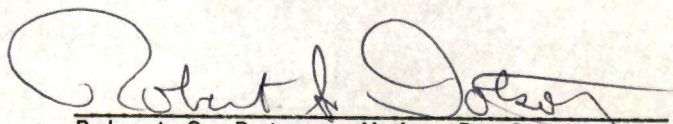
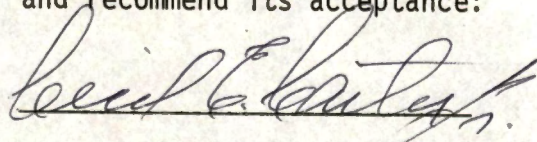
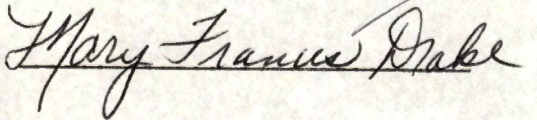


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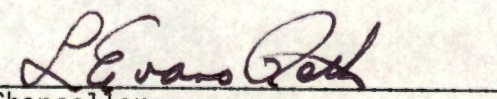
I am submitting herewith a thesis written by Susan M. Klaeser entitled "A Comparative Summary of Selected Data from 1972 and 1977 Tennessee Extension Clothing Practice Checklist Surveys and Amounts of Tennessee Extension Supervisory District I Staff Time Spent and Clientele Contacts Made by Counties in Fiscal Year 1972 and Fiscal Year 1975." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension.


Robert S. Dotson, Major Professor

We have read this thesis
and recommend its acceptance:

Accepted for the Council:


Vice Chancellor
Graduate Studies and Research

Thesis

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A COMPARATIVE SUMMARY OF SELECTED DATA FROM 1972 AND 1977 TENNESSEE
EXTENSION CLOTHING PRACTICE CHECKLIST SURVEYS AND AMOUNTS OF
TENNESSEE EXTENSION SUPERVISORY DISTRICT I STAFF TIME
SPENT AND CLIENTELE CONTACTS MADE BY COUNTIES
IN FISCAL YEAR 1972 AND FISCAL YEAR 1975

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

Susan M. Klaeser

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ABSTRACT

This comparative study dealt with analysis of Clothing Practice Checklist Survey data from 1972 and 1977 and Tennessee Extension Management Information System (TEMIS) information for FY 1972 and FY 1977 for the 21 counties in Tennessee's Extension Supervisory District I with headquarters in Jackson, Tennessee.

Study purposes were to characterize District I audiences randomly selected and interviewed in the clothing surveys, identify improvements in practice use, compare old and new useful sources of clothing and textile information cited, summarize types of contacts homemakers reported with Extension, determine shifts in time expended and contacts made in weaker practice-related TEMIS clothing subjects, and identify clothing subjects emphasized.

Characteristically, the 562 interviewees in 1972 and the 620 in 1977 differed somewhat regarding educational level, clothing equipment owned, nature of audience and percent employed. They were similar in ages.

Twenty-nine 1972 Survey practices were cross-walked into the seven TEMIS primary clothing subjects. Two were found to be "weak" practices (i.e. used by 60 percent or fewer of the audiences), namely: "Clothing Records," and "Clothing Management and Planning." While improvement was noted in percent of homemakers using "Clothing Records," little or no agent time or contacts were reported in 1977. Little extension teaching emphasis and no improvement in homemaker use were noted in FY 1975 for practices related to "Clothing Management and Planning."

"Clothing Production and/or Construction" continued to receive highest emphasis in agent time spent and contacts made with clientele, though it was already a "stronger" subject.

Almost equal percents of homemakers in 1977 cited Extension publications and Extension agent as helpful sources of clothing information.

Homemakers most frequently mentioned "Meetings," as their contact with Extension. Telephone, office visits and newsletters also were listed.

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CHAPTER I

INTRODUCTION

A. STUDY BACKGROUND

The Smith Lever Act established and provided for the Cooperative Extension Service in 1914. The charge to the Service was to aid in the education of the people of the U. S. in agriculture, home economics and related subjects.(9:7).*

After sixty-four years of existence, the Cooperative Extension Service has evolved into an educational system that is practical, problem centered, and situation based (1:19). It is generally recognized that the Tennessee Extension educational system is practical in the sense that skills, knowledge and new technologies are taught that will be of use to the people Extension serves. The education provided by Extension is seen as being problem centered in that it helps the people in their communities recognize and solve existing problems in Agriculture, Home Economics, 4-H Development and Community Resource Development. The solutions to these problems are dependent upon the situations in the communities. Extension's educational system, by teaching practical skills help people in communities recognize and solve their problems. It helps people learn to help themselves.

The Tennessee Extension educational system is a dynamic educational system that is constantly changing as new knowledge and technologies are incorporated. The Tennessee Extension Management Information System

*Numbers in parentheses refer to alphabetically listed items in the Bibliography; numbers after the colon are page numbers.

(TEMIS) helps Extension keep up with these changes in their educational programs by providing and incorporating useful and practical information for use in Extension program planning (13:8). Home Economics work areas of concern to Extension program planning in Tennessee includes: Clothing and Textiles, Food and Nutrition, Housing Crafts and Interior Design, and Family Life and Home Management.

Prior to this study, few efforts had been made to relate data from Home Economics surveys conducted at five-year intervals with facts from TEMIS. Clothing practice checklist surveys were conducted in calendar years 1972 and 1977 and data was available from 20 of 21 counties in Tennessee's Extension Supervisory District I in West Tennessee. Also, the following data collected through TEMIS were available for use in this study: (1) Clothing Subjects Taught; (2) Audience Types Exposed and/or Taught; and (3) Staff Days Expended in Clothing, Textiles, and Related Areas. Information collected from the clothing practice checklist surveys taken in 1972 and 1977 or particular interest to this study were: (1) selected characteristics of the homemakers in District I, (2) sources of particularly helpful information to the homemakers, and (3) contacts had with Extension homemakers in District I. Had homemakers surveyed improved in practice use during the period 1972-77? Had Extension educational programs had an influence on such changes, if any? Such questions and others like these precipitated this study.

B. PURPOSES OF THE STUDY

There were six major purposes for this study. They were as follows:

1. To characterize District I audiences surveyed in 1972 and 1977.
2. To indentify recommended practice changes occurring between the 1972 and 1977 surveys.
3. To note sources of information cited as helpful by the audiences surveyed in 1972 and 1977.
4. To summarize types of contacts with Extension reported by homemakers in the 1977 survey in the District I counties.
5. To determine whether agents in District I devoted increased time expended and made larger numbers and percents of contacts in the weaker subject areas in 1975 than in 1972.
6. To identify subjects receiving major Extension teaching emphasis in District I counties in 1975.

C. LIMITATIONS OF THE STUDY

This study was concerned only with adult homemakers who were involved in home economics clothing and textile Extension surveys in District I in either 1972 or 1977. Data were collected from 20 of the 21 counties, since one county Lake, did not have a home economics Extension program. Other limiting factors were time and available TEMIS and survey data.

D. DEFINITIONS OF TERMS

Several different audiences were used in this study. The definitions of the audiences used in this study were as follows:

1. Home Demonstration Club Member: An individual enrolled in an active home demonstration club (16:5H).
2. Homemaker: An individual having the primary responsibility for establishing and maintaining the home environment in the family context (16:5H).
3. Tennessee State University (TSU) Audience: Young, low income homemakers.
4. Young Homemaker (Non-Club): Homemaker with pre-school children or married less than five years who were not members of an active Home Demonstration Club (16:5H).
5. Expanded Food and Nutrition Education Program or EFNEP: hereafter, throughout the remainder of the body of this thesis, the term EFNEP, shall refer to the federally-funded, special Extension nutrition program with low income families available in 38 counties in Tennessee and in seven District I counties (19).
6. Public Housing Tenant: An individual living in public housing. (16:5H).
7. Clothing Related Special Interest: These people may or may not be Home Demonstration Club Members, but they participated in special clothing educational programs.
8. Other: An audience made up of individuals, generally 21 years of age, who could not be more specifically categorized into one of the audience types (16:5H).

9. Tennessee Extension Management Information System or TEMIS:
hereafter, throughout the remainder of the body of this thesis,
the term TEMIS, shall refer to the Cooperative Extension system
of keeping up with changes in the educational programs
conducted by agents in Tennessee. Plans, personal records
and reports are included in this system.



CHAPTER II

REVIEW OF LITERATURE

A search for relevant literature related to this study, revealed several useful sources of information. This study was concerned with Tennessees' Extension Evaluation System composed of the Tennessee Practice Checklist Survey System, TPCSS, for collecting information reagarding Clothing Practice adoption by Tennessee homemakers and TEMIS retrieval data regarding agent days expended and clientele contacts made by Tennessee Extension Agents on Clothing and related subject matter. Therefore, relevant literature included studies that pertained to:

1. Practice Checklist Surveys and their relation to TEMIS.
2. Adoption Practices in Tennessee.
3. Studies of the Practice Checklist Survey system for collecting information.
4. Studies of the Tennessee Extension Management Information System.
5. Studies concerned with agent time expended and clientele contacts made.
6. Other extension clothing studies.

Thus, studies that related in some way to this study are summarized as follows:

Schlosshan (14), Downen (6), Allen (2), and Trail (20) all related Practice Checklist Survey data with TEMIS data. Schlosshan (14:9) studied data taken from TEMIS for BY 1972 and FY 1974 and related it with data taken from the 1972 Tennessee Extension Clothing Survey. This was

done in an effort to determine whether the 1972 survey had influenced time planned and expended and contacts made with appropriate homemaker audiences via selected teaching methods used to emphasize weak clothing and related subjects.

She found that the percents of total agent days planned and expended on the weak clothing and textile subjects, "Clothing Records" and "Clothing Management and Planning," between 1972 and 1974 showed no appreciable increases. There also was a marked decrease between 1972 and 1974 regarding numbers of total Agent days planned for all clothing and textile subjects. A small decrease in total time expended was noted.

