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ABSTRACT

The study investigated the relationship of selected situational attitudes toward food to the subcultural variables of religious locality, race, and age of homemakers in 2 Louisiana communities. A systematic random sample of 362 homemakers from an Anglo-Saxon Protestant community and a French Catholic community was used. Communities were selected for being representative of a distinct subculture; a trade center for a surrounding farming area; and with a population between 4,000 and 8,000. Seventy-one statements related to attitudes about food, its selection, preparation, and service were developed to theoretically fall into the following indexes: propensity to change, convenience, frugality, concern for health, concern for social status, and sociability aspects. Religious locality, race, locality by race, age, age by race, education, and family income were used as independent variables. Some of the findings were: (1) homemakers in the Protestant community scored higher on the quality of product and concern for social status indexes; (2) women under 45 scored higher on the convenience index; and (3) increasing educational levels were positively associated with the concern for health, quality of product, and sociability indexes. (NQ)

ATTITUDES TOWARD FOOD AS AN INDICATOR OF CORE VALUES: A STUDY OF SUBCULTURAL DIFFERENCES IN LOUISIANA RURAL COMMUNITIES

By

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Introduction

Health workers have found that food habits, which are often deeply entrenched in the over-all systems of a culture or subculture, are very difficult to change. Although many have recognized that social and cultural factors play an important role in food practices, little attempt has been made to relate food habits to the more basic attitudes and values of various social and cultural systems. John Cassel (1957: 739) emphasized the significance of such knowledge to health workers.

> It is in this area of determining the pattern or system in to which these customs or beliefs fit that social scientists can probably make their greatest contribution to health programs (Cassel, 1957: 739).

Objective. The research reported in this paper was designed to investigate the relationship of selected situational attitudes toward food to the subcultural variables of religious locality, race and age of homemakers in two Louisiana communities. In addition, attempts were made to conceptually relate attitudes toward food to the over-all value systems of the various subcultures.

Attitude-Value Relationships. The relationships of attitudes, values and behavior to each other and to the total system are often

unclearly stated. Therefore, for purposes of this paper, the following definitions and assumptions have been accepted as relevant.

"An attitude is a relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner" (Rokeach, 1968: 112). According to the theory of Rokeach (1968: 163), "Behavior with respect to an object is always a function of at least two attitudes - attitude toward object and attitude toward the situation within which the object is encountered."

The possibility that multiple situational attitudes exist in addition to an attitude toward the object means that in one situation a given attitude may prevail while in another situation a different attitude will prevail. Even though many possible behavior patterns may exist for a given person in a given situation, it is believed that attitudes are patterned to a great extent. For example, an attitude system related to frugality may prevail in selecting food as well as in selecting other consumption items.

Not only are attitudes interrelated, but they are also patterned under more inclusive value systems (Duyker, 1965: 559; Newcomb, et. al., 1965: 138; and Rokeach, 1968: 160). Duyker (1965: 558-559) noted that specific attitudes may fall under more than one value continuum within the same culture.

A value has been defined as:

> ...a conception, explicit or implicit, distinctive of an individual or characteristic of a group of the desirable which influences the selection from available modes, means, and ends of action (Kluckholn, 1951: 395).

Values have been classified by Rokeach (1968: 160) as either instrumental or terminal. The same idea - "means and ends of action" - was also expressed in the definition by Kluckholn. Both types of values may differ by cultures and subcultures. As noted by Rokeach (1968: 162), a person may posses thousands of attitudes toward specific objects and situations, but possibly only several dozens of instrumental values and perhaps only a few handfuls of terminal values.

Robin Williams, Jr. (1970: 454-500) outlined fifteen major value-configurations in American culture which characterize the main institutions of the society. He did not consider the possible aesthetic or expressive values in his analysis, although he did acknowledge the existence of such value systems.

The listing of value systems characteristic of a group is somewhat arbitrary, but Williams' schema is inclusive and general enough to incorporate all but one of the attitude indexes included in this study. Assuming that value systems are not mutually exclusive, these attitudes were conceptually categorized under seven value orientations. The relationships of the situational attitudes measured in this study to the value orientations of Williams' schema are shown in Table I. Relevant quotes from Williams (1970) are also included in Table I as justification for conceptually relating the attitude systems to the value systems.

