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## The Career Image of Women in Selected Retailing Firms in Cache County, Utah

Mary L. Waits  
*Utah State University*

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THE CAREER IMAGE OF WOMEN IN SELECTED RETAILING FIRMS

IN CACHE COUNTY, UTAH

by

Mary L. Waits

A Plan "B" report submitted in partial fulfillment  
of the requirements for the degree

of

MASTER OF SCIENCE

in

Business Education

Approved:

UTAH STATE UNIVERSITY  
Logan, Utah

1975

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# TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ACKNOWLEDGEMENTS . . . . .	ii
LIST OF TABLES . . . . .	iv
I. INTRODUCTION . . . . .	1
Statement of Problem . . . . .	2
Importance of Study . . . . .	3
Scope of the Study . . . . .	7
Definition of Terms . . . . .	7
II. REVIEW OF LITERATURE . . . . .	9
III. METHODS AND PROCEDURES . . . . .	25
IV. FINDINGS . . . . .	27
V. SUMMARY, CONCLUSIONS, RECOMMENDATIONS . . . . .	
Introduction . . . . .	45
Summary of Findings . . . . .	45
Conclusions . . . . .	47
Recommendations . . . . .	49
LITERATURE CITED . . . . .	50
APPENDIX I . . . . .	52
APPENDIX II . . . . .	53
APPENDIX III . . . . .	56
VITA . . . . .	57

# LIST OF TABLES

<u>Table</u>	<u>Page</u>
1. Educational Attainment . . . . .	27
2. Length of time women should remain on the job before getting a promotion . . . . .	28
3. Special training and/or work experience required .	28
4. Special training requirements met . . . . .	29
5. Present satisfaction with job achievement . . .	30
6. Employee opinions toward acceptance of long-term managerial positions . . . . .	31
7. Desirability of seeking high level jobs . . . .	31
8. Employees who would return to school if asked to do so by management . . . . .	32
9. Employee opinion toward receiving additional education when getting a promotion depended on it . . . . .	33
10. Fairness of education requirement . . . . .	33
11. Preference for returning to school in order to get a promotion . . . . .	34
12. Desire for promotion requiring relocation . . . .	35
13. Opinions on female capability of coping with stress on the job . . . . .	36
14. Likelihood of promotion into management position .	37
15. Possibility of being promoted into a management position . . . . .	38

# LIST OF TABLES (Continued)

<u>Table</u>	<u>Page</u>
16. Inquiry about advancement . . . . .	38
17. Validity of working for immediate needs only . . .	39
18. Number working to meet an immediate need' . . .	40
19. Anticipation of promotion on equal basis with men .	40
20. Education levels qualifying women for higher jobs .	41
21. Opinions on impracticality of promoting women into management positions. . . . .	42
22. Opinions on need for special training and/or experience . . . . .	43

## CHAPTER I

### INTRODUCTION

"In essence, careers for women should not be any different from careers for men. Decisions with respect to gainful and satisfying employment for women should be made on the basis of occupational outlook and the demand for workers in the growth occupations as well as on individual interests and capabilities." (Careers For Women In The 70s, page 11).

In recent years, a great deal has been written and spoken about equal rights for women, with equal employment opportunities being in the forefront. The Women's Liberation Movement has in some way touched the lives of each individual within our society today.

According to Maltz (1967), the self-image is the foundation stone of the whole personality. Thus, it becomes relevant that examination be made of the female's image of herself in order to properly and objectively look at how other members of society view the woman and her role in business. It would appear to be worthwhile to take a look at what women outside of those actively participating in the Liberation Movement are thinking about themselves, and about their responsibility for meeting the demands made upon workers, in general, in the labor market.

In this study, a review was made of the present image of female workers in retailing jobs in Cache County, Utah. Consideration was given not only to how the female views her opportunities for advancement on the job, but also to how she feels about herself and her relationship to others in the world of work.

#### Statement of the Problem

The purpose of this study was to determine the career image female workers in retailing occupations in Cache County, Utah have of themselves. More specifically, the following questions were answered:

1. What is the highest educational level attained by women in retailing jobs in Cache County?
2. How long do female workers think is an adequate length of time to remain on a job before getting a promotion?
3. Is the current training and experience of women employees adequate to meet the requirements of the retailing business in Cache County?
4. Does the female worker in retailing have a desire to advance up the career ladder?
5. Is the female worker willing to further her education in order to qualify for higher job positions?
6. Do female workers feel they have equal capabilities for coping with the stress of problems in business when compared with men?



7. What is the promise for advancement in the present job being staffed by women?
8. What discussion has there been with employers regarding potential advancement on the job?
9. What is the job status of women who are working in retailing in Cache County?
10. Is the retailing businesswoman working to meet an immediate financial need and then planning to quit work?
11. Does the female worker expect equal opportunity for promotion and advancement?
12. From the point of view of the female worker, is promoting women into strategic positions which require long-term commitment to the job a practical thing to do?

#### Importance of the Study

Much has been written regarding the progress made by women in the job market during the past few years. In view of this emphasis nationwide, it seems imperative that a closer look be taken at what actually is occurring with women on the job. The question of the female's ability to acquire and function effectively in jobs which heretofore have been staffed by men becomes of prime concern in analyzing the status of women in the labor market.

It is important to determine whether women are actually receiving equal opportunity with men for job promotions and salary increments in the present labor market.

It is found that the position of women workers, even in governmental jobs, is not on a representative level with the number of females on the job. Women constitute nearly two-fifths of the nation's work force according to data gathered from a U.S. Government report in 1971. (Careers For Women In The 70s, page 11.)

Also, from another government report can be seen the following data relative percentile representation of women in the work force:

The position of the 46 percent of the department's female employees is roughly equivalent to that of blacks. Women comprise only six percent of all supergrades, and 12 percent of senior staff or supervisory positions, but they constitute an awesome 85 percent of the lower grade secretarial, clerical, and technical positions. The average salary of women is 39 percent below the average of all employees. (The Final Report of Minorities and Women In The Department of Labor, October 1971, page 15).

The foregoing summarization of the status of women in government jobs, indicates a pronounced imbalance in attainment level of women on the job.

In yet another study completed by the U.S. Government to determine the status of women in the labor market during 1970, it was noted:

One should be able to see that much of the progress so enthusiastically ascribed to minorities and women by some social scientists is either an overconcentration of both groups in industries in which the average wage rates are low, or employment in those jobs which are low-paying and offer little opportunity for advancement. (Employment Profiles of Minorities and Women In The SMSA'S of Sixteen Large Cities, 1970, EEO Commission, Introduction).

*B* It was seen from literature on job possibilities for women during the 70s that women are discriminated in the job market.

Women tend to be lumped into certain occupations, usually the low status, low salaried jobs. The percentage of women holding these low status positions reveals the type of discriminatory employment practices which still exist for women once they have actually been accepted into an entry level position. (Careers For Women In The 70s).