Further, Schlosshan found that percents of time planned with non-club audiences decreased with increases noted in time planned with Home Demonstration Club Members, while percents expended were the reverse from 1972 to 1974. As to findings concerning teaching methods, Personal and Group methods were the most widely used in both years studied.

Downen's (6) study was concerned with the 1971 Tennessee Extension Foods and Nutrition Survey and its relationship with TEMIS data for FY 1972 and FY 1974. She also was interested in determining whether the survey had influenced Agent time planned and expended with selected homemaker audiences and teaching methods used on the weak foods and nutrition subjects.

She found that total Agent days planned and expended on the weak foods and nutrition practices, "Health and Food Preservation," showed no appreciable increases between FY 1972 and FY 1974. Downen discovered that percents of Agent days planned increased for all audiences except Home Demonstration Club Members; whereas percents of Agent days expended

increased for all audiences except Home Demonstration Club Members and Young Non-Club Homemakers. Other audiences were Food Stamp Recipients Homemakers and Unsurveyed others. An increase in total time expended was recorded by Agents in FY 1972 and FY 1974, with the only decrease in contacts made by Agents being mentioned on the subject of "Health."

Allen (2) related the 1972 Tennessee Soybean Production Practice Checklist Survey to data from TEMIS for FY 1972 and FY 1975, in an effort to determine whether the survey had influenced Agent time planned and expended according to state Extension Supervisory Districts and teaching methods. Allen found that percents of total agent days planned and expended on weak soybean subjects and related practices showed decreases or no appreciable increases between FY 1972 and FY 1975.

Increases were noted for all subjects in numbers of agent days planned between FY 1972 and FY 1975. Numbers of agent days expended decreased in two soybean subject areas. Relatively large decreases were noted in total contacts made by Agents with all soybean producers, especially on weaker subject areas.

The purpose of Trail's (20) study was to determine the possible implications of the FY 1972 and FY 1975 TEMIS data for the 1970 Statewide Corn Practice Checklist Survey and Extension's educational program. He found that no TEMIS corn subjects were less than the concern level of 60 percent for either the 1970 or the 1975 Corn Practice Checklist Survey in the State. Two of the practice-related TEMIS subjects approached the level of concern, however and were considered "weaker."

Trail found that there was a net decrease in the number of Agent days planned for corn subjects in FY 1972 to FY 1975. A decrease also was discovered in the number of agent days expended for FY 1972 and FY 1975.

He also found an increase in contacts agents made with corn producers from FY 1972 to FY 1975. While an increase was noted in contacts made using Individual Teaching Methods, decreases were noted for Group and Mass Methods. Agents did not appear to have considered priority corn areas identified in the 1970 survey when planning, though production and practice use had increased.

Hobt's (10) study was concerned with home management practice adoption. The purpose of her study was to determine the relation between Union County, Tennessee homemakers' use of recommended budgeting and record keeping practices and their selected personal and family characteristics. Eighty-six randomly selected homemakers were included in the study. She found that, although the homemakers' total practice adoption scores on all budgeting and record keeping practices were not significantly related to the homemakers' personal and family characteristics, the data did indicate a strong tendency for homemakers who had high total adoption scores on all budgeting and record keeping practices: (1) to be those who were better educated; (2) to be those who were not employed outside the home; (3) to have higher incomes and (4) to be those making payments on their homes. Her study also indicated that homemakers who had low total practice adoption scores on budgeting and record keeping, tended to be older than the average homemaker, less well educated, have lower incomes and to participate less in the organized activities of their communities.

Studies conducted by Carter (4) in Tennessee, especially one completed in 1977 on food and nutrition practices used in the state by homemakers, indicated significant relations between numbers of contacts

the homemakers reported with Extension and their adoption and/or use of recommended practices.

A statewide study of clothing practices being conducted by Carter (3) in 1978 should shed additional light on relations between Extension contacts and clientele practice changes and/or use.

Cary's (5) study concerned the practice checklist approach to establishing educational priorities. He found that:

1. The majority of Extension leaders were following recommended Tennessee Agricultural Extension Service procedures for conducting practice checklist surveys.
2. The majority of Extension leaders felt that the survey data obtained were accurate.
3. The majority of Extension leaders recommended no change in the survey instrument content and felt that change in practice use by producers was a good criterion measure for purposes of planning and evaluation.
4. The majority of Extension leaders considered the overall practice checklist approach to planning and evaluation as practical, as pertinent, as functional, as accurate, as valid, and as reliable.

Henderson (7) made a study of the description and evaluation of the Tennessee Extension Management Information System. The results of her interviews with 28 selected Extension leaders concerning TEMIS codes were as follows:

1. The findings regarding subject codes indicated that more leader input would be helpful as to the number of codes and the appropriateness of codes.

2. It was found that the audience codes were not written with the leader's convenience and use in mind and therefore might not fit the work in some instances.
3. The findings showed that in regard to audience number, that the leaders did not feel the numbers were accurate, and that therefore, other reports based on these numbers might be in error.
4. The findings regarding time expended, indicated that guidelines would help to insure consistency as to how much time to report, and what activities to reports.

Northcutt's (12) study concerned agent time expended and clientele contacts made with Tennessee County Extension Personnel assigned to dairy, dairymen and their situations in 39 counties. He found that background and training factors could not be used to effectively predict the time agents would spend on all dairy subjects.

It also was found that the agent's interest in dairying and his satisfaction with his job had a lot to do with the time he would spend with dairymen. Not only agent interest in dairying but also the agent's knowledge on general dairying and farming factors were good indicators of the time agents would spend with dairymen.

Other indicators of time spent with dairymen were the number of dairymen in the county, and the percentage of total county income gotten from dairying. It was concluded that the best predictor of time spent by Agents with dairymen, was the number of dairymen in the county.

Hurst (11) and Henry (8) both did studies in clothing research. Hurst's (11) study was designed to see if Home Demonstration Club Members who attended clothing workshops would know and use more clothing construction practices than those members who had not attended the clothing workshops. She limited her study to Home Demonstration Club Members in Knox county who were known to sew. She interviewed 90 Home Demonstration Club Member who were known to sew. She interviewed 45 Home Demonstration Club Members who had attended the workshops and 45 Home Demonstration Club Members who did not attend the workshops. The interviewees were then questioned concerning their adoption of recommended clothing practices. Hurst found that the Home Demonstration Club Members, who had participated in one or more Extension clothing workshops, tended to use more practices than those Home Demonstration Club Members who did not attend.

Henry (8) studied 100 low-income homemakers in Macon County to determine: (1) the influence of selected personal, family and other characteristics of low-income homemakers' on their participation in clothing construction workshops and (2) the changes in low-income homemakers' sewing skills brought about by participation in a clothing construction workshop.

She found that low-income homemakers' workshop participation was not significantly influenced by: marital status; age of homemaker; educational level; monthly family income; husbands' occupation; outside source of income; employment of the homemaker; home ownership; place of residence; number of children and number of children living at home. The type of work done by the homemaker, however, did significantly

influence their participation in clothing construction workshop activities. Henry (8) also found a relationship between those participants who attended clothing workshops and improvement of their sewing skills. Those homemakers who had attended the clothing workshops had improved their clothing construction skills.



CHAPTER III

METHODS AND PROCEDURE.

The primary sources of information for this study were the 1972 and the 1977 Tennessee Clothing and Textiles Surveys (see Appendixes A and B) and TEMIS data for FY 1972 and FY 1975. The 1972 and 1977 Clothing Surveys taken in District I summarized the practices of Tennessee homemakers in regard to their use of the 24 recommended clothing practices. Information received from these surveys allowed Extension personnel to determine the subject areas most in need of improvement. In 1972, a total of 562 homemakers was randomly surveyed in District I using personal interviews. These homemakers were members of one or another of the following audiences: Home Demonstration Club Member, Young Homemakers (Non-Club), EFNEP, Housing Project Homemaker or Other. In 1977, a total of 620 homemakers was randomly surveyed in District I using personal interviews (for sample survey technique, see instructions Appendix B). These homemakers were members of one or another of the following Extension audiences: Home Demonstration Club Member, 4-H Mothers with children enrolled in a clothing project, Special Interest and TSU audience.

Data from FY 1975 TEMIS computer printouts of agent days expended and contacts made for clothing subjects were collected and arranged in descending order, according to clothing practice priorities, that is from practice least used (i. e. weakest one) to the one most used (i. e. strongest) in District I. Using the technique developed by Schlosshan

(14:9) each of the 24 recommended clothing practices was classified under one of the following TEMIS clothing subjects: clothing records, clothing management and planning, clothing production and/or construction, clothing selection and/or buying, textiles selection and/or buying, clothing renovation and/or remodeling, clothing maintenance and care. District I data differed from state data so that the final ordering was: clothing records, clothing management and planning, textile selection and/or buying, clothing production and/or construction, clothing selection and/or buying, clothing renovation and/or remodeling, clothing maintenance and care. All of the recommended practices were assumed to be equally important and, therefore, bear equal weight for study purposes.

In this study, the level at which each recommended practice was considered needing improvement in use was 60 percent and below. This was called the "concern level" in this study (15:38). The main discussion centered around differences and changes of 9 percent or greater. These were referred to as consequential changes and/or amounts. Data from the 1972 and 1977 surveys were compared to note changes in percents of homemakers using the various practices.

All data from TEMIS were arranged in order of subject priority for homemakers in regard to clothing practices by the counties in District I. This study considered two main kinds of TEMIS data. These were numbers and percents of agent days expended and contacts made.

Calculations of increases or decreases in actual numbers of agent days expended on clothing subjects were made by subtracting FY 1975 from those for FY 1972. The resulting figures represent absolute changes FY 1972 and FY 1975.

Increases or decreases in relative percents of time expended and contacts made on clothing practices were made by subtracting FY 1975 percents from those for FY 1972. The resulting figures, therefore, represent relative shifts in percents of time and contacts and are not comparable with data showing actual changes in numbers of Agent days expended. Averages and rank orders were computed for agents assigned to home economics in the counties as appropriate.

