Technical Bulletin No. 251, Michigan State University Agricultural Experiment Station, September, 1955, 27 pp.

assigned a median of 2.6 dress suits and five pairs of overalls; these may well be overestimates. Practically none of the respondents felt that this worker would own a tuxedo, whereas two-fifths believed his wife owned a formal evening dress.

Four-fifths of the informants thought this worker's family would own a phonograph; over one-half an automatic washing machine; and one-third projected a home freezer. Very few informants assigned an air conditioner, a Hi Fi Set, or a dishwasher.

The median number of magazines expected to be found in the home of the Assembly Worker amounted to 3.8. Approximately two-thirds named pictorial-type magazines as Life, Look, See; one-half named popular general weeklies of the combined fiction-feature type as Collier's and Saturday Evening Post; one-fourth listed pulp-type publications as radio and movie magazines, "true" story, and detective magazines; and one-fourth mentioned popular women's monthlies as McCall's and Ladies' Home Journal. One-third of the respondents named hobby magazines as Popular Mechanics, sports magazines, and hunting and fishing magazines. This again is probably an overestimate of magazines taken and readings.¹ Median number of books ascribed to this worker's home numbered 17.8.

¹For a rank order comparison of magazine types for both urban and rural groups see C. P. Loomis and J. A. Beegle, Rural Social Systems (New York: Prentice-Hall, Inc., 1950), Table 42, p. 538. Digest magazines ranked higher for the groups reported in these studies.

The Assembly Worker's family was thought to own one automobile. Seven-tenths of the respondents named a "make" classified in the low-priced three. About one-half visualized this worker's car to be three years old or older, and two-fifths projected a one or two year old model.

Does the Assembly Worker save any money from his income? Nine-tenths believe he does. The largest proportion felt this saving is in the form of savings accounts. One-fourth believed he had insurance savings, and one-tenth indicated stocks or bonds, inclusive of government bonds. Almost all informants said the Assembly Worker carried some life insurance; the median figure amounted to \$8,260.50.

D. Social and Activity Patterns

Over three-fourths of the informants thought the Assembly Worker was a Democrat.¹ Fifteen percent felt that he did not usually vote, the highest percentage for any occupation studied.² Over four-

¹This is consistent with findings in other studies. Seventy-seven percent of the operatives, service workers, and laborers in the Detroit Area Study expressed Democratic political preference. Blue collar factory workers born in the northern U. S. and Catholic, as well as blue collar factory workers born in the southern U. S. and Protestant, represent two population types overwhelmingly Democratic. University of Michigan, "A Social Profile of Detroit, 1956," Report of the Detroit Area Study, November, 1957, p. 66. See also Oscar Glantz, "Class Consciousness and Political Solidarity," American Sociological Review, Vol. 23, No. 4 (August, 1958), pp. 375-83.

²Deutsch points out that census tract areas of low economic status in Lansing, Michigan were areas of "low" percentage voting. S. E. Deutsch, "A Community Study of Status Consistency and Voting Behavior," (unpublished M. A. thesis, Michigan State University, 1959), p. 54.

fifths felt he was a church member. One-half felt he would be a Protestant, about one-third a Catholic, and the remainder gave no definite assignments.

When asked to name organizational memberships of the Assembly Worker an average of about two organizations were named.¹ Over two-thirds mentioned a labor union, one-third mentioned church groups, a fifth listed special interest groups as gun club or hot-rod groups, one-tenth mentioned veterans' organizations and the Parent Teachers Association.

In response to the question, "What are his favorite forms of relaxation?", almost half mentioned fishing, watching television, or listening to the radio. Another one-fourth specified hunting, golf, card playing, and movies.

The median number of movies the Assembly Worker attended per month according to these respondents was 2.7; median television hours per day equalled 3.5. On the other hand, fifty-four percent of the respondents felt that this worker and his wife attended no plays or concerts during the past year.

Responses to a check-list dealing with how the Assembly Worker spends his vacation revealed that over one-half felt he stayed

¹Data from a North Lansing Fringe study indicate that one-third belonged to no voluntary organization; nearly one-half belonged to only one organization, the labor union most often. Hunting and fishing were most often indicated as leisure activities. Beegle and Schroeder, op. cit., pp. 26-27.

at home and about one-half indicated that he vacationed at a cottage. One-third checked camping and a fifth indicated touring or sightseeing.

Finally, approximately two-thirds of the responding group indicated that these parents would be close friends of one to four other families living predominantly in their same neighborhood.

Summary

Ranking low in status position, in aspirations, life chances, and social achievement, the Assembly Worker is perceived as an "under dog" in the occupational hierarchy, even though he does not fare badly in terms of the material ascriptions made him. The facets of the student image that particularly appear to coincide with the actual characteristics of this manual worker are income estimates, large family size, monetary worries, attitude toward job, chain store buying, leisure interests, Democratic political preference, and limited mobility. Evidence somewhat indicates that these informants tend to overestimate his education, home ownership, magazine readership, and likelihood of sending sons to college.¹

¹Though an atypical group of Production Assemblers, Thorndike and Hagen's follow-up study makes this summarizing statement about their biographical background, "The general impression conveyed. . . was one of meagerness--meagerness of educational background, meagerness of cultural resources, meagerness of participation in cultural activities, and meagerness in variety and range of hobby or work experiences." Robert L. Thorndike and Elizabeth Hagen, Ten Thousand Careers (New York: John Wiley & Sons, Inc., 1959), p. 305.

II. SIGNIFICANT DIFFERENCES FOR ASSEMBLY WORKER

When variations in responses were analyzed by background characteristics of students, sex of informant was the most discriminating variable for Assembly Worker data; one-fifth of the tests performed in relation to sex of informant were significant at the .05 level. Size of community and newspaper readership were next in importance; age and academic standing were the least discriminating. (See Table 1.0.) It is also apparent that there were more significant relationships for family patterns than any of the other three categories.

A. Job Related Characteristics

Of the one hundred and five tests performed for Job Related Characteristics of the Assembly Worker, eight were significant at the .05 level and less. Females projected more generous vacation periods and greater likelihood of residence in the same community for the Assembly Worker's parents.¹ Tables 1.3 and 1.4 show that respondents from smaller communities ascribed higher incomes and shorter vacations to the Assembly Worker than respondents from larger communities.² Other significant relationships for the category Job Related Characteristics were that those with high academic standing assigned less vacation time than those with low academic

¹ See Tables 1.1 and 1.2.

² This is in keeping with the expectation of more realistic patterns to be projected by urban informants, Hypothesis A.

standing (Table 1. 5); younger respondents expected the Assembly Worker to earn more money than older respondents (Table 1. 6); those who read newspapers more frequently expected him to earn more money before retirement than did less frequent readers (Table 1. 7); and white collar informants were more inclined to limit the working day to eight hours than were blue collar informants.¹

B. Family and Home Patterns

There were more significant differences in relation to Family and Home patterns of the Assembly Worker than for any of the other three categories considered. Sex differences are shown in Tables 1. 9, 1. 10, and 1. 12. Although females visualized the wife of the Assembly Worker working outside the home less often than males, they projected office work for this working wife more often than did males. Females also projected that money and children would constitute home worries for the Assembly Worker with greater frequency.

Other significant differences relating to Family and Home patterns were that business and education majors were least likely to project money worries at home for the Assembly Worker; that a greater proportion of daily newspaper readers believed that his male

¹The 1955 automotive production record of over 7.2 million cars is still unsurpassed. Fred Olmsted, Automotive Editor, The Detroit Free Press, January 15, 1960. Blue collar respondents in this instance seem to be more aware of heavy overtime schedules during the year this study was conducted. This is probably related to Hypothesis B, the principle of status congruity.

children would attend college; that informants with white collar fathers were more likely to assign white collar jobs to the wife of the Assembly Worker; and that respondents from urban communities were more likely to ascribe worries about children to the Assembly Worker than those from smaller communities.¹

C. Consumption Patterns

Five significant differences were found with respect to Consumption Patterns. A greater number of females named Fords, Chevrolets, or Plymouths as the car owned by the Assembly Worker (Tables 1.17 and 1.18). Regular newspaper readers visualized a bank checking account and ownership of a greater number of suits than did less frequent readers.² On the other hand, blue collar informants projected more magazines for the Assembly Worker than informants from white collar families³ (Table 1.21).

D. Social and Activity Patterns

Seven significant differences appeared in relation to Social and Activity Patterns for the Assembly Worker. Four of these differences were related to sex of the informant; females were more likely to assign church groups and P. T. A. memberships than males, believed that the Assembly Worker would be more likely to spend

¹See Tables 1.13, 1.14, 1.15, and 1.16.

²See Tables 1.19 and 1.20.

³This is compatible with Hypothesis D.

his vacation at home, and would have family friends living closer to home than that projected by males.¹

Business majors were least likely to assign a vacation at home for the Assembly Worker, but thought he would view television more often than any other major.² Although the majority of informants believed the Assembly Worker to be a Democrat, those from urban communities were most likely to make this classification (Table 1.28).

To summarize, seven percent of all tests performed on the Assembly Worker were significant at the five percent level and less; twelve percent were significant at the .10 level and less. There were more significant relationships for Family and Home Patterns for the Assembly Worker. Sex of informant was the most discriminating variable, size of community and newspaper readership were also above chance relationships (Table 1.0). Hypotheses A, C, and D were supported by analyses of Assembly Worker data.

¹ See Tables 1.22, 1.24, and 1.25.

² See Tables 1.26, and 1.27.

TABLE 1.0--Summary of significant associations for Assembly Worker

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	6.7	0.0	0.0	0.0	1.8
Sex	13.3	33.3	13.3	26.7	21.1
Major	0.0	8.3	0.0	13.3	5.3
Academic standing	6.7	0.0	0.0	0.0	1.8
Occupation of father	6.7	8.3	6.7	0.0	5.3
Size of community	13.3	8.3	0.0	6.7	7.0
Newspaper readership	6.7	8.3	13.3	0.0	7.0
Total	7.6	9.5	4.8	6.7	7.1
					(N = 399)

SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR ASSEMBLY WORKER

A. Job Related Characteristics

TABLE 1.1--Length of vacation by sex of informant

Sex of informant	0 to 1 week	2 or more weeks	Totals	
			%	N
Female	36.0%	64.0%	100	51
Male	15.6	84.4	100	95
				(146)
$\chi^2 = 6.75$ 1 d. f. $P < .01$				

TABLE 1.2--Residence of parents by sex of informant

Sex of informant	Same town	Elsewhere	Totals	
			%	N
Female	72.0%	28.0%	100	50
Male	44.8	55.2	100	93
				(143)1
$\chi^2 = 8.55$ 1 d. f. $P < .01$				

TABLE 1.3--Amount of money earned last year by size of home community

Size of community	0 to \$4,999	\$5,000 or more	Totals	
			%	N
Open country to 9,999	33.3%	66.7%	100	54
10,000 to 99,999	64.6	35.4	100	48
100,000 and over	69.8	30.2	100	43
				(145)*
$\chi^2 = 15.76$ 2 d. f. $P < .001$				

*One student not classifiable

¹For this and following Assembly Worker tables discrepancies between total number of responses and 146 equal no response items.

TABLE 1.4--Length of vacation by size of home community

Size of community	0 to 1 week	More than 1 week	Totals	
			%	N
Open country to 9,999	31.5%	68.5%	100	54
10,000 to 99,999	25.0	75.0	100	48
100,000 and over	7.0	93.0	100	43
				(145)*

$\chi^2 = 8.71$ 2 d. f. $P < .02$

*One student not classifiable.

TABLE 1.5--Length of vacation by academic standing

Academic standing	0 to 1 week	More than 1 week	Totals	
			%	N
Upper one-third	28.2%	71.8%	100	85
Lower two-thirds	11.5	88.5	100	61
				(146)

$\chi^2 = 5.00$ 1 d. f. $P < .05$

TABLE 1.6--Amount of money earned last year by age of informant

Age of informant	0 to \$4,999	\$5,000 or more	Totals	
			%	N
18 years and under	78.9%	21.1%	100	58
19 years and older	100.0	0.0	100	87
				(145)

$\chi^2 = 17.71$ 1 d. f. $P < .001$

TABLE 1.7--Income received the year before retirement by newspaper readership

Newspaper readership	0 to \$5,999	\$6,000 or more	Totals	
			%	N
Read paper daily	70.7%	29.3%	100	73
Read paper less often	85.9	14.1	100	70
				(143)

$\chi^2 = 4.10$ 1 d. f. $P < .05$

TABLE 1.8--Hours worked daily by occupation of informant's father

Occupational class	1 to 8 hours	More than 8 hours	Totals	
			%	N
White collar	71.8%	28.2%	100	85
Blue collar	15.6	84.4	100	45
				(130)

$\chi^2 = 35.04$ 1 d. f. P < .001

*16 farm and nonclassifiable fathers.

B. Family and Home Patterns

TABLE 1.9--Likelihood of wife's employment outside the home by sex of informant

Sex of informant	Not likely or never	Quite likely or steady	Totals	
			%	N
Female	68.6%	31.4%	100	51
Male	40.0	60.0	100	94
				(145)

$\chi^2 = 9.94$ 1 d. f. P < .01

TABLE 1.10--Type of employment for working wives by sex of informant

Sex of informant	Employed as clerk or office worker	Other Employment	Totals	
			%	N
Female	48.0%	52.0%	100	49
Male	20.8	79.2	100	93
				(142)

$\chi^2 = 10.38$ 1 d. f. P < .01

TABLE 1.11--Monetary worries at home by sex of informant

Sex of informant	Worry about money at home	Do not worry about money at home	Totals	
			%	N
Female	65.6%	34.4%	100	50
Male	47.7	52.3	100	94
				(144)

$$\chi^2 = 4.86 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 1.12--Concerns about children among worries at home by sex of informant

Sex of informant	Worry about children	Do not worry about children	Totals	
			%	N
Female	26.4%	73.6%	100	51
Male	9.1	90.9	100	95
				(146)

$$\chi^2 = 6.84 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 1.13--Monetary worries at home by college major

College major	Worry about money at home	Do not worry about money at home	Totals	
			%	N
Engineering	47.4%	52.6%	100	16
Education	3.8	96.2	100	28
Business	0.0	100.0	100	27
Other	71.9	28.1	100	73
				(144)

$$\chi^2 = 74.67 \quad 3 \text{ d. f.} \quad P < .001$$

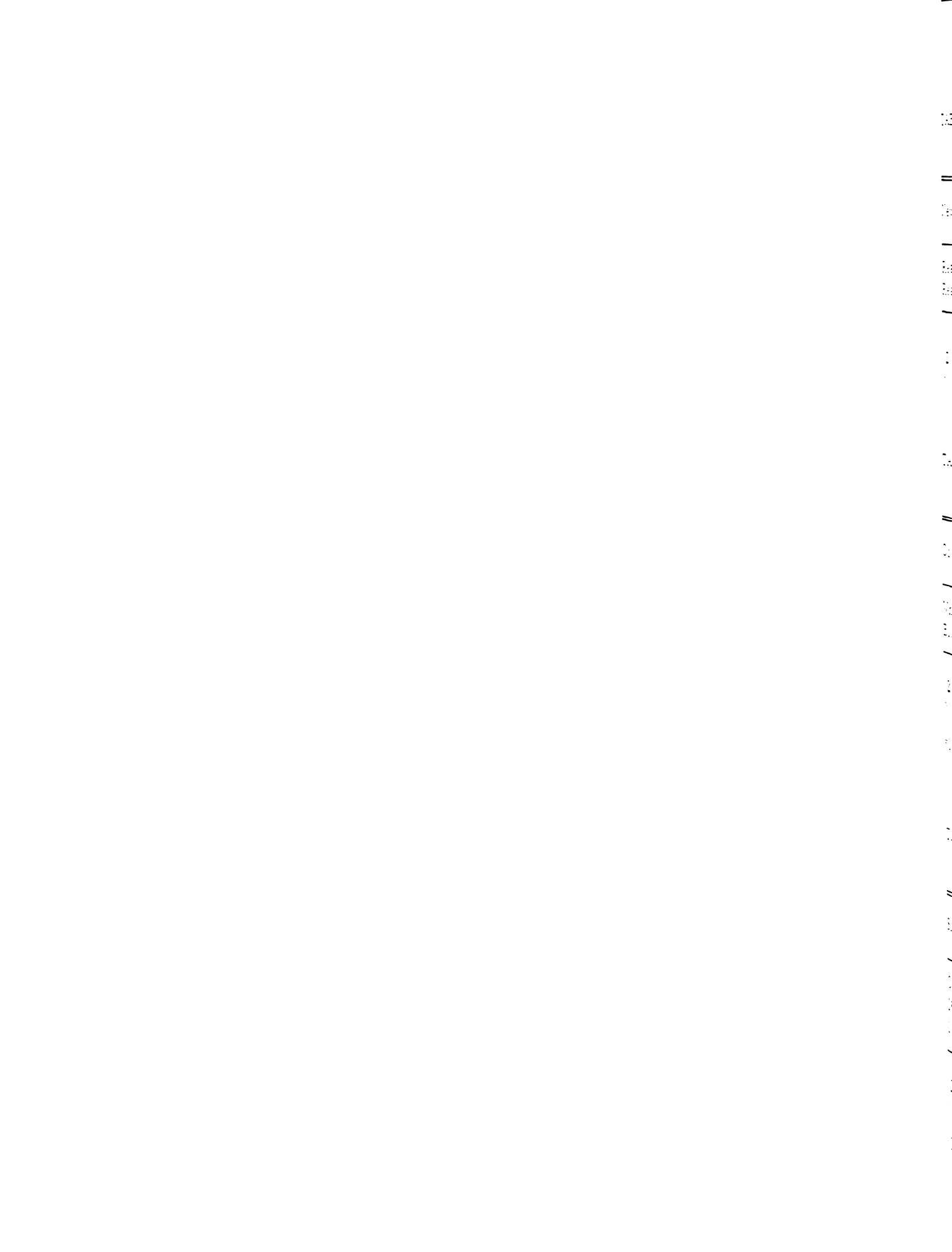


TABLE 1. 14--Likelihood of male children going to college by newspaper readership

Newspaper readership	Will not attend college	Will attend college	Totals	
			%	N
Read paper daily	28.0%	72.0%	100	74
Read paper less often	60.6	39.4	100	71
(145)				

$$\chi^2 = 14.41 \quad 1 \text{ d. f.} \quad P < .001$$

TABLE 1. 15--Type of employment for working wives by occupation of informant's father

Occupational class	White collar work	Blue collar work	Totals	
			%	N
White collar	61.7%	38.3%	100	85
Blue collar	44.4	55.6	100	45
(130)*				

$$\chi^2 = 4.43 \quad 1 \text{ d. f.} \quad P < .05$$

*16 farm and nonclassifiable fathers.

TABLE 1. 16--Concerns about children among worries at home by size of home community

Size of community	Worry about children	Do not worry about children	Totals	
			%	N
Open country to 9,999	3.7%	96.3%	100	54
10,000 to 99,999	25.0	75.0	100	48
100,000 and over	20.9	79.1	100	43
(145)*				

$$\chi^2 = 9.81 \quad 2 \text{ d. f.} \quad P < .01$$

*One student not classifiable.

C. Consumption Patterns

TABLE 1.17--Make of automobile owned by sex of informant

Sex of informant	Ford, Chevrolet, Plymouth	All other makes	Totals	
			%	N
Female	84.0%	16.0%	100	50
Male	64.6	35.4	100	95
				(145)

$$\chi^2 = 5.23 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 1.18--Insurance savings assignments by sex of informant

Sex of informant	Have insurance savings	Do not have insurance savings	Totals	
			%	N
Female	10.0%	90.0%	100	51
Male	31.3	68.2	100	95
				(146)

$$\chi^2 = 7.10 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 1.19--Bank checking account assignments by newspaper readership

Newspaper readership	Have checking account	Do not have checking account	Totals	
			%	N
Read paper daily	82.7%	17.3%	100	75
Read paper less often	60.6	39.4	100	71
				(146)

$$\chi^2 = 7.76 \quad 1 \text{ d. f.} \quad P < .01$$



TABLE 1.20--Number of suits owned by newspaper readership

Newspaper readership	0 to 2 suits	3 or more suits	Totals	
			%	N
Read paper daily	62.7%	37.3%	100	75
Read paper less often	83.1	16.9	100	70
(145)				

$$\chi^2 = 6.66 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 1.21--Number of magazines in home by occupation of informant's father

Occupational class	0 to 4 magazines	5 or more magazines	Totals	
			%	N
White collar	84.7%	15.3%	100	84
Blue collar	66.7	33.3	100	45
(129)*				

$$\chi^2 = 5.20 \quad 1 \text{ d. f.} \quad P < .05$$

*16 farm and nonclassifiable fathers.

D. Social and Activity Patterns

TABLE 1.22--Church group versus other organizational membership by sex of informant

Sex of informant	Special church group membership	Other types of group membership	Totals	
			%	N
Female	50.0%	50.0%	100	51
Male	27.1	72.9	100	95
(146)				

$$\chi^2 = 6.72 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 1.23--P. T. A. membership by sex of informant

Sex of informant	Belong to P. T. A.	Do not belong to P. T. A.	Totals	
			%	N
Female	22.0%	78.0%	100	51
Male	6.3	93.7	100	95
(146)				

$$\chi^2 = 6.51 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 1.24--Type of vacation by sex of informant

Sex of informant	Stay at home	Other	Totals	
			%	N
Female	72.0%	28.0%	100	51
Male	42.7	57.3	100	95
(146)				

$$\chi^2 = 10.36 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 1.25--Place of residence of family friends by sex of informant

Sex of informant	Same town	Elsewhere	Totals	
			%	N
Female	60.8%	39.2%	100	50
Male	44.8	55.2	100	94
(144)				

$$\chi^2 = 4.87 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 1.26--Type of vacation by college major

College major	Stay at home	Other	Totals	
			%	N
Engineering	62.5%	37.5%	100	16
Education	63.0	37.0	100	28
Business	21.4	78.6	100	27
Other	58.7	41.3	100	75

(146)

$\chi^2 = 13.81$ 3 d. f. $P < .01$

TABLE 1.27--Hours of television observed daily by college major

College major	0 to 2 hours	3 or more hours	Totals	
			%	N
Engineering	62.5%	43.8%	100	16
Education	33.3	66.7	100	27
Business	17.9	82.1	100	27
Other	32.0	68.0	100	73

(143)

$\chi^2 = 9.25$ 3 d. f. $P < .05$

TABLE 1.28--Political allegiance by size of home community

Size of community	Republican	Democrat and other	Totals	
			%	N
Open country to 9,999	25.9%	74.1%	100	50
10,000 to 99,999	12.5	87.5	100	45
100,000 and over	7.0	93.0	100	40

(135)*

$\chi^2 = 7.04$ 2 d. f. $P < .05$

*One student not classifiable.

CHAPTER IV

I. IMAGE OF THE CARPENTER

The heritage of this occupation extends back into Biblical times and before. Most often in legend and history it has been treated as a craft of honor and skill. Highly organized since medieval times, Carpenters have consciously perpetuated their area of workmanship and status by utilizing controls such as limited occupational entry, prolonged training periods, and mutual-aid plans. While the materials, methods, and tools of this manual trade have changed less than those for most occupations, there is evidence that during the last decade factors such as labor shortages¹ resulting from residential building booms, increased industrial competition, professionalization and consequent increased stature for other kinds of work, are combining to affect some of the traditions surrounding the established work and social roles of the Carpenter in our society.

Since the 1.2 million Carpenters make up the largest single group of skilled workers in the country, accounting for about two-fifths of all building trades craftsmen,² the following perceptions

¹ Employed Carpenters increased from 550,000 in 1940 to 900,000 in 1950, and to 1,200,000 in 1956. U. S. Department of Labor, Occupational Outlook Handbook, 1957 edition, Bulletin No. 1215, Washington, D. C., U. S. Government Printing Office, p. 234.

² Ibid., p. 235.

projected by 154 informants pertaining to the experienced "finish" Carpenter should be of interest.

A. Job Related Characteristics

The median annual wage, based on a median of 8.6 hours worked daily, assigned to the typical Carpenter by these respondents was \$6,309.50; fewer than one-fifth believed his annual wage amounted to less than five thousand dollars. The quartile range for salary projections amounted to \$2,500.00, reflecting a wider dispersion of wage ascriptions than for the Assembly Worker.

1950 census data for all workers fully employed fifty weeks or more as Carpenters show a median wage of \$3,563.00.¹ As of July, 1955 the national hourly union wage scale for this worker was \$3.01.² This latter figure is more in keeping with incomes projected by respondents.

The median pre-retirement income prescribed for this worker was \$6,696.90; two-fifths of the respondents projected this future income to be seven thousand dollars or over. This worker was visualized as starting to work as a Carpenter at a median age of nineteen years; he is expected to retire at age sixty-five. He was assigned a median number of 2.6 weeks vacation.

¹Herman P. Miller, Income of the American People (New York: John Wiley & Sons, Inc., 1955), Appendix C, p. 178.

²Varying wage scales show \$3.10 for Detroit, Michigan; \$2.77 for Grand Rapids, Michigan. Bureau of Labor Statistics, "Union Scales of Wages and Hours in the Building Trades," Bulletin No. 1192, March, 1956, Chicago, Illinois.

With respect to the occupation of the Carpenter's father, over four-fifths of the informants indicated it would have been that of a skilled trade. Only one respondent projected a white collar occupation for this worker's father.

A median figure of 12.4 years of schooling was ascribed to this worker; approximately one-sixth of the informants felt he would receive more than a high school education. Census data pertaining to schooling received by all Carpenters yield a median figure of 8.7 years;¹ thus with the exception of Carpenters who entered the field through an apprenticeship training program, an overestimate of education seems somewhat apparent.

Examination of responses to items pertaining to place of birth, where remainder of working days will be spent, and residence of parents suggest that this group of perceivers visualized a limited geographic mobility for this job occupant. Over three-fourths of the informants conceive him as having been born in the community in which he is now living; over one-half believe his parents reside in this same community; and ninety-three percent felt this worker is likely to spend the remainder of his working days here.

Concerning job satisfaction and occupational mobility, a similar picture is presented. Fewer than three percent of the respondents regarded it "very likely" or "likely" that this person would go

¹Donald J. Bogue, The Population of the United States (Glencoe: The Free Press, 1959), Table 17-A-4, p. 557.

into another type of work; fewer than one percent projected a strong preference for another type of work.

Empathic projections concerning worries on the job for Carpenter find the element of "craftsmanship" as the most frequently mentioned concern. This is in great contrast to projections for this same item for Assembly Worker, the other manual worker considered. Following in percentage order on-the-job concerns for Carpenter were: job security, money, working conditions including weather, and family. Worries about "time" and work completion were suggested for this worker more frequently than for any of the other occupations studied.

B. Family and Home Patterns

The Carpenter is perceived as a father of four children. Four-fifths of the respondents do not consider his wife likely to be working outside the home for pay. Assuming she did, multiple responses when classified found white collar jobs named almost three times as often as blue collar jobs. Fewer than three percent of the respondents felt that she would have help with her housework. Most of the informants visualized these parents spending quite a bit of time with their children, and over half regarded them as being strict in regard to discipline of children.

Nearly all of the respondents view the Carpenter as owning his home; the median valuation amounting to \$13, 525. 20. About two-fifths assigned home costs of fourteen thousand dollars or over. The majority of the informants projected a three bedroom home for the

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Carpenter complete with dining room and garage. Slightly over one-fifth ascribed two bathrooms to this home, and slightly under one-fifth perceived it as containing a den or study.

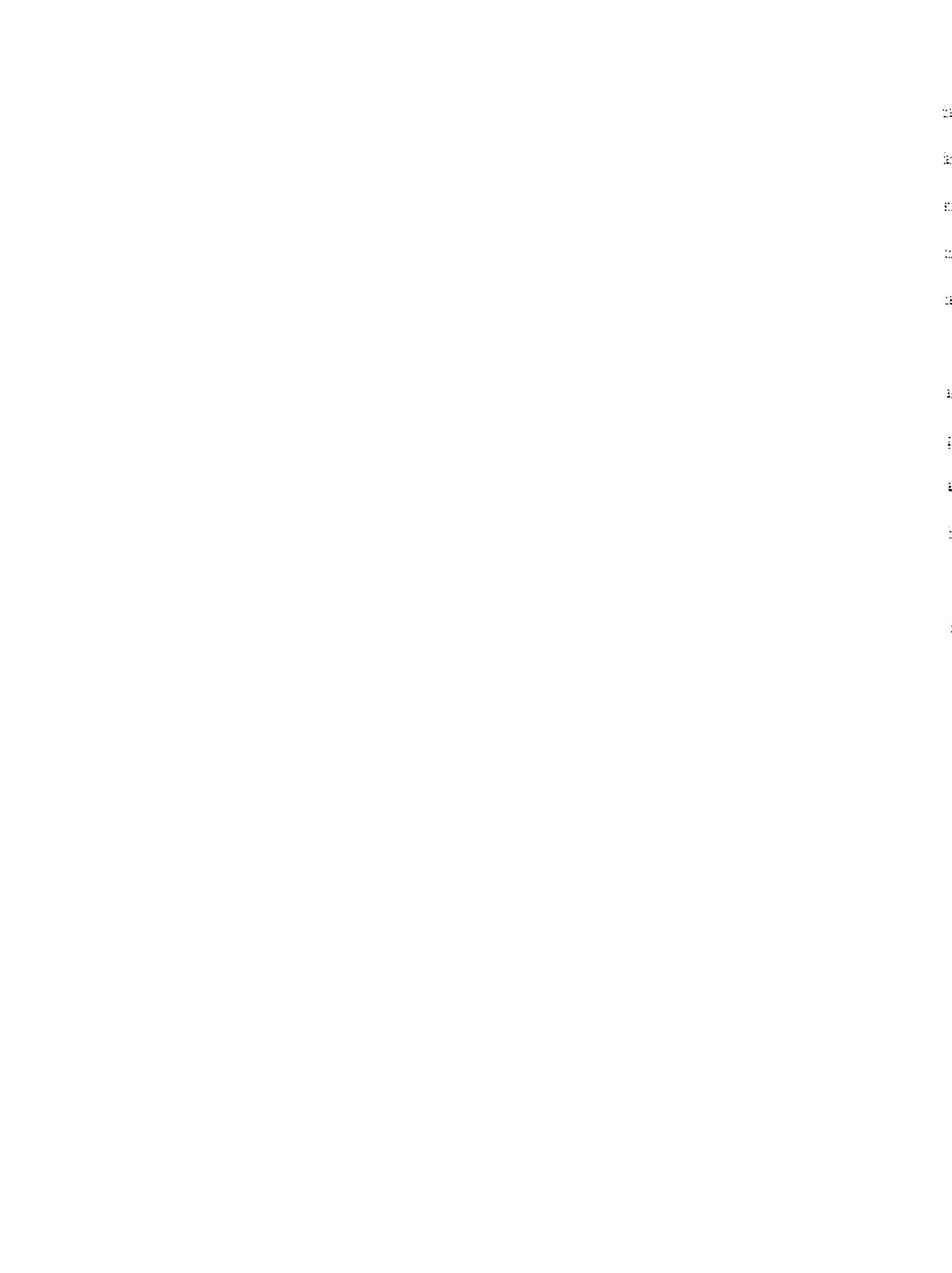
Concern with money was most frequently mentioned as a worry this worker is apt to have at home. Family problems including health and general welfare appeared next in frequency.

Over four-fifths of all respondents regarded it likely that the male children of the Carpenter would attend college; however, in response to a check-list of occupations male children will follow, over fifty percent indicated "skilled trades." Indicated next most often were white collar jobs followed by "salaried" professional work. About one-tenth of the respondents marked "any one" of the hierarchially arranged categories. This might be regarded as an index of equalitarian notions pertaining to inter-generational occupational mobility in our society.

C. Consumption Patterns

Over four-fifths of the informants expected the carpenter's family to maintain a vegetable garden and also preserve food for later use. Almost nine-tenths believed that the Carpenter purchased groceries at supermarkets. Practically none expected them to order groceries by phone.

Clothing item responses for this worker yielded six pairs as a median number of overalls, and three as a median number of suits. Two-thirds believed his wife owned an evening dress; less



than five percent ascribed this worker a tuxedo. Clothing for this family was believed to be purchased most often at main department stores in town as indicated by two-thirds of the respondents. Economy chain stores as Penney's and Sears were also mentioned by over one-half of the respondents.

Regarding home furnishings and appliances, all respondents assigned a television set to this family. Nearly all assigned a phonograph or record player; nearly three-fourths visualized their owning an automatic washing machine. A home freezer was ascribed by one-half of the responding group.

Median number of books perceived as being in this worker's home was 24.6. Median number of magazines was 3.3. Classified by type, about two-thirds of the respondents named pictorial magazines as Life and Look. Popular weeklies like Collier's and Saturday Evening Post were mentioned by one-half of the informants. One-third of the group named trade journals and one-third named hobby magazines as Popular Mechanics. Popular women's magazines as McCall's and home planning publications as American Home were next in order of frequency.

Over four-fifths of the informants perceived the Carpenter as driving a Ford, Chevrolet, or Plymouth. Three-fifths thought he would drive a car one or two years old. Other than "low priced three" ascriptions, one or two year old Oldsmobiles were next most frequently specified by one-tenth of the group.

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The Carpenter saves money from his yearly income according to over ninety percent of the respondents. Further, over three-fourths indicated this money was saved in bank savings accounts. Practically all believed he carried life insurance; the median amount equalling \$10, 336. 30.

D. Social and Activity Patterns

This worker is viewed as a Democrat, politically speaking, by seven-tenths of the respondents. Thirteen informants failed to make any political projection for him. He is regarded as a church member by all but three percent of the respondents. Somewhat more than two-thirds mentioned Protestant affiliations.

The labor union was mentioned most frequently among organizations to which this Carpenter was thought to belong; two-thirds supplied this answer. One-third named church groups; Masonic bodies were named by about one-seventh of the respondents. Altogether 301 replies were obtained pertaining to organizational membership of this worker.

About one-half of the informants suggested fishing as a favorite form of relaxation for the Carpenter; television or radio was indicated by well over a third. A similar question in the form of a check-list sought to determine expected vacation activities. Multiple response possibilities revealed that over one-half expected this worker to vacation at a cottage, while nearly forty percent, in each instance, indicated camping, touring, or staying at home. Less than

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two percent visualized this worker visiting other countries.

Median number of movies per month for the Carpenter was two; forty percent limited his monthly movie going to one performance. Number of hours of television viewed daily yielded a median response of 3.2 hours. Only one-third of all respondents felt that this worker and his wife would attend two or more concerts or plays per year.

Over two-thirds of the informants indicated that family visiting would involve one to four other families who would most apt to be living in the same neighborhood or elsewhere in town.

Summary

The perceptions of the Carpenter add up to a very positive picture of a solid, thrifty, middle class American who with somewhat patriarchal concern reflects modest aspirations for self and family, attaches pride to work, and loyally upholds the principles of his occupational associations, church, and country. Overestimates with respect to income, ownership of consumer goods, and restricted occupational and geographic mobility are indicated. However, realistically or otherwise, this manual occupation is rated above the lower white collar jobs of Bookkeeper and Salesman, particularly relating to rewards, but also in most other respects, above or equal to Teacher in some instances, and almost on par with Doctor in terms of work satisfaction and conscientiousness toward work. Perhaps

what might be termed a "historic residue" of honor and status seem to persist in the perceptions of persons toward the occupation of Carpenter.



II. SIGNIFICANT DIFFERENCES FOR CARPENTER

Eight percent of the 399 tests of significance performed for the Carpenter questionnaire were significant at the .05 level and below; 14.0 percent were significant at the .10 level and below. If one regards chi-square tests at the .90 level and above as a measure of converging images, 14.5 percent of the total tests performed yielded such an image.

There were more significant differences between Carpenter images and size of community than between any other control; 15.8 percent of these tests were significant. Sex of informant produced a significantly different image 12.3 percent of the time. These differences were at the .05 level and below. See Table 2.0.

When background characteristics were taken into account, there were more differences in relation to social and activity patterns for Carpenter than for any other category of response.

A. Job Related Characteristics

Three significant relationships were found between job related characteristics and size of community.¹ Respondents from the larger communities were less apt to visualize the Carpenter as worrying about doing work well, projected less geographic mobility for him, and were more apt to ascribe monetary worries on the job.

¹See Tables 2.1, 2.2, and 2.3.

One significant relationship appeared between job related characteristics and each of the following variables: academic standing, college major, occupation of father, and sex of informant.¹ On a percentage basis, the academic superiors perceived the Carpenter as worrying about craftsmanship twice as frequently as their academic inferiors. Business majors more frequently than other subject matter respondents assigned this worker more than two weeks vacation. As a demonstration of social reference perceptions, in Table 2.6, respondents with white collar fathers more than twice as frequently as blue collar informants believed the Carpenter would prefer other work. Table 2.7 shows female respondents ascribed higher future earnings to Carpenter than did males. This supports Hypothesis A.

B. Family and Home Patterns

Tables 2.8 and 2.9 present data pertaining to two significant relationships for the variable size of community. These data show that almost all urban informants ascribed homes for the Carpenter valued at \$10,000 or more, and, consistent with on-the-job worries, also thought he would worry more about money at home.