*Career Image of Women 1978*

There is, however, a note of optimism expressed relative to future possibilities for women in the labor market. This hope was expressed through the foregoing reference also.

Women's opportunities for rewarding employment will be directly related, not only to their level of skills and experience, but also to the labor market demands through the remainder of the decade. (Careers For Women In The 70s).

*Mary Wands, 1978*

According to Griffiths (1970), fewer women are enrolled in higher education today than was the case during 1930. Considering the fact that this is true, it becomes important to determine whether women want equal opportunities with men, or whether there is more of a desire for comparable pay and promotional opportunities once they are actually on the job; whatever their reasons for wanting to work may be, some questions become relevant in considering the commitment level of women to the work force. Is the discrepancy in career opportunities one of lack of opportunity, for which the female is currently striving? If this is true, why has the availability of higher education for women not promoted greater interest and participation from women? If the discrepancy

is due to lack of interest on the part of women in seeking lengthy business careers, could this lack of interest have been caused by past lack of opportunity and resultant dissolusionment over past failures?

A study conducted on Utah's work force in 1970 shows that on a state-wide basis, some 58 percent of the women workers from a cross-section of the job industry, expressed a desire to change jobs. (Availability Analysis 1972 Annual Average Population and Labor Force Statistics).

One result of this study will be to bring out what the female's image is of herself. It seems necessary that women first think of themselves as equal to the demands of the labor market, for it has been found, according to Maltz (1967), that self-concepts greatly influence our lives. Almost all of an individual's behavior is based upon the way he perceives himself.

The self-image is the foundation stone of our whole personality. Because of this, our experiences seem to verify, and thereby strengthen our self-image, setting up a vicious (or pleasant) cycle..." Maltz (1967), page 5, as quoted from Broughton (1969)

Further, employers will be able to benefit from the results of this study to determine the commitment level of female employees in Cache County, and it will be determined whether women believe they are treated fairly in the Cache County work force, when compared with men. It will be seen whether women are interested in upward mobility on the job; whether they are ready to meet the challenges of business, given the proof that the opportunities are present. Depending upon how women respond to questions regarding their desire for promotions and their willingness to train for jobs,

it will be known whether there is a problem of non-aspiration of women for upward job mobility or non-availability of top jobs to them. Of value to women, this study will allow them to see what their career potential is with the retailing trade in Cache County.

#### Scope of the Study

For the purposes of this study, only women working in sales or sales-related jobs in Cache County, Utah were considered. No special emphasis was made on minorities, other than women, although some of the women surveyed may have been part of another minority population.

It was assumed that all responses to questions in the questionnaire were answered truthfully by the participants. It was further assumed that the women not surveyed would have responded in the same manner as those included in this study, and that the population interviewed was representative of those women in all retailing jobs in Cache County, Utah. No differentiation was made between divorced, widowed, separated, or women married to men with incomes below the level which would require their wives to work.

The 15 firms selected to participate in this study were not necessarily representative of all retailing firms in Cache County, Utah.

#### Definition of Terms

The following terms were defined as they apply to this study:

Image: Image refers to the impression women are making upon other people in business. A mental conception held in common by members of a

group and symbolic of a basic attitude and orientation.

Retailing: Retailing refers to the selling of commodities or goods in small quantities to ultimate consumers.

Businesswoman: Businesswoman in this report refers to women working in any line of work where the persons are considered to be gainfully employed.

Liberation Movement: Liberation Movement as used in the context of this report, refers to the female Liberation Movement, in general.

Equal Opportunity: Equal Opportunity refers to whether women are considered on the same basis as the Anglo Saxon male for job opportunities.

## CHAPTER II

### REVIEW OF LITERATURE

#### Introduction

It is difficult to deal with any facet of equality for women without first taking a look at the previous status of equal opportunity for women. Perhaps this past status of women has been due, at least in part, to the woman herself, as is indicated by Koontz in the following:

...If women in general have been discriminated against on the job, part of the problem may be in women's own image of themselves. Perhaps they have thought of themselves as less capable than men, or as better suited for routine tasks...In all of this, women may indeed have sold themselves short. (Koontz, 1970 , page 13).

According to Koontz, the new trend is for women to reverse the attitude of only having two choices in life, "marriage, or work" and now they think of these two choices among various patternings of marriage and jobs.

#### Historical Data on Working Women

The advent of World War II made it necessary for many mothers to take jobs. However, after the war was over, these women continued working. By 1955, reports indicated that more than a third of the mothers of school-age children were employed. This trend evoked much negative reaction from both professional and lay people. "Major social changes

normally evoke more negative than positive emotions, as people confuse the familiar with the superior." (Nye and Hoffman, 1963, page 6).

According to Nye and Hoffman, sociologists and psychologists took a very pessimistic view of these working women and lumped this trend along with others, such as higher divorce rates, more crime and delinquency, and increased alcoholism among women. Some people still contend that the employment of mothers leads to juvenile delinquency. It was noted in a recent report by the U.S. Department of Labor, Women's Bureau, that there still remains no data to support this claim. The studies which have been made do indicate that it is the quality of a mother's care that counts, not the quantity.

In the past, as was indicated in one study, women workers were relegated to somewhat menial tasks:

As in manufacturing, men and women were rarely hired for the same kinds of work...women sales clerks were usually found in bargain basements and other departments which carried low-priced items and did not require knowledge of stock, and in departments which sold women's clothing and accessories...Selling, however, was the first step up from domestic service and factory work for the daughters of immigrants, and over half the women sales clerks had immigrant parents. (Lyle, Jerolyn R., Affirmative Action Programs For Women, page 9)

There were 19.8 million married women (husbands present) in the labor force in March 1973; the number of unemployed men was 2.5 million. If all the married women stayed home and unemployed men were placed in their jobs, there would still be 17.3 million jobs unfilled. Most of these jobs held by women require skills in secretarial and clerical areas,



according to information gathered from the U.S. Department of Labor, Women's Bureau. There is indication that there would be a shortage of male applicants to fill the void which would be left if women vacated the positions they currently hold in the labor market.

### Self Images

According to a study conducted by Combs, Avila, and Purkey (1971), attempts to improve the feelings of positive self images in industry have resulted in great improvements in employee contributions.

...A group of women...were given successive privileges and incentives---and with each addition their production rate rose. Then, when all these things were taken from them, production went up again. Apparently, the boost in self-esteem which these women experienced because they were part of an experiment and so "important to the company" was more significant in their performance than the incentives consciously applied by the researchers.

The authors of this study noted that during the period of the experiment, turnover decreased and so did grievances and absenteeism. It would appear that the solution to claims that women have low commitment to the labor force could be helped by reversing the old stigmas, the negative images attached to women in general.

### Women In The Labor Force

From U.S. Department of Labor statistics, it was noted that "more than four out of ten married women, 25 to 34 years of age were workers in 1973, as compared with less than three out of ten in 1963 and about two out of ten in 1948." (U.S. Department of Labor, Employment Standards Administration, Women's Bureau, Women Workers Today, page 4).