CHAPTER IV

FINDINGS OF THE STUDY

This chapter includes findings which compare and describe the Extension audiences surveyed, identify weak and strong clothing and textile practices in District I, relate practices with (TEMIS) primary subjects, and identify shifts in numbers and percents of agent contacts and agent days expended on clothing and textile subject matter as relates to study purposes. When available data are presented according to counties also.

A. CHARACTERISTICS OF HOMEMAKERS SURVEYED IN 1972 AND 1977 AND THEIR CLOTHING CONSTRUCTION EQUIPMENT

Regarding Nature of Audiences Interviewed

Table I is concerned with comparing and describing the District I clothing and textile audiences surveyed in 1972 and 1977. The findings show that the surveys were different in two respects. An obvious difference occurred in the number of homemakers surveyed, since 562 were interviewed in 1972 and 620 in 1977. Another difference occurred in the nature of Extension audiences surveyed. Both surveys included Home Demonstration Club Members. Sixty-six percent of the homemakers in 1972 were members of this audience compared with 32 percent in 1977. Similarities in nature of Extension audiences ended with Home Demonstration Club Members, however. In 1972, 10 percent of the interviewees were "Young Homemakers (Non-Club)," 8 percent were EFNEP audience members, 10

TABLE I. CHARACTERISTICS OF TENNESSEE EXTENSION SUPERVISORY DISTRICT I HOMEMAKERS INTERVIEWED IN 1972 and 1977 SURVEYS BY PERCENTS REPORTED

CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1972	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)	PERCENTS	1977 (N=620)	CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1977
EXTENSION AUDIENCE:				EXTENSION AUDIENCE:
Home Demonstration Club Member	66		32	Home Demonstration Club Member
Young Homemaker (Non-Club)	10			a
EFNEP	8			
Housing Project Homemaker	10			
Other	6			
			32	4-H Mothers with Children Enrolled in in a Clothing Project
			32	Clothing Related Special Interest
			4	TSU Audience

TABLE I (Continued)

CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1972	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)		1977 (N=620)		CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1977
	Percents		Percents		
AGE GROUP (YEARS):					AGE GROUPS (YEARS):
Not Answered	1		1		Not Answered
20 - 29	13		9		20 - 29
30 - 39	18		27		30 - 39
40 - 49	20		23		40 - 49
50 - 59	20		20		50 - 59
60 - Over	28		20		60 - Over
EDUCATION (YEARS):					
No Response	2		3		No Response
0 - 7	10		6		0 - 7
8 - 11	29		18		8 - 11
12 - Over	59		73		12 - Over

TABLE I (Continued)

CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1972	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)		PERCENTS	CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1977
Homemakers Employed Outside the Home	25	36		Homemakers Employed Outside the Home
Equipment:				
No Machine	9	1		No Machine
Straight Stitch (Non-Operational)	3	2		Straight Stitch (Non-Operational)
Zig-Zag (Non-Operational)	1	3		Zig-Zag (Non-Operational)
Straight Stitch (Working)	34	22		Straight Stitch (Working)
Zig-Zag (Working)	13	12		Zig-Zag (Working)
Straight Stitch and Zig-Zag (Working)	40	53		Straight Stitch and Zig-Zag (Working)
	--	42		Regular Iron

TABLE I (Continued)

CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1972	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)		1977 (N=620)		CHARACTERISTIC OF HOMEMAKERS INTER- VIEWED IN 1977
	Percents				
Steam Iron	89		91		Steam Iron
Pressing Ham	17		23		Pressing Ham
Sleeve Role	15		19		Sleeve Role
Point Presser	5		6		Point Presser

^aBlank indicates audience was not surveyed in year concerned.

percent comprised the "Housing Project Homemakers' audience, with "Other" clothing audience, making up the last 6 percent. The audiences surveyed in 1977 consisted of 32 percent "4-H mothers with children enrolled in a clothing project," 32 percent of the audience was composed of "Clothing Related Special Interest" homemakers with the last four percent being "TSU" audience interviewees.

Regarding Ages of Homemakers Interviewed

The ages of the homemakers interviewed in 1972 and 1977 did not differ appreciably; while the "60-over" year age group made up the greatest percent of interviewees in 1972, with 28 percent, the "30 - 39" year age group made up the largest percentage of 1977 interviewees, 27 percent (see Table I). Thus, the 1972 homemakers appeared slightly older, possibly due to the larger proportion of club members.

Regarding Education of Homemakers Interviewed

This comparison of the surveys taken in 1972 and 1977 showed consequential differences in two educational intervals of the interviewees. Seventy-three percent of the homemakers in 1977 had an educational level of "12 years and over" compared with the 1972 figure of 59 percent; while in 1972, 29 percent versus 18 percent in 1977 had "8-11" years of education. Thus, the more recent survey included homemakers with, on the average, higher educational levels. Also, consequentially more of the 1977 interviewees, 36 percent, than of those contacted in 1972, 25 percent, were employed outside the home.

Regarding Clothing Construction Equipment

References to data in Table I regarding Equipment discloses that consequentially more homemakers interviewed in 1972 had working straight stitch sewing machines, 34 percent, than did 1977 interviewees, 22 percent.

The reverse was true regarding those having both straight stitch and zig-zag machines in working order with 53 percent reporting in 1977 compared to 40 percent in 1972.

While 9 percent had no machines in 1972, only 1 percent interviewed in 1977 so reported. Also, slightly higher percents in 1977 had steam irons, 91 percent, pressing hams, 23 percent and sleeve roles, 19 percent compared with those contacted in 1972 (i.e. 89 percent, 17 percent, and 15 percent, respectively). Other equipment items showed little or no difference.

B. DIFFERENCES IN CLOTHING AND TEXTILE PRACTICES OF HOMEMAKERS SURVEYED IN 1972 AND 1977

Table II is concerned with District I clothing and textile practices and with relating these practices with TEMIS primary subjects. The twenty-nine clothing and textile practice results taken from the 1972 Tennessee Extension Clothing and Textile Survey along with the twenty-three clothing and textile practice results taken from the 1977 Clothing and Textile Survey were grouped according to the seven Tennessee Extension Management Information System (TEMIS) primary clothing subjects, including: (1) Clothing Records; (2) Clothing Management and Planning; (3) Textile Selection and/or Buying; (4) Clothing Production and/or Construction, (5) Clothing Selection and/or Buying; (6) Clothing

TABLE II. RECOMMENDED CLOTHING CONSTRUCTION, BUYING AND TEXTILE PRACTICES ARRANGED IN DESCENDING ORDER OF EDUCATIONAL PRIORITY HELD AS DETERMINED BY THE 1972 TENNESSEE STATE EXTENSION SURVEY AND THE 1977 STATE EXTENSION SURVEY IN DISTRICT I ACCORDING TO PERCENTS OF INTERVIEWEES USING PRACTICES IN THE STATE AND DIFFERENCES SHOWING FY 1972 AND FY 1975 TEMIS PRIMARY SUBJECT RELATIONS

TEMIS 1972 AND 1975 PRIMARY CLOTHING SUBJECT AND RELATED RECOMMENDED PRACTICE	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)	Percent	1977 (N=620)	DIFFERENCES 1977 - 1972 (+ or -)
1. CLOTHING RECORDS				
a. Kept a record of family Clothing expenditures. Subtotal Average	10 10		27 27	+17 +17
2. CLOTHING MANAGEMENT AND PLANNING				
a. Had a written inventory of family clothing last year.	9		NA ^a	NA
b. Used inventory as a basis for planning for needed clothing items and accessories.	21		27	+ 6
c. Clothing repairs, upkeep, and storage were part of the spending plan.	66		79	+13
d. Planned wardrobe around one or two basic colors and bought items to "Go With" these colors.	69		NA	NA
e. Knew how to decide when money could be saved by either purchas- ing a garment ready-made or by making it.	82		NA	NA
				24

TABLE II (Continued)

TEMIS 1972 AND 1975 PRIMARY CLOTHING SUBJECT AND RELATED RECOMMENDED PRACTICE	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)		DIFFERENCES 1977 - 1972 (+ or -)
	Percent	1977 (N=620)	
f. Had clothing suitable for functions and occasions in which individual normally participates. Subtotal Average	93 57	NA NA	NA - 4
3. TEXTILE SELECTION AND/OR BUYING			
a. Was aware of textile legislation passed by Congress to protect the consumer.	49	NA	NA
b. Read board-end labels to determine fiber content, finishes used, performance claims and care recommendations before purchasing fabrics.	76	68	- 8
c. Read and understood labels and hangtags for fiber content, special finishes, shrinkage control, colorfastness and care required before purchasing garment. Subtotal Average	82 69	91 80	+ 9 +11
4. CLOTHING PRODUCTION AND/OR CONSTRUCTION			
a. Staystitched various areas of garment according to recommendation for individual fabrics.	58	59	+ 1
			25

TABLE II (Continued)

TEMIS 1972 AND 1977 PRIMARY CLOTHING SUBJECT AND RELATED RECOMMENDED PRACTICE	TENNESSEE EXTENSION DISTRICT I		DIFFERENCES 1977 - 1972 (+ or -)
	1972 (N=562)	1977 (N=620) Percent	
b. Altered patterns according to recommended methods before cutting garments.	63	62	- 1
c. Used interfacing fabrics suitable for outer garments.	71	67	- 4
d. Understitched garments in areas where needed.	69	63	- 6
e. Marked seamline, darts, center front, center back and special details by methods appropriate for fabric.	68	60	- 8
f. Finished seams of garment appropriate for garment and/or lining fabric.	69	66	- 3
g. Constructed hems of garments so they were (1) level from floor, (2) even in width with fullness eased evenly without pleats or tucks and (3) so hand stitches were inconspicuous from right side of garment.	73	67	- 6
h. Applied zippers with even hand or machine stitching.	79	35	-44
i. Selected patterns by body measurements and body types.	77	77	0
Subtotal Average	70	62	- 8