It is believed that the most significant attitudes toward food have been included in this analysis. The remaining value orientations in Williams' schema do not seem applicable to this study; however, some other "expressive" attitudes such as "creativity aspects" could be considered.

TABLE I. THE CONCEPTUAL RELATIONSHIPS OF SITUATIONAL ATTITUDES TOWARD FOOD TO AMERICAN CULTURE VALUE ORIENTATIONS LISTED BY ROBIN WILLIAMS, JR. AND RELEVANT QUOTES BY WILLIAMS

Situational Attitude	Value Orientation	Relevant Quotes from Williams (1970)
1. Propensity to Change	Progress	Beliefs in progress involves acceptance of changes, the idea that changes are tending in a definite direction, and the belief that the direction is good. (p. 469)
2. Convenience	Efficiency & Practicality	The theme of practicality points us again to activistic, rational, and secular (but "ethical") emphases of the culture; at the same time it hints of possible tendencies toward the dissipation of the content of "ultimate" values in favor of immediate adaptability to immediate interests and satisfaction. (p. 467)
3. Frugality	Efficiency & Practicality	See 2.
4. Concern for Health	Activity & Work	...implies a concern with universalizing opportunity for performance to a high degree, and with encouraging the maintenance of the full capacities of individuals for valued performance. So it is that efforts to improve health conditions and extend educational opportunities are often approved on these grounds. (p. 460)
	Science	Science is disciplined, rational, functional, active, it requires systematic diligence and honesty; it is congruent with the means emphasis of the culture...science is at root fully compatible with a culture orientation that attempts to deny frustration and refuses to accept the idea of fundamentally unreasonable and capricious world. (p. 488)

(Table I to be Continued)

(Table I - Continued)

Situational Attitude	Value Orientation	Relevant Quotes from Williams (1970)
5. Quality of Product	Achievement & Success	...strong positive appreciation of the support for worldly, instrumental activism. From this emphasis follows the stress upon universal standards of performance. (p. 460) Increasingly, its position (business success) has to be shared with professional, political, military, artistic, and other types of achievement. (p. 455)
	Activity & Work	See 4. In the American case the emphases upon work as an end in itself represented a convergence of factors all operating in one direction--a mutual reinforcement of self-interest, social recognition, and ethical and religious precepts; "work" therefore became a value incorporated into the ego ideal of the representative personality types of the culture...From this emphasis follows the stress upon universal standards of performance.
6. Concern for Social Status	Achievement & Success	See 5. There is growing evidence that performance in consumption is partly replacing performance in work; how one spends his income, rather than what he did to earn it appears increasingly to be a mark of "achievement". (p. 456)
	External Conformity	Men universally seek the approval of some of their fellows and therefore try to be "successful" by some shared standards of achievement or conformity. (p. 485)
7. Sociability Aspects	*Expressive	...eating is recognized as a pleasure in its own right. Further, it is not only a personal matter but serves a social function and contributes to interpersonal relationships. (Pilgrim, 1957: 171)

* Not part of Williams' schema.

Methodology

Sample

Three hundred sixty-two homemakers from a systematic random sample of households in two small Louisiana towns were successfully interviewed. The study sites were selected on the basis of the following criteria: representiveness of a distinct subculture; a trade center for a surrounding farming area; and a population between 4,000 and 8,000. The 1970 population of the North Louisiana Anglo-Saxon Protestant type community was 6,432 with 48 percent Negro. Ninety percent of the respondents reported membership in a Protestant church. The South Louisiana French Catholic type community had a population of 4,942, with 29 percent Negro. Ninety-five percent of the respondents reported membership in the Catholic church.

Attitude Index Construction and Analysis

Seventy-one attitude statements related to food, and its selection, preparation and service were developed. Most of the attitude items were formulated to theoretically fall into one or more of the following six indexes: Propensity to Change, Convenience, Frugality, Concern for Health, Concern for Social Status and Sociability Aspects.