These statistics indicate that there are more women entering the labor market today, and remaining for longer periods of time.

### Salary Discrepancies

According to U.S. Department of Labor statistics gathered in 1973, some 45 percent of all women 16 years of age and older, in the population were in the work force, but there was great disparity in the wages earned by men and those earned by women.

Among workers fully employed the year round, women's median earnings were less than three-fifths of those of men---\$6,335 and \$11,186, respectfully during 1973. These substantial differences may be due in part to the concentration of women in certain occupations, which could involve elements of discrimination. (U.S. Department of Labor, Employment Standards Administration, Women's Bureau, Women Workers Today, page 6).

Additional statistics on salary ranges of men compared with those of women, indicates the difference is still apparent although the female may actually have equal or greater educational preparation than the male, and also may have a longer time with the company.

Salaries of \$12,000 to \$15,000 for men compared with \$9,000 to \$12,000 for women. Number of years with the company were: Males, 6-9 years; Females, 9-12 years. (Lyle, Jerolyn R., Affirmative Action Programs For Women, page 28, chart summary).

The U.S. Department of Labor reports that women are more likely to be white-collar workers than are men, but the jobs they hold are usually less skilled and pay less. Nearly 35 million women are in the labor force today, and some believe this is because their talents and skills are needed by the American economy.

### Need For Women To Work

In general, it is conceded that women work for the same reasons men work. As can be seen from the following statistics on employed women in the United States, there is a definite need for women to work.

Of the 54.4 million families in March 1973, 6.6 million were headed by women. About 3.5 million, or 53 percent of the women family heads were in the labor force, and nearly two-thirds of these women workers were the only earners in their families. Nearly one out of three families headed by a woman had an income below the poverty level in 1972. Total women workers in 1973 were as follows:

Total all women workers	33,904,000	100%
Single women	7,739,000	22.8%
Married women (husband present)	19,821,000	58.5%
Married women (husband absent)	1,522,000	4.5%
Widowed women	2,484,000	7.3%
Divorced women	2,338,000	6.9%

(U.S. Department of Labor, Employment Standards Administration, Women's Bureau, Why Women Work).

### Common Myths Regarding Women

There are many myths surrounding working women in particular, and women in general. One of them is that women are out of the office ill more than men, hence they cost the company money. A public health study was conducted by the U.S. Department of Labor and it showed little difference in the absentee rates of women compared with those of men, due to illness or injury. "Women are absent from work 5.6 days a year on the average, compared with 5.2 days for men. (U.S. Department of Labor, Women's Bureau, The Myth and The Reality).

Many believe that women are innately inferior to men, though there has been no scientific data to prove this position. It is felt that women should display inferior abilities to men. This is considered to be the natural way of a woman. Observation of the following information from a book by Lyle points this out.

The idea that woman's inferiority is, in some degree, "natural", is the central thesis of the first and probably the oldest rationalization of differentiation on the basis of sex in the American context. Despite repeated pronouncements by modern psychologists that innate and culture-bound differences between the sexes do not suggest the inferiority of either, it continues to serve as a justification for oppression. (Lyle, Jerolyn R., Affirmative Action Programs for Women, page 28).

Regarding the old myth that women don't work as long or as regularly as men, U.S. Department of Labor statistics indicate the following, "A declining number of women leave work to get married. Among those who do leave work, a majority return when their children are in school. The average woman worker has a worklife expectancy of 25 years as compared with 43 years for the average male worker. The single women average 45 years in the labor force. (U.S. Department of Labor, Women's Bureau, The Myth and The Reality).

Some have thought that a woman's place is in the home, or that there are certain types of jobs which are "women's jobs". The following data sheds some light on this myth. "Tradition, rather than job content, has led to labeling certain jobs as women's and others as men's. In measuring 22 inherent aptitudes and knowledge areas, women excel in

six and men excel in two. (U. S. Department of Labor, Women's Bureau, The Myth and The Reality).

After going into a slump in acquiring an education during the 1930s, women are becoming more education oriented again. "Over the past 10 years, the number of women receiving a high school diploma increased by 50 percent and those attending college increased by over 70 percent. (Reische, Women and Society, page 55).

#### Womens Acceptance of Job Responsibility

One of the questions which will be clarified by this report is that of women not desiring responsibility on the job; they don't want promotions or job changes which add to their work load, according to the views of many. From information obtained from a U.S. Department of Labor report, when women are given jobs of responsibility, they do cope with the responsibilities of the job, in addition to personal home responsibilities. Very interesting data comes from this same Department of Labor report regarding the popularity of these women in higher jobs. In a study where at least three-fourths of the participants, both male and female, had worked for female managers, their evaluation of women in management was favorable. In another survey in which 41 percent of the reporting firms indicated they hired women executives, none rated this performance on the part of women managers, as unsatisfactory. Fifty percent rated them adequate, 42 percent rated them the same as their predecessors, and 8 percent rated them better than their predecessors. The results of this study can be seen in The Myth or The Reality.

### Studies on Marriage Versus Work Incentive

The image of the working mother appears to be quite good among children of these women. "Two out of every three girls whose mothers had worked after marriage reported that this had an effect on their own plans. Almost all saw the influence as positive." (Ginzberg, Eli, page 29).

Many women appear to be re-evaluating the "necessity" of getting married. Prior to women concentrating on finding a husband, they are trying to find out if they really want to be a wife in the first place. There is a trend toward a retreat from parenthood, as indicated by Gavron in a book entitled The Captive Wife. A decline in the birth rate began in the 1870s among the middle class and has spread throughout society, continuing on down to our present day, allowing more years when a woman will be free to enter the world of work.

It would appear that gaining an education increases the work incentive of the female. The more educated a woman is, the more likely she is to seek work. "Among women who have a college degree, work participation is 55 percent. And, it exceeds 70 percent among women who have pursued graduate study." (Reische, Diana, page 55).

### Current Trends

Some statistics on trends for working women in the State of Utah, indicate a change from the past history of women in the careers. A summary of a report by the Utah Governor's Commission follows regarding these trends. It is assumed that the reliability index for the national picture would be fairly correlative to this one.

1. The average life expectancy of women today is more than 75 years, and rising.
2. Childbearing patterns have changed. Earlier marriages and fewer children mean that the average mother of today has at least 40 years of life ahead after her youngest child is in school.
3. Nine out of ten girls will marry.
4. Eight out of ten will have children.
5. Nine out of ten will be employed outside their homes for some period of their lives.
6. At least six out of 10 will work full-time outside their homes for 30 years or more.
7. More than one out of ten will be widowed before the age of 50.
8. At least three in ten will be divorced.
9. Four in ten will be heads of families.
10. Most girls do not see themselves as achievers or problem solvers.
11. Most girls are not trained to deal with a large part of the realities they will have to face.