TABLE II (Continued)

TEMIS 1972 AND 1977 PRIMARY CLOTHING SUBJECT AND RELATED RECOMMENDED PRACTICE	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)		Percent	1977 (N=620)		DIFFERENCES 1977 - 1972 (+ or -)
5. CLOTHING SELECTION AND/OR BUYING						
a. Followed plan when purchasing wardrobe items.	34			60		+26
b. Bought garments which required large expenditures when they were on sale	46			77		+31
c. Shopped often enough to know when sales were legitimate.	79			NA		NA
d. Was aware of "gimmicks" used by stores to get customers to shop.	79			NA		NA
e. Considered workmanship on each garment before purchasing.	85			89		+ 4
f. Shopped in reliable department or clothing stores.	89			81		- 8
g. Checked for good fit, comfort and appearance by trying on each garment before purchasing.	93			92		- 1
Subtotal Average	72			69		- 3
6. CLOTHING RENOVATION AND/OR REMODELING						
a. Altered, renovated or remodeled garments to keep them in service longer as a matter of economy.	73			83		+10

TABLE II (Continued)

TEMIS 1972 AND 1975 PRIMARY CLOTHING SUBJECT AND RELATED RECOMMENDED PRACTICE	TENNESSEE EXTENSION DISTRICT I		DIFFERENCES 1977 - 1972 (+ or -)
	1972 (N=562)	1977 (N=620) Percent	
b. b. Regularly repaired, mended or altered clothing items to keep them in service Subtotal Average	83 78	NA 83	NA + 5
7. CLOTHING MAINTENANCE AND CARE			
a. Followed manufacturers' instructions in caring for garments and fabrics.	92	95	+ 3
Subtotal Average	92	95	+ 3
Total Average	64	67	+ 3

^a NA means practice not included in 1977 Survey. Thus, subtotal averages for 1972 included more practices. Differences were influenced accordingly.

Renovation and/or Remodeling and (7) Clothing Maintenance and Care. These groups of practices taken from the two surveys, were then organized and placed under the FY 1972 and FY 1975 TEMIS subject to which they belonged.

As seen at the end of Table II, the grand totals for average practice use in all subjects were 64 percent in 1972 and 67 percent in 1977. Thus, overall average improvement of the period 1972-1977 in clothing and textiles was 3 percent. Two of the seven TEMIS primary subject subtotals were listed below the concern level of 60 percent in both 1972 and 1977. They were Subject 1, "Clothing Records," 10 percent and 27 percent, respectively, and Subject 2, "Clothing Management and Planning," 57 percent and 53 percent, respectively. The one practice related to Subject 1, Practice 1a, "Kept a record of family clothing expenditures," showed a consequential improvement (+) of 17 percent between 1972 and 1977.

Only one practice related to Subject 2, Practice 2c, "Clothing repairs, upkeep and storage were part of the spending plan," showed such improvement (+) of 13 percent. Some improvement (+), 6 percent, was noted on Practice 2b, "Used inventory as a basis for planning for needed construction items and accessories," though the practice remained below the concern level both years. Four practices related to Subject 2 were not reported in the 1977 survey.

TEMIS Subject 3 "Textile Selection and/or Buying," subtotalled 69 percent in 1972 and 80 percent in 1977. This constituted an overall positive increase (+) of 11 percent; consequential improvement during the period. Of the three practices related to Subject 3, only Practice 3c,

"Read and understood labels and hang tags for fiber content, special finishes, shrinkage control, colorfastness and care required before purchasing garment," showed consequential improvement(+) of 9 percent; while Practice 3a, "Was aware of textile legislation passed by Congress to protect the consumer," was deleted in 1977.

Under TEMIS clothing Subject 4, "Clothing Production and/or Construction," only one practice was below the 60 percent concern level for both years. Practice 4a, "Staystitched various areas of garment according to recommendation for individual fabrics" in 1972 was 58 percent with only a 1 percent increase to 59 percent in 1977. Subtotal averages in 1972, 70 percent, and 1977, 62 percent posted a decrease (-) on this subject of 8 percent by 1977. Practice 4h, "Applied zippers with even hand or machine stitching," was below the 60 percent concern level (i.e. 35 percent) and showed a decrease (-) of 44 percent during the period. This may be accounted for at least partially by the rephrasing of the 1977 practice statement to include pre-shrinkage of the zipper prior to application (see Appendix B).

The subtotals for Subject 5, "Clothing Selection and/or Buying," were 72 percent and 69 percent for 1972 and 1977, respectively. Under this subject, two practices registered consequential positive (+) percentage changes. Practice 5a, "Followed plan when purchasing wardrobe items," increased (+) by 26 percent from 1972 to 1977. Item 4b "Bought garments which required large expenditures when they were on sale" had improved from the 1972 figure of 46 percent to the 1977 figure of 77 percent. Two practices related to Subject 5 were not reported in the 1977 survey.

The subtotals for Subject 6, "Clothing Renovation and/or Remodeling," had increased from 78 percent in 1972 to 83 percent by 1977. One of the two practices showed a consequential improvement (+) of 10 percent. This was Practice 6a, "Altered, renovated or remodeled garments to keep them in service longer as a matter of economy." The other practice was deleted in the 1977 survey so differences could not be studied.

Subject 7, "Clothing Maintenance and Care," had the highest subtotal averages of 92 percent in 1972 and 95 percent in 1977. Only one practice was associated with this subject.

In brief summary, the two TEMIS Subjects 1 and 2 in both 1972 and 1977, were below the level of concern. A consequential improvement was noted for Subject 1 and a slight decrease was noted for Subject 2.

C. SOURCES OF EXTENSION CLOTHING TEXTILE

ASSISTANCE REPORTED BY HOMEMAKERS

IN 1972 AND 1977

Table III concerns the homemakers' sources of particularly helpful clothing and textile information. In 1972, the homemakers listed the Extension agent, 65 percent, as being the most helpful source of information. Homemakers interviewed in 1977 listed Extension publications 70 percent reporting, as the most helpful source of information. Publications were not listed in 1972. Extension agents ranked a close second to publications with 68 percent in 1977. Mention of Home Demonstration Leader conducted meetings, as a source, decreased consequentially from 51 percent in 1972 to 35 percent in 1977.

TABLE III. EXTENSION SOURCES OF PARTICULARLY HELPFUL CLOTHING INFORMATION REPORTED BY DISTRICT I
HOMEMAKERS IN 1972 AND 1977 BY PERCENTS

EXTENSION SOURCE OF HELP IN 1972	TENNESSEE EXTENSION DISTRICT I 1972 (N=562)	Percent	EXTENSION SOURCE OF HELP IN 1977
Extension Agent	65	68	Extension Agent
Home Demonstration Leader Conducted Meetings	51	35	Home Demonstration Leader Conducted Meetings
^a	-	70	Extension Publications

^a Not included in 1972 Survey.

D. KINDS OF EXTENSION CONTACTS REPORTED
BY HOMEMAKERS IN 1977

Reference to information in Table IV discloses that Meetings (i.e. 4,224) were the most frequently mentioned source of Extension contacts of any kind reported by District I homemakers surveyed in 1977; followed in order by Telephone (i.e. 2,801), Newsletters (i.e. 2,558) and Office Visits (i.e. 1,794). Benton County reported a consequentially large percent, 9 percent, of the Meetings for counties in the District, a high total of 376 Meetings in 1977; while Fayette had the lowest percent; 1 percent, and number, 14, of meetings listed. Again, Lake County did not have home economics work. Homemakers in Obion County had the second highest with 293 Meetings, while Hardin County was next to last with 65.

Benton County homemakers also reported a consequentially large percent, 10 percent, and the highest number, 281, of Telephone contacts made in 1977 with Extension on clothing subjects; while Fayette County reported again the lowest; 2 percent, or 46 calls. Second highest percent, 8 percent, and numbers, 228, of Telephone contacts were reported in Haywood County; while the second lowest percent, 2, and number, 47, of Telephone contacts was found for McNairy County.

Lauderdale County with 351 contacts, constituting a consequential 14 percent of the total contacts by Newsletters reported by Newsletters reported by District I homemakers interviewed was first in that division; while Chester and Dyer Counties had no mention of Newsletter contacts at all. Obion had the second highest number, 296, and percent, 12, of Newsletter contacts reported.

TABLE IV. NUMBERS AND PERCENTS OF EXTENSION CONTACTS REPORTED BY HOMEMAKERS IN THE 1977 CLOTHING TEXTILE SURVEY BY COUNTIES AND TOTAL DISTRICT I

		MEETINGS		TELEPHONE		NEWSLETTERS		OFFICE VISIT	
		No.	%	No.	%	No.	%	No.	%
1.	Benton (N= 30)	376	9	281	10	151	6	288	16
2.	Carroll (N= 30)	165	4	193	7	73	3	34	2
3.	Chester (N= 30)	186	4	132	5	0	0	49	3
4.	Crockett (N= 30)	169	4	96	3	64	2	102	5
5.	Decatur (N= 30)	235	6	151	5	120	5	107	6
6.	Dyer (N= 30)	334	8	93	3	0	0	89	5
7.	Fayette (N= 30)	14	1	44	2	111	4	21	1
8.	Gibson (N= 30)	276	6	159	6	119	5	94	5
9.	Hardeman (N= 30)	65	2	149	5	239	9	116	6
10.	Harden (N= 30)	209	5	161	6	101	4	147	8
11.	Haywood (N= 30)	225	5	228	8	39	1	166	9
12.	Henderson (N= 40)	178	4	69	2	123	5	39	2
13.	Henry (N= 30)	143	3	161	6	145	6	85	5
14.	Lake (N= 0)	0	0	0	0	0	0	0	0
15.	Lauderdale (N= 40)	218	5	69	2	351	14	8	1
16.	Madison (N= 30)	235	6	154	6	219	8	138	8
17.	Mc Nairy (N= 30)	225	5	47	2	17	1	27	2
18.	Obion (N= 30)	293	7	208	7	296	12	107	6
19.	Shelby (N= 30)	161	4	164	6	72	3	69	4
20.	Tipton (N= 30)	275	6	143	5	116	4	69	4
21.	Weakley (N= 30)	242	6	99	4	204	8	39	2
DISTRICT I									
TOTALS		4,224	100	2,801	100	2,558	100	1,794	100

^aLake County had no home economics program and was not included.