Four response categories--agree, somewhat agree, somewhat disagree and disagree were coded 1, 2, 4, and 5, with 5 being the most favorable toward the attitude. A neutral score of three was assigned to not-applicable items. Orthogonal rotation factor analysis was applied to the responses of all the variables in an attempt to identify other theoretical patterns in the data. One comprehensible factor, other than those previously mentioned, was labeled "Quality of Product".

All items thought to be related to an attitude were subjected to principal component or unrotated factor analysis. Items with factor loadings of 0.4000 or above (16 percent or more of their variation involved in the index) were retained in each of the attitude indexes. Index scores for each respondent were calculated by multiplying the response score 1, 2, 3, 4, or 5 by the factor loading weight of each variable in the index. The sum of these weight times data products for all the variables yielded index scores for each individual. The items retained in each index are included in Appendix A with their factor weights, means and standard deviations.

The attitude index scores were subjected to least squares analysis of covariance by the following independent variables: religious locality, race, locality by race, age, age by race, education, and family income. Age was divided into two categories: < 45 and ≥ 45. Interval level data were used for education and income. Results of the analyses of variance for each index are included in Appendix B.

Results of Analyses of Attitude Index Scores

A summary of significant differences and adjusted mean scores from the least squares analyses of covariance is presented in Table II.

Homemakers in the Protestant community scored significantly higher than the Catholic community homemakers on two indexes: Quality of Product and Concern for Social Status. Differences by race were found for five of the seven indexes. Whites scored higher at the $\leq .05$ level of probability

TABLE II. ADJUSTED MEAN SCORES AND SIGNIFICANT F VALUES FROM ANALYSES OF COVARIANCE OF ATTITUDE INDEX SCORES FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Independent Variables	ATTITUDE INDEXES						
	Change	Convenience	Health	Frugality	Quality	Status	Sociability
Locality							
Protestant	6.42	8.64	8.71	11.45	+1.34	10.97	9.43
Catholic	6.32	8.10	8.55	11.48	-0.77***	9.80**	9.46
Race							
White	6.59	8.01	9.35	10.60	+0.52	9.98	10.09
Black	6.16[1]	8.73*	7.91***	12.32***	0.06[2]	10.78*	8.79***
Age							
< 45	6.46	8.74	8.63	11.33	0.01	10.23	9.35
≥ 45	6.29	8.00*	8.63	11.60	0.58	10.53	9.35
Age by Race							
White < 45	6.30	8.33	9.30	10.54	+0.16	9.50	10.15
White ≥ 45	6.87	7.70	9.39	10.67	+0.87	10.46	10.03
Black < 45	6.60	9.15	7.95	12.13	-0.17	10.96	8.56
Black ≥ 45	5.70*	8.31	7.88	12.52	+0.29	10.61	9.03
Education			(+)***	(-)***	(+)***		(+)***
Income			(+)[3]	(-)*	(+)*		

*Significant at ≤ .05 level of probability.
**Significant at ≤ .01 level of probability.
***Significant at ≤ .001 level of probability.

[1]Probability of F = .0861
[2]Probability of F = .1568
[3]Probability of F = .0541

on the indexes of Concern for Health and Sociability Aspects. Blacks scored higher on Convenience, Frugality and Concern for Social Status Indexes.

One significant difference was found by age categories: women under 45 scored higher on the Convenience Index than women 45 and over. Analysis of the Willingness to Change Index revealed an age by race interaction. Those most likely to change food habits are listed in decending order: White women over 45, Black women under 45, White women under 45 and Black women over 45.

Increasing educational levels were positively associated with the indexes of Concern for Health, Quality of Product and Sociability, and negatively associated with the Frugality Index. Income was also negatively associated with the Frugality Index and positively related to Concern for Health and Quality of Product Indexes.

Discussion

The findings from the analyses of the attitude index scores revealed certain value system patterns among the subcultural groups included in the study. For purposes of discussion, religious locality, race and age will all be considered as subcultural variables. A summary of subcultural differences by value orientations is shown in Table III.