#### Employment Outlook For Women

A- In response to the needs of women in the State of Utah, and in other states, counseling centers have been set up across the country to help young mothers find satisfying work.

The employment outlook for women in 1975 will continue to be favorable, barring cutbacks in general business conditions during the inflation squeeze. Women workers should enjoy excellent opportunities in selected professional and technical, managerial, clerical, skilled craft, and service occupations. Legislation enacted during the past decade

prohibiting sex discrimination in employment should open up new opportunities for women to train for and enter into more diversified jobs and to advance to jobs of higher skill levels. Women who are informed about opportunities before making career selections will be able to capitalize on these opportunities in fields where skilled workers will be in demand. (U.S. Department of Labor, Employment Standards Administration, Women's Bureau, Women Workers Today, page 4).

It would appear ~~from the previous report~~ that women who work can look forward to quite promising job situations in the future.

### Planning and Counseling

There appears to be a positive approach to planning for the female at work in the State of Utah. There also seems to be a change in the image of others regarding women. One result of this change in how working women are being viewed by state and national government leaders, is a new emphasis on career counseling.

In recent decades the roles and responsibilities of women in society have undergone great change. The multiplicity of ways in which women are now called upon to function has convinced the Commission that realistic life planning for today's girls is essential. (Governor's Commission on The Status of Women, Memo to school counselors of Utah).

This Commission report was aware that the need for proper guidance and counseling of girls in the schools had to be met in order to prepare these young women for the future labor force. The report pointed out that girls need assistance in seeing themselves as achievers. Too many of the girls in Utah today, it was noted, view themselves as something less than what they perceive men to be. They lack the sturdy self-concept that which is so necessary if they are to move into the future with assurance.



It was noted that girls need encouragement in developing broader ranges of aptitudes and a wider sense of what is feasible for them to accomplish. In general, it was decided, that girls need assistance in developing goals for themselves which match present reality.

From still another report by the Governor's Commission of the State of Utah, it was found that the youngest child of mothers in Utah is generally in school when the mother is 35 years of age, leaving her with 30 to 35 years in which homemaking is not a full-time job, requiring all the hours in a day. However, it is generally conceded that the home should be the woman's first priority.

Homemaking is still her first responsibility, and whether she does the work herself or has it done, she should be efficient in management and effective in human relations in order to minimize the frictions that arise when trying to manage two careers. (Governor's Commission on The Status of Women, Expectations).

### Life Span of Women

With the lengthening of the life span of women, there is an increased number of years in which the woman can be part of the labor force after all children are out of school.

The lengthening of a woman's life span from less than 50 years to a full hundred years is one of the dramatic changes of the twentieth century.

At the beginning of this century, the average female life span was under 50 years. Marriage typically came later in the life span than it does now...not many years of active life remained after the last child was raised.

By 1970, the average female life span had increased to 75 years...now women have half their lives before them when the most time-consuming years of child rearing are over.

Predictions are that by the year 2000 a woman's life expectancy will be up to 100 years. Childhood and adolescence, together with basic education, will take less than a quarter of that life span. More than three-quarters of life will be open for the many possible combinations of further education, training, employment, marriage, childrearing, community work, and recreation. (Women's Bureau, Employment Standards Administration, Governor's Commission on The Status of Women, U.S. Department of Labor, Expectations, January 23, 1975).

#### Concentration in The Labor Force - National

From a recent survey conducted by the U.S. Government, data was found indicating that concentration in the labor force for men and women was imbalanced. Women constitute most of the lower level, clerical jobs, which have traditionally been low paying jobs. The following chart summary shows the exact statistics.

<u>Women</u>	<u>Percent</u>	<u>Men</u>	<u>Percent</u>
1. Clerical Workers	34	1. Craft Workers	21
2. Service Workers outside the home	17	2. Clerical Workers	7
3. Professional and Technical	15	3. Managers and Administrators	14
4. Operatives	14	4. Sales Workers	6
5. Sales Workers	7	5. Operatives	19
6. Managers and Administrative	5	6. Professional and Technical	14
7. Private Household Workers	4	7. Service Workers outside the home	8
8. Other		8. Other	5
		9. Nonfarm Laborers	8

#### Cache County Labor Statistics

In a review of literature relating to Cache County's labor force, statistics gained through the Logan Employment Security Office indicated that the population of Cache County in July 1971 was 43,400. Personal

income for the period from 1960 to 1971 was \$112,988. Per capita income for Cache County in the span 1960 to 1971 was \$2,600. There was 18,940 women in the Cache County labor force. 17,890 of these were employed during the year 1973. There were 14,456 in non-agricultural jobs. The exact breakdown of the job placement in Cache County's work force during 1973 was as follows:

- 2,971 in manufacturing jobs
- 727 in construction jobs
- 433 in transportation, communication, and public utilities
- 2,747 in retail trade
- 371 in finance insurance and real estate
- 1,652 in service and miscellaneous jobs
- 5,555 in government jobs.

Taking a look at the national picture of women in occupations for 1973, the U.S. Department of Labor Statistics reports the following:

- 6.7% of the female laborers were sales workers
- 36.5% of these women were in clerical jobs
- 18.9% were in the professional, technical, and related categories
- 2.8% were in non-farm management, and administrative jobs
- 8.5% were operatives
- .3% were in transport equipment operative positions
- .4% were non-farm laborers
- 1.1% were craftsmen, foremen and related categories

### Minority Women

With all the difficulties women in general appear to be having, those women who are minorities are still getting the darkest side of the picture. Minority women, particularly black women, are in the labor force in greater numbers, both married and single. Yet they command the lowest pay and least status jobs in the labor market.

There were 3.5 million non-white women (about 93% of these were Negro) in the labor force in 1965. Forty-six

percent of all non-white women (37% of all white women) were workers.

In general, non-white women have higher unemployment rates, lower incomes, and less schooling than white women, and more of them are concentrated in low-skilled, low-wage occupations. (Bowker/CIS Congressional Document Series, Discrimination Against Women, page 345, 1973).

### Education

It would appear that the female's expectation for future success would have a definite affect on her motivation to prepare for higher job positions. On the basis of research gathered from 15,000 women college graduates, the impact of the twin factors of motivation and discrimination upon the role of women in both higher education and the job world are noted:

The greatest change since the turn of the century has been the narrowing of the gap between the sexes in obtaining the first degree: Women obtained only 19% of the Bachelor's degrees at the turn of the century, 40% by the early 1960s, and about 43% during the last five years.

At the Master's level, the increase has been from 19% at the turn of the century, to a high of 38% in 1940, then down to 32% by the early 1960s. At the Doctorate level, the number of women graduates increased from six percent at the turn of the century to peak at 16% in the early 1930s, then slipped to 13% in 1940, then down to a low of 11% in the early 1960s, where it has remained. (Bowker/CIS Congressional Hearings on Equal Rights in Education and Employment, Discrimination Against Women, page 455).

