

microfilm all of the Tweedsmuir Histories. These are local histories prepared by Women's Institute groups of their community.

Another co-operative historical effort by the Women's Institute and the Department was the establishment at the Ontario Agricultural Museum of the Women's Institute Hall. This building is part of the Museum's cross-roads community and represents a 1928 Community Hall where the Women's Institute is holding a Demonstration Lecture course. Its role on the site is to act as a springboard for discussion for urban visitors of the important educational and social role of this organization in rural Ontario.

In 1982, the Rural Organizations and Services Branch was formed. Several



A look at the WI in 1928 - during a visit to the Ontario Agricultural Museum.

rural groups, such as horticulture societies and Junior Farmers, as well as Women's Institutes, came under the auspices of this new branch. A rural

women's coordinator was named to liaise with the Women's Institutes.

Four years later, the Federated Women's Institutes of Ontario and the Ontario Ministry of Agriculture and Food entered into an agreement enabling FWIO to hire its own executive secretary to run the WI office.

The last ninety-one years have seen many changes in the relationship between the Department of Agriculture and the Women's Institute movement. These changes reflect the growth and development of these two organizations as separate entities, but closely linked with their common goal - the uplift of rural life. The historical basis of their relationship will continue to unite them in the future.

## Home and Country Readership Survey

*Home and Country* readers are very busy people. That's probably no surprise to anyone reading this, but it was certainly confirmed by the results of the readership questionnaire mailed to readers in April, 1988. If the sample group is representative of the total readership, and I suspect that it is, then

90 percent of you belong to one or more community group besides your women's group and 60 percent of you hold at least one office in one of those organizations. Twenty-six percent of you chose full time home-maker to describe your current status of employment, 21 percent work away from home on a full or part-time basis, 13 percent are farming, 5 percent are self-employed, and 35 percent are retired.

The majority of *Home and Country* readers have a high school education. Thirty-six percent indicated that they had completed grade 11-13 and 30 percent had completed grade 10 or less. The age range of the reader varies widely from 21 to 86 making the editor's job a very challenging one indeed!

There still appears to be problems with delivery of the magazine (we're

### Joyce Canning



working on it folks!). Many respondents expressed frustration about receiving issues after deadlines printed in the magazine had passed. Despite this, the majority still felt that bulk mailing is satisfactory and that the magazine should continue as a quarterly publication. Only 10 percent wanted to have it published more often.

Nearly all of you indicated that you found the magazine easy to read; 48 percent read most and 12 percent read all of the magazine; 85 percent are moderately to very satisfied with the content of the magazine.

Readers are most interested in the "What's Happening" and "Information Pages" sections of the magazine and "Women in Profile" rated highly as well.

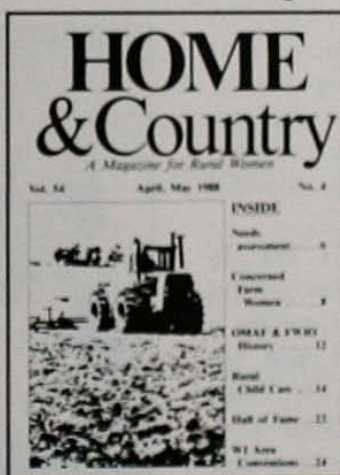
The extent to which leadership and consumer information articles are read

seemed to vary greatly. With the exception of Junior Women's Institute members, however, most respondents indicated that they had read all or some of each of the articles chosen for the survey. Many of the Juniors indicated that they "did not remember" the articles.

The extent to which articles in *Home and Country* are discussed at meetings or used as a resource for meeting preparation also varies greatly. Fifty-nine percent of the total respondent group indicated some use and 92.5 percent of the provincial officers responded positively. However, 58 percent of the JWI and 60 percent of the farm women's groups said "no" to this aspect of the questionnaire.

The *Home and Country* editorial advisory committee is not what you might call a "household phrase". More than 60 percent of the respondents were unaware that this committee exists (see the Oct. Nov. Dec. issue, 1987, pg. 3 for an introduction.) Some of the members on this committee will be changing this fall.

I would like to say a sincere "thank you" to all who responded to the questionnaire. I sent 1105 (one per group to the best of my knowledge) and 831 were returned for a response rate of 75 percent. This is an exceptionally high return which assures that any statistics derived from this study are truly characteristic of the group as a whole.



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