Locality

Three value orientations were represented by the two attitude indexes--Quality of Product and Concern for Social Status--that the

Protestant community homemakers scored higher on than the Catholic community homemakers. The value orientation of Achievement-Success was represented by both indexes. This finding lends support to the concept of the "Protestant Ethic", especially when the supporting instrumental value system of Activity-Work is also considered. Williams (1970: 456) explicitly pointed out the interrelationships between these two value orientations.

> ...the success pattern is still linked to achievement, achievement is still associated with work, and work is still invested with an almost organic complex of ethical values (Williams, 1970: 456).

No apparent differences were dound by locality ror the value systems of Progress, Efficiency-Practicality and Sociability.

Race

Although differences in adjusted means by race were not significant at the $\leq .05$ level of probability for two attitude indexes, discussion will include all seven indexes since a major purpose of this paper is to identify patterns in value systems by subcultures.

Findings from the analyses of the Quality of Product and Concern for Social Status Indexes suggest that both the black women and the white women valued Achievement-Success. However, the Blacks scored higher on two attitude indexes related to Efficiency-Practicality and the Whites scored higher on two indexes related to Activity-Work. If the orientations are classified as means and ends oriented, the differences between the two groups become more apparent. The following generalization regarding these findings can then be made. Women from both races included in this

study valued Achievement-Success as a goal, but the black women valued Efficiency-Practicality as a means of achieving more than did the white women and the white women valued Activity-Work more than did the black women.

Blacks. Race differences can be partially explained from a historical viewpoint. The Whites in American society have traditionally had opportunities to succeed through their own efforts so they have more reason to value Activity-Work than do the Blacks. Even though Achievement-Success is a more realistic goal of the Blacks now than previsouly, they may not share the overall cultural value of Activity-Work as a means of achieving success.

The high scores of the Blacks on the Convenience Attitude Index may be partially related to an interest in achievement by the simplest means. However, this investigator suspects that the reason may be partially due to the fact that black women have so often worked away from home at mealtime; therefore, they have had less time to be concerned with the details of three meals a day. In fact, when a work variable was included in the analysis model, race differences became less significant.

As noted in Table I of this paper (Williams, 1970: 456), measurement of Achievement-Success may be shifting from means of earning income to emphasis on the use of income. This transition helps explain the higher scores by the Blacks on both the Frugality and the Social Status Awareness Indexes. Although, frugality practiced by Blacks was probably due to necessity from a historical standpoint, it is likely that the black

women who are now striving for recognition in the total community are willing to sacrifice in the grocery store in order to save money for more conspicious consumption items such as clothing. In other words, frugality in food purchasing may not carry over to other consumption patterns. However, the concern for social status prevails even when the means of obtaining it are limited.

Williams'(1970: 486) comments on the External Conformity Value Orientation also support the finding that the Blacks scored higher than the Whites on the Social Status Awareness Index.

> The competitive striving of an upward mobile group in a society organized around the economic enterprise requires stringent discipline over the expression of sexual and agressive impulses, over patterns of consumption, over the uses of time and resources. In this aspect, conformity is derivative from equality of opportunity in conjunction with success striving.

The interrelationships of the Efficiency-Practicality Value Orientation to that of External Conformity is evident from the following phrase from the above quote, "...discipline...over the use of time and resources." In other words, the three Value Orientations--Efficiency-Practicality, Achievement-Success, and External Conformity--most representative of the black women included in this study are interrelated in a means-ends system.

Whites. The means-end value complex most representative of the Whites included in this study differs somewhat from that of the Blacks. The interrelationships of the Activity-Work Value Orientation to the Achievement-Success Orientation was discussed in the locality section.

TABLE III. VALUES RELATED TO ATTITUDE INDEXES WITH DIFFERENCES BY RELIGIOUS LOCALITY AND RACE SUBCULTURAL GROUPS.

Attitude Index	Subcultural Group			
	Protestant	Catholic	Blacks	Whites
Propensity to Change	--	--	Progress	Progress
Convenience	--	--	Efficiency-Practicality	--
Frugality	--	--	Efficiency-Practicality	--
Concern for Health	--	--	--	Activity-Work Science
Quality of Products	Activity-Work Achievement-Success	--	--	Activity-Work Achievement-Success
Concern for Social Status	Achievement-Success External Conformity	--	Achievement-Success External Conformity	
Sociability	--	--	--	Expressive

As noted in Table I of this paper, science is congruent with the means emphasis of Activity-Work. This strong emphasis on Activity-Work by the Whites included in this study is also supported by Williams' (1970: 458) comments.