Benton County with 288 Office Visit Extension contacts, a consequential 11 percent of all District I contacts via this Extension method was first in this division; while Lauderdale had the low number, 8, and percent, 1, of contacts reported by homemakers through Office Visits. Maywood County, with 166 Office Visit contacts, 9 percent of the District total was second highest; while Fayette County was next to last with 21 Office Visits related to clothing constituting 1 percent of the total.

CHANGES IN AGENT TIME DEVOTED TO WEAKER
CLOTHING AND TEXTILE SUBJECTS IN
FY 1975 COMPARED WITH FY 1972

Reference to data in Table V, VI and VII provides a picture of how agents spent their clothing time in FY 1972, FY 1975 and the differences in numbers and percents; and similar data for contacts made with the clientele. Special attention again is called to the descending order of priority, based on the 1972 Tennessee District I Clothing and Textile Practice Checklist Survey. It will be remembered that Subjects 1 and 2 were below the concern level--making them of greater educational interest in the period studied. TEMIS data were available for FY 1972, the year of survey to indicate how time was being spent, and for FY 1975, midway through the five-year planning period to check progress regarding allocation of scarce Extension staff time to weaker practice (i.e. subject) areas.

Cursory perusal of Table V and VI shows that little agent time and few client contacts were mentioned in FY 1972, and none in FY 1975 for

TABLE V. CLOTHING AND TEXTILE SUBJECTS ARRANGED IN DESCENDING ORDER OF EDUCATIONAL PRIORITY HELD AS DETERMINED BY THE FY 1972 TENNESSEE EXTENSION SURVEY IN DISTRICT I ACCORDING TO NUMBERS AND PERCENTS OF AGENT DAYS EXPENDED AND CONTACTS MADE

TEHIS PRIMARY CLOTHING SUBJECT	NUMBER OF AGENT DAYS	PERCENT OF AGENT DAYS	NUMBER OF CONTACTS	PERCENT OF CONTACTS
1. Clothing Records	2.50	1.0	15	0.0
2. Clothing Management and Planning	51.30	5.0	3,110	8.0
3. Textile Selection and/or Buying	34.60	4.0	1,362	4.0
4. Clothing Production and/or Construction	532.40	57.0	17,938	48.0
5. Clothing Selection and/or Buying	74.40	8.0	1,851	5.0
6. Clothing Renovation and/or Remodeling	9.80	1.0	229	1.0
7. Clothing Maintenance and Care	88.40	9.4	4,030	11.0
8. Other Clothing	111.30	12.0	6,133	17.0
9. Other Textiles	35.40	3.0	2,428	6.0
TOTALS	940.00	100.0	37,096	100.0

TABLE VI. CLOTHING AND TEXTILE SUBJECTS ARRANGED IN DESCENDING ORDER OF EDUCATIONAL PRIORITY HELD, AS DETERMINED BY THE FY 1972 TENNESSEE EXTENSION SURVEY, IN DISTRICT I ACCORDING TO NUMBERS AND PERCENTS OF AGENT DAYS EXPENDED AND CONTACTS MADE FY 1975

TEMIS PRIMARY CLOTHING SUBJECT	NUMBER OF AGENT DAYS	PERCENT OF AGENT DAYS	NUMBER OF CONTACTS	PERCENT OF CONTACTS
1. Clothing Records	0.00	0.0	0	0.0
2. Clothing Management and Planning	25.23	3.3	679	3.0
3. Textile Selection and/or Buying	13.40	1.9	357	2.0
4. Clothing Production and/or Construction	410.63	57.9	9,806	46.0
5. Clothing Selection and/or Buying	69.90	9.8	1,866	9.0
6. Clothing Renovation and/or Remodeling	29.31	4.1	1,031	5.0
7. Clothing Maintenance and Care	19.51	2.8	335	2.0
8. Other Clothing	131.21	18.5	6,515	31.0
9. Other Textiles	12.12	1.7	511	2.0
TOTALS	709.32	100.0	21,100	100.0

TABLE VII. SHIFTS IN ABSOLUTE NUMBERS AND RELATIVE PERCENTS OF AGENT DAYS EXPENDED AND CONTACTS MADE IN DISTRICT I COUNTIES TEACHING CLOTHING AND TEXTILE INFORMATION BY SUBJECTS FY 1972 AND FY 1975

TEMIS PRIMARY CLOTHING SUBJECT	SHIFT IN NUMBER OF AGENT DAYS	SHIFT IN PERCENT OF AGENT DAYS	SHIFT IN CONTACTS	SHIFT IN PERCENT OF CONTACTS
1. Clothing Records	- 2.5	- 1.0	- 15	0.0
2. Clothing Management and Planning	25.23 ^a - 51.30 ^b <u>- 26.07^c</u>	3.3 - 5.0 <u>- 1.7</u>	679 - 3,110 <u>- 2,431</u>	3.0 - 8.0 <u>- 5.0</u>
3. Textile Selection and/or Buying	13.40 - 34.60 <u>- 21.20</u>	1.9 - 4.0 <u>- 2.1</u>	357 - 1,362 <u>- 1,005</u>	2.0 - 4.0 <u>- 2.0</u>
4. Clothing Production and/or Construction	410.63 - 532.40 <u>- 121.77</u>	57.9 - 57.0 <u>+ .9</u>	9,806 - 17,938 <u>- 8,132</u>	46.0 - 48.0 <u>- 2.0</u>
5. Clothing Selection and/or Buying	69.90 - 74.40 <u>- 4.50</u>	9.8 - 8.0 <u>- 1.8</u>	1,866 - 1,851 <u>+ 15</u>	9.0 - 5.0 <u>+ 4.0</u>

TABLE VII (Continued)

TEMIS PRIMARY CLOTHING SUBJECT	SHIFT IN NUMBER OF AGENT DAYS	SHIFT IN PERCENT OF AGENT DAYS	SHIFT IN CONTACTS	SHIFT IN PERCENT IN CONTACTS
6. Clothing Renovation and/or Remodeling	29.31 - 9.80 + 19.51	4.1 - 1.0 + 3.1	1,031 - 229 + 802	5.0 - 1.0 + 4.0
7. Clothing Maintenance and Care	19.51 - 88.40 - 68.89	2.8 - 9.4 - 6.6	335 - 4,030 - 3,695	2.0 - 11.0 - 9.0
8. Other Clothing	131.21 - 111.30 + 19.91	18.5 - 12.0 + 6.5	6,515 - 6,133 + 382	31.0 - 17.0 + 14.0
9. Other Textiles	12.12 - 35.40 - 23.28	1.7 - 3.0 - 1.3	511 - 2,428 - 1,917	2.0 - 6.0 - 4.0
TOTALS	709.32 - 940.00 - 230.68		21,100 - 37,096 - 15,995	
^a FY 1975 data	^b PY 1972 data	^c shift		

the weakest subject area, Subject 1, "Clothing Records." Likewise, Subject 2, "Clothing Management and Planning," showed decreases (-) in agent days spent and contacts made. Decreases (-) may be noted in Table VII in total numbers of agent days, FY 1972 to FY 1975, devoted to all clothing and textile subjects of 229 agent days and in client contacts made of 15, 275 suggesting some possible overall deemphasis of clothing and textile Extension educational work in the District.

Regarding Shifts in Agent Days Expended Between FY 1972 and FY 1975

Subject 8, "Other Clothing," showed the largest positive shift (+) in agent days expended between FY 1972 and FY 1975, 19.91 days, and relative percentage increase (+) of 6.5 percent.

Subject 6, "Clothing Renovation and/or Remodeling," had the only other positive shift (+) in number of agent days, 19.51 days. The relative percent shift also was positive (+) and was 3.1 percent.

Subject 4, "Clothing Production and/or Construction," recorded the largest decrease (-) in number of agent days devoted, 121.77 days. The relative percent shift, however, showed a slight positive (+) shift of .9 percent. This suggests possible planned deemphasis of construction work.

Subject 7, "Clothing Maintenance and Care," had the second largest decrease (-) in agent days, 68.89. A small decrease (-) in relative percentage of time devoted also was noted, 6.6 percent.

A weak area, Subject 2, "Clothing Management and Planning," scored the third largest decrease (-) in agent days devoted with 26.07 days fewer in FY 1975 than in FY 1972. However, the relative shift in percentage was only a decrease (-) of 1.7 percent.

Subject 9, "Other Textiles," was the fourth largest decrease area with 23.28 fewer days in FY 1975; though, as with Subject 2, the relative percentage shift was small, a decrease (-) of 1.3 percent.

Subject 3, "Textile Selection and/or Buying," had 21.20 fewer (-) days with a small relative decrease (-) of 2.1 percent.

Subject 5, "Clothing Selection and/or Buying," showed very little change in agent days or percent of agent days expended--as was true of the weakest area of all, Subject 1, "Clothing Records," which, however, had no time reported devoted to it at all in FY 1975.

Regarding Shifts in Client Contacts Made Between FY 1972 and FY 1975

Subject 6, "Clothing Renovation and/or Remodeling," showed the largest positive (+) shift in contacts between FY 1972 and FY 1975, 802 contacts, with a relative percentage increase (+) of 4.0 percent.

Subject 8, "Other Clothing," showed the second largest positive (+) shift in contacts, 382 contacts, with a relative percentage increase (+) of 14.0 percent.

"Clothing Selection and/or Buying," Subject 5, also showed a positive (=) shift in contacts, 15, with a relative percentage increase (+) of 4.0 percent.