### Career Satisfaction Among Women

Evidence seems to support the position that women who are housewives are about equal in job satisfaction with women who work. To

make a determination whether there were any differences in housewife versus non-housewife satisfaction among women, a study was done of white females which yielded decisive information along these lines. The overriding factor which determined the degree of satisfaction or non-satisfaction among women who worked, was salary. If the woman felt she was being adequately compensated for her time in the labor force, she was found to be just as satisfied as the woman who was a full-time housewife.

On 109 comparisons, only two differences reached the .05 level of significance. The differences suggested that among white females who perceived their annual family incomes of less than \$6,000 as below the income level of the average American family, housewives were more likely to be satisfied with their work than women who had full-time jobs.

These findings cast doubt on the hypothesis that females with full-time jobs are less satisfied with their work than females whose full-time work activity is housekeeping. The only instance where the hypothesis appears to have applicability arises out of the reaction of female workers to low-salaried jobs which do not provide or contribute to a family income perceived as equal to or above that of the average American family. (Weaver, Charles N., A Comparative Study of the Work Satisfaction of Females With Full-Time Employment and Full-Time Housekeeping, Journal of Applied Psychology, Volume 60, pages 117-118, 1975).

#### Contemporary Attitudes

As late as 1972, there still appeared to be some difficulty with approving of career women except where married women must work in order to supplement their husband's income, as can be seen by comments made by Edwin Lewis:

Girls who plan for a career are less well adjusted than those who are content to become housewives. Not only is the career-oriented girl likely to have a rather poor self-concept, but she also probably lacks a close relationship with her family. (Lewis, Edwin C., Developing Women's Potential, page 33).

There still remains a vast difference between the salary ranges of men and those of women. Median incomes for women were 55 percent that of men for all workers in 1970, according to Lyle. This comparison was made of part-time workers. For full-time workers, the median income for women was only 59 per cent that of men. Perhaps the following paragraph best sums up the contemporary attitude, at least of some individuals in society.

The idea that woman's inferiority is, in some sense, "natural", is the central thesis of the first and probably the oldest rationalization of differentiation on the basis of sex in the American context. Despite repeated pronouncements by modern psychologists that innovate and culture-bound differences between the sexes do not suggest the inferiority of either, it continues to serve as a justification for oppression. (Source Unknown)

### CHAPTER III

#### METHODS AND PROCEDURES

This section of the report is concerned with the methods and the procedures employed in conducting this study and with analyzing the data gathered on the female work force in retailing occupations in Cache County, Utah.

A pilot study was conducted. To accomplish this, a questionnaire was devised, based upon the questions listed in the Statement of the Problem section of this proposal. Interviews were conducted with three women who work in retailing positions in Cache County. The responses gained through this pilot questionnaire and the oral interviews were used as a guideline for formulation of the final questionnaire. Such factors as what the women thought about the validity of the questions being asked were considered.

Once refinement of the pilot study questionnaire was accomplished, there was a dissemination of the final 125 questionnaires to women from 15 selected retailing firms in Cache County, Utah. A stamped, self-addressed envelope was enclosed for the return of the questionnaire. The actual questions for this survey as stated in the Statement of the Problem section of this paper, were rephrased for use in questionnaire form.

To obtain the list of employers who were included in this study, the Utah Employment Security Office, Logan Branch, was contacted and a list of all employers involved in retailing in Cache County was secured. From this list of employers, those employing five or more women were considered for inclusion in the survey. To determine those employers who employed five or more women, telephone calls were made to each firm on the list until the desired 15 employers having five or more women employed was obtained.

The questionnaire was hand-delivered to the managers of the intended female participants in this study. A space was provided for the name of the employee, with no designation being given to place of employment. When all responses were not returned within one week, telephone calls were made to the managers in an attempt to secure a response from the women workers. When there was still an inadequate response to complete the study, another follow-up telephone call and subsequent re-visit was made to the firms where necessary.

The data obtained was interpreted by noting the percentage of women who responded in a particular way to a given question. An analysis was made of how the average number of women felt about a particular issue and then presented in tabular form.

The questionnaire was constructed on a scale of from one to five (1 to 5), with one (1) indicating a Yes answer, two (2) indicating a Probably Yes response, three (3) Undecided, four (4) Probably No, and five (5) No.

From this data, conclusions were reached and recommendations made regarding the status of women in retailing jobs in Cache County, Utah.



## CHAPTER IV

### FINDINGS

#### Introduction

The findings from this study are the result of the questionnaire responses received. All answers have been tabulated and are presented in tabular form. Findings are presented in the order of the problem statements.

There was an 80 percent return on the questionnaires sent to the 15 selected retailing firms in Cache County. This 80 percent represents a total of 101 of the 125 questionnaires distributed.

#### Summary of Findings

The level of education attained by the participants is shown in Table 1. It can be seen in this table that 49.5 percent of the responding population had a high school diploma or its equivalency. Over one-fourth, 27.7 percent of the respondents, were in the less than four years college educational category. At the same time, only 1.9 percent indicated they had received any vocational or technical training. An even smaller percentage of workers, .9 percent, had received more than a four year college education. The findings of this table are shown on the following page.

TABLE 1  
EDUCATIONAL ATTAINMENT

	<u>Number</u>	<u>Percent</u>
-Less than a high school diploma	12	12.0
-High school diploma or its equivalency	50	49.0
-Vocational or technical school	2	2.0
-Less than 4 years college	28	28.0
-Four years college	6	6.0
-Over 4 years college	1	1.0
-Other	<u>2</u>	<u>2.0</u>
	101	100.0

The results in Table 2 show what the women felt was an adequate length of time to remain in a job without getting promoted. A majority, 60.3 percent of these women, felt six months to one year was long enough to remain on a job without getting a promotion into a higher job position. A very small percentage, only .9 percent, felt that women should remain on a job longer than two years prior to getting a promotion; 16.8 percent of the respondents felt that women should be promoted during the first six months of employment in the job. See Table 2 on the following page.

TABLE 2

LENGTH OF TIME WOMEN SHOULD REMAIN ON THE JOB  
BEFORE GETTING A PROMOTION

	<u>Number</u>	<u>Percent</u>
-Less than six months	17	17.0
-Six months to one year	61	60.0
-One year to two years	20	20.0
-Over two years	<u>1</u>	<u>1.0</u>
	99	98.0

When women in this study were asked if they met the special training requirements for their present job, 66 percent of them stated they did meet such requirements. Only 5.9 percent said they did not meet the training requirements demanded by their job. This data can be seen in Table 3.

TABLE 3

SPECIAL TRAINING AND/OR WORK EXPERIENCE REQUIRED

<u>Number</u>	<u>Yes</u>	<u>Probably</u> <u>Yes</u>	<u>Undecided</u>	<u>Probably</u> <u>No</u>	<u>No</u>	<u>Percent</u>
38	X					37.0
9		X				9.0
3			X			3.0
13				X		13.0
<u>38</u>					X	<u>38.0</u>
101						100.0

Table 4 shows the numbers and percentages of women who stated that they had special training and/or work experience which was required of them; 37.6 percent of the women met the special requirements; 37.6 percent of the women involved in this study did not meet these requirements for thier jobs.