> This pattern, which forms a leit motif in American history, may be explained historically, of course, as developing out of religious tradition, frontier experience, ceaseless change, vast opportunity, and fluid social structure.

The limitations for the Blacks in opportunities such as those mentioned by Williams have given them less reason than the Whites to value Activity-Work, as previously mentioned.

Williams (1970: 460) pointed out that shifts in current value systems are toward the expressive values. The higher scores by the Whites than the Blacks on the Sociability Index can be explained partially by the explanations for differences in the scores on the Convenience and Frugality Indexes. Time and money are both necessary in order to enjoy the luxury of the sociability aspects of food, therefore, the Whites have probably been able to enjoy social interactions surrounding food more because they have succeeded in other areas of their lives.

Age By Race. Significant differences in age by race mean scores for the Propensity to Change Index (Progress) gave a clue to race-age value complexes. The findings from analysis of this index suggest that three views of change existed for the respondents in this study. The classic position that change is possible and good seemed to be most typical of the older white women and the younger black women who probably perceive the advantage they have gained or will gain through change. The older black

women have had less opportunity for change; therefore, the concept has less meaning for them. The younger Whites probably have less reason to value change, because they have been in a more secure position throughout their lives than have the other three categories.

The four race-age categories were dichotomized into high or low means for each index in order to examine changes in value complexes by race. This procedure is not methodologically rigorous, but it does reveal interesting patterns that can be tested in future research. As shown in Table IV, each age-race category is labeled with an X for high group means under the appropriate value orientations.

The older white women displayed the broadest range of values of the four groups. From this table, it seems that they adhered to the Activity-Work and Science orientations which contribute to Progress and therefore to Achievement-Success. In addition, there appears to have been some shift into the expressive values.

The younger white women still seemed to value Activity-Work and Science as means values, but there was some shift to Efficiency-Practicality. Less emphasis was placed on Progress and the end value of Achievement-Success by the younger white women as compared to the older white women. Ends emphasis seemed to be more toward the Expressive Value.

The younger black women were represented by the narrowest range of values of the four groups. They scored low on indexes related to both the Activity-Work and Expressive Value Orientations. In other words, their emphasis seemed to be on Progress and Achievement-Success by the most efficient means.

TABLE IV. AGE-RACE VALUE COMPLEXES BASED ON HIGH MEANS OF ATTITUDE INDEX SCORES FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

	VALUE ORIENTATIONS						
	Means Oriented				Means or Ends Oriented	Ends Oriented	
Age-Race	Activity Work	Science	Efficiency Practicality	External Conformity	Progress	Achievement Success	Expressive
Older Whites	XX	X			X	X	X
Younger Whites	X	X	X				X
Younger Blacks			XX	X	X	X	
Older Blacks	X		X	X		XX	

The older black women, as might be expected, fell between the patterns of the older whites and younger blacks except for the Progress Value, as previously discussed. Even though the means values of Activity-Work and Efficiency-Practicality and the end value of Achievement-Success are important to this group, the concept of progress seemed to have less meaning to them than to the other three groups. Achievement-Success was probably so highly valued because of recognized obstacles in the lives of these persons in actual achievement. As would logically follow, the Expressive Value had less significance because the intervening Achievement-Success goal has not been met.

The conclusions of this study are limited to the universe of this sample and to the social object food, but certain other points should also be emphasized. It is recognized that broad conceptual jumps have been made in the theoretical discussion of the findings from the research reported in this paper. However, decisions about food are made daily by everyone, and especially by homemakers who are generally responsible for selection, preparation and service of food. It is assumed that core values permeate decisions made at this level, as well as in other aspects of life. It is also believed that the conclusions, which were based on patterns in the data, were strengthened through the use of multiple situational indexes to a social object.