Only one relationship each at the .05 level of significance was found for college major, academic standing, and sex of informant. Specifically, business majors assigned less expensive homes for Carpenter more frequently than other respondents; academically superior

¹ See Tables 2.4, 2.5, 2.6, and 2.7.



students more frequently assigned homes valued at less than \$10,000; and nearly twice as many females as males believed that male children of this worker would pursue white collar jobs.¹

C. Consumption Patterns

The size of community variable yielded three significant relationships for the category of items relating to consumption. Informants from small communities ascribed home freezers far more frequently than did the urban respondents. Similarly, the least urban respondents more extensively perceived food preservation practices for this worker.² Both of these items would seem to have implications for the factor of personal experience. In Table 2.15 the most urban respondents are seen to minimize home magazine readership for Carpenter.

Tables 2.16 and 2.17 present significant differences based on occupation of informant's father. White collar informants assigned a greater percentage of low-price-three automobiles to the Carpenter than did blue collar respondents, and in fewer numbers ascribed automatic clothes dryers than did blue collar informants (Hypothesis D).

Informant's college major also yielded two significant differences.³ More than four-fifths of education and "other" majors

¹See Tables 2.10, 2.11, and 2.12.

²See Tables 2.13, and 2.14.

³See Tables 2.18, and 2.19.

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assigned low-price-three automobiles to this worker compared to about two-thirds of the business majors and one-half of the engineering students. Engineering and education students reflected the most contradictory views concerning formal clothing owned by this worker and his wife. These support Hypothesis C.

Age, newspaper readership, and sex revealed one significant difference each. Younger students assigned more insurance, less frequent newspaper readers assigned more inexpensive automobiles, and males ascribed fewer magazines to the Carpenter.¹

D. Social and Activity Patterns

Sex of informant when analyzed in relation to social and activity pattern responses for the Carpenter resulted in four significant differences.² Thirty percent more females than males made Protestant church membership ascriptions. Females also mentioned church groups twice as frequently as males as organizational memberships for Carpenter. Fewer females than males visualized Carpenters vacationing at resorts and also assigned fewer hours of daily television.

Two items yielded distinctive differences with respect to age.³ More of the older respondents believed the Carpenter would spend vacations at home and also attend fewer plays or concerts than

¹See Tables 2.20, 2.21, and 2.22.

²See Tables 2.23, 2.24, 2.25, and 2.26.

³See Tables 2.27 and 2.28.

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did the younger informants. These support Hypothesis A.

Informants with blue collar fathers were more inclined to indicate fishing as a leisure activity, and to minimize play or concert attendance for Carpenter than were white collar respondents according to percentage differences in Tables 2.29 and 2.30.

Single significant differences were found for the variables academic standing and size of community. Both pertained to church membership. Table 2.31 reveals a higher percentage of Protestant ascriptions for this worker by the better academic performers, as well as by the informants from smaller communities, shown in Table 2.32.

TABLE 2.0--Summary of significant associations for Carpenter

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	0.0	0.0	6.7	13.3	5.4
Sex	6.7	8.3	6.7	26.7	12.3
Major	6.7	8.3	13.3	0.0	7.0
Academic standing	6.7	8.3	0.0	6.7	5.4
Occupation of father	6.7	0.0	13.3	13.3	8.8
Size of community	20.0	16.7	20.0	6.7	15.8
Newspaper readership	0.0	0.0	6.7	0.0	1.8
Totals	6.7	6.0	9.5	9.5	8.0
					(N = 399)

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SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR CARPENTER

A. Job Related Characteristics

TABLE 2.1--Concern for good workmanship on the job by size of home community

Size of community	Worry about doing a good job	Do not worry about doing a good job	Totals	
			%	N
Open country to 9,999	55.8%	46.2%	100	52
10,000 to 99,999	38.5	61.5	100	52
100,000 and over	22.9	77.1	100	48
				(152)* ¹

$$\chi^2 = 10.05 \quad 2 \text{ d.f.} \quad P < .01$$

*Two students not classifiable

TABLE 2.2--Place of residence of parents by size of community

Size of community	Same town	Elsewhere	Totals	
			%	N
Open country to 9,999	50.0%	50.0%	100	52
10,000 to 99,999	50.0	50.0	100	52
100,000 and over	72.9	27.1	100	47
				(151)*

$$\chi^2 = 7.04 \quad 2 \text{ d.f.} \quad P < .05$$

*Two students not classifiable

TABLE 2.3--Monetary worries on the job by size of home community

Size of community	Worry about money on the job	Do not worry about money on the job	Totals	
			%	N
Open country to 9,999	5.8%	94.2%	100	52
10,000 to 99,999	15.4	84.6	100	52
100,000 and over	27.1	72.9	100	48
				(152)*

$$\chi^2 = 8.53 \quad 2 \text{ d.f.} \quad P < .02$$

*Two students not classifiable

¹For this and following Carpenter tables discrepancies between total number of responses and 154 equal no response items.

TABLE 2. 4--Concern for good workmanship on the job by academic standing

Academic standing	Worry about doing a good job	Do not worry about doing a good job	Totals	
			%	N
Upper one-third	48.8%	51.2%	100	82
Lower two-thirds	26.4	73.6	100	72
			(154)	

$$\chi^2 = 7.21 \quad 1 \text{ d.f.} \quad P < .01$$

TABLE 2. 5--Length of vacation by college major

College major	0 to 2 weeks	More than 2 weeks	Totals	
			%	N
Engineering	77.8%	22.2%	100	17
Education	75.8	24.2	100	33
Business	60.6	39.4	100	33
Other	88.2	11.8	100	70
			(153)	

$$\chi^2 = 10.15 \quad 3 \text{ d.f.} \quad P < .02$$

TABLE 2. 6--Preference for other work by occupation of informant's father

Occupational class	Prefer other work	Do not prefer other work	Totals	
			%	N
White collar	39.1%	60.9%	100	87
Blue collar	17.8	82.2	100	45
			(132)*	

$$\chi^2 = 5.26 \quad 1 \text{ d.f.} \quad P < .05$$

*22 farm and nonclassifiable fathers

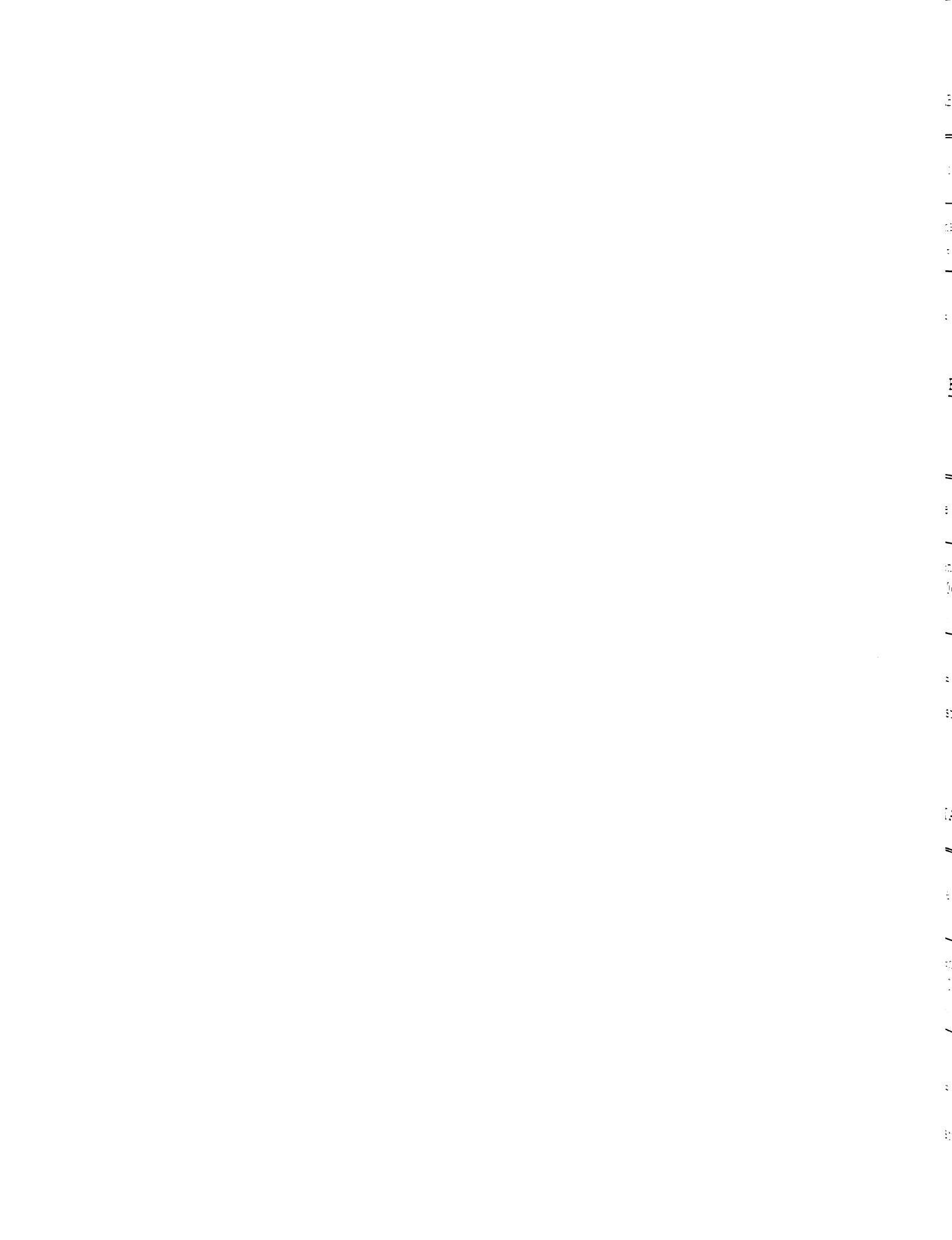


TABLE 2.7--Income the year before retirement by sex of informant

Sex of informant	0 to \$4,999	\$5,000 to \$5,999	\$6,000 and over	Totals	
				%	N
Female	9.7%	21.0%	69.4%	100	61
Male	34.8	16.3	48.9	100	91
				(152)	

$$\chi^2 = 11.05 \quad 2 \text{ d. f.} \quad P < .01$$

B. Family and Home Patterns

TABLE 2.8--Cost of home by size of home community

Size of community	0 to \$9,999	\$10,000 or more	Totals		
			%	N	
Open country to 9,999	16.3%	83.7%	100	52	
10,000 to 99,999	14.6	85.4	100	51	
100,000 and over	0.0	100.0	100	47	
				(150)*	

$$\chi^2 = 6.68 \quad 2 \text{ d. f.} \quad P < .05$$

*2 students not classifiable

TABLE 2.9--Monetary worries at home by size of home community

Size of community	Worry about money at home	Do not worry about money at home	Totals		
			%	N	
Open country to 9,999	28.8%	71.2%	100	52	
10,000 to 99,999	57.7	42.3	100	52	
100,000 and over	37.5	62.5	100	48	
				(152)*	

$$\chi^2 = 9.36 \quad 2 \text{ d. f.} \quad P < .01$$

*2 students not classifiable

TABLE 2.10--Cost of home by academic standing

College major	0 to \$9,999	\$10,000 or more	Totals	
			%	N
Engineering	11.8%	88.2%	100	17
Education	19.4	80.6	100	33
Business	36.4	63.6	100	33
Other	13.7	86.3	100	69
(152)				

$$\chi^2 = 8.19 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 2.11--Cost of home by college major

Academic standing	0 to \$9,999	\$10,000 or more	Totals	
			%	N
Upper one-third	26.8%	73.2%	100	81
Lower two-thirds	11.1	88.9	100	71
(152)				

$$\chi^2 = 5.07 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 2.12--Occupation male children will follow by sex of informant

Sex of informant	White collar	Blue collar	Totals	
			%	N
Female	40.3%	59.7%	100	92
Male	23.9	76.1	100	62
(154)				

$$\chi^2 = 4.08 \quad 1 \text{ d. f.} \quad P < .05$$

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C. Consumption Patterns

TABLE 2.13--Ownership of home freezer by size of home community

Size of community	Have freezer	Do not have freezer	Totals	
			%	N
Open country to 9,999	65.4%	34.6%	100	52
10,000 to 99,999	55.8	44.2	100	52
100,000 and over	37.5	62.5	100	48

(152)*

$$\chi^2 = 7.99 \quad 2 \text{ d. f.} \quad P < .02$$

*Two students not classifiable

TABLE 2.14--Food preservation habits by size of home community

Size of community	Do not preserve food	Do preserve food	Totals	
			%	N
Open country to 9,999	30.4%	69.6%	100	52
10,000 to 99,999	47.8	52.2	100	52
100,000 and over	58.5	41.5	100	48

(152)*

$$\chi^2 = 11.36 \quad 2 \text{ d. f.} \quad P < .01$$

*Two students not classifiable

TABLE 2.15--Number of magazines in home by size of home community

Size of community	0 to 4 magazines	5 or more magazines	Totals	
			%	N
Open country to 9,999	46.3%	53.7%	100	51
10,000 to 99,999	71.2	28.8	100	51
100,000 and over	83.3	16.7	100	47

(149)*

$$\chi^2 = 19.79 \quad 2 \text{ d. f.} \quad P < .001$$

*Two students not classifiable

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TABLE 2.16--Make of automobile owned by occupation of informant's father

Occupational class	Ford, Chevrolet, Plymouth	All other makes	Totals	
			%	N
White collar	89.7%	10.3%	100	87
Blue collar	73.3	26.7	100	45

(132)*

$$\chi^2 = 4.74 \quad 1 \text{ d. f.} \quad P < .05$$

*22 farm and nonclassifiable fathers

TABLE 2.17--Ownership of automatic clothes dryer in home by occupation of father

Occupational class	Owns automatic dryer	Does not own automatic dryer	Totals	
			%	N
White collar	19.5%	80.5%	100	87
Blue collar	37.8	62.2	100	45

(132)*

$$\chi^2 = 4.24 \quad 1 \text{ d. f.} \quad P < .05$$

*22 farm and nonclassifiable fathers

TABLE 2.18--Make of automobile owned by college major

College major	Ford, Chevrolet, Plymouth	All other makes	Totals	
			%	N
Engineering	47.6%	52.4%	100	17
Education	83.9	16.1	100	33
Business	69.6	30.4	100	33
Other	87.7	12.3	100	71

(154)

$$\chi^2 = 17.05 \quad 3 \text{ d. f.} \quad P < .001$$

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TABLE 2.19 --Ownership of formal wear by college major

College major	No tuxedo no evening dress	One of more items of formal wear	Totals	
			%	N
Engineering	29.4%	70.6%	100	17
Education	69.7	30.3	100	33
Business	45.5	54.5	100	33
Other	38.0	62.0	100	71

(154)

$$\chi^2 = 11.16 \quad 3 \text{ d. f.} \quad P < .02$$

TABLE 2.20--Amount of insurance carried by age of informant

Age of informant	0 to \$9,999	\$10,000 and over	Totals	
			%	N
18 years and under	23.1%	76.9%	100	60
19 years and older	42.7	57.3	100	84

(144)

$$\chi^2 = 5.56 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 2.21--Make of automobile owned by newspaper readership

Newspaper readership	Ford, Chevro- let, Plymouth	All other makes	Totals	
			%	N
Read paper daily	75.9%	24.1%	100	79
Read paper less often	84.0	16.0	100	75

(154)

$$\chi^2 = 3.88 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 2.22--Number of magazines in home by sex of informant

Sex of informant	0 to 4 magazines	5 or more magazines	Totals	
			%	N
Female	85.2%	14.8%	100	61
Male	71.9	28.1	100	90
				(151)

$\chi^2 = 6.19$ 1 d. f. $P < .02$

D. Social and Activity Patterns

TABLE 2.23--Church membership by sex of informant

Sex of informant	Protestant	Catholic and other	Totals	
			%	N
Female	82.3%	17.7%	100	54
Male	53.3	46.7	100	79
				(133)

$\chi^2 = 12.59$ 1 d. f. $P < .001$

TABLE 2.24--Church group versus other organizational membership by sex of informant

Sex of informant	Special church group membership	Other types of group membership	Totals	
			%	N
Female	46.8%	53.2%	100	62
Male	23.9	76.1	100	92
				(154)

$\chi^2 = 7.85$ 1 d. f. $P < .01$

TABLE 2.25--Type of vacation by sex of informant

Sex of informant	Visit a resort	Other	Totals	
			%	N
Female	1.6%	98.4%	100	62
Male	15.2	84.8	100	92
				(154)

$\chi^2 = 6.46$ 1 d. f. $P < .02$

TABLE 2.26--Number of hours of television observed daily by sex of informant

Sex of informant	0 to 2 hours	3 or more hours	Totals	
			%	N
Female	35.5%	64.5%	100	62
Male	19.6	80.4	100	91
				(153)

$\chi^2 = 4.16$ 1 d. f. $P < .05$

TABLE 2.27--Type of vacation by age of informant

Age of informant	Stay at home	Other	Totals	
			%	N
18 years and under	29.2	70.8	100	65
19 years and older	46.1	53.9	100	89
				(154)

$\chi^2 = 3.84$ 1 d. f. $P < .05$

TABLE 2.28--Concerts or plays attended last year by age of informant

Age of informant	0 to 1 performance	2 or more performances	Totals	
			%	N
18 years or under	49.2%	50.8%	100	65
19 years and older	77.5	22.5	100	88
				(153)

$\chi^2 = 12.10$ 1 d. f. $P < .001$

TABLE 2. 29--Fishing as a leisure activity by occupation of informant's father

Occupational class	Does fish	Does not fish	Totals	
			%	N
White collar	29.9%	70.1%	100	87
Blue collar	53.3	46.7	100	45

(132)*

$$\chi^2 = 5.96 \quad 1 \text{ d. f.} \quad P < .02$$

*22 farm and nonclassifiable fathers

TABLE 2. 30--Concerts or plays attended last year by occupation of informant's father

Occupational class	0 to 1 performance	2 or more performances	Totals	
			%	N
White collar	49.1%	50.9%	100	86
Blue collar	68.2	34.1	100	45

(131)*

$$\chi^2 = 3.97 \quad 1 \text{ d. f.} \quad P < .05$$

*22 farm and nonclassifiable fathers

TABLE 2. 31--Church membership by academic standing

Academic standing	Protestant	Catholic and other	Totals	
			%	N
Upper one-third	75.6%	24.4%	100	71
Lower two-thirds	52.8	47.2	100	62

(133)

$$\chi^2 = 7.80 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 2. 32--Church membership by size of home community

Size of community	Protestant	Other	Totals	
			%	N
Open country to 9,999	82.7%	17.3%	100	47
10,000 to 99,999	55.8	44.2	100	45
100,000 and over	58.3	41.7	100	39

(131)*

$$\chi^2 = 10.10 \quad 2 \text{ d. f.} \quad P < .01 \quad \text{*Two students not classifiable}$$

CHAPTER V

I. IMAGE OF THE BOOKKEEPER

The connotations of the term Bookkeeper are changing in the movement toward professionalization taking place among many jobs on the American work scene. Just as life insurance agents now prefer to be called "life underwriters," undertakers prefer to be designated as "morticians" or "funeral directors," so many occupants of this job aspire to be called "accountants." While variations are apparent in actual usage, it is generally recognized that the word Bookkeeper designates a lower level of training and experiences than does that of an accountant; the latter term being used especially, but not exclusively for Certified Public Accountants and for persons approximating their exacting qualifications.¹

A second force serving to alter the traditional meaning of the work role known as Bookkeeper involves the technological changes of "automation." Since World War II, a number of semi-automatic machines have been introduced which tend to segmentalize

¹The Minnesota Occupational Rating Scales characterize accountants and auditors as requiring level A academic and clerical abilities consistent with superior intelligence, college graduation, and professional performance. Bookkeeper is characterized by level B academic and clerical ability requiring high average abstract intelligence and equivalent high school graduation and/or business school training. Donald G. Paterson, Clayton Gerken, and Milton E. Hahn, The Minnesota Occupational Rating Scales (Chicago: Science Research Associates, 1941), pp. 27-30.

the total records-keeping process into a series of machine-operator functions. In larger financial and commercial institutions with the adaptation of electronic data processing equipment, the traditional type of ledgers, forms, and accounting materials are being replaced by perforated and magnetic tapes, IBM cards, and microfilm.

Smaller business concerns are increasingly subscribing to centralized firms who perform the records-keeping functions for them--leaving only a data collection function necessary at the primary place of business. This trend necessitates an increased number of semi-skilled and skilled machine operators, fewer persons performing general bookkeeping jobs, and at a higher level supervisors, system planners, and programmers.

Related to the above trend is the shift in the ratio of women employed. In fact, the job of Bookkeeper, once essentially a male occupation, is now preponderantly filled by women. In 1956 over three-fourths of the 800,000 workers employed as Bookkeepers were women. Over one-third of all Bookkeepers are employed by wholesale and retail trade establishments, about one-fifth by manufacturing firms, and one-sixth by financial, insurance, and real estate firms.¹

The informants who responded to the questionnaire pertaining to this white collar worker number 157. This Bookkeeper is

¹Bureau of Labor Statistics, Occupational Outlook Handbook, 1957 Revised edition, Bulletin No. 1215 (Washington, D. C.: Government Printing Office), p. 204.

one of several hypothetically employed by an industrial firm located in a city with about 100,000 inhabitants. He has been employed for fifteen years, the last five years in his present position.

A. Job Related Characteristics

The median annual wage assigned this Bookkeeper was \$4,861.00 for working a median number of 8.5 hours a day. Nearly fifty percent of the respondents projected a yearly income of more than \$5,000.00 for this worker. The sum of \$916.90 represents the quartile range for income for this worker.

Assuming full employment the median income for Bookkeeper based on 1950 Michigan census data was \$4,293.00.¹ Another way of characterizing this income is to examine the measure of relative dispersion which Miller using national data cites as forty to forty-nine percent.² This might be described as a "moderate" dispersion index reflecting a regularity and fairly narrow range of incomes among all recipients. A narrower dispersion of incomes would be expected of government workers, and a wider dispersion among varying professional and sales incomes. The median income and quartile range figures cited above suggest that while the total group of respondents tended to overestimate the income of the Bookkeeper, they did so in

¹U. S. Bureau of the Census, U. S. Census of Population: 1950, Vol. II, Characteristics of the Population, Part 22, Table 78, p. 279.

²Herman P. Miller, Income of the American People (New York: John Wiley & Sons, Inc., 1955), p. 60.

a uniform manner.

The median year respondents thought this worker started working as a Bookkeeper was 22. His retirement age was projected to be age sixty-five reflected by the median response of 65.2 years.

The median income he was assigned the year before retirement was \$5,861.00 with a quartile range of \$1,353.00. It will be noticed that there is a greater variation in the retirement income expectation than the income thought to be currently received by the Bookkeeper. Nearly one-half said he would be earning more than \$6,000.00 the year before he retires. Approximately two and one-half weeks were assigned to this worker as a vacation period.

The Bookkeeper is thought to have come from a lower white collar family by two-thirds of these informants. Skilled fathers for this worker were projected by fifteen percent and semi- or unskilled fathers by fifteen percent, yielding a blue collar category suggested by about thirty percent of the respondents.

The median years of schooling completed by the Bookkeeper according to all respondents was 14.4 grades, or the equivalent of two years beyond high school. According to the census data for 1950,

¹The backgrounds of 143 accounting record workers including bank tellers and bookkeepers were characterized by Thorndike and Hagen as being notably nonacademic, nonathletic, nonmechanical, and nonsocial. In addition they came from homes that tended not to have a good car. Robert L. Thorndike and Elizabeth Hagen, Ten Thousand Careers (New York: John Wiley & Sons, Inc., 1959), pp. 239-40.

median years education for those engaged in this occupation was 12.7 years.¹

About two-thirds of the respondents felt that the Bookkeeper is likely to be presently working in the community in which he was born. Even more significant is the indication of all but six percent of the respondents who think he will spend the rest of his working days in the community where he is now working. Fifty percent of the respondents believed the parents of this worker also reside in the same community in which he lives. Essentially, then, this worker is viewed as being of urban origin and urban destination with even less geographic mobility than that proposed for the Assembly Worker.

Projections of this Bookkeeper's happiness with his work show that approximately one-fifth indicated that he is "very happy"; sixty-six percent, "fairly happy"; fifteen percent, "somewhat disappointed"; and none indicated his being "very disappointed."

Strong preferences for another type of work by this job occupant were perceived by about four percent of the respondents, while six-tenths thought he "might be interested" in something else, occupationally. However, seventy-seven percent, thought change of jobs "not very likely."

¹ Donald J. Bogue, Population of the United States (Glencoe: The Free Press, 1959), Table 17-A-4, p. 556.

Classification of 243 on-the-job worries for Bookkeeper supplied by respondents yielded the following results: forty percent mentioned worries relating to job performance or doing a good job, twenty-three percent indicated monetary worries, twenty-one percent mentioned job security, fifteen percent mentioned worries relating to advancement or promotion in job. These reveal a substantial contrast to projections furnished for the Assembly Worker.

B. Family and Home Patterns

To all but one respondent this Bookkeeper is married and possesses a family of three children.(median, 3.4). His wife was considered less likely to be working outside the home than was that of the Assembly Worker. About one-tenth perceived the Bookkeeper's wife as "never" working and about six-tenths as "not very likely" to be working. Approximately twenty-eight percent felt it "quite likely" that she might be working outside the home for pay. White collar was indicated by eighty-four percent as the kind of employment she would most apt to be performing, assuming she did work. As a housewife she was not expected to have outside help with her housework according to nearly all of the informants. Respondents were quite evenly divided in regard to parental discipline of children for these parents--fifty-five percent visualizing them as being on the strict side and forty-five percent on the lenient side. Two-thirds of the respondents felt these parents would spend "quite a bit" of time with their children.

The Bookkeeper is a home owner according to eighty-eight percent of the respondents, and owned or rented a house with three bedrooms as visualized by about two-thirds of the informants. Ninety-five percent of the informants expected his home to be complete with garage and dining room. A fireplace, however, is visualized by less than fifty percent, a den or study by thirty percent, a recreation room by twenty-two percent, and two baths by fifteen percent. The median cost of home amounted to \$13,384.00 or approximately \$2,000.00 more than the median projected for the Assembly Worker. The quartile range of home valuations for Bookkeeper is about twice that of Assembly Worker (see Appendix A).

Home worries for the Bookkeeper are perceived to involve money, children, and general family welfare.

Only about six percent of the respondents thought that the male children of this worker would not go to college. Male children were expected to pursue white collar work almost exclusively.

C. Consumption Patterns

Two-thirds believed the Bookkeeper's family would cultivate a summer vegetable garden; food preservation by canning or freezing was ascribed to this family by eighty percent of the informants.

The clothing assignments for Bookkeeper and his family specified a median of 3.7 suits and a median number of 2.4 pairs of overalls for this male head. Only five percent deemed it likely that he would own a tuxedo or formal attire; on the other hand, two-thirds

declared that the Bookkeeper's wife would own an evening dress. Clothing purchases for the family were thought to be made most consistently at main department stores in-town according to seventy percent of the respondents. Economy stores as Penney's and Sears were mentioned by over forty percent, and men or women's specialty shops by twelve percent.

Of the variety of furnishings and appliances to be found in the home, the Bookkeeper is said to have a television set and a record player by almost all informants; an automatic washing machine by about three-fourths and a home freezer by four tenths of the respondents.

A median number of four magazines was assigned to this family. By type, the pictorial weekly magazines as Life and Look were named by three-fourths of the informants, popular weeklies as Collier's and Saturday Evening Post were mentioned by about half of the group, news weeklies as Time, Newsweek, and U. S. News were listed by forty percent, and names of digest type magazines as Reader's Digest and Coronet were supplied by one-fourth of the respondents. Median number of books owned by the Bookkeeper according to these respondents was thirty-eight books.

With respect to automobile ownership, all but seven percent of the respondents perceived this family as possessing one car rather than two. Over ninety percent contended this automobile would be a Ford, Plymouth, or Chevrolet. Less than five percent

of the replies denoted a "new" car for this worker; whereas, forty-three percent classed his car as being one or two years old and fifty-two percent appraised it as being three years old or more.

Ninety-three percent of the respondents supported the notion that the Bookkeeper would save money from his yearly income. About eighty percent contended this would take the form of saving through a bank savings account. A mere two percent of the respondents did not expect the Bookkeeper to own any life insurance; median amount of insurance projected was \$10,151.70.

D. Social and Activity Patterns

Ninety-seven percent of the informants expressed the belief that this Bookkeeper usually votes in elections. He is perceived as a supporter of the Republican party by fifty-five percent of the respondents and the Democratic party by about thirty-four percent; seven percent regard him as an Independent. Approximately ninety-eight percent of respondents visualize the Bookkeeper as a church member; about three-fourths believe him to be a Protestant.

Names of organizations supplied by respondents found over a third mentioning special church groups as choir and fellowship groups, more than a fifth mentioned P. T. A. and Masonic orders.

Favorite forms of relaxation for the Bookkeeper were indicated by a total of 441 responses. Fishing, golf and reading were mentioned most frequently. Watching television or listening to radio and working in yard or garden were suggested by one-fourth

or more of the respondents.

According to responses on a check-list dealing with how the Bookkeeper spends his vacation, about six-tenths felt he is most apt to stay at a cottage. Next most frequent response was for touring or sight-seeing. Staying at home was checked by thirty percent. No respondents expected this worker to travel to other countries.

Number of movies attended per month for this worker yielded a median figure of 2.3; median hours of television observed daily amounted to 2.87 hours. Concerts and plays attended by this worker and his wife were judged to be 2.2 performances on a median basis. Approximately fifty-four percent ascribed three or more performances.

The Bookkeeper is believed to visit frequently with one to four other families who reside for the most part in the same neighborhood or same town.

Summary

The Bookkeeper is quite realistically pictured as a conscientious, urban worker rather firmly entrenched in a lower white collar status position that often does not measure up to the material and esteem rewards ascribed to skilled manual craftsmen. This position is undoubtedly more untenable because of his contact with and aspirations toward higher white collar orientations, both in terms of consumer goods and social activities. He is for the most part thought to be a Republican.

II. SIGNIFICANT DIFFERENCES FOR BOOKKEEPER

Of the 399 tests of significance performed on responses to the questionnaire for Bookkeeper, 9.8 percent were significantly different at the .05 level and less; 13.3 percent were significant at the .10 level and less. If concurrency of images is assumed at the .90 level and above, then 16.8 percent of the chi-square tests showed this phenomenon. Bookkeeper had a higher percentage at this level than any other occupational group studied.

The greatest number of significant differences for Bookkeeper were found in the area of family and home patterns. At the .05 level and less, 11.9 percent of the tests were significant; at the .10 level and less, 17.1 percent of these patterns were significant.

Sex of informant was the most discriminating variable for Bookkeeper followed by informant's college major. 24.6 percent of the tests performed in relation to sex were significant, and 14.0 percent of those related to college major were significantly different at the .05 level and below. See Table 3.0.

A. Job Related Characteristics

Nine significant differences in all were found among work related characteristics. For the variable college major two significant differences appeared. Two also were found for sex and size of community. Age, newspaper readership, and occupation of father

yielded one each.

Engineers and business majors appeared to hold similar views in that a majority of each indicated salaries of \$5,000.00 or more for this worker in contrast to the other two majors. For future earnings, again the engineers reflected substantially higher income expectancies for Bookkeeper than did respondents engaged in other academic specialties.¹

Tables 3.3 and 3.4 pertaining to sex differences show male respondents anticipated an older retirement age for Bookkeeper and also more frequently visualized other than present community of worker as the residence of his parents. The respondents from the smaller sized communities perceived more mobility for this worker than did the more urban respondents.² (This supports Hypothesis A.)

Age differences in Table 3.7 are seen to be related to views concerning on-the-job worries for Bookkeeper; approximately twice as many younger respondents than older ones suggested monetary worries for this lower white collar worker.

Less frequent newspaper readers, on a percentage basis, assigned higher incomes to the Bookkeeper than did the more regular readers in Table 3.8.

Respondents with blue collar fathers visualized greater mobility for Bookkeeper in Table 3.9 than did white collar respondents.

¹See Tables 3.1 and 3.2

²See Tables 3.5 and 3.6.

B. Family and Home Patterns

Responses in the area of family and home for Bookkeeper yielded a total of ten significant differences at the .05 level and less. Four of these were related to the variable sex of informant. In addition three were found for informant's college major, and one each for academic standing, occupation of father, and size of community.

Males considered it far more likely that the wife of Bookkeeper had outside employment; females, more so than males, suggested office work for this working wife. Males in very small numbers named teaching as a likely employment for wife of Bookkeeper, whereas, females named teaching about four times more often on a percentage basis.¹

A family size of four or more children for Bookkeeper was suggested most often by female respondents as seen in Table 3.13.

Three tables show significant relationships between college major and family patterns.² Four or more children were suggested for Bookkeeper's family by education majors almost fifty percent of the time. This probably gives a clue to the sex ratio content of this education-major group when coupled with the previous table. Engineers were most prone to limit the Bookkeeper's family

¹See Tables 3.10, 3.11, and 3.12.

²See Tables 3.14, 3.15, and 3.16.

to fewer children. Engineers are also seen to assign valuations of \$10,000.00 or more to the Bookkeeper's home more frequently.

With respect to parental discipline, the conceptions held by engineers are again most at variance with the views of the other majors.

(These support Hypothesis C.)

Table 3.17 shows white collar job ascriptions for the working wife of Bookkeeper were made more often by the academic superiors than by their academic counterparts.

Inspection of Table 3.18 reveals that respondents with blue collar fathers proportionately assigned larger homes to the Bookkeeper than did white collar respondents.

Respondents from the smaller sized communities and those from the largest are seen in Table 3.17 to be quite evenly divided with respect to Bookkeeper's parental discipline compared to informants from middle sized communities. Two-thirds of the latter made more permissive projections.

C. Consumption Patterns

The most frequently appearing significant variable relating to consumption was found to be sex, with five meaningful differences. Academic standing, college major, age, and size of informant's home community yielded one each.

Twenty percent more males than females made assignments in the \$10,000.00 or more insurance category for Bookkeeper. More generous formal attire ascriptions for this white collar family

were made by males compared to females; twice as many males as females ascribed an automatic clothes dryer to Bookkeeper. Males more frequently believed this worker cultivated a vegetable garden, but females assigned more magazines to the Bookkeeper's home than did males.¹

Three-fourths of the respondents ranking higher in their high school class limited the number of overalls Bookkeeper was thought to own to two pair or less in Table 3.25.

Younger students in larger proportions did not feel the Bookkeeper owned an automatic clothes dryer. See Table 3.26. For this same item business students among college majors revealed the most markedly different views. See Table 3.27.

Table 3.28 shows that the most urban students assigned a home freezer to the Bookkeeper least often.

D. Social and Activity Patterns

Three variables each were found to be significant for academic standing and sex, two each were found for college major and occupation of father, one was found to be significantly different for newspaper readership.

Nearly four-fifths of the academically higher ranking respondents opposed to about two-thirds of the academic inferiors perceived the Bookkeeper as a Protestant. The academic superiors

¹See Tables 3.20, 3.21, 3.22, 3.23, and 3.24.

mentioned church groups as a type of organizational membership for Bookkeeper more frequently also. The academic inferiors assigned this white collar worker more hours of daily television.¹

Females appeared quite evenly divided in regarding the Bookkeeper as either a Democrat or Republican, but three-fourths of the males made the latter ascription. Females made more Protestant church membership assignments for this worker, and more frequently mentioned yard or garden work as a leisure activity than did males.²

In regard to college major, engineers were least inclined to believe that the Bookkeeper would spend his vacation at home while business majors represented the other extreme. Engineers also assigned the Bookkeeper two or more movies monthly substantially more often than any other major.³

Respondents with white collar fathers less frequently named golf as a leisure activity for Bookkeeper than did blue collar informants. See Table 3. 37. White collar informants named television or radio as a leisure activity for Bookkeeper more than twice as often as blue collar informants. See Table 3. 38. (These relate to Hypothesis D.)

¹See Tables 3. 29, 3. 30, and 3. 31.

²See Tables 3. 32, 3. 33, and 3. 34.

³See Tables 3. 35 and 3. 36.

Examination of Table 3.39 shows that Kiwanis, Rotary, or Lions clubs were named as an organizational affiliation for Bookkeeper by less frequent newspaper readers about twice as often, proportionally, than by regular readers. This represents the third instance in which regular newspaper readers reflected more realism in their perceptions concerning this occupation.