Subject 4, "Clothing Production and/or Construction," recorded the largest decrease (-) in number of contacts, 8,132. Also recorded was a decrease (-) of 2.0 percent for the relative shift in contacts for the relative shift in contacts for this subject.

Subject 7, "Clothing Maintenance and Care," had the second largest decrease (-) in contacts, 3,695. The relative shift in percentage was a decrease (-) of 9.0 percent.

Subject 2, "Clothing Management and Planning," scored the third largest decrease (-) in percentage shift of 5.0 percent and 2,431 fewer contacts.

Subject 9, "Other Textiles" had the fourth largest decrease (-) in contacts with 1,917, which constituted a decrease of 4.0 percent.

Subject 3 "Textile Selection and/or Buying" had a decrease (-) of contacts of 1,005. However, the relative shift in percentage was only a decrease (-) of 2.0 percent.

The weakest area of all was Subject 1, "Clothing Records," which had not contacts in this subject at all in FY 1975 and only 15 in FY 1972.

F. IDENTIFICATION OF SUBJECTS RECEIVING
MAJOR EMPHASIS IN DISTRICT I COUNTIES
AND THE TOTAL IN FY 1975

Reference to data in Tables VII, IX, X, XI, XII AND XIII provides information about Agent emphasis on clothing and textile practices in regard to agent days expended and clientele contacts for individual counties and District I. It will be remembered that Subject 1, "Clothing Records," was the weakest subject area in FY 1972. These tables show that absolutely no days were expended or clientele contacts made in the District I counties on "Clothing Records" in FY 1975.

Regarding Subjects Receiving Major Emphasis by Agent Days Expended

Table VIII provides information regarding the actual number and average number of agent days devoted to TEMIS clothing and textile

TABLE VIII. CLOTHING AND TEXTILE SUBJECTS RECEIVING MAJOR EMPHASIS BY NUMBERS AND AVERAGE NUMBERS OF AGENT DAYS EXPENDED ACCORDING TO COUNTIES, AGENTS AND TOTALS FOR DISTRICT I IN FY 1975

TEXTILE CLOTHING AND TEXTILE SUBJECT	DISTRICT I TOTAL	DISTRICT I COUNTY TOTAL														Number Agent Days							
		BENTON	CARROLL	CHESTER	CROCKETT	DECATUR	DYER	FAVETTE	GIBSON	HARDMAN	HARDIN	HAYWOOD	HENDERSON	HENRY	LAKE		LAUDERDALE	MAJISON	MC NAIRY	OBION	SHELBY	TIPTON	WEAVER
1. Clothing Records	0.00																						
2. Clothing Manage- ment and Planning	23.25			3.75	2.75			3.62				4.01				.25	2.74		6.86	1.25			
3. Textile Selection and/or Buying	13.39		4.38				.25	.88			2.88						5.00						
4. Clothing Production and/or Construction	410.63			10.01	26.13	8.63	11.51	20.89	20.75	34.76	25.25	45.64	50.37	18.36		6.23	16.11	14.25	5.86	66.75	23.27	5.87	
5. Clothing Selection and/or Buying	69.90		3.38	10.37		.50		4.12	7.62	9.63	11.00		9.29	7.99			.12	2.51	1.37		2.00		
6. Clothing Renovation and/or Remodeling	29.31		6.24					3.50	3.88	1.00	3.71	1.62						8.36		.62	.38		
7. Clothing Maintenance and Care	19.51	1.88		.25				.88		2.99	3.64	3.88					.12			.63	3.50	1.74	
8. Other Clothing	131.21	3.76	2.12	2.12		2.87	5.26	2.11	9.51		.50	12.28				4.62	1.13	1.37	40.89	5.13	37.37		
9. Other Textiles	12.12			.50		.85	.62	.25				9.25							.50				
Totals	709.32	5.64	16.12	26.99	28.88	12.88	17.64	25.89	34.35	61.27	43.77	59.27	83.54	27.97		11.10	25.22	16.76	24.32	109.64	34.52	45.39	
Rank Order by Counties ^a		XX	20	17	11	9	18	15	12	8	3	6	4	2	10	-	19	13	16	14	1	7	5
No. Agents in FY 1975	17.86	.5	1.0	.5	0	.5	1.0	2.0	1.0	2.0	.5	1.0	1.0	3		-	.5	.5	1.0	2.0	1.0	1.0	
Ave. No. Days/Agent Assigned	39.72	11.28	16.12	53.98	-	25.76	17.64	12.95	34.35	30.69	87.54	59.27	83.54	83.97		22.20	50.44	35.52	24.32	54.89	34.52	45.36	
To Adult Home Ensembles		19	17	6		13	16	18	10	12	1	4	3	2		-	15	7	11	14	5	9	
Rank Order Ave. Days/Agent		XX	19	17	6		13	16	18	10	12	1	4	3	2		15	7	11	14	5	9	

Memphis, (18)

Continuation Form 635

^aSource: Directory, University of Tennessee, Institute of Agriculture for January 1975 and July 1975, Extension Form 635, Knoxville. (18)

TABLE IX. CLOTHING AND TEXTILE SUBJECTS RECEIVING MAJOR EMPHASIS BY PERCENTS OF AGENT DAYS EXPENDED BY COUNTIES AND THE DISTRICT I TOTALS, FY 1975

TEXTILE CLOTHING AND TEXTILE SUBJECT	DISTRICT I TOTAL	DISTRICT I COUNTY TOTAL															
		BENTON	CARROLL	CHESTER	CROCKETT	DECATUR	DYER	FAVETTE	GIBSON	HARDEMAN	HARDIN	HAYWOOD	HENDERSON	HENRY	LAKE	LAUDERDALE	MADISON
1. Clothing Records	0.0																
2. Clothing Manage- ment and Planning	3.3			13.8	10.0				11.0				4.8			2.0	11.0
3. Textile Selection and/or Buying	1.9	27.0					1.0			1.4		5.0					20.0
4. Clothing Production and/or Construction	57.9			37.2	90.0	67.0	65.0	81.0	60.0	56.6	58.0	77.0	60.2	66.0		56.0	63.0
5. Clothing Selection and/or Buying	9.8	21.0	39.4			4.0		16.0	22.2	16.0	25.0		11.0	29.0			.5
6. Clothing Renovation and/or Remodeling	4.1	39.0								6.0	9.0	1.0	4.4	5.0		34.0	
7. Clothing Maintenance and Care	2.8	33.0		.9				3.0		5.0	8.0		4.6				.5
8. Other Clothing	18.5	67.0	13.0	7.8		22.0	30.0		6.1	15.0		1.0	15.0			42.0	5.0
9. Other Textiles	1.7			1.9		7.0	4.0		.7			16.0					
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

2.1

5.6

34.0

2.0

1.0

3.8

82.3

100.0

100.0

100.0

TABLE XI. CLOTHING AND TEXTILE SUBJECTS RECEIVING MAJOR EMPHASIS BY NUMBERS AND AVERAGE NUMBERS OF CONTACTS ACCORDING TO COUNTIES, AGENTS AND THE TOTALS FOR DISTRICT I IN FY 1975

CLOTHING AND TEXTILE SUBJECT	DISTRICT I										DISTRICT I COUNTY TOTAL										
	BENTON	CARROLL	CHESTER	CROCKETT	DECATUR	DYER	FAVETTE	GIBSON	HARDEMAN	HARDIN	HAYWOOD	HENDERSON	HENRY	LAKE	LAUDERDALE	MADISON	MCMAIRY	OBION	SHELBY	TIPTON	WEAVER
1. Clothing Records	0																				
2. Clothing Management and Planning	679		98	42				202				23				55		149	28		
3. Textile Selection and/or Buying	357	83							1		18										
4. Clothing Production and/or Construction	9,806		272	442	163	601	273	558	243	3,109	581	246	727		157	271	294	751	1,070	271	23
5. Clothing Selection and/or Buying	1,866		388		3	197	48	170	117	266		89	478				30	30		9	
6. Clothing Renovation and/or Remodeling	1,031		532						41	84	5	18	117					218		16	
7. Clothing Maintenance and Care	335	75	3				4		13	16		49							2	166	7
8. Other Clothing	6,515	95	54	43	1	4,412		407	49		7	74			34	26		58	399	72	784
9. Other Textiles	511		13			180					118							200			
Totals	21,100	170	710	817	494	167	5,350	325	1,337	464	3,475	729	499	1,322	191	689	324	1,406	1,499	534	814
Rank Order of County ^a	XI	20	10	7	14	19	1	16	5	15	2	9	13	6	18	11	17	4	3	12	8
No. Agents in FY 1975	17.86	.5	1.0	.5	0	.5	1.0	2.0	1.0	2.0	.5	1.0	1.0	.3	.5	.5	.5	1.0	2.0	1.0	1.0
Ave. No. Contracts/Agent	1,181	340	710	1,634	-	334	5,390	163	1,337	232	6,950	727	499	3,966	382	1,378	648	1,406	2,998	534	814
Assigned to Adult Home Ed.	XX	16	11	5	-	17	2	8	18	1	10	14	3	-	15	7	12	6	4	13	9

Institute of Agriculture for January 1975 and July 1975, Extension Form 635, Knoxville. (100)

^a Source: Directory, University of Tennessee, Institute of Agriculture for January 1975 and July 1975, Extension Form 635, Knoxville. (100)

TABLE XIII. CLOTHING AND TEXTILE SUBJECTS RECEIVING MAJOR EMPHASIS BY PERCENTS OF CONTACTS PER SUBJECT IN DISTRICT I IN FY 1975

TEXIS CLOTHING AND TEXTILE SUBJECT	DISTRICT I TOTAL	DISTRICT I COUNTY TOTAL														
		BENTON	CARROLL	CHESTER	CROCKETT	DECATUR	DYER	FAVETTE	GIBSON	HARDMAN	HARDIN	HAYWOOD	HENDERSON	HENRY	LAKE	LAUDERDALE
1. Clothing Records																
2. Clothing Management and Planning	100			15.0	6.0				30.0				3.0			
3. Textile Selection and/or Buying	100	23.0								1.0		5.0				
4. Clothing Production and/or Construction	100			3.0	4.0	2.0	6.0	3.0	5.0	2.0	32.0	6.0	3.0	7.0		2.0
5. Clothing Selection and/or Buying	100	2.0	21.0			1.0	10.0	2.0	9.0	6.0	14.0		5.0	25.0		2.0
6. Clothing Renovation and/or Remodeling	100	51.0								4.0	8.0	1.0	2.0	11.0		21.0
7. Clothing Maintenance and Care	100	22.0		1.0				1.0		4.0	5.0		15.0			1.0
8. Other Clothing	100	1.0	1.0	1.0		0.0	67.0		6.0	1.0		0.0	1.0		1.0	1.0
9. Other Textiles	100		3.0				35.0					23.0				39.0

subjects by counties, per agent and District I totals. Table IX shows percents of days spent in FY 1975 counties and the District I total. Table X gives percents of total District I time expended in individual counties. Reference to all three tables will permit a fairly comprehensive picture of how clothing time was expended in FY 1975 by county staffs.