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APPENDIX A

TABLE I

PROPENSITY TO CHANGE INDEX ITEMS WITH FACTOR LOADINGS, MEANS, AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
My family enjoys trying out new recipes.	0.67951	3.92265	1.60663
My husband does not like to eat new foods.	0.62742	3.24309	1.79921
We like to eat food that we are used to eating.	0.56727	1.37293	0.95124
The foods I like best are the ones my mother prepared when I was at home.	0.42016	2.32873	1.73435

TABLE II

CONVENIENCE INDEX ITEMS WITH FACTOR LOADINGS, MEANS, AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
I think the new convenience foods are great.	0.75943	3.40608	1.74980
I use convenience foods even when they are more expensive.	0.68876	2.67956	1.80859
I would like to see more prepared foods in the grocery stores.	0.60533	2.55801	1.81658
My family sometimes enjoys T.V. dinners.	0.59656	2.41989	1.82030
I do or would enjoy going out to eat where my friends eat.	0.38258	3.79006	1.63416

TABLE III

FRUGALITY INDEX ITEMS WITH FACTOR LOADINGS,
MEANS AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
Money is the thing I consider most when I plan meals.	0.67997	3.38950	1.79880
In order to save money, foods such as dried milk should be used.	0.59894	3.01105	1.83529
Eating out is too expensive unless you have no other choice.	0.54225	3.67127	1.72474
We hardly ever eat steaks or other expensive meats.	0.53509	2.55801	1.79972
I try to buy food when it is on sale.	0.48165	4.55249	1.12082
I buy any food I want, when-ever I want it, no matter what it costs.	0.46499	3.33978	1.85574

TABLE IV

CONCERN FOR HEALTH INDEX ITEMS WITH FACTOR LOADINGS, MEANS AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
I am glad if I can get my family filled up any way I can.	0.73368	2.38674	1.85511
I don't worry about what my family eats as long as they are well and happy.	0.69181	3.04144	1.86258
I consider the Basic Four Groups when I plan my meals.	0.63183	3.89503	1.61538
Foods such as fruit and fruit juices are too expensive to serve every day.	0.54923	3.39364	1.66397

TABLE V

QUALITY OF PRODUCT INDEX ITEMS WITH FACTOR LOADINGS, MEANS AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
We enjoy a cake made from a mix as much as one from scratch.	-0.65133	1.69890*	1.90362
I try out recipes I find in Magazines.	-0.59262	2.28453*	1.86848
We enjoy bought cookies as much as homemade ones.	+0.57079	2.57735	1.86848
I am glad if I can get my family filled up any way I can.	+0.55537	2.88674	1.85511
My family prefers inexpensive food such as beans and potatoes and rice.	+0.49985	1.99724	1.55508

*The means have been adjusted to reflect 1.00000 as the lowest possible score and 5.00000 as the highest possible score for a quality of product item.

TABLE VI

SOCIABILITY INDEX ITEMS WITH FACTOR LOADINGS, MEANS AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
I seldom serve refreshments to guests.	0.66364	3.82044	1.68695
I do not like having company for dinner.	0.63972	3.96409	1.55110
It is OK if my family does not eat at the same time.	0.52621	2.66298	1.76679
I do not mind eating alone.	0.47538	2.25138	1.70556
My friends enjoy eating at my house.	0.45137	4.64088	0.93162

TABLE VII

CONCERN FOR SOCIAL STATUS INDEX ITEMS WITH FACTOR LOADINGS, MEANS AND STANDARD DEVIATIONS

Item	Factor Loading	Mean	Standard Deviation
I like to serve fancier food when I have guests	0.73778	3.14365	1.80222
My friends try to serve fancy food when they entertain.	0.60956	2.62155	1.71260
It would embarrass me to serve certain foods to my guests.	0.50988	2.43646	1.79182
I serve some foods only on very special occasions because they are too fancy or expensive for everyday use.	0.48373	4.03315	1.58909
My friends expect me to serve expensive food.	0.46028	1.50552	1.19844
I do not cook any different food for guests than I do for my family.	0.43961	2.30939	1.71142
I use my best dishes and tablecloths when I have guests.	0.42646	3.33978	1.77799