TABLE 3.0--Summary of significant associations for Bookkeeper

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	6.7	0.0	6.7	0.0	3.5
Sex	13.3	33.3	33.3	20.0	24.6
Major	13.3	25.0	6.7	13.3	14.0
Academic standing	0.0	8.3	6.7	20.0	8.8
Occupation of father	6.7	8.3	0.0	13.3	7.0
Size of community	13.3	8.3	6.7	0.0	7.0
Newspaper readership	6.7	0.0	0.0	6.7	3.5
Totals	8.6	11.9	8.6	10.5	9.8
					(N = 399)

SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR BOOKKEEPER

A. Job Related Characteristics

TABLE 3. 1--Amount of money earned last year by college major

College major	0 to \$4, 999	\$5,000 or more	Totals	
			%	N
Engineering	33. 3%	66. 7%	100	21
Education	64. 9	35. 1	100	31
Business	35. 5	64. 5	100	36
Other	61. 8	38. 2	100	67

(155)¹

$$\chi^2 = 11.26 \quad 3 \text{ d. f.} \quad P < .02$$

TABLE 3. 2--Income received the year before retirement by college major

College major	0 to \$5, 999	\$6,000 or more	Totals	
			%	N
Engineering	28. 6%	71. 4%	100	21
Education	62. 2	37. 8	100	31
Business	41. 9	58. 1	100	37
Other	60. 3	39. 7	100	67

(156)

$$\chi^2 = 9.24 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 3. 3--Age stopped working by sex of informant

Sex of informant	Age 45 to 64	Age 65 and over	Totals	
			%	N
Female	44. 3%	55. 7%	100	61
Male	27. 1	72. 9	100	95

(156)

$$\chi^2 = 4.18 \quad 1 \text{ d. f.} \quad P < .05$$

¹For this and following Bookkeeper tables discrepancies between total number of responses and 157 equal no response items.

TABLE 3.4--Place of residence of parents by sex of informant

Sex of informant	Same town	Elsewhere	Totals	
			%	N
Female	59.0%	41.0%	100	61
Male	39.6	60.4	100	96
				(157)
$\chi^2 = 5.04$ 1 d. f. $P < .05$				

TABLE 3.5--Place of birth by size of home community

Size of community	Born in present community	Not born in present community	Totals	
			%	N
Open country to 9,999	48.6%	51.4%	100	72
10,000 to 99,999	77.1	22.9	100	48
100,000 and over	71.4	28.6	100	35
				(155)*
$\chi^2 = 11.48$ 2 d. f. $P < .01$				

*Two students not classifiable

TABLE 3.6--Place of residence of parents by size of home community

Size of community	Same town	Elsewhere	Totals	
			%	N
Open country to 9,999	31.9%	68.1%	100	72
10,000 to 99,999	60.4	39.6	100	48
100,000 and over	60.0	40.0	100	35
				(155)*

$\chi^2 = 12.39$ 2 d. f. $P < .01$

*Two students not classifiable

TABLE 3.7--Monetary worries on the job by age of informant

Age of informant	Worry about money	Do not worry about money	Totals	
			%	N
18 years and under	33.3%	66.7%	100	63
19 years and over	16.0	84.0	100	94
(157)				

$$\chi^2 = 5.49 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 3.8--Income received the year before retirement by newspaper readership

Newspaper readership	0 to \$5,999	\$6,000 or more	Totals	
			%	N
Read paper daily	58.6%	41.4%	100	86
Read paper less often	41.4	58.6	100	70
(156)				

$$\chi^2 = 3.92 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 3.9--Place of residence of parents by occupation of informant's father

Occupational class	Same town	Elsewhere	Totals	
			%	N
White collar	59.3%	40.7%	100	86
Blue collar	39.1	60.9	100	46
(132)*				

$$\chi^2 = 4.11 \quad 1 \text{ d. f.} \quad P < .05$$

*25 farm and nonclassifiable fathers

B. Family and Home Patterns

TABLE 3.10--Likelihood of wife's employment outside the home by sex of informant

Sex of informant	Not likely or never	Quite likely or steady	Totals	
			%	N
Female	41.0%	59.0%	100	61
Male	19.8	80.2	100	95

(156)

$$\chi^2 = 7.38 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 3.11--Type of employment for working wives by sex of informant

Sex of informant	Employed as clerk or office worker	Other employment	Totals	
			%	N
Female	54.1%	45.9%	100	59
Male	34.4	65.6	100	90

(149)

$$\chi^2 = 5.29 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 3.12--Type of employment for working wives by sex of informant

Sex of informant	Employed as teacher	Other employment	Totals	
			%	N
Female	19.7%	80.3%	100	59
Male	5.2	94.8	100	90

(149)

$$\chi^2 = 6.81 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 3.13--Family size by sex of informant

Sex of informant	0 to 2 children	3 children	4 or more children	Totals	
				%	N
Female	23.0%	34.0%	42.6%	100	61
Male	35.4	45.8	18.8	100	96
					(157)
$\chi^2 = 9.18$ 2 d. f. $P < .02$					

TABLE 3.14--Family size by college major

College major	0 to 3 children	4 or more children	Totals		
			%	N	
Engineering	85.7%	14.3%	100	21	
Education	51.4	48.6	100	31	
Business	77.4	22.6	100	37	
Other	78.1	21.9	100	68	
					(157)
$\chi^2 = 11.73$ 3 d. f. $P < .01$					

TABLE 3.15--Cost of home by college major

College major	0 to \$9,999	\$10,000 or more	Totals		
			%	N	
Engineering	3.5%	90.5%	100	21	
Education	32.4	67.6	100	31	
Business	33.1	61.9	100	36	
Other	45.7	54.3	100	66	
					(154)
$\chi^2 = 8.53$ 3 d. f. $P < .05$					

TABLE 3.16--Parental disciplinary attitude toward children by college major

College major	Strict with children	Lenient with children	Totals	
			%	N
Engineering	33.3%	66.7%	100	21
Education	62.2	37.8	100	37
Business	41.9	58.1	100	37
Other	64.7	35.3	100	68

(157)

$$\chi^2 = 9.48 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 3.17--Type of employment for working wives by academic standing

Academic standing	White collar	Blue collar	Totals	
			%	N
Upper one-third	88.8%	11.2%	100	91
Lower two-thirds	74.7	25.3	100	60

(151)

$$\chi^2 = 6.29 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 3.18--Number of bedrooms in home by occupation of informant's father

Occupational class	1 or 2 bedrooms	3 or more bedrooms	Totals	
			%	N
White collar	40.7%	59.3%	100	86
Blue collar	19.6	80.4	100	46

(132)*

$$\chi^2 = 5.10 \quad 1 \text{ d. f.} \quad P < .05$$

*25 farm and nonclassifiable fathers

TABLE 3. 19--Disciplinary attitude toward children by size of home community

Size of community	Strict with children	Lenient with children	Totals	
			%	N
Open country to 9, 999	59. 7%	40. 3%	100	72
10, 000 to 99, 999	34. 3	65. 7	100	48
100, 000 and over	54. 3	45. 7	100	35

(155)*

$$\chi^2 = 9. 47 \quad 2 \text{ d. f.} \quad P < . 01$$

*Two students not classifiable

C. Consumption Patterns

TABLE 3. 20--Amount of life insurance by sex of informant

Sex of informant	0 to \$9, 999	\$10, 000 or more	Totals	
			%	N
Female	56. 6%	43. 4%	100	60
Male	36. 7	63. 3	100	90

(150)

$$\chi^2 = 4. 71 \quad 1 \text{ d. f.} \quad P < . 05$$

TABLE 3. 21--Ownership of formal wear by sex of informant

Sex of informant	No items of formal wear	One or more items of formal wear	Totals	
			%	N
Female	45. 9%	54. 1%	100	61
Male	26. 0	74. 0	100	96

(157)

$$\chi^2 = 5. 84 \quad 1 \text{ d. f.} \quad P < . 02$$

TABLE 3. 22--Ownership of automatic clothes dryer in home by sex of informant

Sex of informant	Own automatic dryer	Do not own automatic dryer	Totals	
			%	N
Female	15.3%	84.7%	100	61
Male	35.1	64.9	100	96

(157)

$$\chi^2 = 6.48 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 3. 23--Cultivation of vegetable garden by sex of informant

Sex of informant	Have vegetable garden	Have no vegetable garden	Totals	
			%	N
Female	24.6%	75.4%	100	61
Male	36.5	63.5	100	96

(157)

$$\chi^2 = 3.89 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 3. 24--Number of magazines in home by sex of informant

Sex of informant	0 to 4 magazines	5 or more magazines	Totals	
			%	N
Female	67.2%	32.8%	100	61
Male	83.3	16.7	100	96

(157)

$$\chi^2 = 4.69 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 3.25--Number of overalls owned by academic standing

Academic standing	0 to 2 pair	3 or more pair	Totals	
			%	N
Upper one-third	76.0%	24.0%	100	94
Lower two-thirds	50.0	50.0	100	61

(155)

$$\chi^2 = 12.04 \quad 1 \text{ d. f.} \quad P < .001$$

TABLE 3.26--Ownership of automatic clothes dryer in home by age of informant

Age of informant	Owns automatic dryer	Does not own automatic dryer	Totals	
			%	N
18 years and under	15.9%	84.1%	100	63
19 years and older	37.2	62.8	100	94

(157)

$$\chi^2 = 7.40 \quad 1 \text{ d. f.} \quad P < .01.$$

TABLE 3.27--Number of overalls owned by college major

Informant's college major	0 to 2 pair	3 or more pair	Totals	
			%	N
Engineering	61.9%	33.1%	100	21
Education	83.8	16.2	100	37
Business	90.3	9.7	100	31
Other	69.1	30.9	100	66

(155)

$$\chi^2 = 8.71 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 3. 28--Ownership of home freezer by size of home community

Size of community	Have freezer	Do not have freezer	Totals	
			%	N
Open country to 9,999	56.9%	43.1%	100	72
10,000 to 99,999	29.2	70.8	100	48
100,000 and over	37.1	62.9	100	35

(155)*

$$\chi^2 = 9.85 \quad 2 \text{ d. f.} \quad P < .01$$

*Two students not classifiable

D. Social and Activity Patterns

TABLE 3. 29--Church membership by academic standing

Academic standing	Protestant	Catholic and other	Totals	
			%	N
Upper one-third	78.1%	21.9%	100	86
Lower two-thirds	62.3	37.7	100	56

(142)

$$\chi^2 = 3.88 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 3. 30--Church versus other organizational membership by academic standing

Academic standing	Church	Other	Totals	
			%	N
Upper one-third	44.8%	55.2%	100	96
Lower two-thirds	24.6	75.4	100	61

(157)

$$\chi^2 = 5.69 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 3. 31--Number of hours of television observed daily by academic standing

Academic standing	0 to 2 hours	3 or more hours	Totals	
			%	N
Upper one-third	64.6%	35.4%	100	96
Lower two-thirds	42.6	57.4	100	61

(157)

$$\chi^2 = 6.43 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 3. 32--Political allegiance by sex of informant

Sex of informant	Democrat	Republican and other	Totals	
			%	N
Female	45.9%	54.1%	100	59
Male	24.0	76.0	100	92

(151)

$$\chi^2 = 7.34 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 3. 33--Church membership by sex of informant

Sex of informant	Protestant	Catholic and other	Totals	
			%	N
Female	83.6%	16.4%	100	56
Male	64.6	35.4	100	86

(142)

$$\chi^2 = 6.02 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 3. 34--Gardening versus other leisure activity by sex of informant

Sex of informant	Yard or garden	Other activity	Totals	
			%	N
Female	34.4%	65.6%	100	61
Male	18.8	81.2	100	96

(157)

$$\chi^2 = 4.14 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 3. 35--Type of vacation by college major

College major	Stay at home	Other	Totals	
			%	N
Engineering	19.0%	81.0%	100	21
Education	35.1	66.7	100	37
Business	41.9	58.1	100	31
Other	25.0	75.0	100	68

(157)

$$\chi^2 = 16.17 \quad 3 \text{ d. f.} \quad P < .01$$

TABLE 3. 36--Number of movies attended monthly by college major

College major	0 to 1 movie	2 or more movies	Totals	
			%	N
Engineering	14.3%	85.7%	100	21
Education	32.4	67.6	100	37
Business	41.9	58.1	100	31
Other	47.1	52.9	100	68

(157)

$$\chi^2 = 8.05 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 3. 37--Golf-playing as a leisure activity by occupation of informant's father

Occupational class	Plays golf	Does not play golf	Totals	
			%	N
White collar	21.9%	78.1%	100	86
Blue collar	45.2	54.8	100	46

(132)*

$$\chi^2 = 5.25 \quad 1 \text{ d. f.} \quad P < .05$$

*25 farm and nonclassifiable fathers.

TABLE 3. 38--Radio or television as a leisure activity by occupation of informant's father

Occupational class	T. V. or radio	Other	Totals	
			%	N
White collar	38.4%	61.6%	100	86
Blue collar	17.4	82.6	100	46

(132)*

$$\chi^2 = 5.22 \quad 1 \text{ d. f.} \quad P < .05$$

*25 farm and nonclassifiable fathers

TABLE 3. 39--Civic versus other organizational membership by newspaper readership

Newspaper readership	Kiwanis Lions, Rotary	Other	Totals	
			%	N
Read paper daily	16.1%	83.9%	100	87
Read paper less often	31.4	68.6	100	70

(157)

$$\chi^2 = 4.33 \quad 1 \text{ d. f.} \quad P < .05$$

CHAPTER VI

I. IMAGE OF THE SALESMAN

One measure of the complexity of a society might be conceived to be the proportion of Salesmen in its occupational structure. More accurately, the growth in numbers of this particular occupation is associated with long term trends of population growth, industrialization, and urbanization of Western world economies. In the United States in particular, while no extremely large gains were seen for this occupation between the years 1950 and 1957, a definite gradual and persistent growth of sales workers has been taking place during the past several decades. In the retail trades alone, nearly 2,500,000 persons are employed in sales activities, about one-half of whom are women.¹

In 1955, 2,700 department stores in the country employed more than 800,000 people. About one-half of these were sales people. This includes stores ranging in size from those employing twenty-five to those employing several thousand persons. Most major department stores, those with 500 or more employees, understandably, are located in the big cities. Department stores are seldom found in towns of less than 10,000 population. Increasingly department stores

¹ Donald J. Bogue, The Population of the United States (Glencoe: The Free Press, 1959), Table 17-A-1, p. 526.

are members of chain organizations, and increasingly in the metropolitan areas, downtown department stores are establishing branch stores in the suburban areas.¹

The kind of Salesman for whom occupational life style impressions were sought in this study is described as a middle-aged male selling large appliances in a department store located in a community of approximately 100,000 inhabitants. The following occupational imagery represents the responses of 153 informants.

A. Job Related Characteristics

The annual median wage projected for the Salesman was \$5,144.00 with a narrow quartile range of \$933.00. On a national basis, 1950 census data reflect a median wage of \$3,237.00 for Salesmen employed fifty weeks or more.² With adjustments for regional variations and specific type of job, this latter figure could reasonably be expected to coincide with the projected salary for Salesman.³

The median amount of education received by the Salesman was thought to be 12.6 years. Nearly four-tenths of the respondents

¹Bureau of Labor Statistics, Occupational Outlook Handbook, 1957 Edition, Bulletin No. 1215 (Washington, D. C.: U. S. Government Printing Office), pp. 441-44.

²Herman P. Miller, Income of the American People (New York: John Wiley & Sons, Inc., 1955), Table C-2, p. 178.

³Highest earnings for sales workers are received by men selling furniture, major appliances, or floor coverings who are paid commission earnings with minimum guarantees. These average \$100 a week or more. Bureau of Labor Statistics, op. cit., p. 445.

credited this worker with schooling beyond high school. 1950 census data reaffirm the realism of these projections by providing a median of 12.1 years of schooling for Salesman.¹ Projections pertaining to age started working for Salesman yielded a median of 20.6 years; median for projected retirement age was 65.2 years.

Income for Salesman the year before retirement was \$6,800.00; about sixteen percent of the informants visualized this to be \$9,000.00 or more, however. Median weeks vacation assigned the Salesman was 2.5.

About two-fifths of the respondents believed the Salesman's father was also a white collar worker in the sales or clerical category. A similar proportion felt his father's occupation was of a blue collar type, equally divided between skilled trades and unskilled work. Only two percent suggested professional work for father of Salesman.

Seven-tenths of the respondents thought the Salesman was born in his present community, thereby indicating an urban origin. Fewer than one-tenth believed he came from another state. His parents are visualized as living close to him; only two-fifths of the respondents indicated their residence being beyond the Salesman's present community. All but ten percent of the informants expect the Salesman to spend the remainder of his working days in his present community. As for Bookkeeper, the image of the Salesman reflects

¹Bogue, op. cit., Table 17-A-4, p. 557.

little mobility.

The Salesman is considered to be disappointed with his work by only slightly more than ten percent of the informants; very happy with work by one-fifth. Almost forty percent of the respondents believe he would prefer other work, but ninety percent consider it unlikely that he could get into another type of work.

Worries on-the-job mentioned for Salesman were most frequently related to being able to do the job or make sales. Over half of the respondents suggested this. Second most frequent job worry pertained to money and finances. Job security, competition, and job promotion concerns formed an evident pattern of job worries also.

B. Family and Home Patterns

The Salesman is pictured as married and the father of three children (median equals 3.4). Fewer than thirty percent of the respondents considered it likely that his wife works outside the home, and if she did, most often expected her to hold white collar jobs. All but ten percent did not expect the Salesman's wife to have help with housework; those that did limited this outside assistance to part-time help.

Over two-thirds of the respondents anticipated these parents as spending quite a bit of time with their children, although in terms of disciplinary attitude seventy percent expected them to be more lenient than strict.

About eighty-five percent of the respondents expected the Salesman to own his own home with a median valuation of \$13,332.00. More specifically, about two-thirds or more expected this home to contain three bedrooms, a dining room, and a garage. Between thirty and forty percent visualized the Salesman's home as including a recreation room and fireplace. Fewer expected a den or study, and two baths were expected least of all.

With respect to worries at home for Salesman, money and family and children were suggested with proportionately average frequencies on an inter-occupational comparison. Most unique for Salesman worries-at-home were suggestions pertaining to "keeping up" socially.

Nearly all respondents expected the male children of this lower white collar worker to attend college. Based on multiple expectancies, responses to occupation(s) male children will follow showed highest percentage ascriptions to clerical and sales jobs, then salaried professional jobs, and next in order, managerial jobs.

C. Consumption Patterns

Almost three-fourths of the informants believed the Salesman's family would maintain a vegetable garden. About two-thirds believed they would preserve food in some manner for later use. The Salesman's family is perceived with most definiteness as buying groceries at supermarkets.

Ascriptions of clothing for Salesman revealed a median

of 4.2 suits, overalls, a median of 2.3. One-fifth of the respondents expected the Salesman to own a tuxedo; seventy percent expected his wife to own an evening dress. Eighty percent of the respondents believed clothing purchases for this family would be made at main department stores; thirty percent indicated economy stores, followed by thirteen percent who indicated men's or women's specialty shops.

Although a number of respondents volunteered suggestions that the Salesman could get appliances at a discount, total appliance ascriptions for him are not disproportionate to those occupations with comparable projected incomes. Seventy-five percent of the informants ascribed an automatic washing machine to this worker; about two-fifths ascribed a home freezer. Fourteen percent believed him to own a dish-washer, which on a percentage basis, ranks him only below the Doctor and Sales Manager for this item.

The median number of books believed to be owned by the Salesman was thirty-five. Median magazines was four. Kinds of magazines thought to be found in the home of Salesman were of the general pictorial type, e. g. Life, Look. Next in named frequency were popular general weeklies as Collier's and Saturday Evening Post followed by popular women's magazines as McCall's.

Eighty-five percent of the respondents ascribed a Ford, Chevrolet or Plymouth to the Salesman; none within the most expensive category of cars was named. Fewer than ten percent suggested current year cars; about fifty percent ascribed automobiles that were

one or two years old.

The Salesman is expected to save money primarily in bank savings accounts. In addition one-fourth of the respondents indicated insurance savings for him. Median value of insurance thought to be carried by Salesman was \$10,268.00 with the narrowest dispersion limits of any occupation.

D. Social and Activity Patterns

The Salesman is viewed as a Republican by about one-half of the informants. Somewhat fewer than one-third believe him to be a Democrat.¹ The no response items of twelve percent, plus Independent ascriptions, indicate a more than average difficulty in making political assignments for this worker. Seventy percent of the respondents view the Salesman as a Protestant; fifteen percent made no specific religious ascription.

Organizational memberships for Salesman were fewer in number than for any other occupation. The most frequently named affiliations for Salesman were church groups of various kinds, followed by Masonic orders, the P. T. A., and then the Elks. Examination of organizational memberships projected for Salesman and other

¹In the 1952 presidential election a Detroit study showed 46% of sales and clerical workers supported Eisenhower. State and national analyses show 60-70%. Evidence somewhat suggests that more clerks than salesmen supported Stevenson. See Mary Monk and Theodore M. Newcomb, "Perceived Consensus within and among Occupational Classes," American Sociological Review, Vol, 21, No. 1 (February, 1956), p. 74.

occupations gives the impression that this lower white collar worker belongs neither in the higher status organizations nor to the lower ones but rather occupies a no-man's land in terms of formal associations.

The suggested leisure activities for Salesman listed in order of frequency are: golf and fishing, television or radio, reading, hunting, bowling or pool, plus other activities with smaller percentages. The most distinctively projected vacation activities for this worker are staying at a cottage and touring or sight seeing. No one expected him to travel to other countries, and not many expected him to spend his vacation at a resort.

Only the Assembly Worker and Carpenter were expected to watch as much or more television daily than the 3.2 hours projected for Salesman. Median number of movies attributed monthly to Salesman was 2.5, the same number as for Teacher, but he is expected to attend about one-third fewer concerts or plays. Median number of plays or concerts attended per year for Salesman was 1.6.

Family friends frequently associated with by Salesman were thought to number between one and four by two-thirds of the responding group; about a quarter of the respondents increased this number to include between five and ten other families. The majority of respondents confined these friends, spatially, to the same neighborhood lived in by Salesman.

Summary

Here is seen an urban oriented worker whose precarious statuses shift in rank with Bookkeeper and Carpenter. In terms of rewards, he falls behind Carpenter but above Bookkeeper, and in some instances, above Teacher. Essentially geared to material consumption, his occupational success or failure is easily measured, and is independently attained without organized social or professional support. Organizational memberships for Salesman reflect lower middle class assignments. He was expected to be a Republican most often.

II. SIGNIFICANT DIFFERENCES FOR SALESMAN

Of the 399 tests of significance performed on the Salesman data, 8.3 percent were significant at the .05 level and 12.0 were significant at the .10 level and below. In respect to converging images, 12.8 percent were significantly different at the .90 level and above.

Size of community was the most distinguishing variable relating to Salesman. 12.3 percent of the tests in relation to size of informant's home community were significantly different at the .05 level and less. See Table 4.0.

Work related characteristics showed more significant differences than any other type of image for Salesman at the .10 level and below.

A. Job Related Characteristics

Eleven job related characteristics pertaining to Salesman, significant at the .05 level and less, were found for the following variables: academic standing, college major, sex, occupation of father, and size of informant's home community, two each. One significant difference was found for newspaper readership.

In relation to academic standing, the lower two-thirds were unanimous in believing that the Salesman had from 0 to 2 weeks vacation, while about nine percent of those with higher academic standing felt he would have a longer vacation. A greater percentage

of the upper academic group also believed that the Salesman would prefer other work than did those with lower academic standing.¹

Education majors projected less income the year before retirement for Salesman than did any other major. About sixty percent of the students in engineering and "other" categories assigned over \$6,000.00 the year before retirement, while less than half of the business and less than one-third of the education majors did so. Education majors also ascribed monetary worries on-the-job to Salesman with greatest frequency.²

Females were more likely to project higher incomes and fewer working hours for the Salesman than were males. Only twenty percent of the females thought that the Salesman worked over eight hours a day, whereas forty percent of the males ascribed more than eight working hours per day.³ (These support Hypothesis A.)

Table 4.7 shows that about one-half of the students with fathers in the white collar group believed that the Salesman started to work at age twenty-three or less, while fewer than one-tenth of the blue collar group visualized an age this young. The white collar informants also believed the Salesman would have a shorter working day than did the blue collar group. See Table 4.8. (See Hypothesis D.)

¹See Tables 4.1 and 4.2.

²See Tables 4.3 and 4.4.

³See Tables 4.5 and 4.6.

Students from large communities felt that the Salesman started to work at a younger age than did students from the more nearly rural communities. Respondents from more urban communities believed the Salesman to be happier in his work than did informants from small communities.¹

As can be observed in Table 4.11 daily newspaper readers felt that the Salesman had less education than those who read newspapers less often. Only one-fifth of the regular readers ascribed more than a high school education for the Salesman.

B. Family and Home Patterns

Two significant differences were found to be related to the Salesman's family and home patterns and newspaper readership; two such differences were also found in regard to occupation of the informant's father. One significant difference was found for both age and college major.

Those students who read papers daily projected money worries at home for the Salesman more often than did students who read papers less often; informants who read papers daily also ascribed a greater number of bedrooms to the home of Salesman than did the less frequent readers.²

Informants with fathers in the white collar group assigned smaller families for Salesman than did blue collar informants.

¹See Tables 4.9 and 4.10.

²See Tables 4.12 and 4.13.

Students from the white collar group were less likely to expect the Salesman's wife to be employed than were students in the blue collar group.¹

Younger informants visualized larger families for the Salesman than did older informants. Table 4.16 shows that about one-third of the younger informants indicated four or more children while less than fifteen percent of the older students did so.

As can be seen in Table 4.17, engineering majors were most likely to envision a professional occupation for male children of the Salesman. Business majors were least likely to ascribe professional occupations for them. (This relates to Hypothesis C.)

C. Consumption Patterns

For the eight significant differences found among consumption responses for Salesman, two appeared for the variable academic standing, two for sex, two for size of community, and one each was found for college major and age of informant.

The academically inferior respondents in greater percentage than the better performers proposed incomes of \$10,000.00 or more for the Salesman, and were also less apt to believe that the Salesman purchases clothing in economy chains.²

¹See Tables 4.14 and 4.15.

²See Tables 4.18 and 4.19.

Male informants twice as often as females ascribed an automatic clothes dryer to the Salesman. Males also assigned four or fewer magazines to the Salesman more frequently than did females.¹

Community size differences show respondents from the largest sized communities ascribed the least formal attire to the Salesman. These same most urban informants were least inclined to believe that the Salesman cultivated a vegetable garden.²

Table 4.24 provides data concerning college major differences. In this instance education majors least expected the Salesman to own an automatic clothes dryer in his home. About one-half of the engineers thought he would, representing the most generous ascriptions for clothes dryers.

Older students in Table 4.25 more frequently than younger students ascribed five or more suits to the Salesman. The majority for both groups however, assigned fewer than five suits.

D. Social and Activity Patterns

Three significant differences were found relating to size of community. Academic standing, age, college major, newspaper readership, and sex of informant each yielded one significant difference for a total of eight in this area of response.

There was a greater tendency on the part of the least urban respondents to make Protestant church ascriptions for Salesman;

¹ See Tables 4.20 and 4.21.

² See Tables 4.22 and 4.23.

respondents from the largest sized community were least inclined to expect the Salesman to spend his vacation at home. In addition, a substantially greater percentage of least urban respondents perceived geographically closer friendship patterns for Salesman when compared to responses by most urban informants.¹

Respondents from the lower two-thirds of their high school class suggested golf as a leisure activity for Salesman less often than did the better academic performers, Table 4. 29.

Family friends for Salesman were more frequently thought to reside in his same neighborhood by younger informants compared to older respondents. See Table 4. 30.

The miscellaneous subject matter majors categorized as "other" were found to be most definite in limiting the Salesman's play or concert attendance to fewer than two performances yearly. Play and concert attendance for Salesman also reflected different expectancies based on newspaper readership. For this variable the regular readers more emphatically limited the Salesman's attendance to fewer than two yearly.²

Males almost unaminously failed to suggest spending time with family as a leisure activity for Salesman as is evident from data in Table 4. 33.

¹ See Tables 4. 26, 4. 27, and 4. 28.

² See Tables 4. 31 and 4. 32.

TABLE 4.0--Summary of significant associations for Salesman

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	0.0	8.3	6.7	6.7	5.4
Sex	13.3	0.0	13.3	6.7	8.8
Major	13.3	8.3	6.7	6.7	8.8
Academic standing	13.3	0.0	13.3	6.7	8.8
Occupation of father	13.3	16.7	0.0	0.0	7.0
Size of community	13.3	0.0	13.3	6.7	12.3
Newspaper readership	6.7	16.7	0.0	6.7	7.0
Totals	10.5	7.1	7.6	7.6	8.3 (N = 399)

SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR SALESMAN

A. Job Related Characteristics

TABLE 4. 1--Length of vacation by academic standing

Academic standing	0 to 2 weeks	More than 2 weeks	Totals	
			%	N
Upper one-third	90.1%	8.9%	100	81
Lower two-thirds	100.0	0.0	100	72
				(153)
$\chi^2 = 6.51$ 1 d. f. $P < .02$				

TABLE 4. 2--Preference for other work by academic standing

Academic standing	Prefer other work	Do not prefer other work	Totals	
			%	N
Upper one-third	71.6%	28.4%	100	80
Lower two-thirds	54.2	45.8	100	72
				(152) ¹
$\chi^2 = 4.27$ 1 d. f. $P < .05$				

TABLE 4. 3--Income received the year before retirement by college
major

College major	0 to \$5,999	\$6,000 or more	Totals	
			%	N
Engineering	37.5%	62.5%	100	16
Education	70.8	29.2	100	23
Business	54.8	45.2	100	30
Other	39.0	61.0	100	80
				(149)
$\chi^2 = 8.90$ 3 d. f. $P < .05$				

¹ For this and following Salesman tables discrepancies between total number of responses and 153 equal no response items.

TABLE 4. 4--Monetary worries on the job by college major

College major	Worry about money on the job	Do not worry about money on the job	Totals	
			%	N
Engineering	11.8%	88.2%	100	16
Education	44.4	55.6	100	24
Business	18.4	81.6	100	31
Other	13.1	86.9	100	82
(153)				

$$\chi^2 = 13.68 \quad 3 \text{ d. f.} \quad P < .01$$

TABLE 4. 5--Amount of money earned last year by sex of informant

Sex of informant	0 to \$3,999	\$4,000 to \$4,999	\$5,000 to \$6,999	\$7,000 and over	Totals	
					%	N
Female	18.6%	22.0%	28.8%	30.6%	100	57
Male	9.6	38.3	40.4	11.7	100	92
(149)						

$$\chi^2 = 10.94 \quad 3 \text{ d. f.} \quad P < .02$$

TABLE 4. 6--Number of hours worked daily by sex of informant

Sex of informant	0 to 8 hours	More than 8 hours	Totals	
			%	N
Female	79.7%	20.3%	100	59
Male	60.6	39.4	100	93
(152)				

$$\chi^2 = 4.54 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 4.7--Age started working by occupation of informant's father

Occupational class	Under 23 years of age	23 years or over	Totals	
			%	N
White collar	48.4%	51.6%	100	95
Blue collar	8.7	91.3	100	46

(141)*

$$\chi^2 = 19.67 \quad 1 \text{ d. f.} \quad P < .001$$

*12 farm and nonclassifiable fathers

TABLE 4.8--Number of hours worked daily by occupation of informant's father

Occupational class	1 to 8 hours	More than 8 hours	Totals	
			%	N
White collar	37.9%	62.1%	100	94
Blue collar	13.0	87.0	100	46

(140)*

$$\chi^2 = 8.0 \quad 1 \text{ d. f.} \quad P < .01$$

*12 farm and nonclassifiable fathers

TABLE 4.9--Age started working by size of home community

Size of community	Under 23 years of age	23 years or over	Totals	
			%	N
Open country to 9,999	60.0%	40.0%	100	50
10,000 to 99,999	81.0	19.0	100	63
100,000 and over	84.6	15.4	100	39

(152)*

$$\chi^2 = 9.11 \quad 2 \text{ d. f.} \quad P < .05$$

*One student not classifiable

TABLE 4.10--Attitude toward work by size of home community

Size of community	Very happy	Other	Totals	
			%	N
Open country to 9,999	13.5%	82.7%	100	50
10,000 to 99,999	25.4	74.6	100	62
100,000 and over	20.5	79.5	100	39

(151)*

$$\chi^2 = 23.93 \quad 2 \text{ d. f.} \quad P < .001$$

*One student not classifiable

TABLE 4.11--Amount of education received by newspaper readership

Newspaper readership	High school or less	More than high school	Totals	
			%	N
Read paper daily	79.8%	20.2%	100	89
Read paper less often	64.1	35.9	100	62

(151)

$$\chi^2 = 3.91 \quad 1 \text{ d. f.} \quad P < .05$$

B. Family and Home Patterns

TABLE 4.12--Monetary worries at home by newspaper readership

Newspaper readership	Worry about money at home	Do not worry about money at home	Totals	
			%	N
Read paper daily	64.0%	36.0%	100	89
Read paper less often	45.3	54.7	100	64

(153)

$$\chi^2 = 4.57 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 4.13--Number of bedrooms in home by newspaper readership

Newspaper readership	0 to 2 bedrooms	3 or more bedrooms	Totals	
			%	N
Read paper daily	27.0%	73.0%	100	87
Read paper less often	46.9	53.1	100	62

(149)

$$\chi^2 = 5.61 \quad 1 \text{ d. f.} \quad P < .02$$

TABLE 4.14--Family size by occupation of informant's father

Occupational class	0 to 3 children	4 or more children	Totals	
			%	N
White collar	85.3%	14.7%	100	95
Blue collar	67.4	32.6	100	46

(141)*

$$\chi^2 = 5.01 \quad \text{d. f.} \quad P < .05$$

*12 farm and nonclassifiable fathers

TABLE 4.15--Likelihood of wife's employment by occupation of informant's father

Occupational class	Not likely or never	Quite likely or steady	Totals	
			%	N
White collar	72.6%	27.4%	100	95
Blue collar	30.4	69.6	100	46

(141)*

$$\chi^2 = 21.08 \quad \text{d. f.} \quad P < .001$$

*12 farm and nonclassifiable fathers

TABLE 4.16--Family size by age of informant

Age of informant	0 to 3 children	4 or more children	Totals	
			%	N
18 years and under	71.0%	29.0%	100	69
19 years and older	85.7	14.3	100	83
				(152)
$\chi^2 = 4.10$ 1 d. f. $P < .05$				

TABLE 4.17--Occupation male children will follow by college major

College major	Professional	Other	Totals	
			%	N
Engineering	50.0%	50.0%	100	16
Education	24.3	75.7	100	24
Business	18.8	81.3	100	31
Other	35.8	64.2	100	81
				(152)
$\chi^2 = 8.49$ 3 d. f. $P < .05$				

C. Consumption Patterns

TABLE 4.18--Amount of insurance carried by academic standing

Academic standing	0 to \$9,999	\$10,000 or more	Totals	
			%	N
Upper one-third	42.0%	58.0%	100	78
Lower two-thirds	25.0	75.0	100	68
				(146)
$\chi^2 = 4.16$ 1 d. f. $P < .01$				

TABLE 4. 19--Practice of buying clothing in economy chains by academic standing

Academic standing	Buy clothing in economy chains	Do not buy clothing in economy chains	Totals	
			%	N
Upper one-third	39. 5%	68. 5%	100	81
Lower two-thirds	20. 8	79. 2	100	72
				(153)
$\chi^2 = 5.39$ 1 d. f. $P < .05$				

TABLE 4. 20 --Ownership of automatic clothes dryer in home by sex of informant

Sex of informant	Own automatic dryer	Do not own automatic dryer	Totals	
			%	N
Female	16. 4%	83. 6%	100	59
Male	36. 5	63. 5	100	94
				(153)
$\chi^2 = 6.28$ 1 d. f. $P < .02$				

TABLE 4. 21--Number of magazines in home by sex of informant

Sex of informant	0 to 4 magazines	5 or more magazines	Totals	
			%	N
Female	68. 4%	31. 6%	100	57
Male	91. 3	8. 7	100	92
				(149)
$\chi^2 = 11.39$ 1 d. f. $P < .001$				

TABLE 4. 22--Ownership of formal wear by size of home community

Size of community	No tuxedo, no evening dress	One or more items of formal wear	Totals	
			%	N
Open country to 9,999	28.0%	72.0%	100	50
10,000 to 99,999	20.6	79.4	100	63
100,000 and over	43.6	56.4	100	39

(152)

$$\chi^2 = 6.20 \quad 2 \text{ d. f.} \quad P < .01$$

*One student not classifiable

TABLE 4. 23--Cultivation of vegetable garden by size of home community

Size of community	Have no vegetable garden	Have vegetable garden	Totals	
			%	N
Open country to 9,999	26.0%	74.0%	100	50
10,000 to 99,999	15.9	84.1	100	63
100,000 and over	46.2	53.8	100	39

(152)

$$\chi^2 = 11.24 \quad 2 \text{ d. f.} \quad P < .01$$

*One student not classifiable

TABLE 4. 24--Ownership of automatic clothes dryer in home by college major

College major	Own dryer	Do not own dryer	Totals	
			%	N
Engineering	43.8%	56.2%	100	16
Education	4.2	95.8	100	24
Business	35.5	64.5	100	31
Other	28.0	72.0	100	82

(153)

$$\chi^2 = 9.68 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 4.25--Number of suits owned by age of informant

Age of informant	0 to 4 suits	5 or more suits	Totals	
			%	N
18 years and under	84.1%	15.9%	100	69
19 years and older	69.0	31.0	100	84
				(153)

$\chi^2 = 3.87$ 1 d. f. $P < .05$

D. Social and Activity Patterns

TABLE 4.26--Church membership by size of home community

Size of community	Protestant	Other	Totals	
			%	N
Open country to 9,999	66.0%	34.0%	100	40
10,000 to 99,999	81.0	19.0	100	53
100,000 and over	59.0	41.0	100	37
				(130)*

$\chi^2 = 6.27$ 2 d. f. $P < .05$

*One student not classifiable

TABLE 4.27--Type of vacation by size of home community

Size of community	Stay at home	Other	Totals	
			%	N
Open country to 9,999	24.0%	76.0%	100	50
10,000 to 99,999	39.7	60.3	100	63
100,000 and over	17.9	82.1	100	39
				(152)*

$\chi^2 = 6.41$ 2 d. f. $P < .05$

*One student not classifiable

TABLE 4.28--Place of residence of family friends by size of home community

Size of community	Same neighborhood	Elsewhere	Totals	
			%	N
Open country to 9,999	88.0%	12.0%	100	50
10,000 to 99,999	63.5	36.5	100	63
100,000 and over	53.8	46.2	100	39

(152)*

$\chi^2 = 13.53$ 2 d. f. $P < .01$

TABLE 4.29--Golf as a leisure activity by academic standing

Academic standing	Golf	Does not golf	Totals	
			%	N
Upper one-third	46.9%	53.1%	100	81
Lower two-thirds	27.8	72.2	100	72

(153)

$\chi^2 = 5.14$ 1 d. f. $P < .05$

TABLE 4.30--Place of residence of family friends by age of informant

Age of informant	Same neighborhood	Elsewhere	Totals	
			%	N
18 years and under	75.4%	24.6%	100	69
19 years and older	51.2	48.8	100	84

(153)

$\chi^2 = 8.40$ 1 d. f. $P < .01$

TABLE 4. 31--Number of plays or concerts attended last year by college major

College major	0 to 1 performance	2 or more performances	Totals	
			%	N
Engineering	56.3%	43.8%	100	16
Education	58.3	41.7	100	24
Business	51.6	48.4	100	31
Other	68.3	31.7	100	82

(153)

$\chi^2 = 16.26$ 3 d. f. $P < .001$

TABLE 4. 32--Number of plays or concerts attended last year by newspaper readership

Newspaper readership	0 to 1 performance	2 or more performances	Totals	
			%	N
Read paper daily	70.8%	29.2%	100	89
Read paper less often	50.0	50.0	100	64

(153)

$\chi^2 = 5.97$ 1 d. f. $P < .02$

TABLE 4. 33--Spending time with family as a leisure activity by sex of informant

Sex of informant	Spend time with family	Other activities	Totals	
			%	N
Female	13.6%	86.4%	100	59
Male	4.3	95.7	100	94

(153)

$\chi^2 = 4.13$ 1 d. f. $P < .05$

CHAPTER VII

I. IMAGE OF THE SALES MANAGER

The Sales Manager may be viewed as the "foreman" in the world of selling. He is midway between those who sell commodities directly to consumers and those in the top echelons of advertising and promotion who are often remotely removed from product production, as well as the consuming public. These latter persuaders deal in visions, intuitive guesses, and hunches about what the public wants or should have, the effectiveness of which can seldom be evaluated. It remains for the Sales Manager to direct the "doers" and be responsible ultimately for area sales and product distribution.