Study of items in Table VII discloses that, as mentioned earlier, 709.32 agent days, about 3.1 agent work years, were devoted to clothing and textile subjects in FY 1975 in District I. Shelby County ranked first in total numbers of days with 109.64, but only fifth in terms of days devoted to clothing and textiles per agent assigned 100 percent of the time to adult home economic work, or 54.82 days per agent. Counties ranking above Shelby in days per agent were: 1. Hardin, 87.54 days per agent; 2. Henry, 83.97 days per agent; 3. Henderson, 83.54 days per agent and 4. Haywood, 59.27 days per agent. The average for counties in the District was 39.72 days per agent assigned in FY 1975. Neither Crockett nor Lake had an agent assigned to adult home economics work in FY 1975. though 28.88 agent days were reported devoted to clothing by other agents in Crockett County that year.

Benton County staff had the lowest number of total agent days reported, 5.64 and days per agent, 11.28, for counties with adult home economics agents. Other staffs in the bottom five in days spent per agent assigned included those in Fayette, 12.95 days, Carroll, 16.12 days, Dyer, 17.64 days, and Lauderdale, 22.20 days, counties.

Again, Subject 4, "Clothing Production and/or Construction," with a total District I expenditure of 410.63 days accounted for 57.9 percent of all clothing and textile time in FY 1975 (see Table VIII, page 43, and

Table IX, page 44). High-five percentage county staffs devoting higher percents of clothing and textile time to this subject included:

1. Crockett, 90.0 percent; 2. McNairy, 85.0 percent; 3. Haywood, 77.0 percent; and 4. Decatur and Tipton, 67.0 percent each, See Table IX, page 44.

Low-five percentage counties included: Benton and Carroll, with no time reported; Weakley with 12.9 percent; Obion, with 24.1 percent, and Chester, with 37.2 percent.

A total of 18.5 percent of District I time reportedly was designated under Subject 8, "Other Clothing," in FY 1975. County staffs recording largest percents of time in this category included: 1. Weakley, 82.3 percent; 2. Benton, 67 percent; 3. Lauderdale, 42.0 percent; 4. Shelby, 37.0 percent, and 5. Dyer, 30.0 percent. Five county staffs, Crockett, Fayette, Hardin, Henry and McNairy, did not report any time under this non-practice-related subject at all.

Interestingly, no county staff reported any percent of time devoted to Subject 1, "Clothing Records," the weakest practice-related area identified in 1972; and only five county staffs reported consequential percents of time expended on Subject 2, "Clothing Management and Planning," the other weak area. Counties here cited included: 1. Obion, 28.2 percent; 2. Chester, 12.8 percent; 3. Gibson and Madison, 11.0 percent each and 4. Crockett, 10 percent.

Nine county staffs had expended consequential percents of time on Subject 5, "Clothing Selection and/or Buying," Namely: 1. Chester, 38.4 percent; 2. Henry, 29.0 percent; 3. Hardin, 25.0 percent; 4. Gibson,

22.2 percent; 5. Carroll, 21.0 percent; 6. Fayette and Hardeman, 16.0 percent each; 7. McNairy, 15.0 percent; and 8. Henderson, 11.0 percent.

Consequential percents of time reported in two counties, Carroll, 27.0 percent, and Madison, 20.0 percent, were recorded for Subject 3, "Textile Selection and/or Buying;" as was true for Subject 5, "Clothing Renovation and/or Remodeling," in three counties, Carroll, 39.0 percent, Obion, 34.0 percent and Hardin, 9.0 percent.

Subject 7, "Clothing Maintenance and Care," accounted for consequential percentages of time spent in Benton, 33.0 percent, and Tipton, 100 percent Counties; and Haywood County staff reported 16.0 percent of clothing and textile time spent on Subject 9, "Other Textiles."

Reference to Table X, page 46, shows the percents of total time devoted to each TEMIS subject contributed by each county in District I. Of course, as noted earlier, no time was reported spent on the weakest practice-related subject area, Subject 1. Six counties that contributed consequential percents of time to the other weak area, Subject 2, were: 1. Obion, 27.2 percent; 2. Henderson, 15.9 percent; 3. Chester, 14.9 percent; 4. Gibson, 14.4 percent; 5. Crockett and Madison, 10.9 percent each. Thirteen county staffs did not report.

Three county staffs contributed consequential percents to Subject 3, namely; 1. Madison, 37.0 percent; 2. Carroll, 33.0 percent and 3. Haywood, 21.5 percent; while only three counties, 1. Shelby, 16.2 percent; 2. Henderson, 12.3 percent and 3. Haywood, 11.1 percent, provided consequential percents of time to the total for Subject 4. Sixteen counties reported no work on Subject 3, but only 3 did not report on Subject 4.

Six county staffs contributed consequentially to time expended on Subject 5 in FY 1975, namely: 1. Hardin, 15.7 percent; 2. Chester, 14.8 percent; 3. Hardeman, 13.8 percent; 4. Henderson, 13.3 percent; 5. Henry, 11.4 percent; and 6. Gibson, 10.9 percent. Eight counties did not report time spent on Subject 5.

No counties reported at least some time devoted to Subject 6 in FY 1975, five of them contributing consequentially to the total, namely; 1. Obion, 29.0 percent, 2. Carroll, 21.3 percent; 3. Hardin, 13.2 percent, 4. Henderson, 13.0 percent, and 5. Hardeman, 12.0 percent.

Ten county staffs had expended time on Subject 7, six of them contributing consequentially. These last included: 1.. Henderson, 20.0 percent; 2. Hardin, 19.0 percent; 3. Tipton, 18.0 percent; 4. Hardeman, 15.0 percent; 5. Benton, 10.0 percent and 6. Weakley, 9.0 percent.

Sixteen counties mentioned work on Subject 8, three to them contributing consequentially, namely: 1. Shelby, 31.2 percent; 2. Weakley, 28.5 percent; and 3. Henderson, 9.4 percent. At the same time, work on Subject 9 was recorded for eight counties in FY 1975, only one, Haywood, 77.0 percent, making a consequential contribution.

Regarding Subjects Receiving Major Emphasis by Clientele Contacts

Table XI, page 46, provides information concerning the actual number and average numbers of clientele contacts agents reported according to TEMIS clothing and textile subjects by counties, per agent and District I totals. Table XII, page 47, shows percents of contacts made in FY 1975 by counties and for the District I total. Table XIII, page 43, gives percents of total District I contacts per

subject made in individual counties. Study of all three tables should allow the reader to visualize the scope of contacts made during FY 1975.

Reference to Items in Table XI, page 46, shows that, as brought out above, 21,100 total clientele contacts were made on clothing and textiles matters in FY 1975 in District I. Dyer county ranked first in total number of contacts with 5,390, but was second in contacts made per agent assigned to adult home economics work in FY 1975. The only county ranking above Dyer in contacts per agent was Hardin with 6,950 contacts. Other counties ranking in the top five in contacts per agent were, third Henry, 3,966 contacts per agent, fourth, Shelby, 2,998 contacts per agent and, fifth, Chester, 1,634 contacts. The average for counties in the district was 1,181 contacts per agent. Neither Crockett nor Lake had agents assigned, though Crockett reported 484 contacts for the county in FY 1975.

Decatur County staff had the lowest number of total contacts reported, 167, and Fayette the lowest contacts per agent, 163. Other staffs in the bottom five as to the number of total contacts reported included: Benton, 170 total contacts; Lauderdale, 191 total contacts; McNairy, 324 total contacts; Fayette, 325 total contacts; and Hardeman, with 464 total contacts.

Reference to Table XII, page 47 shows the percents of total agent contacts in regard to different TEMIS subjects contributed in each county in District I. As noted earlier in this study, no contacts were reported on the weakest practice-related subject area, Subject 1. Five counties that recorded consequential percents of their contacts

in the other weak clothing area, Subject 2, were: 1. Madison, 20.0 percent; 2. Gibson, 15.0 percent; 3. Chester, 12.0 percent; 4. Obion, 11.0 percent and 5. Crockett, 9.0 percent. Fourteen county staffs did not report.

Two county staffs recorded consequential percents on clothing Subject 3. They were: Madison, 37.0 percent; and Carroll, 12.0 percent.

Seventeen counties reported consequential percents of their contacts, ranging from 98 percent in Decatur to 11.0 percent for Dyer, on Subject 4 to make it the most frequently reported subject. Other counties included Chester, Crockett, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Lauderdale, Madison, McNairy, Obion, Shelby, and Tipton. Carroll, and, of course, Lake counties did not report any time on this subject. Nearly one half (46 percent) of all clothing contacts in the District were recorded here.