APPENDIX B

TABLE I. RESULTS OF ANALYSIS OF COVARIANCE OF PROPENSITY TO CHANGE ATTITUDE INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	1572.93091769		
Town	1	0.73980322	0.17614	0.6785
Race	1	12.13726511	2.88984	0.0861
Town x Race	1	13.77205447	3.27907	0.0674
Education	1	9.22779324	2.19710	0.1351
Income	1	1.93029252	0.45960	0.5055
Age	1	1.93567799	0.46088	0.5049
Race x Age	1	41.40940695	9.85942	0.0022
ERROR	351	1474.19431091		

TABLE II. RESULTS OF ANALYSIS OF COVARIANCE OF CONVENIENCE IN FOOD PREPARATION INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	3307.98255950		
Town	1	20.84131120	2.32324	0.1243
Race	1	33.52515933	3.73714	0.0509
Town x Race	1	3.04815913	0.33979	0.5675
Education	1	10.11594298	1.12765	0.2890
Income	1	3.02068972	0.33672	0.5693
Age	1	38.68919869	4.31279	0.0362
Race x Age	1	0.75083078	0.08370	0.7698
ERROR	351	3148.75238221		

TABLE III. RESULTS OF ANALYSIS OF COVARIANCE OF FRUGALITY ATTITUDE INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	3627.02839382		
Town	1	0.03473857	0.00444	0.9454
Race	1	189.66194282	24.25451	0.0001
Town x Race	1	5.64264394	0.72160	0.5992
Education	1	194.65957051	24.89362	0.0001
Income	1	37.66158467	4.81627	0.0271
Age	1	4.86619307	0.62230	0.5633
Race x Age	1	1.16011807	0.14836	0.7024
ERROR	351	2744.69992438		

TABLE IV. RESULTS OF ANALYSIS OF COVARIANCE OF CONCERN FOR HEALTH ATTITUDE INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	3329.27070468		
Town	1	1.93192024	0.31676	0.5810
Race	1	132.35782769	21.70150	0.0001
Town x Race	1	0.00019087	0.00003	0.9913
Education	1	464.92553285	76.22959	0.0001
Income	1	22.18526781	3.63752	0.0541
Age	1	0.00486934	0.00080	0.9759
Race x Age	1	0.45383153	0.07441	0.7817
ERROR	351	2140.75493046		

TABLE V. RESULTS OF ANALYSIS OF COVARIANCE OF QUALITY OF PRODUCT ATTITUDE INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	3250.33329699		
Town	1	315.99377605	46.06228	0.0001
Race	1	13.56288056	1.97706	0.1568
Town x Race	1	2.60191602	0.37928	0.5457
Education	1	146.73132477	21.38896	0.0001
Income	1	32.74353628	4.77301	0.0277
Age	1	24.04504088	3.50504	0.0586
Race x Age	1	1.15396802	0.16821	0.6851
ERROR	351	2407.90993846		

TABLE VI. RESULTS OF ANALYSIS OF COVARIANCE OF STATUS CONCERN FOR SOCIAL STATUS ATTITUDE INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	4120.96154992		
Town	1	96.81494396	8.74041	0.0037
Race	1	41.57482750	3.75336	0.0504
Town x Race	1	4.87786562	0.44037	0.5146
Education	1	0.70268950	0.06344	0.7970
Income	1	4.36796385	0.39434	0.5377
Age	1	6.45101078	0.58239	0.5477
Race x Age	1	32.10800966	2.89870	0.0856
ERROR	351	3887.92356462		

TABLE VII. RESULTS OF ANALYSIS OF COVARIANCE OF SOCIABILITY ASPECTS ATTITUDE INDEX FOR HOMEMAKERS IN TWO LOUISIANA COMMUNITIES.

Source	DF	SS	F Value	Prob. F
TOTAL	358	2178.62941711		
Town	1	0.07433307	0.01518	0.8976
Race	1	108.43931156	22.14612	0.0001
Town x Race	1	0.07064282	0.01443	0.9002
Education	1	129.73694256	26.49565	0.0001
Income	1	4.46340445	0.91154	0.6578
Age	1	2.15565105	0.44024	0.5147
Race x Age	1	6.75485345	1.37952	0.2392
ERROR	351	1718.68480703		