While the specific duties and job demands of the Sales Manager vary according to the product with which he deals and the organization of the company he represents, it should be of interest to see if this same ambiguity extends to his social and community roles according to the following perceptions of 148 informants.

A. Job Related Characteristics

The median annual salary assigned to the Sales Manager was \$10,242.40. About a fourth of the informants felt that he earned as much as \$15,000.00 yearly. The quartile range for salary projections was \$3,751.65, second only to the range of income ascriptions for Doctor. Census data reveal that the annual salary for all Sales Managers employed fifty weeks or more in 1950 amounted to a median

of \$4,411.00.¹ When the scope of this job according to the introductory description is considered, the income projections made by these respondents should be regarded as less of an overestimate.

Median pre-retirement income suggested for the Sales Manager was \$11,000.00; almost one-third of the informants felt that his income would be as high as \$20,000.00. The Sales Manager was visualized as working 8.8 hours a day. Informants believed he started working at this job at a median age of twenty-nine years, and that he would stop working at a median age of 65.10. The median age for starting work was the highest projected for any of the occupations studied, reflecting recognition by respondents that this type of job most often is attained only after a number of years of very successful job performance as a lower level salesman. He was said to have a median number of 3.31 weeks vacation, second only to Teacher.

The Sales Manager was assigned a median figure of 16.2 years of schooling; eight-tenths of the respondents thought he would have more than a high school education. Census data relating to schooling received by Sales Managers range from medians of 11.3 to 13.9 years.² Based on this comparison, an overestimate of

¹Herman P. Miller, Income of the American People (New York: John Wiley & Sons, 1955), p. 178.

²Donald J. Bogue, The Population of the United States (Glencoe: The Free Press, 1959), Table 17-A-4, p. 555.

education was projected, but at least respondents are aware that in many such jobs, especially in manufacturing, technical training such as engineering, chemistry, and pharmacy are required.

The occupation ascribed to the Sales Manager's father was predominately a white collar occupation. Only one-tenth of the informants believed it would have been a blue collar job.¹

In respect to projected place of birth for the Sales Manager, less than one-fourth of the respondents felt that he was born in the community in which he is now living. However, three-fourths of the informants believe that he will spend the rest of his working days in his present community. Fewer than one-fourth believed his parents lived in the same town as he. The Sales Manager was seen as having the greatest geographic mobility of all occupations studied.

The Sales Manager is thought to be happy in his work; only two percent thought that he would be "somewhat disappointed." Less than three percent felt that he would prefer other work, and only four percent regard it "very likely" or "likely" that he will go into another type of work.

¹ Aviation cadet aspirants who later occupied jobs as Sales Managers came from urban homes with books and well educated parents. They had experienced success in school athletics, selling, club activities, speaking, journalism, and Boy Scouts. Robert L. Thorndike and Elizabeth Hagen, Ten Thousand Careers (New York: John Wiley & Sons, Inc., 1959), p. 221.

Projections relating to worries on-the-job reveal greatest concern for being able to do the job; more than half of the informants expressed the pressure and "producing" aspects of this position. Other worries mentioned were doing a good job, concern for people under him, general economic conditions, money, and competition. There were 209 responses for worries on-the-job.

B. Family and Home Patterns

The Sales Manager's family is projected to have a median of 3.4 children; only two percent of the respondents felt that his wife was likely to be working. If his wife did work, she would have a white collar job. One-half of the respondents ascribed help with her housework. Most of the respondents believed that the Sales Manager would spend quite a bit of time with his children, and the same proportion thought he would be lenient rather than strict with his children.

Approximately ninety-nine percent of the informants thought he would own his home. This figure was higher than for any other occupational group. The median cost of home for Sales Manager amounted to \$21,282.00, second in value only to the home of the Doctor. The majority of informants thought the Sales Manager's home would have three or more bedrooms, a dining room, recreation room, fireplace, garage, two baths and a den.

Worries projected at home were widely scattered. Slightly more than one-fifth of the informants thought he would worry about money, bills, or taxes; about a fifth thought that he

would worry about work in general or about the family in general. Other worries were family happiness and concern for children's education, the latter being suggested more frequently for Sales Manager than for any other occupational group.

Practically all of the informants believed his male children would go to college; all expected male children would pursue white collar jobs, and the largest percentage indicated managerial positions for them.

C. Consumption Patterns

About one-half of the respondents conceived the family of the Sales Manager as having a vegetable garden and about three-fifths thought that food would be preserved for later use by this family. Food purchases by phone were thought to be made by one-fifth of the informants; three-fourths specified shopping at supermarkets. Shopping at neighborhood stores was mentioned least for Sales Manager than for all occupations studied.

Informants designated a median number of 5.8 suits and 2.4 pairs of overalls for the Sales Manager. Four-fifths of the respondents ascribed a tuxedo to his wardrobe, and over ninety percent an evening dress to his wife's wardrobe. Clothing for this family was believed to be purchased most often in main department stores in-town, in men and women's specialty shops, or in main out-of-town department stores.

Practically all respondents indicated ownership of a

television set, record player, and automatic washing machine for Sales Manager. More than one-half ascribed a home freezer and an automatic clothes dryer. An air conditioner and a Hi Fi set was pictured by about one-fifth of the respondents. The percentages for the various home appliances for Sales Manager were second only to those for Doctor.

Median number of books believed to be in the home of the Sales Manager was 68.33; only Doctor and Teacher were assigned a higher figure. The median number of magazines expected was 4.50. According to type, three-fifths of the responses indicated general pictorial magazines as Life and Look and news weeklies as U. S. News; over one-third mentioned popular weeklies as Collier's and Saturday Evening Post, popular monthlies as McCall's and Ladies Home Journal, and business magazines like Fortune. Fortune was ascribed to the Sales Manager more often than for any other occupation, as were other business magazines.

Over one-half of the respondents assigned a new car to the Sales Manager; the greatest percentage thought it would be a Buick, DeSoto, Oldsmobile, or Mercury. Fewer than one-fifth projected a Ford, Chevrolet or Plymouth as a main car for the Sales Manager. About sixty percent of the informants believed this family would own two cars.

All of the respondents felt that the Sales Manager would save money. Over two-thirds thought he would have a savings

account; about three-fifths believed he would have a checking account and stocks and bonds; over one-half thought he would have insurance savings; and one-fourth thought he would have real estate investments besides his home. All informants thought the Sales Manager would have life insurance yielding a median of \$22,333.00. Only the Doctor had a higher expected amount of life insurance.

D. Social and Activity Patterns

The Sales Manager is pictured as a Republican by over two-thirds of the respondents;¹ a fifth view him as a Democrat. Twelve informants did not assign any political party to him. Fewer than three percent believed him not to be a church member; almost three-fourths perceive him as a Protestant, while an eighth of the informants saw him as a Catholic. Two percent viewed him as a member of the Jewish faith.

Of the 355 responses supplied concerning organizational membership, service clubs and church groups were named most frequently. Six-tenths of the respondents suggested civic-service club membership; one-third mentioned church groups. The Masons, Elks, and Country Club were specified by approximately one-fifth of the informants. The Masonic lodge was mentioned more often for Sales Manager than for any other occupation.

¹Among urban residents those in a higher status occupation, such as professional or managerial, are likely to vote Republican. Duncan MacRae, Jr., "Occupations and the Congressional Vote, 1940-1950," American Sociological Review, Vol. 20, No. 3 (June, 1955), pp. 332-40.

Over one-half of the informants suggested golf as a leisure activity for the Sales Manager; one-third mentioned baseball; about one-fourth specified reading and television. Golf was named more often for Sales Manager than for any other occupation considered. Most informants believe that the Sales Manager will stay at a cottage or go touring as a vacation activity. About one-seventh of the respondents thought that he would travel to other countries.

The median number of movies per month for Sales Manager was 2.66; median number of plays or concerts yearly was 3.98 performances. This latter figure is surpassed only by Teacher and Doctor.

Two-fifths of the informants felt that the Sales Manager's family would visit from five to nine other family friends living in the same neighborhood and elsewhere in town for the most part. Number of family friends for Sales Manager are second only to Teacher.

Summary

In terms of status, the image of the Sales Manager compares favorably with that of the Doctor. His material ascriptions in terms of money and ownership of consumer goods are seen as second only to those for Doctor. As an outer-directed, urban achiever who is conscious of his movement, he reflects more

upward mobility perhaps than does any of the other workers. He is perceived as a Republican in even greater proportions than the Doctor. His expected social affiliations and organizational assignments rank above those for the Teacher. Here, taken altogether, is a case where job title and occupational ambiguity function to yield more esteem than might normally be anticipated.

II. SIGNIFICANT DIFFERENCES FOR SALES MANAGER

Of the 399 tests of significance performed on Sales Manager data, 8.5 percent were significant at the .05 level and below; 14.3 percent were significant at the .10 level and below. The latter figure, 14.3 percent, is higher than for any other occupational group studied. In respect to a converging image, 14.3 percent of the tests were also significant at the .90 level and above.

Academic standing of informant was the most discriminating variable for Sales Manager; 26.3 percent of the tests relating to academic standing were significant at the .05 level. Next most discriminating variable was sex of informant with 17.5 percent of the tests significantly different at the .05 level and below. See Table 5.0.

Social and activity patterns was the category of response most significantly different; 20 percent of these patterns were significantly different, the highest for any occupational group.

A. Job Related Characteristics

Ten significant differences were found in this area of response. The academic standing variable provided four differences, three appeared for sex, and one each was found for age, occupation of father, and size of community.

The academically superior respondents differed from their counterparts by assigning more incomes to the Sales Manager

under the \$15,000 bracket. The better academic performers more often believed that the Sales Manager worked eight hours or less daily. Future income of the Sales Manager was expected to be higher by respondents from the lower two-thirds of their high school class. Nearly all of the better academic performers perceived the Sales Manager's father as holding a white collar type job.¹

Male income ascriptions for Sales Manager were considerably higher than female projections. However, more males believed that the Sales Manager's father held a blue collar job. On the other hand, more females than males perceived the Sales Manager as being happy with his work.²

Older students in greater proportion than younger students, as seen in Table 5.8, believed that the Sales Manager's beginning working age was at least twenty-seven years.

Respondents with white collar fathers were more emphatic in stating that the Sales Manager's father filled a white collar job than were blue collar informants. See Table 5.9. (This supports Hypothesis D.)

Inspection of Table 5.10 reveals a rural-urban gradation with respect to income perceptions for Sales Manager. Respondents from the smaller communities were more prone to make larger income assignments for this occupation.

¹See Tables 5.1, 5.2, 5.3, and 5.4.

²See Tables 5.5, 5.6, and 5.7 for sex differences.

B. Family and Home Patterns

With three significant differences for the variable academic standing, two for informant's college major, and one each for age, newspaper readership, and sex, a total of eight significant differences were found for responses concerning home and family of the Sales Manager.

There was a stronger tendency on the part of the better academic performers to expect male children of the Sales Manager to attend college. Twice as many academic inferiors as better performers visualized a four bedroom home for this job occupant. A higher proportion of the academic inferiors also did not mention money as a home worry for the Sales Manager.¹

Examination of college major differences points out the similarity of views held by education and all "other" students in least expecting the wife of Sales Manager to "never" work outside the home. Education majors were distinctive in representing the greatest proportion who thought these parents spent quite a bit of time with their children. Engineers made this observation least.² (See Hypothesis C.)

Older students as seen in Table 5.16 assigned more professional work to male children of Sales Manager than did younger students. Less regular newspaper readers ascribed more children

¹See Tables 5.11, 5.12, and 5.13.

²See Tables 5.14 and 5.15.

to the Sales Manager than did daily readers. See Table 5.17.

More females than males believed that the Sales Manager's wife worked outside the home for pay according to Table 5.18.

C. Consumption Patterns

Only four significant differences relating to consumption were found for Sales Manager. These appeared as two in number for the variable academic standing, and one each for age and sex.

A preponderance of better academic performers believed the Sales Manager utilized a bank checking account. However, nearly twenty percent more of the academic inferiors ascribed a home freezer to the Sales Manager.¹

As seen in Table 5.21 proportionally more of the younger students perceived the utilization of a bank checking account by the Sales Manager.

More males in Table 5.22 than females assigned over twenty-six books to the home of this worker.

D. Social and Activity Patterns

A total of sixteen significant differences appeared in this category for Sales Manager. Six were found for the variable academic standing, five for sex, two for age, and one each resulted for newspaper readership, occupation of father, and size of community.

¹See Tables 5.19 and 5.20.

Tables 5.23 through 5.28 present data concerning academic standing of informant. Substantially more of the academic superiors made Republican political ascriptions for Sales Manager. The better students also made more frequent Protestant church ascriptions for him. Reading as a leisure activity for this job occupant was suggested more frequently by the academic inferior respondents. The better academic performers mentioned church groups as a type of organizational membership for Sales Manager more often than did their counterparts. This same group of academic superiors, more often than the poorer performers, indicated staying at home and touring as vacation activities for Sales Manager.

Females made more Protestant ascriptions for Sales Manager than did males; females also mentioned P. T. A. memberships more frequently than did males.¹

Females suggested both reading and bowling as leisure activities for Sales Manager more often than males did. Males, however, ascribed more hours of daily television to Sales Manager more often than did females.² (These differences support Hypothesis A.)

With respect to age differences, older students more frequently suggested main civic clubs as organizational memberships held by the Sales Manager; older respondents also named golf as a

¹See Tables 5.29 and 5.30.

²See Tables 5.31, 5.32, and 5.33.

leisure activity more frequently than respondents aged eighteen and younger.¹

Protestant church membership ascriptions were made for Sales Manager to a greater extent by irregular newspaper readers as seen in Table 5. 36.

Respondents with blue collar fathers projected radio or television as a leisure activity for Sales Manager less often than did white collar respondents. See Table 5. 37.

Respondents from larger communities more often limited friendship patterns for Sales Manager to the same community in which he resides, somewhat in contrast to beliefs held by respondents from smaller communities. See Table 5. 38.

¹ See Tables 5. 34 and 5. 35.

TABLE 5.0--Summary of significant associations for Sales Manager

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	6.7	8.3	6.7	13.3	8.8
Sex	20.0	8.3	6.7	33.3	17.6
Major	0.0	16.7	0.0	0.0	3.5
Academic standing	26.7	25.0	13.3	40.0	26.3
Occupation of father	6.7	0.0	0.0	6.7	3.5
Size of community	6.7	0.0	0.0	6.7	3.5
Newspaper readership	0.0	8.3	0.0	6.7	3.5
Totals	9.5	9.5	3.8	15.2	9.5 (N = 399)

SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR SALES MANAGER

A. Job Related Characteristics

TABLE 5.1--Amount of money earned last year by academic standing

Academic standing	0 to \$14,999	\$15,000 or more	Totals	
			%	N
Upper one-third	81.0%	19.0%	100	75
Lower two-thirds	59.4	40.6	100	66
				(141) ¹
$\chi^2 = 7.31$ 1 d. f. $P < .01$				

TABLE 5.2--Hours worked daily by academic standing

Academic standing	0 to 8 hours	More than 8 hours	Totals	
			%	N
Upper one-third	67.1%	32.9%	100	78
Lower two-thirds	46.4	53.6	100	68
				(146)
$\chi^2 = 5.64$ 1 d. f. $P < .02$				

TABLE 5.3--Income received the year before retirement by academic standing

Academic standing	0 to \$14,999	\$15,000 or more	Totals	
			%	N
Upper one-third	57.0%	43.0%	100	76
Lower two-thirds	37.7	62.3	100	66
				(142)
$\chi^2 = 4.74$ 1 d. f. $P < .05$				

¹ For this and following Sales Manager tables discrepancies between total number of responses and 148 equal no response items.

TABLE 5.4--Occupation of father by academic standing

Academic standing	White collar	Blue collar	Totals	
			%	N
Upper one-third	94.9%	5.1%	100	79
Lower two-thirds	81.2	18.8	100	69
				(148)

$\chi^2 = 5.58$ 1 d. f. $P < .05$

TABLE 5.5--Amount of money earned last year by sex of informant

Sex of informant	0 to	\$4,000 to	\$5,000 to	\$7,000	Totals	
	\$3,999	\$4,999	\$6,999	and over	%	N
Female	27.6%	17.2%	27.6%	27.6%	100	55
Male	12.2	14.4	18.9	54.5	100	86
						(141)

$\chi^2 = 7.95$ 3 d. f. $P < .05$

TABLE 5.6--Occupation of father by sex of informant

Sex of informant	White collar	Blue collar	Totals	
			%	N
Female	55.2%	44.8%	100	58
Male	31.1	68.9	100	90
				(148)

$\chi^2 = 7.66$ 1 d. f. $P < .01$

TABLE 5.7--Attitude toward work by sex of informant

Sex of informant	Very happy or fairly happy	Somewhat disappointed or very disappointed	Totals	
			%	N
Female	58.6%	41.4%	100	58
Male	35.6	64.4	100	89
				(147)

$\chi^2 = 7.38$ 1 d. f. $P < .01$

TABLE 5. 8--Age started working by age of informant

Age of informant	Under 27	27 years and older	Totals	
			%	N
18 years and under	51.4%	48.6%	100	68
19 years and older	33.3	66.7	100	76
				(144)
$\chi^2 = 4.24$ 1 d. f. $P < .05$				

TABLE 5. 9--Occupation of father by occupation of informant's father

Occupational class	White collar	Blue collar	Totals	
			%	N
White collar	91.3%	8.7%	100	92
Blue collar	76.3	26.7	100	38
				(130)*
$\chi^2 = 4.07$ 1 d. f. $P < .05$				

*18 farm and nonclassifiable fathers

TABLE 5. 10--Income received the year before retirement by size of home community

Size of community	0 to \$14,999	\$15,000 or more	Totals	
			%	N
Open country to 9,999	25.0%	75.0%	100	46
10,000 to 99,999	48.0	52.0	100	48
100,000 and over	52.1	47.9	100	46
				(140)*
$\chi^2 = 12.45$ 2 d. f. $P < .01$				

*Two students not classifiable

B. Family and Home Patterns

TABLE 5.11--Likelihood of male children going to college by academic standing

Academic standing	Will not attend college	Will attend college	Totals	
			%	N
Upper one-third	16.7%	83.3%	100	78
Lower two-thirds	32.8	67.2	100	69
				(147)
$\chi^2 = 4.38$ 1 d. f. $P < .05$				

TABLE 5.12--Number of bedrooms in home by academic standing

Academic standing	1 to 3 bedrooms	4 or more bedrooms	Totals	
			%	N
Upper one-third	83.5%	16.5%	100	79
Lower two-thirds	62.3	37.7	100	69
				(148)
$\chi^2 = 7.49$ 1 d. f. $P < .01$				

TABLE 5.13--Monetary worries at home by academic standing

Academic standing	Worry about money at home	Do not worry about money at home	Totals	
			%	N
Upper one-third	32.9%	67.1%	100	74
Lower two-thirds	7.2	92.8	100	64
				(138)
$\chi^2 = 13.14$ 1 d. f. $P < .001$				

TABLE 5.14--Likelihood of wife's employment outside the home by college major

College major	Never	Other degrees of likelihood	Totals	
			%	N
Engineering	56.3%	43.8%	100	16
Education	24.0	76.0	100	25
Business	38.5	61.5	100	26
Other	22.2	77.8	100	81
				(148)
$\chi^2 = 9.00$ 3 d. f. $P < .05$				

TABLE 5.15--Amount of time parents spend with children by college major

College major	Quite a bit	Some or very little	Totals	
			%	N
Engineering	25.0%	75.0%	100	16
Education	80.0	20.0	100	25
Business	69.2	30.8	100	26
Other	60.5	39.5	100	81
				(148)
$\chi^2 = 13.30$ 3 d. f. $P < .01$				

TABLE 5.16--Occupation male children will follow by age of informant

Age of informant	Professional	Other than professional	Totals	
			%	N
18 years and under	42.5%	57.5%	100	70
19 years and older	57.5	42.5	100	77
				(147)
$\chi^2 = 4.95$ 1 d. f. $P < .05$				

TABLE 5.17--Family size by newspaper readership

Newspaper readership	0 to 3 children	4 or more children	Totals	
			%	N
Read paper daily	86.3%	13.7%	100	73
Read paper less often	68.0	32.0	100	75
				(148)
$\chi^2 = 6.00$ 1 d. f. $P < .02$				

TABLE 5.18--Likelihood of wife's employment outside the home by sex of informant

Sex of informant	Not likely or never	Quite likely or steady	Totals	
			%	N
Female	15.5%	84.5%	100	58
Male	37.8	62.2	100	90
				(148)
$\chi^2 = 7.54$ 1 d. f. $P < .01$				

C. Consumption Patterns

TABLE 5.19--Utilization of bank checking account by academic standing

Academic standing	Have checking account	Do not have checking account	Totals	
			%	N
Upper one-third	81.0%	19.0%	100	79
Lower two-thirds	55.1	44.9	100	69
				(148)

$\chi^2 = 10.39$ 1 d. f. $P < .01$

TABLE 5.20--Ownership of home freezer by academic standing

Academic standing	Own freezer	Do not freezer	Totals	
			%	N
Upper one-third	61.9%	38.1%	100	79
Lower two-thirds	79.7	20.3	100	69
				(148)
$\chi^2 = 4.62$ 1 d. f. $P < .05$				

TABLE 5.21--Utilization of bank checking account by age of informant

Age of informant	Has checking account	Has no checking account	Totals	
			%	N
18 years and under	78.6%	21.4%	100	70
19 years and older	60.3	39.7	100	78
				(148)
$\chi^2 = 4.95$ 1 d. f. $P < .05$				

TABLE 5.22--Number of books owned by sex of informant

Sex of informant	0 to 25 books	26 or more books	Totals	
			%	N
Female	25.0%	75.0%	100	54
Male	10.2	89.8	100	86
				(140)
$\chi^2 = 4.49$ 1 d. f. $P < .05$				

D. Social and Activity Patterns

TABLE 5.23--Political allegiance by academic standing

Academic standing	Republican	Democrat and other	Totals	
			%	N
Upper one-third	81.0%	19.0%	100	74
Lower two-thirds	56.5	43.5	100	64

(138)

$\chi^2 = 9.31$ 1 d. f. $P < .01$

TABLE 5.24--Church membership by academic standing

Academic standing	Protestant	Catholic and other	Totals	
			%	N
Upper one-third	82.3%	17.7%	100	69
Lower two-thirds	62.3	37.7	100	65

(134)

$\chi^2 = 6.46$ 1 d. f. $P < .02$

TABLE 5.25--Reading versus other leisure activities by academic standing

Academic standing	Reading	Other	Totals	
			%	N
Upper one-third	32.9%	67.1%	100	79
Lower two-thirds	17.4	82.6	100	69

(148)

$\chi^2 = 3.87$ 1 d. f. $P < .05$

TABLE 5.26--Church group versus other organizational membership by academic standing

Academic standing	Church groups	Other groups	Totals	
			%	N
Upper one-third	35.4%	64.6%	100	79
Lower two-thirds	18.8	81.2	100	69
				(148)

$\chi^2 = 4.27$ 1 d. f. $P < .05$

TABLE 5.27--Type of vacation by academic standing

Academic standing	Stay at home	Other	Totals	
			%	N
Upper one-third	19.0%	81.0%	100	79
Lower two-thirds	5.8	94.2	100	69
				(148)

$\chi^2 = 4.60$ 1 d. f. $P < .05$

TABLE 5.28--Type of vacation by academic standing

Academic standing	Tour or go sightseeing	Other	Totals	
			%	N
Upper one-third	68.4%	31.6%	100	79
Lower two-thirds	44.9	55.1	100	69
				(148)

$\chi^2 = 7.33$ 1 d. f. $P < .01$

TABLE 5.29--Church membership by sex of informant

Sex of informant	Protestant	Catholic and other	Totals	
			%	N
Female	86.2%	13.8%	100	51
Male	64.6	35.6	100	83
				(134)

$\chi^2 = 7.49$ 1 d. f. $P < .01$

TABLE 5.30--P. T. A. membership by sex of informant

Sex of informant	Belong to P. T. A.	Do not belong to P. T. A.	Totals	
			%	N
Female	17.2%	84.2%	100	58
Male	4.4	95.6	100	90
				(148)
$\chi^2 = 5.45$ 1 d. f. $P < .02$				

TABLE 5.31--Reading as a leisure activity by sex of informant

Sex of informant	Reading	Other	Totals	
			%	N
Female	39.7%	60.3%	100	58
Male	15.7	82.3	100	90
				(148)
$\chi^2 = 8.72$ 1 d. f. $P < .01$				

TABLE 5.32--Bowling or pool as a leisure activity by sex of informant

Sex of informant	Bowling or pool	Other	Totals	
			%	N
Female	39.7%	60.3%	100	58
Male	16.7	83.3	100	90
				(148)
$\chi^2 = 8.70$ 1 d. f. $P < .01$				

TABLE 5. 33--Number of hours of television observed daily by sex of informant

Sex of informant	0 to 2 hours	3 or more hours	Totals	
			%	N
Female	20.7%	79.3%	100	57
Male	7.8	92.2	100	90
				(147)

$\chi^2 = 4.20$ 1 d. f. $P < .05$

TABLE 5. 34--Civic versus other organizational membership by age of informant

Age of informant	Kiwanis Lions, Rotary	Other	Totals	
			%	N
18 years and under	47.1%	52.9%	100	70
19 years and older	65.4	34.6	100	78
				(148)

$\chi^2 = 4.28$ 1 d. f. $P < .05$

TABLE 5. 35--Golf as a leisure activity by age of informant

Age of informant	Plays golf	Does not play golf	Totals	
			%	N
18 years and under	48.6%	51.4%	100	70
19 years and older	66.7	33.3	100	78
				(148)

$\chi^2 = 4.24$ 1 d. f. $P < .05$

TABLE 5. 36--Church membership by newspaper readership

Newspaper readership	Protestant	Catholic and other	Totals	
			%	N
Read paper daily	63.0%	37.0%	100	66
Read paper less often	82.7	17.3	100	68
				(134)
$\chi^2 = 6.28$ 1 d. f. $P < .02$				

TABLE 5. 37--Radio or television as a leisure activity by occupation of informant's father

Occupational class	T. V. or radio	Other	Totals	
			%	N
White collar	30.4%	69.6%	100	92
Blue collar	7.9	92.1	100	38
				(130)*
$\chi^2 = 6.33$ 1 d. f. $P < .02$				

*18 farm and nonclassifiable fathers

TABLE 5. 38--Place of residence of family friends by size of home community

Size of community	Same neighborhood	Elsewhere	Totals	
			%	N
Open country to 9,999	50.0%	50.0%	100	48
10,000 to 99,999	60.0	40.0	100	50
100,000 and over	77.1	22.9	100	48
				(146)*
$\chi^2 = 7.67$ 2 d. f. $P < .05$				

*Two students not classifiable

CHAPTER VIII

I. IMAGE OF THE TEACHER

Among the salaried professions, the occupation of teaching is unique in several respects. It is distinctive in terms of the large number of persons engaged in it; in 1950 there were over six times as many teachers as there were either doctors and lawyers, self-employed or salaried.¹ Secondly, the proportion of women employed in this profession is highest, serving to affect its status, standards, and organizational strength.² Thirdly, the employers of teachers represent many scattered and diverse "publics" which exact a variety of job expectancies and offer inconsistent returns. Fourthly, unlike the professions of medicine and law, teaching does not have a history of independent entrepreneurship. Related to all these differences is the accessibility or ease of entry into the profession which accounts for a younger age composition; one-third of all teachers in 1950 ranged between the ages twenty-five and thirty-four. A final comparative dissimilarity between

¹About 500,000 teachers and supervisors were employed in private and public secondary schools in 1955-56. Bureau of Labor Statistics, Occupational Outlook Handbook, 1957 edition, Bulletin No. 1215 (Washington, D. C.: U. S. Government Printing Office), p. 61.

²For a recent examination of differential job objectives and expectancies for men and women teachers see Ward S. Mason, Robert J. Dressel, and Robert K. Bain, "Sex Role and the Career Orientations of Beginning Teachers," Harvard Educational Review, Vol. 29, No. 4 (Fall, 1959), pp. 370-83.

teaching and other professions, and one basic to its inclusion in this study, is the familiarity all people have with it.

If contact with an occupation is an influential factor in determining realistic impressions, then the perceptions of the Teacher should stand next in order to occupational home experience impressions with respect to accuracy and consensus. The following perceptions of a male history teacher employed in a secondary school system in a community with 100,000 inhabitants are based on responses by 139 informants.

A. Job Related Characteristics

The median number of daily working hours ascribed to the Teacher was 8.8. The projected median annual wage for the Teacher was \$4,989.30 as opposed to \$3,716.00 recorded in 1950 census figures.¹ The quartile range for Teacher's annual salary was \$825.75--the lowest for any occupational group.² Informants

¹Herman P. Miller, Income of the American People (New York: John Wiley & Sons, Inc., 1955), p. 178.

A more meaningful salary comparison results from recognition that in 1955 four-fifths of teachers in larger population centers averaged \$4,800.00, as reported in The Monthly Labor Review, Vol. 79, No. 4 (April, 1956), p. 428. Information released by the Superintendent of Public Instruction for the State of Michigan reveals an average teacher wage for 1955 as \$4,380.00 in communities with a 100,000 population. Department of Public Instruction, "An Analysis of the Receipts and Expenditures of the Michigan Public Schools for 1954-55," Bulletin No. 1011, Lansing, Michigan, 1956.

²Terrien in a 1947 study found that interviewees with higher incomes ascribed higher salaries to teachers and also were more likely to feel that they were underpaid. Frederic W. Terrien, "Who Thinks What about Educators?", American Journal of Sociology, Vol. 59, No. 2 (September, 1953), pp. 150-58.

stated that the Teacher would earn a median of \$6,892.00 the year before retirement; about one-third predicted a pre-retirement salary of \$7,000.00 or over. The Teacher was believed to have started working as a Teacher at the median age of 23.8 years; he was expected to retire at a median age of 63.8 years. The retirement age for Teacher was the lowest for any of the seven occupational groups. Projected number of weeks' vacation was 4.85.¹ This was the highest number of weeks assigned to any occupational group.

The median years of schooling attributed to the Teacher was 17.6 years. This is in agreement with 16 plus years reported by census data.²

The Teacher's father was thought to have been a white collar worker by three-fourths of the informants; a fourth believed that his father came from blue collar ranks.³

¹Census data reveal that at least half of the male teachers are employed 50 weeks a year. See Donald J. Bogue, The Population of the United States (Glencoe: The Free Press, 1959), p. 510.

²Ibid., p. 556.

³Brookover states that partial knowledge of teacher origins indicates lower-middle-class backgrounds. Wilbur B. Brookover, A Sociology of Education (New York: American Book Company, 1955), p. 276. Also see writings of Allison Davis, Havighurst and Neugarten, and William Wattenberg.

Thorndike and Hagen found that English and social science teachers came from homes with few tools and low paternal education; all other male high school teachers including principals came from nonurban homes of modest means. Robert L. Thorndike and Elizabeth Hagen, Ten Thousand Careers (New York: John Wiley & Sons, Inc. 1959), p. 155.

Responses pertaining to place of birth suggest that the Teacher was born outside his present community; only one-fourth said he was born in the community in which he is now living. Less than one-fifth believed that the Teacher's parents live in the same community; three-fourths of the respondents felt that the teacher would spend the rest of his working days in his present place of employment.

Only four percent of the respondents felt that the Teacher was unhappy with his work. Approximately half of the informants designated a possible interest in other work, but only one-tenth thought it likely that the Teacher would actually get into other work.¹

The Teacher is believed to worry about his students, about being able to do his job, and about doing a good job. A total of 185 worries on-the-job were projected for Teacher or 1.3 per respondent. This is the fewest number projected for any occupation studied.

B. Family and Home Patterns

The Teacher is pictured as the father of three children. A little over one-half of the respondents do not consider it likely that the Teacher's wife works outside the home for pay. Assuming

¹ According to a 1954 N. E. A. study 60,000 teachers in the U. S. leave the profession. These would be largely women and elementary teachers however. Edgar G. Johnston, "Teachers," Occupational Guide, No. 57, Michigan Employment Security Commission, 1956, p. 12.

that she did work, practically all believe she would have a white collar job. Three-fourths of the respondents indicated that the Teacher would spend quite a bit of time with his children and sixty percent felt that he would be strict with his children. It is interesting to note that the Teacher is thought to spend more time with his children and be more strict with his children than any of the other six occupational groups.¹

Ninety-five percent of the informants thought that the Teacher would own his own home. His home is pictured as having the following features by over one-half of all respondents: three bedrooms, a dining room, fireplace, garage, and a den or study. The median cost of the Teacher's home amounted to \$11,696.00. Next to Assembly Worker this was the lowest valuation assigned any of the seven occupations.

The Teacher's worries at home included worries about money, children, family, and job advancement. Two-fifths of the informants attributed money worries to the Teacher; only the Assembly Worker and the Bookkeeper outranked the Teacher in this respect.

Practically all informants said that the Teacher's male children would attend college and that they would have white collar jobs; specifically, seven-tenths indicated "salaried" professional work.

²This coincides with the "authoritarian" personality attribute often associated with teachers. See observations of Terrien and Brookover. Brookover, op. cit., p. 275.

C. Consumption Patterns

Nearly nine-tenths of the respondents perceived the Teacher's family as buying groceries most often at supermarkets. Fewer than one-fourth indicated shopping at neighborhood stores; practically none expected groceries to be purchased by phone. About two-thirds of the informants expected the Teacher to have a vegetable garden in the summer; more than three-fourths said his family would preserve, can, or freeze food for later use.

With respect to clothing the Teacher was assigned a median of 4.53 suits and 2.54 overalls. Forty percent felt that he owned a tuxedo and nine-tenths of the respondents thought his wife owned an evening dress. Only the Doctor and the Sales Manager were believed to have the last two items by a larger percentage of informants. Three-fourths of the respondents thought the Teacher's family purchased clothing at the main department stores in-town; one-third specified economy chains.