TABLE 4

SPECIAL TRAINING REQUIREMENTS MET

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
67	X					60.0
20		X				20.0
4			X			4.0
3				X		3.0
<u>6</u>					X	<u>6.0</u>
100						99.0

From table 5 results, it is seen that 48.5 percent of the survey participants indicated they are satisfied with their present job achievement, while only 19.8 percent said they were dissatisfied with their present status on the job; 20.7 percent said they were probably satisfied with their present achievement; 5.9 percent were undecided on how they felt about this issue of job achievement. Only 4.9 percent stated they were probably dissatisfied. See Table 5 on page 30.

TABLE 5  
PRESENT SATISFACTION WITH JOB ACHIEVEMENT

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
49	X					48.0
21		X				21.0
6			X			6.0
5				X		5.0
<u>20</u>					X	<u>20.0</u>
101						100.0

Responding to the question of whether they would accept a long-term managerial position if it were offered them, a majority of the women surveyed said they would not accept such a position. Eighteen and eight-tenths percent said they would accept a long-term managerial position. Fifteen and eight-tenths were undecided on whether or not they would accept the job if it were offered them. Fourteen and eight-tenths percent stated they probably would not accept. Table 6 summarizes these results. This table can be seen on the following page.

Table 7 shows the numbers and percentages of women who felt it was desirable to seek high level jobs if they had to work. Thirty-nine and four-tenths percent indicated it was desirable to seek high level jobs while 5.9 percent said it was not desirable. Thirty-six and six-tenths percent of these women indicated they would not accept a long-term

managerial position if it were offered them from the results seen in Table 6.

TABLE 6  
EMPLOYEE OPINIONS TOWARD ACCEPTANCE OF  
LONG-TERM MANAGERIAL POSITIONS

<u>Number</u>	<u>Yes</u>	<u>Yes</u>	<u>Undecided</u>	<u>No</u>	<u>No</u>	<u>Percent</u>
19	X					19.0
14		X				14.0
16			X			16.0
15				X		15.0
<u>37</u>					X	<u>36.0</u>
101						100.0

TABLE 7  
DESIRABILITY OF SEEKING HIGH LEVEL JOBS

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
60	X					59.0
17		X				17.0
6			X			6.0
7				X		7.0
<u>6</u>					X	<u>6.0</u>
96						95.0

A majority of the survey participants said they would return to school for additional education if asked to do so by their managers. Thirty-six and six-tenths percent were those indicating an answer in the affirmative. Twenty-three and seven-tenths percent stated that they would not return to school if requested to do so by management. Table 8 shows the results of this question.

TABLE 8

EMPLOYEES WHO WOULD RETURN TO SCHOOL  
IF ASKED TO DO SO BY MANAGEMENT

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
37	X					37.0
16		X				16.0
10			X			9.0
14				X		14.0
<u>24</u>					X	<u>24.0</u>
101						100.0

Table 9 shows how women felt about returning to school for additional education when getting promoted on the job depended on it. Forty-one and five-tenths percent said they would return to school for more education, and 11.8 percent said they would not, while 19.8 percent of these women were undecided on what they would do.

TABLE 9

EMPLOYEE OPINION TOWARD RECEIVING ADDITIONAL  
EDUCATION WHEN GETTING A PROMOTION DEPENDED ON IT

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
42	X					41.0
19		X				19.0
20			X			20.0
8				X		8.0
<u>12</u>					X	<u>12.0</u>
101						100.0

Eighty-three and one-tenths percent of the women surveyed said the education requirement for their present job was a fair one. One and nine-tenths percent said that the education requirement was unfair, and one and nine-tenths percent were undecided. Results are in Table 10.

TABLE 10

FAIRNESS OF EDUCATION REQUIREMENT

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
27	X					26.0
12		X				12.0
15			X			15.0
19				X		19.0
<u>27</u>					X	<u>27.0</u>
100						100.0



Table 11 shows the way the participants responded when asked whether they would prefer returning to school for additional education in order to get a promotion as opposed to remaining on their present job. Twenty-six and seven-tenths percent stated they would rather remain in their present job if being promoted meant they must return to school, and twenty-six and seven-tenths percent said, "No" they would not prefer remaining on their present job.

TABLE 11

PREFERENCE FOR RETURNING TO SCHOOL  
IN ORDER TO GET A PROMOTION

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<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
27	X					27.0
12		X				12.0
15			X			15.0
19				X		19.0
<u>27</u>					X	<u>27.0</u>
100						100.0

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From the results shown in Table 12 on the following page, it can be seen how the survey participants responded when asked if they would accept a promotion in their present job if this meant they would have to

move out of their present Cache County location. Forty-seven and five-tenths percent said they would not want to be promoted if this meant moving to another location. Seventeen and eight-tenths percent said they would make a move in order to get a promotion. Ten and eight-tenths percent were undecided on how they would respond.

TABLE 12

DESIRE FOR PROMOTION REQUIRING RELOCATION

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
18	X					18.0
11		X				11.0
11			X			11.0
13				X		13.0
<u>48</u>					X	<u>47.0</u>
101						100.0

As can be seen from Table 13, (73.2) percent of the women who responded to the questionnaire said that in their opinion, women were just as capable of coping with stress on the job as were men. Five and nine-tenths percent said they were not as capable of coping with stress as were men. Nine and nine-tenths of these women stated that females

were probably as capable as men. Some 6.9 percent said that women probably were not as capable as men when confronted with stress situations on the job.

TABLE 13

OPINIONS ON FEMALE CAPABILITY OF COPING WITH  
STRESS SITUATIONS ON THE JOB

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
74	X					73.0
10		X				10.0
4			X			4.0
7				X		7.0
<u>6</u>					X	<u>6.0</u>
101						100.0

Table 14 shows how women viewed the likelihood of their being promoted into a management position in their firm. As can be seen from the results in Table 14, a large majority, 41.5 percent of these women, felt it was unlikely that they would be promoted into management. Seventeen and eight-tenths percent said they felt it was likely that they would be promoted into a management job. Table 14 can be seen on the following page.

TABLE 14

LIKLIHOOD OF PROMOTION INTO MANAGEMENT POSITION

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
18	X					18.0
11		X				11.0
9			X			9.0
21				X		21.0
<u>42</u>					X	<u>41.0</u>
101						100.0

The percentage of women who felt it was a possibility that they could be promoted into a management position was 29.7 percent. Thirty-four and six-tenths percent of the women said it was not a possibility that they could be promoted into management. Five and nine-tenths percent of the women surveyed were undecided on whether or not promotion into management was a possibility in their present job situation. Detailed results can be seen in Table 15 on the next page.