Besides owning a television set and record player, three-fourths of the informants believed the Teacher's home would contain an automatic washing machine. About one-half designated a home freezer as one of the Teacher's appliances; nearly three-tenths indicated an automatic clothes dryer. Respondents assigned an air conditioner to the Teacher less often than to any other occupational group. A Hi Fi set was ascribed to him by about five percent of the students.

Median number of books allotted to the Teacher was 92.5; median number of magazines was 4.5. Only the Doctor was pictured as owning more books and magazines than the Teacher. Four-fifths of the respondents specified general pictorial magazines as Life and Look for the Teacher; about two-thirds designated news weeklies as Time and U. S. News. Other magazines included were popular weeklies as Collier's, popular women's magazines as McCall's and Ladies' Home Journal, and literary periodicals as Atlantic. A greater percentage of informants projected literary periodicals for the Teacher than for any other occupation.

Fewer than one-tenth of the respondents believed that the Teacher would own more than one automobile. Over four-fifths of the informants pictured the Teacher as driving a Ford, Chevrolet, or Plymouth; three-fifths thought his automobile would be one or two years old. In respect to both make and model-year, the Teacher's automobile ownership compares most closely to that of the Salesman.

The Teacher saves money from his yearly income according to over ninety-five percent of the respondents; three-fourths indicated utilization of a savings account; two-fifths indicated insurance savings; and a third designated a bank checking account. Only one-fourth of the respondents attributed ownership of stocks and bonds to the Teacher. All respondents thought he carried life insurance, the median amount being \$10,406.20.

D. Social and Activity Patterns

The Teacher is believed to be a Republican by about one half of the respondents, a Democrat by one-third, and an Independent by one-tenth. Practically all believed him to be a church member; four-fifths thought him to be a Protestant. In fact, the Teacher was designated a Protestant more often than was any other occupational group studied.

The Parent Teachers Association was named most frequently as the organizational affiliation for the Teacher; over one-half of the respondents specified this organization. Of the 309 organizational memberships named for Teacher, thirty percent of the respondents had mentioned church groups and twenty percent had mentioned the Masons. One-fifth of the informants also named professional organizations as the M. E. A.¹

The Teacher's favorite form of relaxation was thought to be reading by three-fifths of the respondents. Fishing, golf, and television were suggested for the Teacher by one-fifth or more of the informants. As a vacation activity the Teacher was expected to go touring or sightseeing by over one-half of the students; two-fifths thought he would stay at a cottage and one-third believed that

¹In Greenhoe's study 57.3% of 2,870 male teachers paid dues to religious organizations, 45.3% to professional, and 34.9% to fraternal organizations, with a median number of four memberships. Florence Greenhoe, Community Contacts and Participation of Teachers (Washington, D. C.: American Council on Public Affairs, 1941), pp. 64 and 65.

he would stay at home. He was considered least likely to visit a resort of all occupational groups studied.

Median number of movies per month for Teacher was 2.50; median number hours of television daily was 2.67; median number of concerts or plays per year was 5.40. Undoubtedly taking cognizance of school performances, the number of concerts or plays was highest for the Teacher when compared to other occupations.

Summary

The highly uniform perceptions of the Teacher compare more closely to those of the Doctor and Sales Manager than those of the Bookkeeper or Salesman. In spite of rather realistic lower income ascriptions, the Teacher is believed to have access to the "better" cultural and material niceties, such as books, magazines, plays and concerts, den or study, and leisure pursuits. The Teacher is perceived as dedicated to his job, some upward mobility is indicated, and he is believed to have experienced more geographic mobility from parents and home. He is regarded primarily as an active Protestant with conservative political leanings. His organizational memberships are perceived as essentially middle-class affiliations.

II. SIGNIFICANT DIFFERENCES FOR TEACHER

When variations in responses were analyzed by background characteristics of students, size of community was the most discriminating variable for the Teacher; over fifteen percent of the tests performed in relation to size of community were significant at the .05 level. Sex, college major, and academic standing were next in importance; age, newspaper readership, and occupation of father were the least discriminating. (See Table 6.0.) It is also apparent that there were more significant differences in relation to social patterns than for any of the other three categories considered.

A. Job Related Characteristics

Of the one hundred and five tests performed for Job Related characteristics of the Teacher, six were significant at the .05 level and less. Two significant differences were found with respect to academic standing and college major, respectively.

Table 6.1 shows that nearly three-fourths of the academically inferior respondents believed the father of the Teacher to have been a white collar worker, whereas the informants from the upper portion of their high school class made more nearly equally divided projections. In Table 6.2 a greater percentage of the lower two-thirds group visualize the teacher as working in the same community in which his parents reside. Data in Table 6.3 reveal business students view the Teacher's beginning working age most

differently, while all "other" subject matter majors in Table 6.4 are least inclined to assign more than two weeks vacation to this job occupant.

Over three-fourths of the less frequent newspaper readers are seen to assign the Teacher more than two weeks vacation in Table 6.5 as different from the regular readers, sixty percent of whom do so. As an aspect of mobility expectations, data in Table 6.6 reflect the tendency for the respondents from the less urban communities to expect that the Teacher was not born in his present community.

B. Family and Home Patterns

Six significant differences were found with respect to Family and Home patterns. Females named teaching as a likely employment for wives of Teachers approximately fifty percent of the time, whereas males offered this specific type job less often. (See Table 6.7.) Table 6.8 shows females assigned larger dollar valuations to the Teacher's home more often than did male respondents.¹

Percentage differences pertaining to family size in Table 6.9 demonstrate progressive emphasis in perceiving fewer than four children for Teacher as degree of urbanity increases. Table 6.10 in a similar pattern portrays an increasing expectancy that male children of the Teacher will pursue professional work as

¹This is in keeping with the expectation that occupational image would differ in respect to sex (Hypothesis A).

degree of urbanity increases.¹

Difference in perception relating to age of respondent is seen in Table 6.11 relative to likelihood of employment of wife of Teacher. The older students more often felt she would not be apt to work outside the home.

Table 6.12 dealing with data on family size by college major shows a distinctive and almost complete agreement among business students that the Teacher would have three children or less.

C. Consumption Patterns

Six significant differences were found with respect to Consumption Patterns. The Teacher and his family is believed to preserve food for later use, and to utilize a bank checking account,² by nearly ninety percent of the academically superior respondents as different from those with low academic standing.

For both Tables 6.15 and 6.16 engineering majors, though fewer in number, unaminously agree in ascribing five or more magazines to the home of the Teacher, and also with respect to this worker's utilization of a bank checking account.

The most urban respondents made more generous assignments of life insurance, Table 6.17. But in regard to a home freezer, Table 6.18, informants from the middle-sized communities

¹Since the urban informants tended to project different patterns; this also supports Hypothesis A.

²See Tables 6.13 and 6.14.

were more apt to assign one to the Teacher.

D. Social and Activity Patterns

As stated above more differences were found regarding Social and Activity patterns than for any other category for Teacher. Females more often than males felt that the Teacher would be Protestant; would be more likely to belong to the P. T. A. ; would belong to church groups more often; and would attend more movies.¹ Male respondents more frequently projected attendance at plays and concerts (Table 6. 23).²

A strong majority of respondents from the least urban communities classify the Teacher as a Republican, an even greater percentage of respondents from the most urban communities believe he is a Democrat. The belief that the Teacher is a Protestant is increasingly strengthened as the community size of informant diminishes.³

Table 6. 26 shows the tendency for rural respondents to name civic club membership for the Teacher more frequently than do the more urban respondents. With respect to leisure activities, golf playing was mentioned for Teacher more frequently by rural respondents than by urban respondents (Table 6. 27).

¹ See Tables 6. 19, 6. 20, 6. 21, and 6. 22.

² This again supports Hypothesis A.

³ See Tables 6. 24, and 6. 25.

Consideration of the academic standing variable reveals that more of the upper one-third group view the Teacher as a Protestant. See Table 6.28. The lower two-thirds group more frequently mentioned fishing and television as a leisure activity for Teacher. (See Tables 6.29 and 6.30.)

Examination of college major differences in Table 6.31 finds over one-half of the education majors naming church groups among organization memberships for Teacher. To an even more emphatic degree, none of the education majors believed the Teacher would spend his vacation at home. See Table 6.32. These support Hypothesis C.

Summary

Eight percent of the 399 tests of significance performed for Teacher were significant at the .05 level and below, 12.3 percent were significant at the .10 level and below. A converging image, or one that was significant at the .90 level and above was present in 15.3 percent of the total tests performed.

Size of community was the most differentiating control when Teacher data were analyzed. Social and activity patterns were more significant for Teacher than were any other type of patterns; 19 percent of these were significant at the .10 level and below.

TABLE 6.0--Summary of significant associations for Teacher

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	0.0	8.3	0.0	0.0	1.8
Sex	0.0	16.7	0.0	33.3	12.3
Major	13.3	8.3	13.3	13.3	12.3
Academic standing	13.3	0.0	13.3	20.0	12.3
Occupation of father	0.0	0.0	0.0	0.0	0.0*
Size of community	6.7	16.7	13.3	26.7	15.8
Newspaper readership	6.7	0.0	0.0	0.0	1.8
Totals	5.7	7.1	5.7	13.3	8.0 (N = 399)

*This gives support to the original expectation that the public's familiarity with the various work and social roles of the Teacher tends to negate occupational home experience as a differentiating variable affecting perceptions concerning this occupation.

SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR THE TEACHER

A. Job Related Characteristics

TABLE 6.1--Occupation of father by academic standing of informant

Academic standing	White collar	Blue collar	Totals	
			%	N
Upper one-third	46.2%	53.8%	100	80
Lower two-thirds	72.9	27.1	100	59
				(139)

$\chi^2 = 8.79$ 1 d. f. $P < .01$

TABLE 6.2--Place of residence of parents by academic standing of informant

Academic standing	Same town	Elsewhere	Totals	
			%	N
Upper one-third	8.8%	91.2%	100	80
Lower two-thirds	22.0	78.0	100	58
				(138) ¹

$\chi^2 = 3.84$ 1 d. f. $P < .05$

TABLE 6.3--Age started working by informant's college major

College major	19 to 22 years	23 years and over	Totals	
			%	N
Engineering	38.5%	61.5%	100	13
Education	42.4	57.6	100	32
Business	8.8	91.2	100	33
Other	33.3	66.7	100	60
				(138)

$\chi^2 = 10.44$ 3 d. f. $P < .02$

¹ For this and following Teacher tables discrepancies between total number of responses and 139 equal no response items.

TABLE 6. 4--Length of vacation by informant's college major

College major	0 to 2 weeks	More than weeks	Totals	
			%	N
Engineering	15.4%	84.6%	100	13
Education	0.0	100.0	100	32
Business	26.5	73.5	100	33
Other	53.3	46.7	100	60

(138)

$$\chi^2 = 30.21 \quad 3 \text{ d. f.} \quad P < .001$$

TABLE 6. 5--Length of vacation by newspaper readership

Newspaper readership	0 to 2 weeks	More than weeks	Totals	
			%	N
Read paper daily	40.9%	59.1%	100	66
Read paper less often	21.9	78.1	100	72

(138)

$$\chi^2 = 4.99 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 6. 6--Place of birth by size of home community

Size of community	Born in present community	Not born in present community	Totals	
			%	N
Open country to 9,999	13.1%	86.9%	100	61
10,000 to 99,999	35.3	64.7	100	34
100,000 and over	36.4	63.6	100	44

(139)

$$\chi^2 = 9.26 \quad 2 \text{ d. f.} \quad P < .01$$

B. Family and Home Patterns

TABLE 6.7--Type of employment for working wives by sex of informant

Sex of informant	Employed as teacher	Other employment	Totals	
			%	N
Female	48.2%	51.8%	100	52
Male	28.9	71.1	100	79
				(131)
$\chi^2 = 4.66$ 1 d. f. $P < .05$				

TABLE 6.8--Cost of home by sex of informant

Sex of informant	0 to \$18,000	More than \$18,000	Totals	
			%	N
Female	67.3%	32.7%	100	53
Male	86.3	13.7	100	80
				(133)
$\chi^2 = 5.76$ 1 d. f. $P < .02$				

TABLE 6.9--Family size by size of home community

Size of community	1 to 3 children	4 or more children	Totals	
			%	N
Open country to 9,999	72.1%	27.9%	100	61
10,000 to 99,999	85.3	14.7	100	34
100,000 and over	93.2	6.8	100	44
				(139)
$\chi^2 = 8.00$ 2 d. f. $P < .02$				

TABLE 6.10--Occupation male children will follow by size of the community

Size of community	Professional	Other	Totals	
			%	N
Open country to 9,999	63.5%	36.5%	100	58
10,000 to 99,999	78.7	21.3	100	34
100,000 and over	82.4	17.6	100	42

(134)

$\chi^2 = 8.15$ 2 d. f. $P < .02$

TABLE 6.11--Likelihood of wife's employment outside the home by age of informant

Age of informant	Not likely or never	Quite likely or steady	Totals	
			%	N
18 years and under	44.4%	55.6%	100	54
19 years and older	65.9	34.1	100	85

(139)

$\chi^2 = 5.36$ 1 d. f. $P < .05$

TABLE 6.12--Family size by informant's college major

College major	0 to 3 children	4 or more children	Totals	
			%	N
Engineering	76.9%	23.1%	100	13
Education	75.0	25.0	100	32
Business	97.1	2.9	100	34
Other	74.0	26.0	100	60

(139)

$\chi^2 = 8.04$ 3 d. f. $P < .05$

C. Consumption Patterns

TABLE 6.13--Food preservation habits by academic standing of informant

Academic standing	Do not preserve food	Do preserve food	Totals	
			%	N
Upper one-third	12.5%	87.5%	100	80
Lower two-thirds	30.5	69.5	100	59
				(139)

$\chi^2 = 5.77$ 1 d. f. $P < .02$

TABLE 6.14--Utilization of bank checking account by academic standing

Academic standing	Have checking account	Do not have checking account	Totals	
			%	N
Upper one-third	87.5%	12.5%	100	80
Lower two-thirds	64.4	35.6	100	59
				(139)

$\chi^2 = 9.16$ 1 d. f. $P < .01$

TABLE 6.15--Number of magazines found in home by informant's college major

College major	0 to 4 magazines	5 or more magazines	Totals	
			%	N
Engineering	0.0%	100.0%	100	13
Education	65.6	34.4	100	32
Business	64.7	35.3	100	33
Other	78.3	21.7	100	60
				(138)

$\chi^2 = 28.73$ 3 d. f. $P < .001$

TABLE 6.16--Utilization of bank checking account by informant's college major

College major	Have checking account	Do not have checking account	Totals	
			%	N
Engineering	100.0%	0.0%	100	13
Education	84.4	15.6	100	32
Business	64.7	35.3	100	34
Other	76.7	23.3	100	60
			(139)	
$\chi^2 = 7.90$ 3 d. f. $P < .05$				

TABLE 6.17--Amount of insurance carried by size of home community

Size of community	0 to \$10,000	More than \$10,000	Totals	
			%	N
Open country to 9,999	37.7%	63.3%	100	51
10,000 to 99,999	35.3	64.7	100	31
100,000 and over	13.6	86.4	100	40
			(122)	
$\chi^2 = 7.84$ 2 d. f. $P < .02$				

TABLE 6.18--Ownership of home freezer by size of home community

Size of community	Have freezer	Do not have freezer	Totals	
			%	N
Open country to 9,999	50.8%	49.2%	100	61
10,000 to 99,999	23.5	76.5	100	34
100,000 and over	54.5	45.5	100	44
			(139)	
$\chi^2 = 8.77$ 2 d. f. $P < .02$				

D. Social and Activity Patterns

TABLE 6.19--Church membership by sex of informant

Sex of informant	Protestant	Catholic and other	Totals	
			%	N
Female	92.9%	7.1%	100	50
Male	75.9	24.1	100	72
				(122)
$\chi^2 = 5.64$ 1 d. f. $P < .02$				

TABLE 6.20--P. T. A. membership by sex of informant

Sex of informant	Belong to P. T. A.	Do not belong to P. T. A.	Totals	
			%	N
Female	66.1%	34.5%	100	56
Male	42.2	57.8	100	83
				(139)
$\chi^2 = 6.70$ 1 d. f. $P < .01$				

TABLE 6.21--Church versus other organizational membership by sex of informant

Sex of informant	Special church group membership	Other types of group membership	Totals	
			%	N
Female	37.5%	62.5%	100	56
Male	20.5	79.5	100	83
				(139)
$\chi^2 = 4.34$ 1 d. f. $P < .05$				

TABLE 6.22--Movie attendance as a leisure time activity by sex of informant

Sex of informant	Movies or plays	Other	Totals	
			%	N
Female	25.0%	75.0%	100	56
Male	10.8	89.2	100	83
				(139)
$\chi^2 = 3.94$ 1 d. f. $P < .05$				

TABLE 6.23--Number of plays or concerts attended yearly by sex of informant

Sex of informant	0 to 2 performances	3 or more performances	Totals	
			%	N
Female	37.5%	62.5%	100	56
Male	20.5	79.5	100	81
				(137)
$\chi^2 = 4.08$ 1 d. f. $P < .05$				

TABLE 6.24--Political allegiance by size of home community

Size of community	Republican	Democrat and other	Totals	
			%	N
Open country to 9,999	67.2%	32.8%	100	51
10,000 to 99,999	44.1	55.9	100	31
100,000 and over	27.3	72.7	100	40
				(122)
$\chi^2 = 16.73$ 2 d. f. $P < .001$				

TABLE 6.25--Church membership by size of home community

Size of community	Protestant	Other	Totals	
			%	N
Open country to 9,999	93.4%	6.6%	100	57
10,000 to 99,999	85.3	14.7	100	30
100,000 and over	65.9	34.1	100	37
				(124)
$\chi^2 = 13.77$ 2 d. f. $P < .01$				

TABLE 6.26--Civic versus other organizational membership by size of community

Size of community	Kiwanis Lions, Rotary	Other	Totals	
			%	N
Open country to 9,999	55.7%	44.3%	100	61
10,000 to 99,999	20.6	79.4	100	34
100,000 and over	36.4	63.6	100	44
				(139)
$\chi^2 = 11.72$ 2 d. f. $P < .01$				

TABLE 6.27--Golf-playing as a leisure activity by size of home community

Size of community	Plays golf	Does not golf	Totals	
			%	N
Open country to 9,999	37.7%	62.3%	100	61
10,000 to 99,999	32.4	67.6	100	34
100,000 and over	13.6	86.4	100	44
				(139)
$\chi^2 = 7.50$ 2 d. f. $P < .05$				

TABLE 6.28--Church membership by academic standing of informant

Academic standing	Protestant	Catholic and other	Totals	
			%	N
Upper one-third	90.0%	10.0%	100	70
Lower two-thirds	72.9	27.1	100	52
				(122)

$\chi^2 = 5.81$ 1 d. f. $P < .02$

TABLE 6.29--Fishing as a leisure activity by academic standing of informant

Academic standing	Fish	Do not fish	Totals	
			%	N
Upper one-third	23.8%	76.2%	100	80
Lower two-thirds	42.4	57.6	100	59
				(139)

$\chi^2 = 4.61$ 1 d. f. $P < .05$

TABLE 6.30--Number of hours of television observed daily by academic standing

Academic standing	0 to 2 hours	3 or more hours	Totals	
			%	N
Upper one-third	78.8%	21.2%	100	80
Lower two-thirds	59.3	40.7	100	59
				(139)

$\chi^2 = 5.26$ 1 d. f. $P < .05$

TABLE 6. 31--Church versus other organizational membership by college major

College major	Church groups	Other groups	Totals	
			%	N
Engineering	30.8%	69.2%	100	13
Education	53.1	46.9	100	32
Business	14.7	85.3	100	34
Other	21.7	78.3	100	60

$\chi^2 = 14.22$ 3 d. f. $P < .01$ (139)

TABLE 6. 32--Type of vacation by informant's college major

College major	Stay at home	Other	Totals	
			%	N
Engineering	23.1%	76.9%	100	13
Education	0.0	100.0	100	32
Business	32.4	67.6	100	34
Other	45.0	55.0	100	60

$\chi^2 = 20.71$ 3 d. f. $P < .001$ (139)

CHAPTER IX

I. IMAGE OF THE DOCTOR

The social role and status of the M. D. ranks among the very top of the occupational and professional hierarchy in the United States almost irrespective of the rating criterion used. The past decade has witnessed social and scientific trends particularly affecting this profession such as increased public subscription to sickness and hospitalization insurance plans, growing proportions of population of older age groups, advanced medical technology and growing preventive medical practices, increased government involvement in administration of medical services, and occupational specialization of the profession.

The extent of this latter development, specialization, is serving to decrease the number of general practitioners in substantial numbers. In 1950 the American Medical Directory listed 96,000 general practitioners compared to 55,000 specialists; by 1956 the general practitioners numbered 90,300, specialists numbered 77,000.¹ Partial effects of this movement result in increased medical costs to patients, less availability of round-the-clock medical service, and increasing patient dissatisfaction with impersonal and fragmentary

¹ Frank V. Cargill, editor, American Medical Directory, 18th and 19th editions (Chicago: American Medical Association, 1950 and 1956).

treatment.¹ In addition, more so than for the general practitioner, the specialist is less apt to be a self employed professional but in increasing numbers a salaried worker attached to clinics, research institutes, and private and public health agencies.

A detailed examination of the image of the general practitioner in an urban setting should be particularly relevant in view of the above considerations. The summary that follows is based on the views and ideas of 148 respondents.

A. Job Related Characteristics

The median annual income for the general practitioner was \$15,285.50; over one-fourth of the respondents ascribed incomes in excess of \$20,000.² With a quartile range of \$5,440.00, the widest dispersion of any of the seven occupations studied is reflected.

1950 census data report an annual income figure of \$8,115.00 for

¹For a somewhat biased but insightful examination of discriminatory policies and practices of the organized medical profession see Richard Carter, The Doctor Business (Garden City: Doubleday & Company, Inc., 1958).

²A nation-wide survey of 1,086 male medical students conducted by NORC in June, 1956 revealed that their median net income expectations as general practitioners 10 years out of medical school was \$14,050.00; senior, opposed to freshmen students, and those expecting to specialize indicated an additional \$3,000. Compared with actual incomes, the authors regarded these perceptions as being fairly realistic. Median figure for net annual income expectations of all students at the peak of their careers was \$22,340. Only one-fourth of the students in this study expected to become general practitioners. Don Cahalan, Patricia Collette and Norman A. Hillmar, "Career Interests and Expectations of U.S. Medical Students," Journal of Medical Education Vol. 32, No. 8 (August, 1957), p. 558.

physicians, about four-fifths of whom were engaged in full-time practice.¹

Median hours worked daily was 9.9 again highest of all occupations investigated. Median age started working was 27.4 years. With respect to years of schooling received, slightly more than four-fifths of the responding group said at least seven years beyond high school. Median weeks vacation for Doctor was 3.3 weeks.

The median retirement age prescribed for Doctor was 64 years. Pre-retirement income ascriptions yielded a median figure of \$19,558.50 with nearly thirty percent of the informants suggesting an annual income of \$25,000 or more. An interesting retirement age comparison, using 1950 census data, shows that eleven percent of all employed physicians in the U.S. were 65 years of age or older.²

Fewer than four percent of the informants considered it likely that the Doctor's father would have filled a blue collar job including farmers. Over seven-tenths of the group indicated self employed professional origins for the Doctor.³

¹Donald J. Bogue, The Population of the United States (Glencoe: The Free Press, 1959), Tables 17-A-3 and 17-A-4, p. 545 and 554.

²Ibid., "Age Distribution of Employed Population," Table 17-A-2, p. 537.

³Aviation cadet examinees who later became M.D.'s came from well educated families with many books in the home. Successful school preferences were of an academic nature; negative for shop and mechanical drawing. Athletic experiences were largely track and swimming; hobby experiences, largely collecting. Had participated in Boy Scouts. Robert L. Thorndike and Elizabeth Hagen, Ten Thousand Careers (New York: John Wiley & Sons, Inc., 1959), pp. 160-163.

Geographic and social mobility for Doctor as reflected by place of birth and residence of parents show expectancies fairly comparable to those projected for Sales Manager and Teacher. About one-fifth of the informants visualized an out-of-state birthplace for Doctor; fewer than a third suggested present community. Fewer than fifteen percent of the respondents believed his parents would reside in the same community in which he now lives. By contrast practically all of the respondents believed he will spend the remainder of his working days in his present community; this is indicative of the element of tenure inherent in an established practice.

This same feature is reinforced by projections relating to job satisfaction. Fewer than two percent of the informants considered the Doctor even somewhat disappointed in his chosen work; about two-thirds regarded him as very happy with it. Over four-fifths of the responding group did not believe he would be even interested in other work. Consequently, practically all of the respondents thought it not likely that he would change his occupation.

On-the-job worries for Doctor supplied by informants are least comparable to those for other occupations. For example worries concerning money were suggested by fewer than four percent. Most frequently, concerns about doing a "good" job or being able to do job was supplied by over one-half of the respondents. Directly related, health of patients was mentioned nearly forty percent of the time. Less frequently, but next in order, appeared worries about family and "time" enough to do work.

B. Family and Home Patterns

The Doctor is viewed as having three children. Practically none of the respondents regarded it likely that his wife would be employed outside the home. If she were working, all but four of the jobs mentioned as her employment were white collar positions. Nearly seventy percent of the informants viewed her as having part-time outside help with her housework; more than ten percent indicated full-time help for the Doctor's wife. About forty-five percent indicated these parents would spend quite a bit of time with children, which next to Assembly Worker, ranks as a low percentage assignment for this item. On a percentage basis, slightly more than one-half of the informants felt these parents would reflect strict disciplinary attitudes toward children.

The Doctor is perceived as owning his own home by nearly all the respondents. Median value of this home was \$25,428.40 with a quartile-range dispersion of \$7,477.00. Sixty percent of the informants ascribed a three-bedroom home; thirty percent a four-bedroom home. Nearly all visualized his home as including a dining room, garage, and study. About eighty percent, or over, also ascribed a fireplace, recreation room and two baths. Among the seven occupations studied, the Doctor's home was viewed as costing more and containing more features than any other.

Projected worries at home for Doctor, as for job worries prescribed for him, are most at variance, substantively speaking,

with those of other workers. In addition to the most frequently mentioned worries about family, nearly three-tenths of the respondents suggested concerns about patients; nearly two-tenths suggested worries about sufficient time to complete activities. Monetary worries at home, lowest for any occupation, were projected for Doctor by sixteen percent of the respondents.

All respondents expected the male children of Doctor to attend college. Multiple expectancies for occupation male children will follow independent professional work indicated by eighty-eight percent, salaried professional work by forty percent, managerial or business ownership by nearly thirty percent. All other type work indications totalled less than three percent.

C. Consumption Patterns

About one-third of the informants believed that the Doctor would cultivate a vegetable garden; food preservation by canning or freezing was anticipated for this family by slightly less than one-half of the respondents. About seven-tenths suggested that groceries would be purchased at supermarkets and about one-third indicated groceries would be ordered by phone, the greatest frequency for any occupational group.

Clothing assignment for the Doctor specified a median number of 5.8 suits and a median 2.3 pairs of overalls. More than eight-tenths believed the Doctor would own a tuxedo; almost all expected his wife to own an evening dress. Clothing purchases were

thought to be made most consistently at men's or women's specialty shops by over two-thirds of the informants. Main department stores out-of-town were suggested by over one-fourth of the respondents, yielding the greatest frequency for any of the seven occupations. Over one-half indicated main department stores in-town.

Almost all informants stated that the Doctor had a television set, automatic washing machine, home freezer, and record player. About one-half believed he owned an automatic dishwasher, air conditioner, and clothes dryer; one-fifth thought he owned a Hi Fi set.

A median number of 4.8 magazines was assigned to this family. By type, the pictorial weekly as Life and Look were named by two-thirds; news weeklies as Time and Newsweek were mentioned by six-tenths; popular general weeklies as Collier's and Saturday Evening Post and popular women's magazines as McCall's were named by about one-third. Median number of books owned by the Doctor was 152.5 books. This was the highest number of books for any occupational group.

With respect to automobile ownership, about two-thirds believed the Doctor would own a Buick or an Oldsmobile, and one-fourth named a Cadillac, Lincoln, or Chrysler. Sixty percent thought that the Doctor would own a "new" car. Eighty percent believed the family would own two automobiles.

All informants believed that the Doctor saved money;

about two-thirds stated that he would have a savings account, that he would utilize a checking account, that he would own stocks and bonds. Over one-half contended that he would also have insurance savings or annuities. Median amount of life insurance projected for the Doctor was \$27,272.00; this again was higher than for any other occupation.

D. Social and Activity Patterns

The Doctor is considered to be a Republican by about seventy percent of the respondents; fourteen percent suggested he would support the Democratic party. Ten percent considered him to be an Independent. Church affiliation responses for Doctor revealed seventy-two percent Protestant ascriptions and ten percent Catholic. No denominations were specified by seventeen percent of the informants which may well be regarded as an index of difficulty for making projections in this social area.

Organizational membership responses for Doctor yielded a total of 377, over one hundred more than were named for Assembly Worker.¹ Most frequently mentioned were professional medical associations. About a fifth of the respondents named Rotary and Lions and country club. Church groups were named for Doctor less frequently than for the other occupations.

¹Based on national samples 29% of businessmen and professionals belonged to two or more voluntary organizations compared to only 5-13% blue collar workers. This excludes labor union membership. Charles R. Wright and Herbert H. Hyman, "Voluntary Association Memberships of American Adults: Evidence from National Sample Surveys," American Sociological Review, Vol. 23, No. 3 (June, 1958), pp. 284-294.

Leisure activities named for Doctor included golf-playing by fifty percent, fishing by slightly less than fifty percent, reading by one-third of the respondents. Swimming or boating was mentioned by slightly fewer respondents than for Sales Manager. Vacation projections for Doctor included substantial indications of activities as staying at a cottage, visiting a resort, and touring. About one-third of the informants indicated visiting other countries for Doctor.

Median movies projected for Doctor were not quite two per month and median hours of television were 2.2 daily; less than projected for other occupations. However, next to Teacher, concert and play ascriptions were high for Doctor providing a median of 4.7 performances yearly.

For close family friends for Doctor about half of the respondents indicated them as numbering five or more; one-fifth suggested ten or more other families would be included. Thirty-five percent suggested this friendship circle would extend to other communities.

Summary

In conclusion, the image of the Doctor converges in picturing a person whose superior early life chances enabled him to pursue a well organized, humanitarian profession in which he works hard and with conservative concern; his richly rewarded efforts endow him and his family with modest wealth, influence, respect, and

even reverence and love by neighborhood and community. The "sesame" that opens nearly all doors for this professional is the suffix M. D. or the title "doctor" which, in this society, has peculiarly restricted symbolic reference.

II. SIGNIFICANT DIFFERENCES FOR DOCTOR

Seven percent of the 399 tests of significance performed for Doctor were significant at the .05 level and below; 12.3 percent were significant at the .10 level and below. When one designates those tests significantly different at the .90 level and above as illustrative of diverging images, then 15.3 percent of the tests showed convergence.

Variables that showed significant differences for Doctor were sex of informant, college major, and size of community; these produced significant images in 14.0 percent, 12.1 percent, and 10.3 percent of the tests performed, respectively. See Table 7.0.

More differences for Doctor occurred among home and family patterns than for any other category of response.

A. Job Related Characteristics

Significant relationships for work related characteristics of Doctor were eight in number. Two each appeared for the variables age, college major, and size of informant's home community; single relationships appeared for newspaper readership and sex.

Younger students held different conceptions from older students, first, by minimizing the Doctor's income, and secondly, by assigning the Doctor an earlier retirement age.¹

¹ See Tables 7.1 and 7.2.

Among college major differences, business students compared to other majors were more extreme in assigning the Doctor an earlier retirement age. Business students more often felt that the Doctor's parents reside in his present community, while engineering majors were unanimous in holding opposite views¹ (Hypothesis C).

Respondents from the smallest sized communities overwhelmingly visualized geographic mobility for the Doctor by their views concerning his birthplace and by their views concerning present residence of parents. As community size increased, respondents more frequently expected less mobility.²

Less frequent newspaper readers differed significantly from regular readers by mentioning fewer job worries for Doctor about doing work well. See Table 7. 7.

Females more markedly than males ascribed longer working days to the Doctor as shown in Table 7. 8.

B. Family and Home Patterns

Five significant differences were found in this area of response. The variables were: college major with two differences; age, sex, and size of community with one difference each.

Engineering majors believed most definitely that the Doctor and his wife spend less time with their children, proportionately

¹See Tables 7. 3 and 7. 4.

²See Tables 7. 5 and 7. 6.

speaking; respondents majoring in business and in engineering were least inclined to assign four bedroom homes to this professional.¹

Almost a quarter of the females shown in Table 7.12 named teaching as a likely kind of job for working wives of Doctor, while males suggested this type work very few times.

Data in Table 7.13 reveal that respondents from the smaller communities least of all expected other than professional work for male children of Doctor.

C. Consumption Patterns

The seven significantly different variables for consumption items resulted in four for sex of informant, two for occupation of father, and one for college major.

Females indicated insurance-savings for Doctor more often than did males, and they visualized out-of-town clothing purchases more than twice as frequently as males did. On the other hand, more males ascribed home air conditioners for Doctor than did females. Similarly, more males expected the Doctor to have a vegetable garden than did females.² This supports Hypothesis A.

Respondents whose fathers were engaged in white collar work in larger percentage than blue collar informants assigned five or more suits to this professional, and more white collar than blue

¹See Tables 7.9 and 7.10.

²See Tables 7.14, 7.15, 7.16, and 7.17.

collar informants visualized five or more magazines in the Doctor's home.¹

Examination of differences based on college major in Table 7.20 show equally divided responses for vegetable gardening for Doctor by education and business students; "other" and engineering respondents positively expect this activity.

D. Social and Activity Patterns

Size of community yielded three significant differences, college major and sex each yielded two significant differences, and academic standing yielded one such difference for a total of eight for this category of response.

Respondents from the largest sized community were least definite in making Protestant church ascriptions for the Doctor. Membership in main civic clubs for Doctor were specified least often by the most urban respondents and reading as a leisure time activity for Doctor was suggested least often by the respondents from the smallest sized communities² (Hypothesis A).

Engineering respondents named church groups as a type of organizational affiliation for Doctor with less frequency than any other major; education majors suggested this type membership fifty percent of the time. Education majors also mentioned three

¹See Tables 7.18 and 7.19.

²See Tables 7.21, 7.22, and 7.23.

specific civic clubs as organizational affiliations for Doctor most often, followed by engineers, percentagewise.¹ This relates to Hypothesis C.

Females mentioned church groups as a type of organizational membership for Doctor more frequently than did males. See Table 7.26. Females also indicated staying at home as a vacation activity for Doctor more often than did males; nearly all males indicated other vacation activities. See Table 7.27.

Finally, in Table 7.28, the academically superior students are seen to make substantially more Republican political ascriptions for Doctor than do the respondents from the lower two-thirds of their high school class.

¹See Tables 7.24 and 7.25.

TABLE 7.0--Summary of significant associations for Doctor

Independent variables	Percent of associations at the .05 level or less				Totals (N = 57)
	Work patterns (N = 15)	Family patterns (N = 12)	Consumption patterns (N = 15)	Social patterns (N = 15)	
Age	13.3	6.7	0.0	0.0	5.4
Sex	6.7	8.3	0.0	20.0	14.0
Major	13.3	16.7	6.7	13.3	12.3
Academic standing	0.0	0.0	0.0	6.7	1.8
Occupation of father	0.0	0.0	13.3	0.0	3.5
Size of community	13.3	6.7	0.0	20.0	10.5
Newspaper readership	6.7	0.0	0.0	0.0	1.8
Totals	7.6	6.0	6.7	7.6	7.0 (N = 399)

SIGNIFICANT DIFFERENCES AMONG PROJECTIONS
FOR THE DOCTOR

A. Job Related Characteristics

TABLE 7. 1--Amount of money earned last year by age of informant

Age of informant	0 to \$14, 999	\$15, 000 and over	Totals	
			%	N
18 years and under	67. 2%	32. 8%	100	58
19 years and over	45. 6	54. 4	100	88
				(146) ¹
$\chi^2 = 5. 83$ 1 d. f. $P < . 02$				

TABLE 7. 2--Age stopped working by age of informant

Age of informant	40 to 65	Over 65 years	Totals	
			%	N
18 years and under	86. 2%	13. 8%	100	58
19 years and over	62. 2	37. 8	100	89
				(149)
$\chi^2 = 8. 83$ 1 d. f. $P < . 01$				

TABLE 7. 3--Retirement age by college major

College major	45 to 65	66 and over	Totals	
			%	N
Engineering	60. 0%	40. 0%	100	15
Education	75. 0	25. 0	100	20
Business	86. 7	13. 3	100	45
Other	64. 2	35. 8	100	67
				(147)
$\chi^2 = 8. 01$ 3 d. f. $P < . 05$				

¹ For this and following Doctor tables discrepancies between total number of responses and 148 equal no response items.

TABLE 7. 4--Place of residence of parents by college major

College major	Same town	Elsewhere	Totals	
			%	N
Engineering	0.0%	100.0%	100	15
Education	5.0	95.0	100	20
Business	28.9	71.1	100	44
Other	11.8	88.2	100	66
				(145)
$\chi^2 = 11.66$ 3 d. f. $P < .01$				

TABLE 7. 5--Place of birth by size of home community

Size of community	Born in present community	Not born in present community	Totals	
			%	N
Open country to 9, 999	16.7%	83.3%	100	60
10, 000 to 99, 999	37.0	63.0	100	46
100, 000 and over	41.5	58.5	100	41
				(147)*
$\chi^2 = 8.71$ 2 d. f. $P < .02$				

*One student not classifiable

TABLE 7.6--Place of residence of parents by size of home community

Size of community	Same town	Elsewhere	Totals	
			%	N
Open country to 9, 999	5.0%	95.0%	100	60
10, 000 to 99, 999	17.4	82.6	100	44
100, 000 and over	26.8	73.2	100	40
				(144)*
$\chi^2 = 9.42$ 2 d. f. $P < .01$				

*One student not classifiable.

TABLE 7.7--Concern for workmanship on the job by newspaper readership

Newspaper readership	Worry about doing a good job	Do not worry about doing a good job	Totals	
			%	N
Read paper daily	55.4%	44.6%	100	61
Read paper less often	37.3	62.7	100	80
				(141)

$\chi^2 = 4.08$ 1 d. f. $P < .05$

TABLE 7.8--Number of hours worked daily by sex of informant

Sex of informant	0 to 8 hours	More than 8 hours	Totals	
			%	N
Female	19.2%	80.8%	100	52
Male	44.4	62.2	100	95
				(147)

$\chi^2 = 6.73$ 1 d. f. $P < .01$

B. Family and Home Patterns

TABLE 7.9--Time parents spend with children by college major

College major	Quite a bit	Some or very little	Totals	
			%	N
Engineering	13.3%	86.7%	100	15
Education	55.0	45.0	100	20
Business	60.0	40.0	100	45
Other	38.2	61.8	100	67
				(147)

$\chi^2 = 12.24$ 3 d. f. $P < .01$

TABLE 7.10--Number of bedrooms in home by college major

College major	1 to 3 bedrooms	4 or more bedrooms	Totals	
			%	N
Engineering	80.0%	20.0%	100	15
Education	47.6	52.4	100	20
Business	77.3	22.7	100	45
Other	60.3	39.7	100	68

(148)

$$\chi^2 = 7.97 \quad 3 \text{ d. f.} \quad P < .05$$

TABLE 7.11--Number of bathrooms in home by age of informant

Age of informant	1 to 2 bathrooms	3 or more bathrooms	Totals	
			%	N
18 years or under	24.1%	75.9%	100	58
19 years or older	8.9	91.1	100	90

(148)

$$\chi^2 = 5.33 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 7.12--Type of employment for working wives by sex of informant

Sex of informant	Employed as teacher	Other employment	Totals	
			%	N
Female	23.1%	76.9%	100	52
Male	3.1	96.9	100	96

(148)

$$\chi^2 = 12.69 \quad 1 \text{ d. f.} \quad P < .001$$

TABLE 7. 13--Occupation male children will follow by size of home community

Size of community	Professional	Other	Totals	
			%	N
Open country to 9, 999	83. 3%	16. 7%	100	60
10, 000 to 99, 999	54. 1	45. 3	100	45
100, 000 and over	63. 5	36. 5	100	41

(146)*

$$\chi^2 = 12.91 \quad 2 \text{ d. f.} \quad P < .01$$

*One student not classifiable

C. Consumption Patterns

TABLE 7. 14--Ownership of insurance-savings by sex of informant

Sex of informant	Have insurance savings	Do not have insurance savings	Totals	
			%	N
Female	71. 2%	28. 8%	100	52
Male	53. 1	46. 9	100	96

(148)

$$\chi^2 = 3.92 \quad 1 \text{ d. f.} \quad P < .05$$

TABLE 7. 15--Practice of buying clothing at out-of-town stores by sex of informant

Sex of informant	Buy at out-of-town department stores	Do not buy at out-of-town department stores	Totals	
			%	N
Female	40. 4%	59. 6%	100	52
Male	17. 7	82. 3	100	96

(148)

$$\chi^2 = 8.04 \quad 1 \text{ d. f.} \quad P < .01$$

TABLE 7.16--Ownership of air conditioner in home by sex of informant

Sex of informant	Own air conditioner	Do not own conditioner	Totals	
			%	N
Female	30.8%	70.2%	100	52
Male	49.0	51.0	100	96
				(148)

$\chi^2 = 3.94$ 1 d. f. $P < .05$

TABLE 7.17--Cultivation of vegetable garden by sex of informant

Sex of informant	Have vegetable garden	Have no vegetable garden	Totals	
			%	N
Female	51.9%	48.1%	100	52
Male	70.5	29.5	100	96
				(148)

$\chi^2 = 4.35$ 1 d. f. $P < .05$

TABLE 7.18--Number of suits owned by occupation of informant's father

Occupation of informant's father	0 to 4 suits	5 or more suits	Totals	
			%	N
White collar	21.9%	78.1%	100	96
Blue collar	45.2	54.8	100	31
				(127)*

$\chi^2 = 5.25$ 1 d. f. $P < .05$

*21 farm and nonclassifiable fathers

TABLE 7.19--Number of magazines found in home by occupation of informant's father

Occupational class	0 to 4 magazines	5 or more magazines	Totals	
			%	N
White collar	45.8%	54.2%	100	96
Blue collar	71.0	29.0	100	31
				(127)*

$\chi^2 = 4.96$ 1 d. f. $P < .05$

*21 farm and nonclassifiable fathers

TABLE 7.20--Cultivation of vegetable garden by college major

College major	Have no vegetable garden	Have vegetable garden	Totals	
			%	N
Engineering	26.7%	73.3%	100	15
Education	45.0	55.0	100	20
Business	55.6	44.4	100	45
Other	23.5	76.5	100	68

(148)

$$\chi^2 = 13.23 \quad 3 \text{ d. f.} \quad P < .01$$

D. Social and Activity Patterns

TABLE 7.21--Church membership by size of home community

Size of community	Protestant	Other	Totals	
			%	N
Open country to 9,999	75.0%	25.0%	100	50
10,000 to 99,999	80.4	19.6	100	36
100,000 and over	58.5	41.5	100	34

(120)

$$\chi^2 = 5.99 \quad 2 \text{ d. f.} \quad P < .05$$

TABLE 7.22--Civic versus other organizational membership by size of community

Size of community	Kiwans Lions, Rotary	Other	Totals	
			%	N
Open country to 9,999	61.7%	38.3%	100	60
10,000 to 99,999	71.7	28.6	100	46
100,000 and over	36.6	63.4	100	41

(147)*

$$\chi^2 = 11.59 \quad 2 \text{ d. f.} \quad P < .01$$

*One student not classifiable

TABLE 7.23--Reading versus other leisure activities by size of home community

Size of community	Reading	Other	Totals	
			%	N
Open country to 9,999	21.7%	78.3%	100	60
10,000 to 99,999	39.1	60.9	100	46
100,000 and over	43.9	56.1	100	41

$$\chi^2 = 6.43 \quad 2 \text{ d. f.} \quad P < .05$$

(147)*

*One student not classifiable

TABLE 7.24--Church group versus other organizational membership by college major

College major	Church groups	Other groups	Totals	
			%	N
Engineering	13.3%	86.7%	100	15
Education	50.0	50.0	100	20
Business	13.3	86.7	100	45
Other	25.0	75.0	100	68

$$\chi^2 = 11.29 \quad 3 \text{ d. f.} \quad P < .02$$

(148)

TABLE 7.25--Civic versus other organizational membership by college major

College major	Kiwaniis Lions, Rotary		Other	Totals	
	%	N		%	N
Engineering	73.3%	26.7%	100	15	
Education	85.0	15.0	100	20	
Business	55.6	44.4	100	45	
Other	47.1	52.9	100	68	

$$\chi^2 = 10.82 \quad 3 \text{ d. f.} \quad P < .02$$

(148)

TABLE 7.26--Church group versus other organizational membership by sex of informant

Sex of informant	Special church group membership	Other types of group membership	Totals	
			%	N
Female	42.3%	57.7%	100	52
Male	13.5	86.5	100	96
				(148)
$\chi^2 = 14.03$ 1 d. f. $P < .001$				

TABLE 7.27--Type of vacation by sex of informant

Sex of informant	Stay at home	Other	Totals	
			%	N
Female	15.4%	84.6%	100	52
Male	3.1	96.9	100	96
				(148)
$\chi^2 = 5.74$ 1 d. f. $P < .02$				

TABLE 7.28--Political allegiance by academic standing

Academic standing	Republican	Democrat and other	Totals	
			%	N
Upper one-third	76.1%	23.9%	100	85
Lower two-thirds	57.1	42.9	100	51
				(136)
$\chi^2 = 4.98$ 1 d. f. $P < .05$				

CHAPTER X

COMPARISON OF ALL SEVEN OCCUPATIONS

Data in this chapter present a comparative examination of responses to sixty-one items relating to the seven occupations studied. Although not specifically stated in the hypotheses, the author expected that similarities of perception would appear for the two manual occupations and for the middle-range and for the upper-range white collar occupations as well. Further, if one uses "prestige level" as a frame of reference, the occupations might logically be expected to fall in the following ascending order: Assembly Worker, Carpenter, Bookkeeper, Salesman, Sales Manager, Teacher, and Doctor. Examination of specific components of prestige might raise questions as to the priority ranking of Bookkeeper versus Salesman or Sales Manager versus Teacher; however, at least three distinct status levels might be anticipated among the seven occupations ordered above.¹ Thus, these occupational life style profiles should reveal whether or not informants held converging views, that is, tended to stereotype occupations in terms of rank order.

¹Prestige as used here may be defined as the subjective esteem granted to a perceived cluster of expectations associated with the statuses of a given position. This is compatible with Caplow's analysis of the various elements subsumed in prestige scaling. His term "behavior control" is analogous to the term prestige level. Theodore Caplow, The Sociology of Work (Minneapolis: University of Minnesota Press, 1957), Chapter 2.

Using this frame of reference an examination of the occupational images were made within each of the four categories of response: Job Related characteristics, Family and Home patterns, Consumption patterns, and Social and Activity patterns. Special emphasis on the "anomalies or distortions of order" among perceptions will be noted for the more unusual cases, along with possible cues to the kinds of bias in the imagery. Tables referred to appear on pages 234 through 254.

In summary, sixty-one comparisons were made among the occupational images; slightly over one-fourth of them followed the general prestige order expected. Approximately the same proportion could be considered quite obvious anomalies or distortions of rank order. These are described under their respective categories below.

A. Job Related Characteristics

The three-level prestige order pattern suggested above was found in three of the fifteen tables comparing work related characteristics. These appeared in images concerning amount of education received, age started working and occupation of father.¹ The two professional groups had the highest education, began work later, and had the highest occupational origins. Data in six additional tables show that at least Doctor and Assembly Worker hold the most extreme positions. Doctors are attributed highest annual earnings

¹See Tables 8.2, 8.4, and 8.8.

and Assembly Workers the lowest. The same type of relationship is also true for income earned before retirement, concern for good workmanship, and being happy in work.¹ Furthermore, the Doctor is considered least likely and the Assembly Worker most likely to worry about money on the job, or to prefer other work.²

On three occasions the Teacher is placed on one extreme and either the Assembly Worker or Carpenter holds an opposite place. This can be found in relation to age started working, amount of education, and retirement age. (Teachers retired earliest.) See Tables 8.4, 8.2, and 8.5.

It is also important to observe that in six instances the Bookkeeper held a position below Carpenter.³ These white collar versus blue collar reversals showed that the Carpenter earned more money last year and the year before retirement; the Carpenter retired at an older age; the Carpenter had a longer vacation; the Carpenter was considered happier in his work and less likely to prefer other work.

In the section Job Related characteristics perhaps the most inordinated table, from the prestige point of view, deals with likelihood of change in occupation. Over one-tenth feel that the

¹See Tables 8.1, 8.6, 8.14, and 8.9.

²See Tables 8.15, and 8.10.

³See Tables 8.1, 8.5, 8.6, 8.7, 8.9, and 8.10.

Teacher will change his occupation; the Salesman and Bookkeeper are next most likely to change, while Carpenter and Doctor are considered least apt to change occupations. Here is a case where length of time for job preparation is regarded as not in keeping with job tenure or stability.

It might be pointed out that the relative ranking of hours worked in Table 8.3 coincide rather highly with findings among two occupationally classified samples from Detroit, Michigan.¹ Bookkeeper represents the only occupation misjudged in this instance.

B. Family and Home Patterns

Of the fourteen tables relating to Family and Home patterns, four showed data compatible with the three-level prestige patterns. These were: type of employment for working wives, ownership of home with den or study, likelihood of male children going to college, and occupation male children will follow.² In addition, the Doctor and Assembly Worker images were most diverse in respect to having help with housework; likelihood of wife's employment; cost of home and monetary worries at home.³

¹"Professionals, managers, proprietors, and officials are about three times as likely to work over fifty hours per week as are factory workers. Clerical and sales persons work slightly longer hours than factory workers but shorter hours than professionals, managers, proprietors, and officials." University of Michigan, "A Social Profile of Detroit, 1956," Detroit Area Study, 1957, p. 35.

²See Tables 8.18, 8.26, 8.28, and 8.29.

³See Tables 8.17, 8.19, 8.24, and 8.27.

Tables 8.16, 8.18, and 8.21 reveal that the Teacher and the Assembly Worker held extreme positions with respect to white collar job expectancies for working wives, number of children in family, and amount of time parents spend with children. The Teacher was thought to have fewest children, to spend the most time with children, and to be most likely to have a wife with a white collar job.

In six instances the Bookkeeper held a position of lower rank than that of Carpenter. These anomalies pertained to the likelihood of outside employment for wife, the likelihood of white collar jobs for wife, cost of home, having two bathrooms in home, having three bedrooms in home, and monetary worries at home.¹

Two particularly unordered tables from the prestige frame of reference are Tables 8.20 and 8.21. In relation to disciplinary attitude toward children, the Teacher and the Doctor were considered most strict while at the opposite end of the scale appear the Sales Manager and Salesman. Assembly Worker, Carpenter, and Bookkeeper were assigned intermediary positions. The more dominant authoritarian images attributed to the Teacher and Doctor may be explained as a possible carry over of the authoritarian work roles of these two occupations. From Table 8.21 it is evident that Teacher and Carpenter were expected to spend most time with their children; Assembly Worker and Doctor were expected

¹See Tables 8.17, 8.18, 8.22, 8.24, 8.25, and 8.27.

to spend least time. Again, this appears less of an inconsistency if examined in terms of values previously implied for these particular occupations. Since spending time with children is in keeping with currently idealized American child rearing practices, the Teacher might well be expected to perform this model behavior. Similarly, the Carpenter has repeatedly been pictured as the competent, capable citizen in contrast to the Assembly Worker and others. The deviation in the case of the Doctor may reflect not perceived lack of enlightenment, but lack of time at home as indicated by other responses.

In Table 8.29, the frequency with which "any occupation" appeared for occupation male children of Assembly Worker and Carpenter will follow may suggest a democratic bias relating to acceptance of the notion of "equal occupational opportunity" in our society. Another explanation resides in the realization that a certain portion of the respondents actually are upwardly mobile blue collar children. At least the first of these would be consistent with the higher education expectancies for male children of these same two manual occupations shown in the previous table, 8.28.

C. Consumption Patterns

In respect to prestige order, four out of seventeen tables coincided with the order expected: purchasing of clothing in economy chains, number of suits owned, ownership of formal wear, and number of books found in the home.¹ In each of these tables the

¹See Tables 8.33, 8.34, 8.36, and 8.41.

Doctor, Teacher, and Sales Manager were in the top status level, the Salesman and Bookkeeper were in the middle, and the Carpenter and Assembly Worker were in the lowest category.

Although the extreme positions were as expected, some inordination of ranking appeared in relation to preserving food (Teacher and Sales Manager were expected to preserve food more often than the Bookkeeper and Salesman); ordering groceries by telephone (Teacher ranked below Salesman and Bookkeeper); ownership of automatic washing machine, clothes dryer or high priced automobile (Teacher and Salesman ranked below Assembly Worker or Carpenter); ownership of bank checking account, stocks and bonds, and amount of life insurance (Carpenter ranked above either Salesman or Bookkeeper).¹

Two extensive dissimilarities resulted between white collar and professional occupations. See Tables 8.42 and 8.43. In the first is seen the greatest percentage of low-priced automobiles for Salesman; the least for Doctor. With respect to age of automobiles owned, Table 8.43, new cars were most often assigned to the Doctor and least often to Bookkeeper and Teacher.

Two distinctive divergencies not completely consistent with views relating to propensity to spend are seen on the part of the Carpenter versus Doctor. In Tables 8.30 and 8.31 the Carpenter

¹ See Tables 8.31, 8.32, 8.37, 8.42, 8.44, 8.45, and 8.46.

was most frequently and Doctor least often believed to cultivate a summer vegetable garden and to can, freeze, or preserve food. From data previously presented it will be remembered that the Doctor's income was most often regarded to be highest and he was most often believed to own a home freezer, but in both of these respects the Carpenter did not appear in the bottom position. While it may be suggested that the Doctor's income does not necessitate these economic food growing and preserving practices, neither is the ascribed income for Carpenter lowest among the seven occupations. Here seemingly apart from economic necessity, the image of the Carpenter as a solid, competent, thrifty citizen is reinforced.

D. Social and Activity Patterns

For this area of response, six out of fifteen comparisons showed the expected pattern of three prestige levels. The Teacher, Sales Manager and Doctor were considered most likely to be Protestant.¹ The same pattern was projected for civic club membership, television or radio habits, touring as a type of vacation, number of plays or concerts attended, and place of residence of family friends.² In addition, the Doctor and Assembly Worker represented opposite

¹ It is also interesting to note that fifteen percent of the respondents said that the Assembly Worker would not be a church member, and in only three occupations were any expected to be Jewish; specifically Salesman, Sales Manager, and Doctor.

² See Tables 8.48, 8.49, 8.53, 8.54, 8.59, and 8.61.

extremes in four more comparisons.¹ These extremes applied to political party affiliation, attending two or more movies per month, membership in main civic clubs, and staying at home on vacations.

The Sales Manager personified occupational views most unlike those held about blue collar occupations in Tables 8.51 and 8.52. In the first table Sales Manager ranked highest with respect to golf playing opposed to lowest for Assembly Worker, and, in the second table, fishing was most frequently mentioned for Carpenter, but least of all for Sales Manager.

Two notable distortions of position related to Assembly Worker who was ranked near Teacher for projected golf-playing and next to Doctor for fishing as a leisure activity. The realism of these perceptions is questionable (Tables 8.51 and 8.52).

On a prestige basis the Teacher ranked with the blue collar occupations in respect to visiting a resort and movie attendance (Tables 8.56 and 8.57).

It is evident that the images for Bookkeeper with respect to Social and Activity patterns are again more like those for the Assembly Worker than are those of the Carpenter. The Bookkeeper ranked next to Assembly Worker in regard to number of family friends, number of movies attended per month, number of hours of television

¹See Tables 8.47, 8.49, 8.55, and 8.57.

viewing,¹ and touring as a vacation activity.²

In conclusion it should be mentioned that other criteria could have been used for comparative purposes. For example, if one were to consider purely economically-based criteria as a frame of reference, the Carpenter was usually perceived higher than one would expect. He was frequently expected to have more income and consumer goods than was Bookkeeper, Salesman, and Teacher. On the other hand, the Teacher was often ranked low in an economic sense. However, if purely "cultural" criteria were used as a basis for ranking, e. g., possession of books, play attendance, amount of education, the Teacher ranks especially high, in most instances equal to Doctor or above.

Apart from the substantive findings, one theoretical conclusion can be drawn. Examination of the above life style perceptions demonstrates rather emphatically that no one status dimension yields a consistent ranking order for the seven occupations considered; neither economically-based criteria, culturally-based criteria, nor the more "spongy" clusters of esteem termed "prestige."

¹ A 1956 study supports Coffin's earlier conclusion that "the less privileged groups spend more time in viewing, hold more favorable opinions, and show greater effects of TV in their lives." Kent Geiger and Robert Sokol, "Social Norms in Television Watching," American Journal of Sociology, Vol. LXV, No. 2 (September, 1959), pp. 174-81.

² See Tables 8.60, 8.57, 8.58 and 8.54.

This gives added support to Hatt's "situs" concept and like occupational classifications which allow for horizontal as well as vertical differentiation.¹

¹Paul K. Hatt, "Occupation and Social Stratification," American Journal of Sociology, Vol. LV, No. 6 (May, 1950), pp. 533-43

A. Job Related Characteristics

TABLE 8.1--Percentage distribution of projected amount of money earned last year by all seven occupational groups

Occupation	0 to \$4,999	\$5,000 or more	N. R.	Totals
Assembly Worker	65.8%	33.5%	.7%	100%
Carpenter	19.5	79.2	1.3	100
Bookkeeper	53.5	45.2	1.3	100
Salesman	45.1	52.3	2.6	100
Sales Manager	4.1	91.2	4.7	100
Teacher	49.6	48.9	1.5	100
Doctor	2.0	96.6	1.4	100

TABLE 8.2--Percentage distribution of projected amount of education received by all seven occupational groups

Occupation	High school or less	More than high school	N. R.	Totals
Assembly Worker	96.6%	3.4%	0.0%	100%
Carpenter	84.4	15.6	0.0	100
Bookkeeper	26.8	72.6	.6	100
Salesman	73.2	25.5	1.3	100
Sales Manager	13.5	86.5	0.0	100
Teacher	0.0	100.0	0.0	100
Doctor	0.0	100.0	0.0	100

TABLE 8.3--Percentage distribution of projected number of hours worked each day for all seven occupational groups

Occupation	8 hours or less	More than 8 hours	N. R.	Totals
Assembly Worker	78.8%	21.2%	0.0%	100%
Carpenter	77.9	21.4	.7	100
Bookkeeper	87.9	11.5	.6	100
Salesman	68.6	30.7	.7	100
Sales Manager	57.4	41.2	1.4	100
Teacher	51.8	46.0	2.2	100
Doctor	34.5	64.9	.6	100

TABLE 8. 4--Percentage distribution of projected age started working for all seven occupational groups

Occupation	Under 21 years of age	21 years or over	N. R.	Totals
Assembly Worker	76.0%	22.6%	1.4%	100%
Carpenter	86.4	13.0	.6	100
Bookkeeper	33.8	65.6	.6	100
Salesman	58.8	39.9	1.3	100
Sales Manager	4.7	92.6	2.7	100
Teacher	0.0	99.4	.6	100
Doctor	1.4	98.6	0.0	100

TABLE 8. 5--Percentage distribution of projected retirement age for all seven occupational groups

Occupation	40 to 64 years of age	65 years and older	N. R.	Totals
Assembly Worker	22.6%	77.4%	0.0%	100%
Carpenter	46.1	53.9	0.0	100
Bookkeeper	33.8	65.6	.6	100
Salesman	37.3	62.1	.6	100
Sales Manager	45.3	54.1	.6	100
Teacher	51.1	48.9	0.0	100
Doctor	50.0	49.3	.7	100

TABLE 8. 6--Percentage distribution of projected income received the year before retirement by all seven occupational groups

Occupation	0 to \$5,999	\$6,000 or more	N. R.	Totals
Assembly Worker	78.1%	19.8%	2.1%	100%
Carpenter	34.4	64.3	1.3	100
Bookkeeper	52.9	46.5	.6	100
Salesman	47.1	49.7	3.2	100
Sales Manager	2.7	93.2	4.1	100
Teacher	46.0	49.6	4.4	100
Doctor	2.0	93.9	4.1	100

TABLE 8.7--Percentage distribution of projected length of vacation
for all seven occupational groups

Occupation	2 weeks	More than 2 weeks	N. R.	Totals
Assembly Worker	94.5%	5.5%	0.0%	100%
Carpenter	77.3	22.1	.6	100
Bookkeeper	91.1	8.9	0.0	100
Salesman	88.9	11.1	0.0	100
Sales Manager	32.8	66.5	.7	100
Teacher	30.9	68.4	.7	100
Doctor	40.5	56.8	2.7	100

TABLE 8.8--Percentage distribution of projected occupation of father
for all seven occupational groups

Occupation	Father's occupation		N. R.	Totals
	White collar	Blue collar		
Assembly Worker	2.1%	92.2%	.7%	100%
Carpenter	.6	98.7	.7	100
Bookkeeper	64.3	35.7	0.0	100
Salesman	54.2	45.8	0.0	100
Sales Manager	88.5	11.5	0.0	100
Teacher	75.5	24.5	0.0	100
Doctor	96.6	3.4	0.0	100

TABLE 8.9--Percentage distribution of projected attitude toward work
engaged in for all seven occupational groups

Occupation	Very happy	Fairly happy	Somewhat disap- pointed	Very disap- pointed	N. R.	Totals
Assembly Worker	3.4%	73.3%	19.8%	1.5%	2.1%	100%
Carpenter	40.3	59.7	0.0	0.0	0.0	100
Bookkeeper	19.1	66.3	14.6	0.0	0.0	100
Salesman	20.3	66.6	2.4	0.0	.7	100
Sales Manager	44.6	52.7	2.0	0.0	.7	100
Teacher	36.7	59.0	3.6	0.0	.7	100
Doctor	65.5	33.1	1.4	0.0	0.0	100

TABLE 8.10--Percentage distribution of projected preference for other work by those engaged in all seven occupations

Occupation	Prefer other work	Would not prefer other work	N. R.	Totals
Assembly Worker	76.0%	23.3%	.7%	100%
Carpenter	34.4	65.6	0.0	100
Bookkeeper	61.8	38.0	0.0	100
Salesman	62.7	36.6	.7	100
Sales Manager	37.8	62.2	0.0	100
Teacher	48.2	51.8	0.0	100
Doctor	17.6	82.8	0.0	100

TABLE 8.11--Percentage distribution of projected likelihood of change in occupation for all seven occupational groups

Occupation	Likely	Not very likely	Highly unlikely	N. R.	Totals
Assembly Worker	8.2%	73.3%	17.8%	.7%	100%
Carpenter	2.6	66.9	30.5	0.0	100
Bookkeeper	7.0	77.1	15.3	.6	100
Salesman	9.8	74.5	15.0	.7	100
Sales Manager	4.1	66.2	29.7	0.0	100
Teacher	10.8	70.5	18.0	.7	100
Doctor	1.3	33.8	64.9	0.0	100

TABLE 8.12--Percentage distribution of projected place of birth for all seven occupational groups

Occupation	Born in present community	Not born in present community	N. R.	Totals
Assembly Worker	63.0%	36.3%	.7%	100%
Carpenter	76.0	24.0	0.0	100
Bookkeeper	63.1	36.9	0.0	100
Salesman	68.6	30.7	.7	100
Sales Manager	23.0	77.0	0.0	100
Teacher	25.2	74.8	0.0	100
Doctor	29.7	70.3	0.0	100

TABLE 8.13--Percentage distribution of projected place of residence of parents for all seven occupational groups

Occupation	Same town	Elsewhere	N. R.	Totals
Assembly Worker	54.1%	43.8%	2.1%	100%
Carpenter	56.5	42.8	.7	100
Bookkeeper	47.1	52.9	0.0	100
Salesman	57.5	41.8	.7	100
Sales Manager	11.6	87.0	1.4	100
Teacher	14.4	84.9	.7	100
Doctor	14.9	83.1	2.0	100

TABLE 8.14--Percentage distribution of projected concern for good workmanship on the job for all seven occupational groups

Occupation	Worry about doing a good job	Do not worry about doing a good job	N. R.	Totals
Assembly Worker	.7%	97.9%	1.4%	100%
Carpenter	38.3%	59.8%	1.9	100
Bookkeeper	40.8	56.1	3.2	100
Salesman	4.6	94.1	1.3	100
Sales Manager	10.1	87.9	2.0	100
Teacher	24.5	71.9	3.6	100
Doctor	45.3	50.0	4.7	100

TABLE 8.15--Percentage distribution of projected monetary worries on the job for all seven occupational groups

Occupation	Worry about money on the job	Do not worry about money on the job	N. R.	Totals
Assembly Worker	30.8%	67.8%	1.4%	100%
Carpenter	15.6	82.5	1.9	100
Bookkeeper	22.9	73.9	3.2	100
Salesman	27.5	71.2	1.3	100
Sales Manager	8.1	89.9	2.0	100
Teacher	10.1	86.3	3.6	100
Doctor	3.4	91.9	4.7	100

B. Family and Home Patterns

TABLE 8. 16--Percentage distribution of projected family size for all seven occupational groups

Occupation	0 to 3 children	4 children or more	N. R.	Totals
Assembly Worker	42.5%	57.5%	0.0%	100%
Carpenter	43.5	55.8	.7	100
Bookkeeper	72.5	27.5	0.0	100
Salesman	78.4	21.6	0.0	100
Sales Manager	77.0	23.0	0.0	100
Teacher	82.0	18.0	0.0	100
Doctor	75.0	25.0	0.0	100

TABLE 8. 17--Percentage distribution of projected possibility of wife's employment outside the home for all seven occupational groups

Occupation	Not likely or never	Quite likely or steady	N. R.	Totals
Assembly Worker	50.0%	50.0%	0.0%	100%
Carpenter	78.6	21.4	0.0	100
Bookkeeper	71.3	28.7	.6	100
Salesman	71.9	27.5	.6	100
Sales Manager	98.0	2.0	0.0	100
Teacher	57.6	42.4	0.0	100
Doctor	99.3	.7	0.0	100

TABLE 8. 18--Percentage distribution of projected type of employment for working wives of all seven occupational groups

Occupation	White collar employment	Blue collar employment	N. R.	Totals
Assembly Worker	53.4%	67.8%	2.7%	124.0%*
Carpenter	70.9	38.5	2.6	107.9
Bookkeeper	85.6	19.1	3.2	112.0
Salesman	90.2	10.5	3.9	104.6
Sales Manager	90.1	9.5	9.5	109.1
Teacher	93.8	7.2	5.8	106.8
Doctor	92.9	28.4	6.8	128.1

*Multiple responses yielded totals over 100%

TABLE 8.19--Percentage distribution of projected likelihood of wife having help with housework for all seven occupational groups

Occupation	No help	Help with housework	N. R.	Totals
Assembly Worker	99.3%	0.0%	.7%	100%
Carpenter	97.4	2.6	0.0	100
Bookkeeper	94.9	5.1	0.0	100
Salesman	90.8	9.2	0.0	100
Sales Manager	49.3	50.7	0.0	100
Teacher	92.8	7.2	0.0	100
Doctor	20.9	79.1	0.0	100

TABLE 8.20--Percentage distribution of projected parental disciplinary attitude toward children for all seven occupational groups

Occupation	Strict with children	Lenient with children	N. R.	Totals
Assembly Worker	48.6%	50.7%	.7%	100%
Carpenter	55.8	43.5	.7	100
Bookkeeper	55.4	44.6	0.0	100
Salesman	29.4	70.6	0.0	100
Sales Manager	37.2	62.2	.6	100
Teacher	61.2	38.8	0.0	100
Doctor	56.8	42.6	.6	100

TABLE 8.21--Percentage distribution of projected amount of time parents spend with children for all seven occupational groups

Occupation	Quite a bit	Some	Very little	N. R.	Totals
Assembly Worker	43.8%	45.2%	10.3%	.7%	100%
Carpenter	74.0	23.4	2.6	0.0	100
Bookkeeper	66.9	30.6	2.5	0.0	100
Salesman	65.4	32.6	2.0	0.0	100
Sales Manager	61.5	36.5	2.0	0.0	100
Teacher	77.0	22.3	.7	0.0	100
Doctor	44.6	52.0	2.7	.7	100

TABLE 8. 22--Percentage distribution of projected cost of home for all seven occupational groups

Occupation	0 to \$13,999	\$14,000 and over	N. R.	Totals
Assembly Worker	80.8%	19.2%	0.0%	100%
Carpenter	57.8	40.9	1.3	100
Bookkeeper	59.9	38.2	1.9	100
Salesman	62.1	35.9	2.0	100
Sales Manager	11.5	83.1	5.4	100
Teacher	50.4	45.3	4.3	100
Doctor	3.4	93.2	3.4	100

TABLE 8. 23--Percentage distribution of projected ownership of a home which includes separate dining room, recreation room, den or study, two baths, garage, and fireplace for all seven occupational groups

Occupation	Home including all features	Home with less	N. R.	Totals
Assembly Worker	0.0%	96.6%	3.4%	100%
Carpenter	0.0	98.7	1.3	100
Bookkeeper	0.0	100.0	0.0	100
Salesman	3.3	94.1	2.6	100
Sales Manager	35.8	63.5	.7	100
Teacher	6.5	93.5	0.0	100
Doctor	63.5	36.5	0.0	100

TABLE 8. 24--Percentage distribution of projected number of bathrooms in home for all seven occupational groups

Occupation	2 baths	Less than 2 baths	N. R.	Totals
Assembly Worker	8.2%	88.4%	3.4%	100%
Carpenter	22.7	76.0	1.3	100
Bookkeeper	14.9	87.1	0.0	100
Salesman	12.4	85.0	2.6	100
Sales Manager	57.4	41.9	.7	100
Teacher	22.3	77.7	0.0	100
Doctor	78.4	21.6	0.0	100

TABLE 8.25--Percentage distribution of projected number of bedrooms in home for all seven occupational groups

Occupation	1 to 2 bedrooms	3 or more bedrooms	N. R.	Totals
Assembly Worker	45.2%	51.4%	3.4%	100%
Carpenter	27.9	70.8	1.3	100
Bookkeeper	31.8	68.2	0.0	100
Salesman	35.3	62.1	2.6	100
Sales Manager	9.5	90.5	0.0	100
Teacher	35.3	64.7	0.0	100
Doctor	10.1	89.9	0.0	100

TABLE 8.26--Percentage distribution of projected ownership of home with den or study for all seven occupational groups

Occupation	Home with den or study	Home without den or study	N. R.	Totals
Assembly Worker	5.5%	91.1%	3.4%	100%
Carpenter	17.5	81.2	1.3	100
Bookkeeper	29.3	70.7	0.0	100
Salesman	20.9	76.5	2.6	100
Sales Manager	68.9	30.4	.7	100
Teacher	66.2	33.8	0.0	100
Doctor	97.3	2.7	0.0	100

TABLE 8.27--Percentage distribution of projected monetary worries at home for all seven occupational groups

Occupation	Worry about money at home	Do not worry about money at home	N. R.	Totals
Assembly Worker	69.9%	27.4%	2.7%	100%
Carpenter	41.6	51.9	6.5	100
Bookkeeper	65.6	30.6	3.8	100
Salesman	56.2	40.5	3.3	100
Sales Manager	20.9	71.7	7.4	100
Teacher	60.4	32.4	7.2	100
Doctor	16.2	80.4	3.4	100

TABLE 8.28--Percentage distribution of projected likelihood of male children going to college for all seven occupational groups

Occupation	Will not attend college	Will attend college	N. R.	Totals
Assembly Worker	43.8%	55.5%	.7%	100%
Carpenter	17.5	82.5	0.0	100
Bookkeeper	5.7	94.3	0.0	100
Salesman	5.2	94.8	0.0	100
Sales Manager	.7	98.6	.7	100
Teacher	.7	99.3	0.0	100
Doctor	0.0	100.0	0.0	100

TABLE 8.29--Percentage distribution of projected occupation male children will follow for all seven occupational groups

Occupation	Professional	Other white collar	Blue collar	Any of above	Totals
Assembly Worker	11.0%	28.1%	85.6%	19.2%	143.9%*
Carpenter	33.1	53.2	54.5	11.7	152.5
Bookkeeper	48.4	84.7	9.6	7.6	150.3
Salesman	49.0	88.9	9.8	.7	148.4
Sales Manager	83.8	82.4	0.0	.7	166.9
Teacher	110.8*	35.3	1.4	3.6	151.1
Doctor	129.2	29.3	.7	1.4	160.6

*Multiple responses yielded totals over 100%

C. Consumption Patterns

TABLE 8. 30--Percentage distribution of projected cultivation of vegetable garden for all seven occupational groups

Occupation	Have no vegetable garden	Have vegetable garden	N. R.	Totals
Assembly Worker	33.6%	65.7%	.7%	100%
Carpenter	17.5	82.5	0.0	100
Bookkeeper	31.8	68.2	0.0	100
Salesman	26.8	72.5	.7	100
Sales Manager	50.0	50.0	0.0	100
Teacher	32.4	66.9	.7	100
Doctor	63.5	35.8	.7	100

TABLE 8. 31--Percentage distribution of projected food preservation habits for all seven occupational groups

Occupation	Do not preserve food	Do preserve food	N. R.	Totals
Assembly Worker	17.8%	81.5%	.7%	100%
Carpenter	12.3	87.7	0.0	100
Bookkeeper	21.0	79.0	0.0	100
Salesman	32.0	67.3	.7	100
Sales Manager	37.8	61.5	.7	100
Teacher	20.1	79.2	.7	100
Doctor	54.7	45.3	0.0	100