Table 16 shows the percentages of women who had actually made inquiry about advancement possibilities on their job. Fifty-eight and four-tenths percent of these women had not inquired about advancement possibilities. Thirty-one and six-tenths percent of them had done so.

TABLE 15

POSSIBILITY OF BEING PROMOTED INTO  
A MANAGEMENT POSITION

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
30	X					30.0
12		X				12.0
6			X			6.0
18				X		18.0
<u>35</u>					X	<u>34.0</u>
101						100.0

TABLE 16

INQUIRY ABOUT ADVANCEMENT

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
32	X					32.0
2		X				2.0
3			X			3.0
5				X		5.0
<u>59</u>					X	<u>58.0</u>
101						100.0

Forty-one and five-tenths percent of the survey participants felt it was valid to work only for the purpose of meeting an immediate need and then quit. Twenty-five and seven-tenths percent of the women felt that working only to meet an immediate need was not a valid reason for working. Six and nine-tenths percent were undecided as can be seen in Table 17.

TABLE 17

VALIDITY OF WORKING FOR IMMEDIATE NEEDS ONLY

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
42	X					41.0
15		X				15.0
7			X			7.0
11				X		11.0
<u>26</u>					X	<u>26.0</u>
101						100.0

Table 18 shows the percentages and numbers of women who were actually working to meet an immediate need. Forty-five and five-tenths percent, almost half of these women, stated they were not working just to meet a pressing need and planned then to quit work. Forty and five-tenths percent stated that they were currently working just for the purpose

of meeting an immediate need and then planned to quit work, possibly.

TABLE 18  
NUMBER WORKING TO MEET AN IMMEDIATE NEED

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
41	X					40.0
8		X				8.0
2			X			2.0
4				X		4.0
<u>46</u>					X	<u>45.0</u>
101						100.0

A small percentage of the survey participants, 23.7 percent, said that they felt they would be promoted on an equal basis as men in their firm. A larger percentage, 47.5 percent, stated they did not feel they would be promoted on an equal basis with men.

TABLE 19  
ANTICIPATION OF PROMOTION ON EQUAL BASIS WITH MEN

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
24	X					24.0
10		X				10.0
7			X			7.0
12				X		12.0
<u>48</u>					X	<u>47.0</u>
101						100.0

Table 20 shows what women felt on the matter of how well their education matched the job they were currently performing. Twenty-eight and seven-tenths percent stated their education would qualify them for a higher job than the one they were doing. Twenty and seven-tenths percent said they did not feel their current education would qualify them for a higher level job.

TABLE 20

EDUCATION LEVELS QUALIFYING THEM FOR HIGHER JOBS

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
29	X					28.0
22		X				22.0
14			X			14.0
15				X		15.0
<u>21</u>					X	<u>21.0</u>
101						100.0

Five and nine-tenths percent of the women included in this study stated they did agree that promoting women into key management jobs was impractical. Fifty-six and four-tenths percent of the women involved in this study disagreed with the assumption that promotion of women into high level management jobs was an impractical thing to do. Two and



nine-tenths percent said it was probably an impractical thing to do. Twenty-one and seven-tenths percent stated that it probably was not impractical to do this. Twelve and eight-tenths percent of the women were undecided on this issue. Table 21 shows a composite of the results of this question.

TABLE 21

IMPRACTICALITY OF PROMOTING WOMEN INTO  
MANAGEMENT POSITIONS

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
6	X					6.0
3		X				3.0
13			X			13.0
22				X		22.0
<u>57</u>					X	<u>56.0</u>
101						100.0

Table 22 shows how the women responded when asked whether they felt the need for special training and/or experience to get a promotion in their jobs. Twenty-eight and seven-tenths percent of them said they did feel the need for such training. Forty-one and five-tenths percent did not feel the need for such training. See page 43.

TABLE 22

OPINION TOWARD NEED FOR SPECIAL TRAINING  
AND/OR EXPERIENCE

<u>Number</u>	<u>Yes</u>	<u>Probably Yes</u>	<u>Undecided</u>	<u>Probably No</u>	<u>No</u>	<u>Percent</u>
29	X					29.0
14		X				14.0
8			X			8.0
8				X		8.0
<u>42</u>					X	<u>41.0</u>
101						100.0

## CHAPTER V

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### Summary

This study was designed to determine the career images of female workers in retailing occupations in Cache County, Utah. A questionnaire formulated to accomplish the task of pinpointing female attitudes about themselves was the instrument used to gather data for the study. Of the total 125 questionnaires distributed, 101 women responded. This yielded an 80 percent return on the questionnaires.

Over half the women involved in this survey indicated they had a high school diploma or its equivalency, with 5.9 percent indicating a four year college education, and .9 percent with over four years college.

The majority of these women indicated they felt six months to one year was an adequate length of time to wait for a promotion in any given job. Sixty-six percent of all women surveyed, at least met the pre-employment requirements for their particular job, with 5.9 percent not meeting these requirements.

The majority of the women who participated in the study indicated that they were satisfied with their present achievement on the job. When asked whether they would accept a long-term management position,

eighteen and eight-tenths percent of the women said they would, while 36.6 percent of them indicated they would not. Somewhat contradictory to the response given to the preceeding question, when asked if it was very desirable to seek a higher level job if you must work, 89.4 percent of the women indicated a "Yes" answer, with only 5.9 percent stating "No."

The majority of the women included in this study indicated they would return to school for additional training if their manager asked them to. However, when asked if employers should require additional education in order that the employee could get a promotion, 41.5 percent said "Yes", and 11.8 percent said "No."

Eighty-three percent of the women surveyed stated that they felt the education requirement for their present job was a fair one. One and nine-tenths percent indicated a "No" answer to this question.

When asked whether they would prefer staying in their present job if getting a promotion meant returning to school, the responses were: Twenty-six and seven-tenths percent "Yes"; 26.7 percent "No".

Forty-seven and five-tenths percent of the women indicated they would not like to receive a promotion if this meant they would have to leave their present Cache County location. Seventeen and eight-tenths percent indicated a "Yes" answer to this question.

Seventy-three percent of the women stated they felt women were just as capable as men when it came to handling stress on the job. Five and nine-tenths percent said they were not as capable as men of handling stress.

The majority of the women surveyed said it was not likely that they could be promoted into a management-type job in their firm, the question, "Is it possible for you to be promoted into a management position..." also brought an answer in the affirmative from the majority of the participants.

Over half the women in this study said they had not inquired about a promotion on their job. The majority of them stated that working to meet an immediate financial need with no plans to continue working after the need was met, was a good enough reason for working. Forty and five-tenths percent of them were working to meet an immediate need, and 45.5 percent of them were not.

Forty-seven and five-tenths percent of these women indicated they did not believe they would receive a promotion as quickly as would a man in their firm. Twenty-three and seven-tenths percent said they felt they would be promoted as quickly as would a male employee.