TABLE 8. 32--Percentage distribution of projected buying of groceries by telephone for all seven occupational groups

Occupation	Order groceries by telephone	Do not order groceries by telephone	N. R.	Totals
Assembly Worker	0.0%	100.0%	0.0%	100%
Carpenter	.6	99.4	0.0	100
Bookkeeper	1.3	98.7	0.0	100
Salesman	1.3	98.7	0.0	100
Sales Manager	18.9	81.1	0.0	100
Teacher	.7	99.3	0.0	100
Doctor	31.8	68.2	0.0	100

TABLE 8. 33--Percentage distribution of projected practice of buying clothing in economy chains for all seven occupational groups

Occupation	Buy clothing in economy chains	Do not buy clothing in economy chains	N. R.	Totals
Assembly Worker	72.6%	27.4%	0.0%	100%
Carpenter	54.5	45.5	0.0	100
Bookkeeper	40.8	59.2	0.0	100
Salesman	30.7	69.3	0.0	100
Sales Manager	6.8	93.2	0.0	100
Teacher	29.5	70.5	0.0	100
Doctor	8.8	91.2	0.0	100

TABLE 8. 34--Percentage distribution of projected number of suits owned by all seven occupational groups

Occupation	0 to 2 suits	3 or more suits	N. R.	Totals
Assembly Worker	71.9%	27.4%	.7%	100%
Carpenter	53.9	46.1	0.0	100
Bookkeeper	18.5	81.5	0.0	100
Salesman	15.0	85.0	0.0	100
Sales Manager	1.4	98.6	0.0	100
Teacher	7.2	92.8	.7	100
Doctor	2.7	95.9	1.4	100

TABLE 8. 35--Percentage distribution of projected number of overalls owned by all seven occupational groups

Occupation	0 to 2 pair	3 or more pair	N. R.	Totals
Assembly Worker	5.5%	91.8%	2.7%	100%
Carpenter	2.6	96.1	1.3	100
Bookkeeper	64.3	34.4	1.3	100
Salesman	68.6	28.8	2.6	100
Sales Manager	64.2	33.8	2.0	100
Teacher	66.9	33.1	0.0	100
Doctor	70.9	28.4	.7	100

TABLE 8. 36--Percentage distribution of projected ownership of formal wear for all seven occupational groups

Occupation	No tuxedo, no evening dress	One or more items of formal wear	N. R.	Totals
Assembly Worker	58.2%	41.8%	0.0%	100%
Carpenter	45.5	54.5	0.0	100
Bookkeeper	33.8	66.2	0.0	100
Salesman	28.8	71.2	0.0	100
Sales Manager	3.4	95.9	.7	100
Teacher	10.1	89.9	0.0	100
Doctor	1.4	98.0	.6	100

TABLE 8. 37--Percentage distribution of projected ownership of an automatic clothes dryer for all seven occupational groups

Occupation	Own dryer	Do not own dryer	N. R.	Totals
Assembly Worker	30.8%	69.2%	0.0%	100%
Carpenter	26.0	74.0	0.0	100
Bookkeeper	28.7	71.3	0.0	100
Salesman	27.5	72.5	0.0	100
Sales Manager	58.8	41.2	0.0	100
Teacher	27.3	72.7	0.0	100
Doctor	64.2	35.8	0.0	100

TABLE 8. 38--Percentage distribution of projected ownership of home freezer for all seven occupational groups

Occupation	Own freezer	Do not own freezer	N. R.	Totals
Assembly Worker	30.8%	68.5%	.7%	100%
Carpenter	52.6	47.4	0.0	100
Bookkeeper	43.3	55.4	1.3	100
Salesman	41.2	58.5	0.0	100
Sales Manager	69.6	30.4	0.0	100
Teacher	45.3	54.0	.7	100
Doctor	80.4	19.6	0.0	100

TABLE 8. 39--Percentage distribution of projected ownership of automatic dishwasher for all seven occupational groups

Occupation	Have dishwasher	Do not have dishwasher	N. R.	Totals
Assembly Worker	2.1%	97.3%	0.0%	100%
Carpenter	8.4	91.6	0.0	100
Bookkeeper	5.7	94.3	0.0	100
Salesman	14.4	85.6	0.0	100
Sales Manager	29.7	70.3	0.0	100
Teacher	4.3	95.7	0.0	100
Doctor	48.6	51.4	0.0	100

TABLE 8. 40--Percentage distribution of projected number of magazines found in home for all seven occupational groups

Occupation	0 to 4	5 or more	N. R.	Totals
Assembly Worker	84.2%	12.4%	3.4%	100%
Carpenter	75.3	22.1	2.6	100
Bookkeeper	77.1	22.9	0.0	100
Salesman	80.4	17.0	2.6	100
Sales Manager	61.5	37.2	1.3	100
Teacher	65.5	33.8	.7	100
Doctor	54.7	43.9	1.4	100

TABLE 8. 41--Percentage distribution of projected number of books found in home for all seven occupational groups

Occupation	1 to 24 books	25 or more books	N. R.	Totals
Assembly Worker	65.1%	26.7%	8.2%	100
Carpenter	51.3	46.1	2.6	100
Bookkeeper	42.0	56.1	1.9	100
Salesman	34.6	58.8	6.6	100
Sales Manager	14.9	79.7	5.4	100
Teacher	4.3	90.7	5.0	100
Doctor	2.0	88.5	9.5	100

TABLE 8. 42--Percentage distribution of projected make of automobile owned by all seven occupational groups

Occupation	Ford, Chevrolet, Plymouth	All other makes	N. R.	Totals
Assembly Worker	71.2%	28.1%	.7%	100%
Carpenter	81.8	18.2	0.0	100
Bookkeeper	72.6	27.4	0.0	100
Salesman	83.7	15.0	1.3	100
Sales Manager	27.0	73.0	0.0	100
Teacher	83.5	15.8	.7	100
Doctor	12.2	87.8	0.0	100

TABLE 8. 43--Percentage distribution of projected age of car owned by all seven occupational groups

Occupation	Own new car	Own older model	N. R.	Totals
Assembly Worker	8.2%	91.1%	.7%	100%
Carpenter	10.4	89.6	0.0	100
Bookkeeper	4.5	95.5	0.0	100
Salesman	7.2	91.5	1.3	100
Sales Manager	52.7	46.6	.7	100
Teacher	5.8	93.5	.7	100
Doctor	56.1	43.9	0.0	100

TABLE 8. 44--Percentage distribution of projected utilization of bank checking account for all seven occupational groups

Occupation	Have checking account	Do not have checking account	N. R.	Totals
Assembly Worker	19.9%	80.1%	0.0%	100%
Carpenter	33.1	66.9	0.0	100
Bookkeeper	28.0	72.0	0.0	100
Salesman	32.7	67.3	0.0	100
Sales Manager	61.5	38.5	0.0	100
Teacher	35.3	64.7	0.0	100
Doctor	64.9	35.1	0.0	100

TABLE 8. 45--Percentage distribution of projected ownership of stocks and bonds for all seven occupational groups

Occupation	Own stocks and bonds	Do not own stocks and bonds	N. R.	Totals
Assembly Worker	10.3%	89.7%	0.0%	100%
Carpenter	13.2	86.4	0.0	100
Bookkeeper	21.0	79.0	0.0	100
Salesman	11.8	88.2	0.0	100
Sales Manager	58.8	41.2	0.0	100
Teacher	25.2	74.8	0.0	100
Doctor	64.2	35.8	0.0	100

TABLE 8. 46--Percentage distribution of projected amount of insurance owned for all seven occupational groups

Occupation	0 to \$9,999	\$10,000 or more	N. R.	Totals
Assembly Worker	56.2%	34.2%	9.6%	100%
Carpenter	41.6	51.3	7.1	100
Bookkeeper	40.1	51.0	8.9	100
Salesman	34.0	57.5	8.5	100
Sales Manager	6.8	93.2	10.8	100
Teacher	29.5	57.6	12.9	100
Doctor	6.8	81.0	12.2	100

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TABLE 8. 47--Percentage distribution of projected political allegiance for all seven occupational groups

Occupation	Republican	Democrat	Other	None assigned	Totals
Assembly Worker	15.8%	76.7%	.7%	6.8%	100%
Carpenter	19.5	70.2	1.9	8.4	100
Bookkeeper	54.8	33.8	7.0	4.4	100
Salesman	52.3	30.7	5.2	11.8	100
Sales Manager	69.6	18.9	3.4	8.1	100
Teacher	48.9	31.7	7.2	12.2	100
Doctor	68.9	13.5	9.5	8.1	100

TABLE 8. 48--Percentage distribution of projected church membership for all seven occupational groups

Occupation	Protestant	Catholic	Jewish	Non-member	None assigned	Totals
Assembly Worker	49.3%	18.5%	0.0%	15.1%	17.1%	100%
Carpenter	64.9	18.9	0.0	2.6	13.6	100
Bookkeeper	72.0	15.9	0.0	1.9	10.2	100
Salesman	70.6	7.8	.7	5.9	15.0	100
Sales Manager	73.0	12.8	2.0	2.7	9.5	100
Teacher	82.8	4.3	0.0	1.4	11.5	100
Doctor	72.3	10.1	.7	0.0	16.9	100

TABLE 8. 49--Percentage distribution of projected membership in civic clubs compared to other organizations for all seven occupations

Occupation	Kiwanis Lions, Rotary	Other	N. R.	Totals
Assembly Worker	3.4%	96.6%	0.0%	100%
Carpenter	10.4	89.6	0.0	100
Bookkeeper	22.9	77.1	0.0	100
Salesman	20.9	79.1	0.0	100
Sales Manager	56.8	43.2	0.0	100
Teacher	41.0	59.0	0.0	100
Doctor	57.4	42.6	0.0	100

TABLE 8. 50--Percentage distribution of projected reading compared to other leisure activities for all seven occupational groups

Occupation	Reading	Other	N. R.	Totals
Assembly Worker	9.6%	90.4%	0.0%	100%
Carpenter	13.6	86.4	0.0	100
Bookkeeper	32.5	67.5	0.0	100
Salesman	24.2	75.8	0.0	100
Sales Manager	25.7	74.3	0.0	100
Teacher	61.2	38.8	0.0	100
Doctor	33.1	66.9	0.0	100

TABLE 8. 51--Percentage distribution of golf-playing as a projected leisure activity for all seven occupational groups

Occupation	Golf	Do not golf	N. R.	Totals
Assembly Worker	8.2%	91.8%	0.0%	100%
Carpenter	9.7	90.3	0.0	100
Bookkeeper	32.5	67.5	0.0	100
Salesman	37.9	62.1	0.0	100
Sales Manager	58.1	41.9	0.0	100
Teacher	28.8	71.2	0.0	100
Doctor	51.4	48.6	0.0	100

TABLE 8. 52--Percentage distribution of fishing as a projected leisure activity for all seven occupational groups

Occupation	Fish	Do not fish	N. R.	Totals
Assembly Worker	45.2%	54.8%	0.0%	100%
Carpenter	48.7	21.3	0.0	100
Bookkeeper	33.8	66.2	0.0	100
Salesman	37.3	62.7	0.0	100
Sales Manager	35.8	64.2	0.0	100
Teacher	31.7	68.3	0.0	100
Doctor	46.6	53.4	0.0	100

TABLE 8. 53--Percentage distribution of projected television or radio habits compared to other leisure activities for all seven occupations

Occupation	TV or radio	Other	N. R.	Totals
Assembly Worker	45.2%	54.8%	0.0%	100%
Carpenter	37.0	63.0	0.0	100
Bookkeeper	31.2	68.8	0.0	100
Salesman	33.3	66.7	0.0	100
Sales Manager	20.3	79.7	0.0	100
Teacher	21.6	78.4	0.0	100
Doctor	12.8	87.2	0.0	100

TABLE 8. 54--Percentage distribution of touring as a projected type of vacation for all seven occupational groups

Occupation	Tour or go sightseeing	Other	N. R.	Totals
Assembly Worker	21.9%	78.1%	0.0%	100%
Carpenter	38.3	61.0	.7	100
Bookkeeper	37.6	62.4	0.0	100
Salesman	39.2	60.1	.7	100
Sales Manager	53.4	45.9	.7	100
Teacher	56.8	43.2	0.0	100
Doctor	60.1	39.9	0.0	100

TABLE 8. 55--Percentage distribution of staying at home as a projected type of vacation for all seven occupational groups

Occupation	Stay at home	Other	N. R.	Totals
Assembly Worker	52.7%	47.3%	0.0%	100%
Carpenter	39.0	61.0	.7	100
Bookkeeper	29.9	70.1	0.0	100
Salesman	28.8	71.3	.7	100
Sales Manager	12.8	86.5	.7	100
Teacher	34.5	65.5	0.0	100
Doctor	7.4	92.6	0.0	100

TABLE 8. 56--Percentage distribution of vacationing at a resort as a projected type of vacation for all seven occupational groups

Occupation	Visit a resort	Other	N. R.	Totals
Assembly Worker	7.5%	92.5%	0.0%	100%
Carpenter	9.7	89.7	.6	100
Bookkeeper	12.1	87.9	0.0	100
Salesman	13.1	86.2	.7	100
Sales Manager	39.9	59.5	.6	100
Teacher	6.5	93.5	0.0	100
Doctor	56.1	43.9	0.0	100

TABLE 8. 57--Percentage distribution of projected number of movies per month for all seven occupational groups

Occupation	0 to 1 movie	2 or more movies	N. R.	Totals
Assembly Worker	26. 7%	70. 6%	2. 7%	100%
Carpenter	44. 2	55. 8	0. 0	100
Bookkeeper	38. 2	61. 8	0. 0	100
Salesman	33. 3	66. 0	. 7	100
Sales Manager	54. 1	45. 3	. 6	100
Teacher	33. 1	66. 2	. 7	100
Doctor	60. 8	38. 5	. 7	100

TABLE 8. 58--Percentage distribution of projected number of hours of television observed daily for all seven occupational groups

Occupation	0 to 2 hours	3 or more hours	N. R.	Totals
Assembly Worker	32. 9%	65. 1%	2. 1%	100%
Carpenter	42. 9	56. 5	. 6	100
Bookkeeper	30. 6	69. 4	0. 0	100
Salesman	41. 8	57. 5	. 7	100
Sales Manager	62. 2	37. 2	. 6	100
Teacher	62. 3	37. 7	0. 0	100
Doctor	79. 7	17. 6	2. 7	100

TABLE 8. 59--Percentage distribution of projected number of plays or concerts attended last year for all seven occupational groups

Occupation	0 to 1	2 or more	N. R.	Totals
Assembly Worker	82. 2%	15. 1%	2. 7%	100%
Carpenter	65. 6	33. 8	. 6	100
Bookkeeper	56. 1	44. 8	0. 0	100
Salesman	62. 1	37. 9	0. 0	100
Sales Manager	13. 5	85. 8	. 7	100
Teacher	9. 4	89. 2	1. 4	100
Doctor	9. 5	89. 8	. 7	100

TABLE 8.60--Percentage distribution of projected number of family friends for all seven occupational groups

Occupation	1 to 4 friends	5 or more friends	N. R.	Totals
Assembly Worker	66.4%	31.5%	2.1%	100%
Carpenter	65.6	34.2	.6	100
Bookkeeper	68.8	31.2	0.0	100
Salesman	64.7	34.0	1.3	100
Sales Manager	37.8	61.5	.7	100
Teacher	43.9	54.7	1.4	100
Doctor	52.7	46.6	.7	100

TABLE 8.61--Percentage distribution of projected places of residence of family friends for all seven occupational groups

Occupation	Same neighborhood	Elsewhere	N. R.	Totals
Assembly Worker	78.8%	19.8%	1.4%	100%
Carpenter	77.9	21.4	.7	100
Bookkeeper	73.9	26.1	0.0	100
Salesman	62.1	36.6	1.3	100
Sales Manager	62.2	37.8	0.0	100
Teacher	61.2	38.8	0.0	100
Doctor	49.3	50.7	0.0	100

CHAPTER XI

SUMMARY AND CONCLUSIONS

The primary purpose of this study was to explore whether people have extensive perceptions relating to four aspects of behavior associated with seven specific occupations. These perceptions were sought for the Assembly Worker, Carpenter, Bookkeeper, Salesman, Sales Manager, Teacher, and Doctor. For each occupation inquiry was particularly directed toward ascertaining imagery concerning four substantive areas: Job Related characteristics, Family and Home patterns, Consumption patterns, and Social and Activity patterns. Together these reflect what might be called an occupational life style.

The secondary objective was to ascertain whether images of life style were affected by selected background characteristics of the informants. These characteristics were: age, sex, size of community, father's occupation, newspaper readership, academic standing, and college major. The chi-square test of significance was used as a measure for evaluating differences in perception. Extremely nonsignificant relationships were also noted as evidence of strongly converging projections. Comparison of pertinent perceptual data with established occupational information was made in the several instances possible as a relative measure of image realism.

The most clear cut images were those of the Assembly Worker and the Doctor; that is, there were fewer differences

resulting from analysis of background factors of respondents for these two occupations. The Bookkeeper and the Sales Manager were the two most ambiguous occupations when examined on this basis. In addition, there were shifts in the areas of difference in regard to the four behavior patterns (Job Related characteristics, Family and Home patterns, Consumption patterns, Social and Activity patterns) and variation in distinguishing variables for each occupation.

Analyses of Assembly Worker data showed that the type of image most often significantly different was that in relation to Family and Home patterns; the most discriminating variable in respect to images of Assembly Worker was the sex of informant. In general the Assembly Worker was given a low status position and was not considered to be happy with his work. Informants tended to overestimate his education, home ownership, magazine readership, work clothing requirements, and likelihood of sending sons to college. Perceptions most nearly coincident with verifiable characteristics of the Assembly Worker were income estimates, family size, monetary worries, chain store buying, political preference, and limited mobility.

Images most often significantly different for Carpenter fell in the category of Social and Activity patterns, with size of community being the most differentiating variable. Specifically, the Carpenter was thought to be happy with his work, not likely to

prefer other work, and was particularly concerned with "good workmanship." Respondents tended to overestimate his income, education, and ownership of consumer goods, but were probably more nearly accurate about his organizational activities, size of family, home ownership, and type of home. It was very evident that the occupation of Carpenter ranked high in esteem.

Family and Home patterns were most often significantly distinct for Bookkeeper when analyzed by background factors, while sex of informant was the most distinguishing variable. Even though the Bookkeeper was thought to have received more education and to have higher occupational class origins, he was rated low in general prestige, income, and ownership of material goods. He was often pictured lower than the Salesman and often on an equal par with Assembly Worker. He was thought to have fewer friends and very limited mobility. Of the seven occupations studied, the greatest number of significant differences in relation to background factors of informants were found for Bookkeeper. This implies highly ambiguous perceptions for this occupation and may be related to the high proportion of women employed as Bookkeepers.

Work Related characteristics were most often significantly different for Salesman; size of community was the most discriminating control. In general, the Salesman was assigned a middle-range income, an average amount of consumer goods, a high school education, and was considered moderately satisfied

with his job. He was thought to be a Protestant, a Republican, and was ascribed a wider circle of friends than the blue collar occupations and the Bookkeeper.

The category of response most often significantly different for Sales Manager was that concerning Social and Activity patterns; academic standing was the most differentiating variable. The Sales Manager was considered to have a high income, to be happy in his work, and most geographically mobile. On an overall basis he was given the highest socio-economic status with the exception of the Doctor. However, cast against background variables, perceptions concerning the Sales Manager showed great variation, thereby yielding an element of ambiguity second only to Bookkeeper.

Social and Activity patterns were most often significantly different for Teacher; size of community was the most discriminating variable. Although low economic expectations were perceived for Teacher, he was believed to have access to cultural amenities beyond his income. He was thought to be quite geographically mobile, dedicated to his job, but one of the most likely to change occupation.

The kind of image most often significantly different for Doctor was found to be related to Social and Activity patterns; sex of informant was the most distinguishing independent variable. On the whole, the Doctor had the most favorable image in terms of monetary rewards, material possessions, devotion to and happiness with his work. He was thought most likely to have come from a

$$N = 1,045$$

professional family and to be most deeply rooted in his present community. All expected his children would go to college and follow a professional or managerial career.

Considering all occupations together, Social and Activity patterns had a greater number of significant differences at the .05 level of significance. Images seemed to converge more often for Job Related characteristics and for Consumption patterns. The independent variables proved to be discriminating in the following order: sex of informant, size of community, academic standing, college major, father's occupation, age, and newspaper readership.

Although the specific hypotheses formulated in Chapter I were deemed to be of secondary importance as far as objectives of the study were concerned, three of the four major hypotheses turned out to be substantiated by the data:

1. Occupational images were differentiated at the .05 level or less with regard to sex, size of community, and age of informant. Sex was a discriminating variable for all occupations; size of community for all occupations except Sales Manager. Age discriminated only for Sales Manager.

2. Occupational images did differ significantly in respect to college major for four occupations. For example, education majors perceived the Teacher differently, business majors visualized the Salesman and Bookkeeper and Doctor differently.

3. Those informants who were upwardly mobile (students with blue collar fathers) did differ significantly from those who had fathers in the white collar group. This was found in relation to Carpenter, Bookkeeper, and Salesman.

4. The hypothesis termed "the principle of status congruity" did not hold up in analysis. More realistic images were not perceived for the white collar occupations by students whose father had white collar occupations using at least two evaluative criteria. There were no significant differences when occupation of informant's father was examined in relation to projected income received or in relation to amount of education received for any of the occupations studied. In fact, the informants with blue collar fathers were slightly better judges of the incomes of Salesman, Sales Manager, and Teacher, and the informants with fathers in the white collar groups were slightly better judges of the incomes of Assembly Workers and Carpenters when projections were checked against actual census data.

When all seven occupational images were compared with each other, the three postulated levels of prestige ranking appeared in about one-fourth of the comparisons. Notable distortions occurred in almost a third of the comparisons. Here seems to be substantial evidence which seriously questions the frequent assumptions concerning unidimensional stereotyping in viewing occupations.

In conclusion, it can be stated that people do possess and are able to project highly detailed ideas about occupations. For this sample at least, the extremely small categories of no response further attest to the ability to project imagery extending into most aspects of behavior for persons engaged in specific occupations. Slight reluctance or difficulty was detected for religious and political ascriptions. In addition, occupational perceptions are distinct in differentiating one occupation from another.

Since findings of this study revealed that sex of informant, size of community, academic standing, and college major are more discriminating variables than occupation of informant's father, the generalization is suggested, and partially supported, that one's aspirations may be more nearly related to occupational imagery than is social background.

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APPENDICES

APPENDIX A

MEDIANS AND PERCENTAGE DISTRIBUTIONS OF PROJECTIONS FOR ALL OCCUPATIONS

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
<u>A. Job Related Characteristics</u>							
1. Income received last year:							
Median dollars	4,572.0	4,861.0	6,309.5	15,285.5	5,144.0	10,242.4	4,989.3
Q-1	3,856.0	4,037.2	5,242.4	10,370.2	4,413.2	7,717.2	4,260.6
Q-3	5,439.6	5,871.0	7,692.2	21,250.0	6,279.4	15,220.5	5,912.1
Q-Range	1,583.6	916.9	2,449.9	5,439.9	933.1	3,751.6	825.7
2. Hours worked daily:							
Median hours	8.6	8.5	8.6	9.9	8.7	8.8	8.8
Q-1	8.3	8.2	8.3	8.6	8.3	8.2	8.0
Q-3	8.9	8.8	8.9	10.8	9.3	10.0	9.9
Q-Range	.3	.3	.3	.1	.5	.9	.9
3. Age started working:							
Median years	19.5	21.8	19.0	27.4	20.6	29.0	23.8
Q-1	18.1	20.4	17.5	26.1	19.6	24.6	22.7
Q-3	20.9	23.4	20.4	28.7	22.9	34.3	24.9
Q-Range	1.4	1.5	1.4	1.3	1.6	4.9	1.1
4. Age will stop working:							
Median years	65.4	65.3	65.1	63.9	65.2	65.1	63.8
Q-1	65.0	62.2	61.0	60.8	62.0	61.1	58.6
Q-3	65.7	65.7	66.0	65.3	65.7	65.7	65.5
Q-Range	.3	1.7	2.5	2.3	1.8	2.3	3.5

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
5. Income before retirement							
Median dollars	5,132.6	5,861.1	6,696.9	19,558.5	6,800.0	11,000.0	6,892.0
Q-1	4,286.5	4,750.0	5,400.0	13,307.6	4,888.8	9,791.6	5,145.8
Q-3	5,862.0	7,456.0	8,646.0	27,600.0	8,036.0	22,080.0	7,484.0
Q-Range	787.7	1,353.0	1,623.0	7,146.2	1,573.6	6,144.2	1,169.1
6. Years of schooling completed							
Median years	11.4	14.4	12.4	21.6	12.6	16.2	17.6
Q-1	9.4	12.9	11.9	*	12.7	13.4	16.7
Q-3	12.5	15.9	12.8	*	13.1	16.6	18.9
Q-Range	1.5	1.5	.4	*	.4	1.6	1.1
7. Number of weeks vacation							
Median years	2.4	2.5	2.6	3.3	2.5	3.3	4.8
Q-1	2.0	2.2	2.2	2.6	2.2	2.6	2.8
Q-3	2.7	2.8	2.9	4.2	2.8	3.9	10.5
Q-Range	.3	.3	.3	.8	.3	.7	3.6
8. Father's occupation							
Professional, self	.7%	0.0%	0.0%	71.6%	.7%	2.0%	2.9%
Professional, salaried	0.0	4.5	0.0	9.4	1.3	7.4	33.8
Managerial	.7	4.5	0.0	3.4	3.9	31.1	5.0
Business owner	0.0	5.7	.6	6.8	5.9	21.6	10.1
White collar, sales, clerical	.7	49.7	0.0	5.4	42.4	26.4	25.2
Farmer	8.2	5.1	3.9	.7	2.0	2.0	4.3
Skilled worker	11.6	14.6	81.9	2.0	20.9	4.1	7.9
Semi- or unskilled	76.7	15.3	13.0	.7	22.9	4.7	10.8
No response	1.4	.6	.6	0.0	0.0	.7	0.0

*Differences insufficiently great

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
9. Worker's birthplace							
Present community	63.0%	63.1%	76.0%	29.7%	68.6%	23.0%	25.2%
Another city, same state	17.2	26.1	14.3	46.6	19.0	51.4	50.4
Rural area, same state	7.5	4.5	5.9	3.4	1.3	4.7	2.9
Another city, another state	6.8	5.7	3.2	18.9	7.8	17.5	18.7
Rural area, another state	3.4	0.0	0.0	.7	.7	1.4	1.4
No response	2.1	.6	.6	.7	2.6	2.0	1.4
10. Where parents are living							
Same neighborhood	8.9%	5.7%	6.5%	1.4%	6.5%	1.4%	1.4%
Same town	45.9	41.4	50.0	13.5	51.6	20.8	12.9
Same state	36.3	47.2	39.0	67.6	38.6	62.2	70.6
Elsewhere	6.8	5.7	3.9	15.5	2.6	14.2	14.4
No response	2.1	0.0	.6	2.0	.7	1.4	.7
11. Will worker spend remainder of working days in present community?							
Yes	88.3%	93.6%	92.9%	95.9%	90.1%	77.7%	73.4%
No	11.0	6.4	6.5	4.1	9.2	22.3	25.9
No response	.7	0.0	.6	0.0	.7	0.0	.7
12. Happiness in work							
Very happy	3.4%	19.1%	40.3%	65.5%	20.3%	44.6%	36.7%
Fairly happy	73.2	66.3	59.7	33.1	66.7	52.7	59.0
Somewhat disappointed	19.9	14.6	0.0	1.4	12.3	2.0	3.6
Very disappointed	1.4	0.0	0.0	0.0	0.0	0.0	0.0
No response	2.1	0.0	0.0	0.0	.7	.7	.7

	Assembly Worker (N = 146)	Book-keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
13. Preference for another kind of work							
Very much prefer other work	12.3%	3.8%	.6%	1.4%	4.6%	2.7%	.7%
Might be interested in other work	63.7	58.0	33.8	16.2	58.1	35.1	47.5
Doesn't seem to prefer other work	23.3	31.8	51.3	39.8	32.0	47.3	40.3
Very definitely does not prefer other work	0.0	6.4	14.3	42.6	4.6	14.9	11.5
No response	.7	0.0	0.0	0.0	.7	0.0	0.0
14. Likelihood of getting into another type of work							
Very likely	1.4%	1.3%	.6%	0.0%	0.0%	0.0%	2.2%
Likely	6.8	5.7	1.9	1.4	9.8	4.1	8.6
Not very likely	73.3	77.1	66.9	33.7	74.5	66.2	70.5
Highly unlikely	17.8	15.3	30.6	64.9	15.0	29.7	18.0
No response	.7	.6	0.0	0.0	.7	0.0	.7
15. Worries on the job*							
Money, living standard	30.8%	22.9%	15.6%	3.4%	27.5%	8.1%	10.1%
Job security, layoffs	47.3	21.0	25.3	.7	9.2	1.4	4.3
Superiors on job	8.2	9.6	2.6	0.0	3.6	2.0	4.3
People under him	.7	3.2	0.0	1.4	0.0	31.8	33.1
Job promotion	8.2	15.3	1.3	0.0	5.2	2.0	3.6
Being able to do job	19.2	8.9	3.9	5.4	54.2	60.1	41.7
Health of self	3.4	.6	3.2	1.4	0.0	0.0	0.0

* Indicates multiple responses for items on this and following pages.

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
Family or home; wife	17.8	9.6	11.7	8.1	3.9	.7	1.4
Work conditions; hours	4.1	0.0	13.6	.7	1.3	2.0	.7
Success	0.0	0.0	.6	1.4	0.0	0.0	0.0
None or very few	.7	0.0	.6	.7	0.0	0.0	0.0
Doing a good job	.7	40.8	38.3	45.3	4.6	10.1	24.5
Union	5.5	0.0	3.2	.7	0.0	0.0	0.0
Work, nothing specific	.7	1.3	7.8	2.0	1.3	2.7	4.3
Retirement, old age	1.4	0.0	1.3	.7	1.3	.7	0.0
Time	0.0	4.5	8.4	5.4	0.0	.7	0.0
Safety, accidents	8.9	0.0	7.8	0.0	0.0	0.0	0.0
Depressions, economic conditions	.7	1.9	1.9	.7	3.9	8.1	0.0
Health of patients	0.0	0.0	0.0	38.5	0.0	.7	0.0
Competition	2.7	4.5	.6	.7	5.9	5.4	0.0
Other	7.5	7.6	.6	4.1	9.8	4.7	5.0
Total worries mentioned	246	238	229	179	203	209	185

B. Family and Home Patterns

1. Marital status

Single	0.0%	.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Married	100.0	99.4	100.0	100.0	100.0	100.0	100.0

2. Median number of children

	4.2	3.5	4.2	3.5	3.4	3.5	3.3
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	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
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3. Likelihood of wife working for pay

Never	3.4%	8.9%	8.4%	38.5%	9.2%	29.1%	5.8%
Not very likely	46.6	62.5	70.2	60.8	62.7	68.9	51.7
Quite likely	50.0	28.0	19.5	0.0	26.7	2.0	40.3
Steady	0.0	0.0	1.9	.7	.7	0.0	2.2
No response	0.0	.6	0.0	0.0	.7	0.0	0.0

4. Kind of work she does*

White collar	80.8%	114.0%	94.8%	125.0%	121.0%	110.2%	130.9%
Blue collar	67.8	15.9	36.4	2.7	9.2	2.7	3.6

5. Outside help with housework

No	99.3%	94.9%	97.4%	20.9%	90.8%	49.3%	92.8%
Part-time help	0.0	4.5	2.6	67.6	8.5	45.3	7.2
Full-time help	0.0	.6	0.0	11.5	.7	5.4	0.0
No response	.7	0.0	0.0	0.0	0.0	0.0	0.0

6. Amount of leisure time spent with children

Quite a bit	43.8%	66.9%	74.0%	44.6%	65.4%	61.5%	77.0%
Some	45.2	30.6	23.4	52.0	32.6	36.5	22.3
Very little	11.0	2.5	2.6	3.4	2.0	2.0	.7

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
7. Parental discipline toward children							
Strict	48.6%	55.4%	55.9%	56.8%	29.4%	37.2%	61.2%
Lenient	50.7	44.6	43.5	42.5	69.3	58.1	38.3
No response	.7	0.0	.6	.7	1.3	4.7	0.0
8. Does this worker own his home?							
Yes	80.8%	86.5%	92.2%	95.9%	84.3%	98.6%	95.0%
No	19.2	11.6	7.8	.7	13.7	1.4	5.0
No response	0.0	1.9	1.3	3.4	2.0	0.0	0.0
9. Features of home*							
1 bedroom	1.4%	1.9%	0.0%	0.0%	.7%	0.0%	.7%
2 bedrooms	43.8	29.9	27.9	10.1	34.6	9.5	34.5
3 bedrooms	52.1	63.7	67.5	59.5	62.1	64.2	60.4
4 bedrooms	2.7	4.5	4.5	30.4	2.6	26.4	4.3
Has dining room	89.0	93.6	94.2	95.3	88.9	96.6	93.5
Has recreation room	10.3	22.3	44.8	87.8	31.4	79.7	33.8
Has fireplace	19.9	46.5	55.8	85.1	43.1	82.4	51.1
Has garage	89.7	94.9	98.1	100.0	95.4	98.6	96.4
Has 2 baths	8.2	14.6	22.7	78.4	12.4	57.4	22.3
Has den or study	5.5	29.3	17.5	97.3	20.9	68.9	66.2

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
10. Cost of home							
Median dollars	11, 416.4	13, 384.4	13, 525.2	25, 428.4	13, 332.2	21, 282.0	11, 696.0
Q-1	8, 610.8	10, 769.2	11, 152.4	20, 296.0	11, 070.0	17, 545.2	11, 484.0
Q-3	10, 968.0	16, 808.0	17, 108.0	35, 250.0	16, 256.0	27, 428.0	17, 072.0
Q-Range	1, 178.6	3, 019.4	2, 977.8	7, 477.0	2, 593.0	4, 941.4	2, 796.0
11. Worries of worker at home*							
Money, taxes, bills	69.9%	65.6%	41.6%	16.2%	56.2%	20.9%	60.4%
Job security	8.2	2.5	6.5	0.0	.7	1.4	.7
People connected with job-- customers, students, etc.	0.0	0.0	0.0	27.0	0.0	0.0	.7
Job advancement	0.0	.6	1.3	2.7	0.0	.7	.7
Work in general	5.5	9.6	9.7	9.5	9.8	20.3	11.5
Time	0.0	0.0	1.3	18.9	2.0	2.7	.7
Health or safety of self	0.0	.6	3.2	4.1	0.0	2.0	.7
Home, garden, house	11.0	10.2	3.2	4.7	7.2	6.1	2.9
Wife	6.8	1.3	7.1	4.1	4.6	8.1	7.9
Family in general	16.4	13.4	24.7	36.5	23.5	19.6	18.0
No worries, few worries	2.1	1.9	1.9	1.4	0.0	1.4	.7
Children in general	9.6	8.9	12.3	14.9	15.7	17.6	19.4
Children's behavior	2.1	.6	1.3	.7	2.0	1.4	.7
Children's education	4.1	8.3	5.2	1.4	7.2	9.5	3.6
Family happiness and welfare	19.2	8.3	10.4	18.2	7.8	12.8	5.8
Social affairs or obligations	0.0	1.3	.6	3.4	0.0	1.4	0.0
World conditions, market	0.0	.6	1.9	.7	.7	3.4	.7
Success in general	.7	0.0	1.3	0.0	0.0	.7	0.0
Old age, retirement	1.4	1.9	.6	0.0	0.0	1.4	0.0
Social status, keeping up	1.4	2.5	0.0	0.0	4.6	1.4	3.6
Total worries mentioned	223	217	207	243	217	196	193

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
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12. Likelihood of male children going to college

Yes	56.2%	94.3%	82.5%	100.0%	94.8%	99.3%	99.3%
No	43.8	5.7	17.5	0.0	5.2	.7	.7

13. Occupation(s) male children will follow*

Professional (independent)	1.4%	8.3%	4.5%	87.8%	7.8%	35.8%	39.6%
Professional (salaried)	9.6	40.1	28.6	40.5	41.2	48.0	71.2
Managerial	2.1	27.4	9.1	20.9	28.8	61.5	20.1
Business owner	4.8	14.0	13.6	6.8	15.0	10.8	5.0
White collar, clerical, sales	21.2	43.3	30.5	1.4	45.1	10.1	10.1
Farmer	.7	0.0	0.0	0.0	0.0	0.0	.7
Skilled trade	47.3	7.6	51.9	.7	7.2	0.0	1.4
Semi- or unskilled	38.4	1.9	2.6	0.0	2.0	0.0	0.0
Any one of above	19.2	7.6	11.7	1.4	7.2	.7	3.6

C. Consumption Patterns

1. Way family saves money*

Doesn't save	13.7%	7.0%	8.4%	0.0%	11.1%	.7%	4.3%
Savings account	71.9	79.6	76.6	71.6	70.6	68.9	77.7
Bank checking account	19.9	28.0	33.1	64.9	32.7	61.5	35.3
Savings and loan assoc.	5.5	5.1	4.5	6.1	5.2	7.4	4.3

	Assembly Worker (N = 146)	Book keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
Stocks, bonds, including government bonds	10.3	21.0	13.6	64.2	11.8	58.8	25.2
Insurance-savings, annuities	24.0	36.9	37.0	59.5	25.5	52.0	43.2
Real estate other than home	1.4	3.2	11.0	26.4	2.0	25.0	4.3
Other	1.4	.6	1.3	2.0	0.0	1.4	1.4
2. Make and model car owned							
New - 1955 Ford	2.1%	3.8%	8.4%	2.7%	3.9%	14.2%	2.9%
1954 - 1953 Chevrolet	27.4	38.3	46.1	7.4	42.4	9.4	46.0
1952 - older Plymouth	41.7	49.8	27.4	2.0	37.3	3.4	34.6
New - 1955 Dodge, Nash	0.0	0.0	0.0	0.0	1.3	.7	.7
1954 - 1953 Studebaker	0.0	2.5	3.2	4.1	5.2	4.7	5.8
1952 - older Pontiac	.7	1.9	1.3	0.0	2.0	1.4	.7
New - 1955 Buick, DeSoto	6.2	.6	1.9	35.8	2.0	30.4	1.4
1954 - 1953 Oldsmobile	14.4	2.5	10.4	23.6	3.3	24.3	5.8
1952 - older Mercury	6.8	.6	1.3	.7	1.3	0.0	.7
New - 1955 Cadillac, Packard	0.0	0.0	0.0	17.6	0.0	7.4	.7
1954 - older and Lincoln,	0.0	0.0	0.0	6.1	0.0	3.4	0.0
No response Chrysler	.7	0.0	0.0	0.0	1.3	.7	.7
3. Does family own 2 cars?							
No	91.1%	93.0%	88.4%	18.9%	88.9%	39.2%	90.6%
Yes	8.9	7.0	11.0	80.4	11.1	60.1	9.4
No response	0.0	0.0	.6	.7	0.0	.7	0.0

	Assembly Worker (N = 146)	Book-keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
4. Where family buys clothing*							
Mail order catalogs	17.8%	7.6%	11.0%	2.0%	4.6%	1.4%	4.3%
Main out-of-town department stores	4.8	5.7	8.4	25.7	7.2	20.3	15.8
Men or women's specialty shops	4.1	11.5	14.3	69.6	13.1	54.1	22.3
Economy chains	72.6	40.8	54.5	8.8	30.7	6.8	29.5
Main in-town department stores	58.9	70.7	65.6	54.1	80.4	70.9	78.4
Other	0.0	.6	0.0	2.0	2.0	.7	0.0
5. Specific clothing owned							
Owens tuxedo	1.4%	18.5%	4.5%	84.5%	20.9%	80.4%	39.6%
Owens evening dress	41.8	66.2	64.5	98.0	71.2	95.9	89.9
Median number overalls	5.0	2.4	6.0	2.2	2.3	2.4	2.5
Median number suits	2.6	3.7	2.9	5.8	4.2	5.8	4.5
6. Amount of life insurance for worker							
No insurance	4.8%	1.9%	1.9%	0.0%	3.3%	0.0%	0.0%
Median dollars	8,260.5	10,151.7	10,336.3	27,272.0	10,268.6	22,333.0	10,406.2
Q-1	5,482.5	6,972.0	7,316.0	10,703.1	7,343.5	10,589.7	8,146.5
Q-3	10,414.0	10,790.0	10,986.0	59,225.0	10,791.0	40,000.0	15,415.0
Q-Range	2,465.7	1,909.0	1,835.0	24,260.9	1,723.7	14,705.1	7,268.5
7. Does family maintain a vegetable garden?							
Yes	65.8%	68.2%	82.5%	35.8%	72.5%	50.0%	66.9%
No	33.5	31.8	17.5	63.5	26.8	50.0	32.4
No response	.7	0.0	0.0	.7	.7	0.0	.7

	Assembley Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
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8. Does family preserve, can,
or freeze food for later use?

Yes	81.5%	79.0%	87.7%	45.3%	67.3%	61.5%	79.2%
No	17.8	21.0	12.3	54.7	32.0	37.8	20.1
No response	.7	0.0	0.0	0.0	.7	.7	.7

9. How groceries are bought*

Order by phone	0.0%	1.3%	.6%	31.8%	1.3%	18.9%	.7%
Shop at neighborhood store	29.5	26.1	39.6	30.4	26.1	18.2	23.7
Shop at supermarkets	88.4	84.7	85.7	70.9	90.2	79.1	88.5

10. Appliances and home furnishings
owned*

Television set	97.9%	98.7%	100.0%	100.0%	99.3%	100.0%	99.3%
Home freezer	30.8	43.3	52.6	80.4	41.2	69.6	45.3
Dishwasher	2.1	5.7	8.4	48.6	14.4	29.7	4.3
Automatic washing machine	56.2	70.1	73.4	92.6	74.5	93.2	79.9
Air conditioner	4.1	3.2	8.4	42.6	4.6	18.2	2.9
Automatic clothes dryer	17.1	28.7	26.0	64.2	27.5	58.8	27.3
Record player or phonograph	83.6	89.2	90.9	90.5	89.5	95.9	94.2
Hi Fi set	1.4	3.2	1.9	20.3	3.9	17.6	4.3

11. Number of magazines found in home

Median	3.8	4.1	3.3	4.8	4.0	4.5	4.5
Q-1	3.0	3.2	3.2	3.8	3.2	3.6	3.6
Q-3	4.6	4.9	4.9	6.1	4.8	5.9	5.6
Q-Range	.8	.9	.9	1.2	.8	1.2	1.0

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
12. Kind of magazines named*							
Digest and pocket size (Coronet)	17.1%	25.5%	15.6%	19.6%	20.3%	20.3%	24.5%
Farm journals	.7	0.0	.6	0.0	0.0	0.0	0.0
Popular general weeklies (<u>Colliers</u>)	53.4	53.5	51.9	34.5	60.1	43.9	43.2
Popular general monthlies (<u>American</u>)	3.4	7.0	5.8	2.7	3.9	7.4	0.0
News weeklies (<u>Time</u> , <u>U.S.</u> <u>News</u>)	11.0	42.7	13.0	60.8	32.0	62.8	71.2
General pictorial (<u>Life</u> , <u>Look</u>)	61.6	73.2	64.3	68.9	73.9	70.3	80.6
Pulp--radio, movie, "true" types	24.0	6.4	5.8	2.0	8.5	4.1	2.2
Religious	1.4	3.2	.6	0.0	2.6	0.0	1.4
Lodge, fraternal, veterans'	.7	0.0	0.0	.7	0.0	0.0	0.0
Popular women's (<u>McCall's</u>)	24.7	31.2	27.9	27.7	35.3	35.1	30.9
Home planning (<u>House Beautiful</u>)	3.4	15.9	17.5	14.9	22.9	21.6	12.2
Women's fashion (<u>Madamoiselle</u>)	.7	1.9	1.9	3.4	0.0	8.1	.7
General business (<u>Fortune</u>)	.7	19.7	.6	7.4	2.0	33.1	6.5
Specific trade and business	4.8	0.0	33.1	0.0	11.1	16.2	0.0
Literary periodicals (<u>Atlantic</u>)	0.0	2.5	0.0	20.9	0.0	13.5	23.0
Liberal comment (<u>Nation</u>)	0.0	0.0	0.0	0.0	0.0	.7	1.4
Reactionary (<u>The Republic</u>)	.7	0.0	0.0	0.0	0.0	.7	0.0
Hobby, special interest, sports	32.9	14.0	33.1	12.8	13.7	7.4	10.8
Occupational, professional, union	8.2	3.8	3.9	73.6	.7	3.4	19.4
All other	4.1	6.4	8.4	24.3	5.2	17.6	16.5

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
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13. Number of books in home

Median	17.8	31.7	24.6	152.5	35.3	68.3	92.5
Q-1	8.1	15.2	11.9	76.5	17.0	37.5	46.1
Q-3	29.7	58.5	48.2	227.8	58.9	114.1	156.6
Q-Range	10.8	21.6	18.1	75.6	20.9	38.3	55.3

D. Social and Activity Patterns

1. Does he usually vote in elections?

Yes	84.9%	96.8%	94.2%	100.0%	94.8%	99.3%	100.0%
No	15.1	3.2	5.8	0.0	5.2	.7	0.0

2. Political party he supports

Democrat	76.7%	33.8%	70.2%	13.5%	30.7%	18.9%	31.7%
Republican	15.8	54.8	19.5	68.9	52.3	69.6	48.9
Independent	.7	7.0	1.9	9.5	5.2	3.4	7.2
No response	6.8	4.4	8.4	8.1	11.8	8.1	12.2

3. Church membership

Not a member	15.1%	1.9%	2.6%	0.0%	5.9%	2.7%	1.4%
Catholic	18.5	15.9	18.9	10.1	7.8	12.8	4.3
Jewish	0.0	0.0	0.0	.7	.7	2.0	0.0
Protestant	49.3	72.0	64.9	72.3	70.6	73.0	82.8
No denomination specified	17.1	10.2	13.6	16.9	15.0	9.5	11.5

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
4. Organizations to which he belongs*							
Special interest groups	18.5%	14.6%	13.0%	6.8%	6.5%	16.9%	17.3%
Parents Teachers Association	11.6	17.2	10.4	14.9	15.0	9.5	51.8
Church groups	34.9	36.9	33.1	23.6	32.0	27.7	27.3
Masons	3.4	17.2	14.3	15.5	19.6	25.0	20.9
Knights of Columbus	2.1	3.8	3.9	2.7	2.6	2.7	2.2
Elks	7.5	15.3	9.7	8.8	11.8	18.9	6.5
Eagles	1.4	4.5	2.6	2.0	3.3	0.0	.7
Moose	3.4	3.8	1.9	2.7	5.2	4.7	1.4
Odd Fellows	.7	0.0	1.3	1.4	2.0	0.0	0.0
Labor union	69.2	7.0	65.6	0.0	5.2	1.4	4.3
Veterans' organizations	13.0	8.3	10.4	3.4	7.8	8.1	5.0
Chamber of Commerce	0.0	3.8	.6	11.5	2.6	12.8	3.6
Kiwanis	.7	5.7	0.0	14.9	3.9	11.5	12.2
Lions	2.1	10.8	7.8	20.3	9.8	27.0	17.3
Rotary	.7	6.4	2.6	22.3	7.2	18.2	11.5
Professional	.7	7.6	0.0	65.5	5.9	8.1	20.9
Country club	.7	1.9	0.0	18.9	.7	17.6	0.0
Nonspecific social (men's club)	6.8	15.3	8.4	8.1	10.5	14.9	5.8
Civic, Red Cross	0.0	5.7	3.9	6.8	3.9	6.1	9.4
Y. M. C. A.	1.4	1.9	0.0	1.4	2.6	2.7	2.9
Card club, neighborhood clubs	5.5	5.1	5.8	2.7	2.6	2.7	1.4
Optimists	0.0	.6	0.0	.7	0.0	3.4	0.0
Total number named	269	304	301	377	246	355	309

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
5. Favorite forms of relaxation*							
Bowling or pool	21.2%	18.5%	14.3%	3.4%	17.6%	10.8%	9.4%
Golf	8.2	32.5	9.7	51.4	37.9	58.1	28.8
Swimming or boating	3.4	5.1	3.2	12.2	6.5	14.9	4.3
Parties	.7	1.3	3.2	6.1	1.3	2.7	2.9
Hunting	26.7	12.7	26.6	20.9	21.6	15.5	6.5
Fishing	45.2	33.8	48.7	46.6	37.3	35.8	31.7
Baseball or softball	12.3	11.5	10.4	5.4	5.9	6.1	4.3
With family	2.1	7.0	6.5	6.8	7.8	5.4	7.2
Boxing	6.8	.6	0.0	0.0	2.0	.7	.7
Card playing	20.5	18.5	11.0	9.5	11.1	14.9	5.8
Sports in general	8.9	12.1	13.6	20.9	6.5	16.2	18.7
Reading	9.6	32.5	13.6	33.1	24.2	25.7	61.2
Resting, sleeping	13.0	9.6	15.6	8.1	8.5	8.8	6.5
Car travel, driving	5.5	5.1	4.5	6.8	5.9	5.4	9.4
Yard or garden work	7.5	24.8	9.1	12.2	15.7	12.2	15.8
Woodworking	2.7	5.1	9.7	2.0	4.6	3.4	.7
Visiting	11.0	2.5	5.2	6.8	7.2	4.1	5.8
Television or radio	45.2	31.2	37.0	12.8	33.3	22.3	21.6
Movies	19.2	10.8	18.2	4.7	15.0	5.4	16.5
Night clubs or taverns	5.5	0.0	.6	0.0	0.0	3.4	0.0
Beer drinking or drinking	9.6	2.5	5.2	.7	3.3	2.0	.7
Other	4.1	3.8	7.8	5.4	5.9	5.4	10.8
Total number of activities	422	442	422	408	427	413	374

	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
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6. Vacation activities*

Stay at home	52.7%	29.9%	39.0%	7.4%	28.8%	12.8%	34.5%
Go camping	33.6	19.7	33.8	12.8	17.6	10.1	19.4
Stay at a cottage	50.7	59.2	50.6	65.5	60.8	61.5	42.4
Visit a resort	7.5	12.1	9.7	56.1	13.1	39.9	6.5
Tour or go sightseeing	21.9	37.6	38.3	60.1	39.2	57.4	56.8
Visit other countries	0.0	0.0	1.3	34.5	0.0	14.2	7.2
Visit relatives	7.5	1.3	.6	0.0	.7	0.0	.7
Work	0.0	0.0	0.0	0.0	0.0	0.0	13.7

7. Number of movies attended
per month

Median	2.7	2.3	2.2	1.8	2.5	1.9	2.5
Q-1	1.9	1.6	1.5	1.3	1.7	1.3	1.7
Q-3	3.8	3.1	3.4	2.5	3.4	2.8	3.3
Q-Range	.9	.7	.9	.6	.9	.7	.8

8. Number of hours of television
viewed

Median	3.5	2.8	3.2	2.1	3.2	2.6	2.7
Q-1	2.7	2.3	2.4	1.5	2.5	1.9	2.0
Q-3	4.5	3.6	4.0	2.8	3.9	3.5	3.5
Q-Range	.9	.6	.8	.6	.7	.8	.7

9. Number of concerts or plays
attended last year

Median	.9	2.2	1.4	4.7	1.6	3.9	5.4
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	Assembly Worker (N = 146)	Book- keeper (N = 157)	Carpenter (N = 154)	Doctor (N = 148)	Salesman (N = 153)	Sales Manager (N = 148)	Teacher (N = 139)
9. Number of concerts (continued)							
Q-1	0.0	1.8	0.0	2.9	0.0	2.5	3.4
Q-3	1.6	3.3	2.4	6.5	3.0	6.6	8.7
Q-Range	.8	.7	1.2	1.7	1.5	2.0	2.6
10. Family friends parents visit frequently							
1 to 4	66.4%	68.8%	65.6%	52.7%	64.7%	37.8%	43.9%
5 to 9	26.7	29.3	26.6	25.0	26.8	41.9	45.3
10 or more	4.8	1.9	7.2	21.6	7.2	19.6	9.4
No response	2.1	0.0	.6	.7	1.3	.7	1.4
11. Where family friends live*							
Same neighborhood	78.8%	73.9%	77.9%	49.3%	62.1%	62.2%	61.2%
Elsewhere in town	55.5	46.5	53.9	77.0	68.6	73.6	82.0
In other towns	22.6	13.4	25.3	35.8	22.2	40.5	25.9

APPENDIX B

CONTINGENCY COEFFICIENTS FOR INDEPENDENT VARIABLES

	Sex	Age	Major	Academic standing	Occupation of father	Size of community	Newspaper readership
Sex	----	.18*	.44*	.24*	.09*	.05	.07
Age	.18*	---	.22*	.08*	.13*	.00	.03*
Major	.44*	.22*	---	.18*	.13*	.15*	.01
Academic standing	.24*	.08*	.18*	---	.04	.16*	.09*
Occupation of father	.09*	.13*	.13*	.04	---	.12*	.06*
Size of community	.05	.00	.15*	.16*	.12*	---	.12*
Newspaper readership	.07	.03*	.01	.09*	.06*	.12*	---

*Probability of chi-square is below the .05 level of significance.

APPENDIX C

OCCUPATIONAL DISTRIBUTION OF INFORMANT'S FATHERS FOR EACH OCCUPATION STUDIED AND U.S. OCCUPATIONAL COMPOSITION

Occupation of father	Assembly Worker	Book-keeper	Carpenter	Doctor	Salesman	Sales Manager	Teacher	Combined	U.S. Census*
Professional	13.0%	13.5%	14.3%	16.2%	13.7%	18.9%	11.5%	14.4%	9.1%
Farmers	8.9	9.4	11.0	9.5	5.9	8.9	4.4	8.3	5.2
Proprietors, managers, and officials	34.9	32.6	34.5	37.2	38.5	35.1	44.6	36.6	10.4
Clerks and kindred	10.3	8.9	7.8	11.5	9.8	8.1	12.2	9.9	20.0
Skilled trade and service workers	26.0	22.9	22.7	18.9	25.5	23.6	23.7	23.4	21.6
Semi-skilled and laborers	4.8	6.3	6.5	2.0	4.6	2.0	2.9	4.2	33.7
No response or deceased	2.1	6.4	3.2	4.7	2.0	3.4	.7	3.2	---
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	(N = 146)	(N = 157)	(N = 154)	(N = 148)	(N = 153)	(N = 148)	(N = 139)	(N = 1,045)	

*U. S. Bureau of Census, Current Population Reports, The Monthly Report on the Labor Force, July, 1957. Cited in Donald J. Bogue, Population of the United States (Glencoe: The Free Press, 1959), p. 472.

APPENDIX D

SUMMARY OF SIGNIFICANT ASSOCIATIONS FOR ALL OCCUPATIONS

Independent variables	Percent of associations at the .05 level or less				Totals (N = 399)
	Work patterns (N = 105)	Family patterns (N = 84)	Consumption patterns (N = 105)	Social patterns (N = 105)	
Age	4.8	4.8	3.8	4.8	4.5
Sex	10.5	16.7	9.5	23.8	15.0
Major	9.5	13.1	6.7	6.7	8.8
Academic standing	9.5	6.0	6.7	14.3	9.3
Occupation of father	5.7	4.8	4.8	4.8	5.0
Size of community	12.4	8.3	7.6	10.5	9.8
Newspaper readership	5.7	4.8	2.9	2.9	4.0
Totals	8.3	8.3	5.9	9.7	8.1 (N = 2,793)

APPENDIX E

THE QUESTIONNAIRES

NAME _____ STUDENT NO. _____
 (Last) (First) (Middle)

People often select an occupation not only on the basis of what they will do on a particular job, but also on the basis of what kind of life--- home, family, community life, this occupation offers them. We Would like to know what kinds of ideas people have of the way of life of different workers.

YOU are asked to give your impressions of the way of life of an Assembly Worker. This worker is a machine operator at Oldsmobile automobile manufacturing plant in Lansing--a city of about 100,000 population. His job is classified as a semi-skilled job. He has been working for 20 years, and has been at Olds for two years. We are not interested in any one specific Assembly Worker, but Assembly Workers in general who fit this description. Try to answer all of the questions !

1. How many years of schooling would you say this Assembly Worker completed? _____
2. About how much would you say this Assembly Worker earned last year? \$ _____
3. At what age did he first start working as an Assembly Worker? _____
4. About how many hours does he work each day? _____.
5. At what age will he most likely stop working? _____.
6. What will his yearly income be the year before he retires? \$ _____
7. Is he married? Yes: _____ No: _____
- 7a. If yes, What is the total number of children he will finally have in his family? _____.
8. What was his father's occupation most likely to have been? (CHECK ONE)

<input type="checkbox"/> Professional	(Doctor, lawyer, architect, etc., who work for themselves)
<input type="checkbox"/> Professional	(Engineer, teacher, accountant, etc., who work for others)
<input type="checkbox"/> Managerial	(Persons who work for a company in an executive capacity)
<input type="checkbox"/> Business Owner	(Persons who own and manage their own business)
<input type="checkbox"/> White Collar	(Sales, clerical, bookkeeper, etc.)
<input type="checkbox"/> Farmer	(Owner or renter)
<input type="checkbox"/> Skilled Trade	(Carpenter, Plumber, Tool & Die Maker, etc.)
<input type="checkbox"/> Semi-orUnskilled	(Machine operator, truck driver, factory assembly worker)

9. What are the things this Assembly Worker worries most about on the job? _____

 What does he worry most about at home? _____

10. What kind of car does this Assembly Worker drive? Make: _____ Year: _____

 FOR THE REMAINDER OF THE QUESTIONNAIRE THE TERM PERSON WILL BE USED FOR ASSEMBLY
WORKER !

NAME _____ STUDENT NO. _____
(Last) (First) (Middle)

People often select an occupation not only on the basis of what they will do on a particular job, but also on the basis of what kind of life--home, family, community life, this occupation offers them. We would like to know what kinds of ideas people have of the way of life of different workers.

YOU are asked to give your impressions of the way of life of a BOOKKEEPER.

This person is a Bookkeeper who is one of several bookkeepers in a general office of an industrial firm in a city of 100,000 --which is about the population of Lansing.

He has been employed for about 15 years and has been with the present firm about 5 years. We are not interested in any one specific Bookkeeper, but Bookkeepers in general who fit this description. Try to answer all of the questions !

1. How many years of schooling would you say this Bookkeeper completed? _____
2. About how much would you say this Bookkeeper earned last year? \$ _____
3. At what age did he first start working as a Bookkeeper? _____.
4. About how many hours does he work each day? _____.
5. At what age will he most likely stop working? _____.
6. What will his yearly income be the year before he retires? \$ _____
7. Is he married? Yes: ___ No: ___
- 7a. If yes, What is the total number of children he will finally have in his family? _____

8. What was his father's occupation most likely to have been? (CHECK ONE)
 - Professional (Doctor, lawyer, architect, etc., who work for themselves)
 - Professional (Engineer, teacher, accountant, etc., who work for others)
 - Managerial (Persons who work for a company in an executive capacity)
 - Business Owner (Persons who own and manage their own business)
 - White Collar (Sales, clerical, bookkeepers, etc.)
 - Farmer (Owner or renter)
 - Skilled Trade (Carpenter, Plumber, Tool & Die maker, etc.)
 - Semi-or Unskilled (Machine operator, truck driver, factory assembly worker)

9. What are the things this Bookkeeper worries most about on the job? _____

 What does he worry about most at home? _____

10. What kind of car does this Bookkeeper drive? Make: _____ Year: _____

FOR THE REMAINDER OF THE QUESTIONNAIRE THE TERM PERSON WILL BE USED FOR BOOKKEEPER !

NAME _____ STUDENT NO. _____
(Last) (First) (Middle)

People often select an occupation not only on the basis of what they will do on a particular job, but also on the basis of what kind of life--- home, family, community life, this occupation offers them. We would like to know what kinds of ideas people have of the way of life of different workers.

YOU are asked to give your impressions of the way of life of a CARPENTER.

This Carpenter has been working at his trade for 15 years and is presently employed by a concern which builds residential houses. He is classified as a "finish" Carpenter (most skilled). He lives in a city of about 100,000 population which is about the size of Lansing. We are not interested in any one specific Carpenter, but Carpenters in general who fit this description. Answer all of the questions.

1. How many years of schooling would you say this Carpenter completed? _____
2. About how much would you say this Carpenter earned last year? \$ _____
3. At what age did he first start working as a Carpenter? _____.
4. About how many hours does he work each day? _____.
5. At what age will he most likely stop working? _____.
6. What will his yearly income be the year before he retires? \$ _____
7. Is he married? Yes: ___ No: ___
 - 7a. If yes, What is the total number of children he will finally have in his family? _____
8. What was his father's occupation most likely to have been? (CHECK ONE)
 Professional (Doctor, lawyer, architect, etc., who work for themselves)
 Professional (Engineer, teacher, accountant, etc., who work for others)
 Managerial (Persons who work for a company in an executive capacity)
 Business Owner (Persons who own and manage their own business)
 White Collar (Sales, clerical, bookkeeper, etc.)
 Farmer (Owner or renter)
 Skilled Trade (Carpenter, Plumber, Tool & Die Maker, etc.)
 Semi-or Unskilled (Machine Operator, truck driver, factory assembly worker)
9. What are the things this Carpenter worries most about on the job? _____

What does he worry about at home? _____

10. What kind of car does this Carpenter drive? Make: _____ Year: _____

FOR THE REMAINDER OF THE QUESTIONNAIRE THE TERM PERSON WILL BE USED FOR CARPENTER !

NAME _____ STUDENT NO. _____
 (Last) (First) (Middle)

People often select an occupation not only on the basis of what they will do on a particular job, but also on the basis of what kind of life--- home, family, community life, this occupation offers them. We would like to know what kinds of ideas people have of the way of life of different workers.

YOU are asked to give your impressions of the way of life of a SALES MANAGER. This Sales Manager directs a staff of 25 salesmen in addition to secretarial help.

He is responsible for a region that includes several states. He has been working for 18 years. His firm is located in a city of 100,000 --the size of Lansing. We are not interested in any one specific Sales Manager, but Sales Managers in general who fit this description. Try to answer all of the questions !

1. About how many years of schooling would you say this Sales Manager completed?
 (Fill in) _____.
2. About how much would you say this Sales Manager earned last year? \$ _____
3. At what age did he first start working as a Sales Manager? _____
4. About how many hours does he work each day? _____.
5. At what age will he most likely stop working? _____.
6. What will his yearly income be the year before he retires? \$ _____
7. Is he married? Yes: ___ No: ___
- 7a. If yes, What is the total number of children he will finally have in his family? _____
8. What was his father's occupation most likely to have been? (CHECK ONE)
 - ___ Professional (Doctor, lawyer, architect, etc., who work for themselves)
 - ___ Professional (Engineer, teacher, accountant, etc., who work for others)
 - ___ Managerial (Persons who work for a company in an executive capacity)
 - ___ Business Owner (Persons who own and manage their own business)
 - ___ White Collar (Sales, clerical, bookkeeper, etc.)
 - ___ Farmer (Owner or renter)
 - ___ Skilled Trade (Carpenter, Plumber, Tool & Die Maker, etc.)
 - ___ Semi-or Unskilled (Machine operator, truck driver, factory assembly worker)
9. What are the things this Sales Manager worries most about on the job? _____

 What does he worry most about at home? _____

10. What kind of car does this Sales Manager drive? Make: _____ Year: _____

FOR THE REMAINDER OF THE QUESTIONNAIRE THE TERM PERSON WILL BE USED FOR SALES MANAGER

11. Does this person's family have more than one car? Yes: ___ No: ___

12. Does he own or is he buying his own home? Yes: ___ No: ___

a. If Yes, How much does it cost? \$ _____.

13. Suppose this person rents his home, about how much does he pay per month? \$ _____.

14. Indicate the number and kind of rooms his home is most apt to have. (CHECK)

<input type="checkbox"/> 1 bedroom	Yes:	No:
<input type="checkbox"/> 2 bedrooms	Dining room _____	_____
<input type="checkbox"/> 3 bedrooms	Recreation room _____	_____
<input type="checkbox"/> 4 bedrooms	Fireplace _____	_____
	Garage _____	_____
	Two baths _____	_____
	Den or Study _____	_____

15. Which of the following does this family have in their home? (CHECK 1 OR MORE)

- | | |
|--|--|
| <input type="checkbox"/> Television set | <input type="checkbox"/> Air conditioner |
| <input type="checkbox"/> Freezer | <input type="checkbox"/> Automatic dryer |
| <input type="checkbox"/> Dishwasher | <input type="checkbox"/> Record player or phonograph |
| <input type="checkbox"/> Automatic washing machine | <input type="checkbox"/> Hi Fi Set |
| | <input type="checkbox"/> None of these |

16. About how many friends do the parents of this family visit with frequently?

- (CHECK ONE)
- None
 - 1 to 4 other families
 - 5 to 9 other families
 - 10 or more other families

17. Where do these friends live? (CHECK ONE OR MORE)

- Same Neighborhood Elsewhere in Town In other Towns

18. Where are his parents likely to be living? (CHECK ONE)

- Same Neighborhood
- Same Town
- Same State
- With them
- Elsewhere: specify: _____

19. What magazines are you likely to find in this person's home? (GIVE NAMES)

20. Some people buy newspapers at news-stands every day. Some people have a newspaper delivered; some people receive newspapers by mail. Others don't buy newspapers regularly. Which of the following is most applicable for the person described? (CHECK ONE)

- Buys at news-stand
- Has them delivered
- Has them mailed to him
- Doesn't buy one regularly

21. Does this family own any books? Yes: ___ No: ___

a. If yes, What is the number of books you are likely to find in their home?

22. How many pairs of overalls does this person own? _____

23. Does this person own a tuxedo? Yes: ___ No: ___

24. Does his wife own an evening dress? Yes: ___ No: ___

25. How many suits of clothes would you say this person owns? _____

26. Does this family maintain a vegetable garden in the summer? Yes: ___ No: ___

27. Does this family preserve, can, or freeze any food for later use? Yes: ___ No: ___

28. Does this family save any money from their yearly income? Yes: ___ No: ___

a. If yes, What are they likely to do with their savings? (CHECK 1 OR MORE)

- Savings account
- Checking account
- Saving and loan Assn.
- Stocks or bonds
- Insurance-savings (Annuities)
- Real estate--other than home
- If Other, specify: _____

29. Does this person have any life insurance---gov't or private? Yes: ___ No: ___

a. If yes, How much life insurance does he have? \$ _____

30. How does this family buy its groceries most consistently? (CHECK 1 OR MORE)

- Order by phone
- Shop at neighborhood store
- Shop at supermarkets
- If Other, specify: _____

31. Where does this family buy its clothing most consistently? (CHECK 1 OR MORE)

- Order through catalogs
- Main department stores Out of town
- Men or women's specialty shops
- Economy chains (Fenney's, Sears, etc.)
- Main department stores in town
- If Other, specify: _____

32. How long a vacation does this person have every year? _____

33. What does he do on his vacation? (CHECK 1 OR MORE)

- Stay at home
- Go Camping
- Stay at a Cottage
- Visit a Resort
- Tour and go Sightseeing
- Travel to other Countries
- If Other, specify: _____

34. What are his favorite forms of relaxation? (FILL IN) _____

35. List the names of all organizations to which he belongs. (FILL IN)

36. Does he usually vote in elections? Yes: ___ No: ___

37. What political party does he usually support? _____

38. Is he a member of a church? Yes: ___ No: ___

If yes, To what church or denomination is he likely to belong? _____

39. What is the number of movies this person sees per month? _____

40. What is the number of hours of TV this person sees per day? _____

41. What is the number of concerts or plays this person and his wife attended this past year? _____.

42. Does his wife work outside the home for pay? (CHECK ONE)

___ Never ___ Not very likely ___ Quite likely ___ Steady

43. Let us assume that his wife does work outside the home for pay, what type of work is she likely to be doing? (FILL IN) _____

44. If she is a housewife, Is she likely to have outside help with her housework --other than baby-sitting help? Yes: ___ No: ___

44a. If she does have help, From whom? (CHECK ONE)

- ___ Part-time help from servants or domestics.
- ___ Full-time help from servants or domestics.
- ___ Part-time help from relatives.
- ___ Full-time help from relatives.

45. Would you say these parents spend much leisure time with their children? (CHECK ONE)

___ Quite a bit ___ Some ___ Very little

46. Regarding the discipline toward their children, Are these parents on the strict side or the lenient side? (CHECK ONE) ___ Strict side ___ Lenient side

47. Do these parents usually require that their children perform tasks (chores) around the home? Yes: ___ No: ___

48. Was this person likely to have been born in the community in which he is now living? Yes: ___ No: ___

48a. If not, Where? (CHECK ONE)
___ Another city in the same State.
___ Rural area in the same State.
___ Another city in another State.
___ Rural area in another State.
___ Or specify: _____

49. Is this person apt to spend the remainder of his working days in the community in which he is now living? Yes: ___ No: ___

50. Some persons are happier than others with their work. Which do you think this person is? (CHECK ONE)
___ Very happy
___ Fairly happy
___ Somewhat disappointed
___ Very disappointed

51. It is possible that persons engaged in a given occupation might prefer another type of work. Do you think this person would---

(CHECK ONE)
___ Very much prefer other work.
___ Might be interested in other work.
___ Doesn't seem to prefer other work.
___ Very definitely does not prefer other work.

52. What is the likelihood of this person going into another type of work?

(CHECK ONE)
a. ___ Very likely
b. ___ Likely
c. ___ Not very likely
d. ___ Highly unlikely

53. If "a" or "b" has been checked above, What kind of work would he probably prefer? (FILL IN) _____

THE REMAINDER OF THE QUESTIONS PERTAIN TO THE CHILDREN IN THIS WORKER'S FAMILY::

54. What occupation(s) are his male children most likely to follow?

(CHECK NO MORE THAN TWO)

- ___ Professional (Doctor, lawyer, architect, etc., who work for themselves)
___ Professional (Engineer, teacher, accountant, etc., who work for others)
___ Managerial (Persons who work for a company in an executive capacity)
___ Business Owner (Persons who own and manage their own business)
___ White Collar (Sales, clerical, bookkeeper, etc.)
___ Farmer (Owner or renter)
___ Skilled Trade (Carpenter, Plumber, Tool & Die Maker, etc.)
___ Semi-or Unskilled (Machine operator, truck driver, factory assembly worker)
___ Any one of the above.

55. Will his male children go to college? Yes: No:

55a. If yes, Will his male children attend college at an institution within the state, or an out-of-state school? (CHECK) In-State. Outside.

55b. If yes, What type of college will his male children attend? (CHECK ONE)

- State College or University
- Private liberal arts college
- Institute of Technology
- City College or University
- Other, specify: _____

56. Will his female children prepare for an occupation? Yes: No:

56a. If yes, What kind of occupation? _____

57. Will his female children go to college? Yes: No:

57a. If yes, Will his female children attend college at an institution within the state, or an out-of-state school? (CHECK) In-State. Outside

57b. If yes above, What type of college will his female children attend?

(CHECK ONE)

- State College or University
- Private liberal arts college
- Finishing School
- Secretarial or Business College
- Other- specify: _____

58. Do his teen-age or grade school children get any private lessons or instruction

(CHECK) Yes: No:

58a. If yes, What type of private instruction? (CHECK ONE OR MORE)

- | | |
|---|---|
| <input type="checkbox"/> ballet | <input type="checkbox"/> ball-room dance |
| <input type="checkbox"/> tap dance | <input type="checkbox"/> art |
| <input type="checkbox"/> figure skating | <input type="checkbox"/> riding |
| <input type="checkbox"/> piano | <input type="checkbox"/> golf |
| <input type="checkbox"/> instrumental music | <input type="checkbox"/> If other, specify: _____ |

59. If there were a teen-age son in this family and he came home with all "C" grades from high school, What would be the reactions of his parents?

(CHECK ONE)

- Strong firm criticism
- Mild criticism
- Indifference
- Satisfaction
- Praise
- Other, Specify: _____

60. Suppose a teen-age son came home with all "A" grades, What would be the reactions of his parents? (CHECK ONE)

- Praise, very proud
- Satisfaction
- Indifference
- Surprise
- Suspicion

Or Specify: _____

61. If there were a teen-age daughter and she came home with all "C" grades from high school, What would be the reactions of these parents?

(CHECK ONE)

- Strong firm criticism
- Mild criticism
- Indifference
- Satisfaction
- Praise

Or Specify: _____

62. Suppose a teen-age daughter came home with all "A" grades from high school, What would be the reaction of these parents? (CHECK ONE)

- Very proud, Praise
- Satisfaction
- Indifference
- Surprise
- Suspicion

Or Specify: _____

63. What time do these parents demand a 16 year old daughter be home on:

Week-day nights? _____. On Friday & Saturday nights? _____.

64. What time do these parents demand a 16 year old son be home on:

Week-day nights? _____. On Friday & Saturday nights? _____.

65. Are the male children of this family given spending money?

--At 10 years of age No: Yes: How much per week? _____

--At 15 years of age No: Yes: How much per week? _____

66. Are the children of this family likely to have part-time work after school?

Yes: No:

67. What sorts of public transportation have the children of this family now in high school experienced? (CHECK ONE OR MORE)

- Bus
- Train, coach
- Train, Pullman
- Airplane
- Steamship

68. How would the following occupations be ranked in regard to the "respect" they have in the community? Rank them 1 through 7. (Use number 1 to mean the most respected)

- Assembly Worker
- Bookkeeper
- Carpenter
- Doctor
- Salesman
- Sales Manager
- Teacher

ROOM USE ONLY

~~JUN 1 1951~~

~~JUL 5 1951~~
~~JUL 19 1951~~

~~AUG 8 1951~~

MAR 19 1952

~~JUN 9 1952~~

AUG 12 1952

~~JUN 20 1952~~

~~JUL 1 1952~~

~~AUG 1 1952~~

~~JUN 12 1952~~

MAR 8 1957