Only 5.9 percent of the women felt that promoting women into management jobs was an impractical thing to do, with well over half, or 56.4 percent, indicating they did not feel this was an impractical thing to do.

### Conclusions

The following conclusions were drawn from the findings of this study:

1. It is possible for a woman to receive a retailing position in Cache County without vocational or technical training.

2. Women in retailing jobs in Cache County have a wide range of educational background.

3. A majority of the women who participated in this study stated they would not accept a long-term management position, indicating that they do not have a desire to be a permanent part of the work force.

4. Women in retailing jobs in Cache County are willing to receive additional education and training in order to prepare for job promotions, indicating that they are willing to do whatever is necessary to be properly qualified for a given job.

5. Women in Cache County do not want to leave this area in order to get a job promotion.

6. Women feel that they are equal in capability with men in the job market.

7. Women in Cache County do not think it likely that they will be promoted into top management jobs.

8. Women in retailing jobs in Cache County tend not to inquire about advancement possibilities on the job.

9. The women involved in this study do not feel that they will be treated on an equal opportunity basis with men where promotions are concerned.

10. Women in Cache County feel that they should be promoted into management positions requiring long-term commitment to the labor market.

### Recommendations

The following recommendations were made on the basis of the findings in this study, and the conclusions reached:

1. Vocational and technical training should be made available to all women in Cache County.
2. An honest effort should be made on the part of management to make possible those career paths for which women are qualified.
3. Women should be free to choose either a homemaking career or a career in the labor force.
4. Management should let women know what avenues are open to them for job advancement.
5. Women must be willing to accept better jobs even if relocation is necessary.
6. Management should reassess its attitude toward women's ability to measure up to the level of men in handling job stress.
7. Women must know that they can expect to be promoted into management or other top jobs on the same basis as can men.
8. Women should seek to be aware of all the opportunities for job advancement.
9. It should be stated company policy, and practice, that women will be treated on an equal basis with men where job promotions are concerned.
10. Women employees should be viewed the same as any other employee by management, without regard to sex.

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## APPENDIXES

## APPENDIX I

## COVER LETTER

## LETTERHEAD

May 14, 1975

Dear Participant:

Having worked in industry for about 12 years, I have been interested in the status of women in various occupational fields. I am currently completing requirements for my Master of Science degree in Business Education at Utah State University. As part of the requirements for this degree, I am conducting a survey on the career images of women in retailing jobs in Cache County.

Your cooperation in filling out the enclosed questionnaire would be much appreciated. Although there is a place on the questionnaire for your name, address and phone number, this information is requested only for follow-up purposes. There will be no attempt to identify participants with a particular business firm.

A stamped, self-addressed envelope is attached for your convenience in mailing the completed questionnaire back to me.

Thank you very much for your help.

Sincerely,

Mary L. Waits

/mlw

Attachments

## APPENDIX II

## EMPLOYEE QUESTIONNAIRE

The following questionnaire has been designed to gather data on the career position of women who work in retailing jobs in Cache County. The data will be used in developing a proposal which will be submitted in partial fulfillment of requirements for the Master of Science degree at Utah State University.

Your prompt response in completing and returning this questionnaire would be greatly appreciated.

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Directions: Circle the appropriate response.

Q What is your educational attainment?

- A
1. Less than a high school diploma
  2. High school diploma or its equivalency
  3. Vocational or technical school
  4. Less than 4 years college
  5. Four years college
  6. Over four years college
  7. Other

Q How long do you think is an adequate length of time to stay in a job before getting a promotion?

- A
1. Less than six months
  2. Six months to one year
  3. One year to two years
  4. Over two years

Directions: Select the answer which best describes the following statements. Place your answer in the space provided at the left. Choose your answer from the Answers Column, Numbers 1, 2, 3, 4, or 5.

Answers: 1. Yes 2. Probably Yes 3. Undecided 4. Probably No 5. No

- \_\_\_ If special training was required for your present job, did you meet these requirements?
- \_\_\_ Was special training and/or work experience required for your present job?
- \_\_\_ Are you satisfied with your present achievement on the job?
- \_\_\_ Would you accept a long-term managerial position if they were offered you?
- \_\_\_ Is it very desirable to seek a higher level job if you must work?
- \_\_\_ If your employer asked you to, would you return to school to get more training for your job?
- \_\_\_ Should employers require additional education of employees if getting a promotion depends on it?
- \_\_\_ Is the education requirement for your present job a fair one?
- \_\_\_ Would you rather remain in your present job if getting a promotion meant you would have to return to school for additional education?
- \_\_\_ Would you like to receive a promotion in your job within the next year, even if it meant that you would be moved to another location?
- \_\_\_ Do you think women are capable of coping with stress on the job as much as men?
- \_\_\_ Is it likely that your present job will allow you to be promoted into into a higher---say management-type job in your firm?
- \_\_\_ Is it possible for you to be promoted into a management position from your present job?
- \_\_\_ Have you inquired about advancement opportunities?
- \_\_\_ Is working to meet an immediate financial need with no plans to continue working after this need is met, a very good reason for working?

Answers: 1. Yes 2. Probably Yes 3. Undecided 4. Probably No 5. No

- \_\_\_ Are you working to meet an immediate need?
- \_\_\_ Do you believe you will receive promotion as quickly as a male employee in your place of work?
- \_\_\_ Does your educational background and training qualify you for a higher position job?
- \_\_\_ Do you agree that promoting women into key management positions is an impractical thing to do as they are subject to quit work at any time?
- \_\_\_ Do you feel the need for special training and/or experience to get promoted in your present job?

## APPENDIX III

## FIFTEEN SELECTED RETAILING FIRMS

1. J. C. Penney Company
2. Sears Roebuck Company
3. Keith O'Brien
4. Safeway
5. Albertson's
6. Macey's
7. Hale's Arctic Circle
8. Pete's Spudnut Drive In
9. Sambo's Restaurant
10. Fredrico's Pizza
11. The DelMar Club and Restaurant
12. Low Cost Drug
13. Hyrum Valley Drug
14. Cache Valley Publishing (Herald Journal)
15. Grand Central Department Store

## VITA

Mary L. Waits

Candidate for the Degree of

Master of Science

Plan B Report: The Career Image of Women In Selected Retailing  
Firms In Cache County

Major Field: Business Education

## Biographical Information:

Personal Data: Born July 5, 1942, in the southern portion  
of the United States. Daughter, Nora, age 3.

Education: Attended elementary school in Arkansas, and in  
Missouri; graduated from Vashon High School in St. Louis,  
completed requirements for Bachelor of Science degree at  
the University of Missouri in 1974 with a major in Business  
Education.

Professional Experience: 1963 to 1964, Clerk-Typist with  
St. Louis Board of Education; 1964 to 1967, Clerk civilian  
employee with the United States Air Force; 1967 to 1968,  
Secretary at Social Security Administration, DHEW; 1969 to  
1974, Secretary with IBM Corporation.