Seven county staffs contributed consequentially to agent contacts on Subject 5, in FY 1975, namely: 1. Chester, 47.0 percent; 2. Henry, 36.0 percent; 3. Hardeman, 25.0 percent, 4. Henderson, 18.0 percent; 5. Fayette, 15.0 percent; 6. Gibson, 13.0 percent; 7. McNairy 9.0 percent. Eight counties did not report time spent on Subject 5.

Eight counties reported at least some agent contacts on Subject 6 in FY 1975, four of them contributing consequentially to the total, namely: 1. Carroll, 75.0 percent; 2. Obion, 16.0 percent; 3. Hardeman and Henry counties both reporting 9.0 percent. Thirteen counties reported no contacts on clothing Subject 6.

Nine county staffs reported agent contacts on Subject 7, three of them contributed consequentially. They were: 1. Benton, 44.0 percent; 2. Tipton, 31.0 percent and 3. Henderson, 10.0 percent. Fifteen counties also mentioned agent contacts on Subject 8, none of them contributing consequentially, namely: 1. Weakley, 96.0 percent; 2. Dyer, 82.0 percent; 3. Benton, 56.0 percent; 4. Gibson, 30.0 percent; 5. Shelby, 26.0 percent; 6. Lauderdale, 18 percent; 7. Henderson, 12.0 percent; 8. Tipton, 13.0 percent; and 9. Hardeman, 10.0 percent.

Agent contacts on Subject 9 were recorded for four counties in FY 1975. Two of the counties, Haywood, 16.0 percent and Obion, 14.0 percent, had consequential recordings.

Table XIII, page 48, data show counties making major contributions to the District I contacts recorded for each subject. Four countries made consequential contributions to Subject 2 contacts, namely: 1. Gibson, 30.0 percent; 2. Obion, 22.0 percent; 3. Madison, 20.0 percent and 4. Chester, 15.0 percent.

Madison accounted for 71.0 percent and Carroll for 23.0 percent of all contacts on Subject 3. Though all but three counties recorded contacts related to Subject 4, only Hardin, 32.0 percent, and Shelby, 10.0 percent accounted for consequential percents.

Five counties accounted for most of the contacts related to Subject 5. There were: Henry, 25.0 percent; Chester, 21.0 percent; Hardin, 14.0 percent; Dyer, 10.0 percent; and Gibson, 9.0 percent.

Carroll, 51.0 percent; Obion, 21.0 percent; and Henry, 11.0 percent made up most contacts on Subject 6; while Tipton, 49.0 percent,

Benton, 22.0 percent and Henderson, 15.0 percent, were main county staffs recording Subject 7 contacts. Dyer, 67.0 percent and Weakley, 12.0 percent, made major contributions to contacts on Subject 8; and Obion, 39.0 percent; Dyer, 35.0 percent, and Haywood, 23.0 percent accounted for most contacts on Subject 9.

Again TEMIS data for years other than FY 1975 included in the five-year period following the 1972 Clothing and Textile Survey were not available for further analyses and comparisons. Likewise, additional data from the 1972 Survey were lacking.



CHAPTER V

SUMMARY, IMPLICATIONS AND RECOMMENDATIONS

A. SUMMARY

In summary, this study consisted primarily of: (1) a comparison of the 1972 and 1977 Statewide Clothing Surveys in Tennessee Extension District I, and (2) study of the relation between District I TEMIS data available for FY 1972 and FY 1975. Before this study, relatively few efforts had been made to directly relate data from Practice Checklist Surveys with TEMIS data, especially within individual districts. Earlier Tennessee studies in clothing, nutrition, soybeans, corn and dairying areas were found in which researchers had sought to relate survey data with TEMIS data.

The findings characterizing the District I audiences randomly selected and surveyed in 1972 and 1977, the first study purpose, revealed more differences than similarities. One difference occurred in the nature of the audiences surveyed. Both surveys included Home Demonstration Club members; however, similarities in nature of interviewees ended there. While two-thirds of the 562 1972 interviewees were Club members, only one-third of the 620 interviewees in 1977 were Club members. Other audiences in 1972 were: young homemakers (non-club), EFNEP, Housing project homemaker and other. Other audiences in 1977 were: 4-H mothers with children enrolled in a clothing project, clothing related special interest and TSU audience.

A third difference in audience characteristics concerned the educational levels of the homemakers interviewed. The percent of

grand totals for average practice use for all seven practice-related TEMIS subjects were 64.0 percent in 1972 and 67.0 percent in 1977. Thus, the overall average improvement during the period 1972-1977 in clothing and textiles was 3.0 percent; assuming similar representative audiences.

Survey data for both years also showed differences in interviewees' attitudes toward particularly helpful sources of clothing and textile information, the third purpose. In 1972, the homemakers listed the Extension agent 65.0 percent, as being the most helpful source of information. This source increased to 67.0 percent by 1977, but was exceeded slightly by Extension publications, 70.0 percent a source of clothing and textile information not included in 1972. Home Demonstration Leader conducted meetings decreased from 51 percent in 1972, to 35 percent in 1977 as a helpful source.

Related to the fourth study purpose, homemakers in the 1977 Survey for District I most frequently made contacts with Extension through: 1. Meetings, 4,224 reported; 2. Telephone conversations, 2,801 mentioned; 3. Newsletters, 2,558 recorded; and 4. Office Visits, 296 noted. Lauderdale county reported the largest number of contacts through Newsletters, 351 mentioned.

Findings in regard to whether agents in District I had devoted increased time expended and made larger numbers and percents of contacts in the weaker subject areas in FY 1975 than in FY 1972, related to the fifth study purpose. They revealed that less agent time and fewer clientele contacts were made in the two weakest practice-related-subject

areas: "Clothing Records" (i.e. 2.5 fewer days and 15 fewer contacts), and "Clothing Management and Planning" (i.e. 26.1 fewer days and 2,431 fewer contacts).

In regard to whether weaker subjects identified by the 1972 Survey received major Extension teaching emphasis in District I counties in FY 1975, the sixth study purpose, Subject 1, "Clothing Records," the weakest subject area identified in 1972, had no days expended or clientele contacts recorded in District I counties. Staffs in District I counties placed the most teaching emphasis (i.e. days expended and contacts made) on Subject 4, "Clothing Production and/or Construction." Subject 5, "Other Clothing," a non-practice-related subject, was the second most-emphasized subject in FY 1975.

Information regarding agent days spent on all clothing and textile subjects in District I counties in FY 1975 showed a range from no days spent in Lake County, the one not having an assigned home economist, to 109.64 days in Shelby County. Two full-time staff member equivalencies were recorded in Shelby. The District average was 33.8 agent days per county.

Hardin County staff members recorded the highest total average number of agent days on all clothing and textile subjects with 87.54 for .5 home economics agents assigned. Of counties having home economists assigned (i.e. this excluded Crockett and Lake in FY 1975), Benton had the lowest average with 11.28 days for the .5 agents assigned.

While, as stated, none of the staffs had devoted time to "Clothing Records," the weakest practice-related subject; eight county staffs did spend time on "Clothing Management and Planning," the second weakest

subject. Counties reporting time devoted to this latter subject included: Carroll, Crockett, Gibson, Henderson, Lauderdale, Madison, Obion, and Shelby.

All but three counties reported time spent on "Clothing Production and/or Construction." Counties not reporting this subject were: Benton, Carroll and Lake. This was the most popular subject.

Six counties did not use non-practice-related headings of "Other Clothing" and/or "Other Textiles." They were: Crockett, Fayette, Hardin, Henry, Lake and McNairy.

Information regarding agent contacts on all clothing and textile subjects in District I counties in FY 1975 showed a range from no agent contacts in Lake County, the one not having an assigned home economist, to 5,390 contacts in Dyer County, where one full-time staff member equivalency was recorded for a District I average of about 1,000 clientele contacts per county staff.

Hardin County staff members recorded the highest average number of clientele contacts per agent on all clothing and textile subjects with 6,950. Hardin had .5 home economics agents assigned. Of counties having home economists assigned (i.e. excluded Crockett and Lake in FY 1975), Fayette had the lowest average with 163 contacts per agent for the 2.0 agents assigned.

While, as stated, none of the staffs had clientele contacts on "Clothing Records," the weakest practice-related subject, seven county staffs did report contacts related to "Clothing Management and Planning," the other weak subject. Counties reporting contacts on this latter subject included: Chester, Crockett, Gibson, Henderson, Madison, Obion and Shelby.

All but three county staffs reported contacts related to "Clothing Production and/or Construction." Counties with home economists not reporting contacts related to this subject were Benton and Carroll.

Five counties with home economists did not report contacts related to non-practice related headings of "Other Clothing" and "Other Textiles." They were: Crockett, Fayette, Hardin, Henry and McNairy.

B. IMPLICATIONS

Since a positive improvement of consequence was noted between 1972 and 1977 clothing surveys in the relative percent of District I homemakers using the practice-related TEMIS subject "Clothing Records" although no agent time or contacts were denoted in FY 1975. It appears that either agents had already taught the subject (i.e. prior to FY 1975) or that they had not properly coded their work in this area or that some other influence factors had played a part or that the differences in audience between 1972 and 1977 may have influenced the difference.

Regarding the other weak practice-related TEMIS subject, "Clothing Management and Planning," the slight, non-consequential decrease noted in the average percent of the interviewees using this practice coupled with non-consequential decreases in relative percents of agent days expended and contacts made might suggest both lack of emphasis and lack of improvement.

Though there was a slight decrease in time spent on the subject "Clothing Production and/or Construction," more time was devoted and

contacts made in this area than in any other area. Thus, it is implied that either agents planned to expend more time and make more contacts here or the demand was greater or that some other factor(s) was (were) at work. Question might be raised about the large amount of time expended and contacts made on the non-practice related subject "Other Clothing" and speculation made as to where it might be properly reported.

C. RECOMMENDATIONS

Regarding Use of Findings

1. It would appear it would be helpful if items in the clothing practice survey corresponded more nearly with TEMIS subjects. Also, the increase between FY 1972 and FY 1975 in use of the non-practice-related subject "Other Clothing" bears investigation.
2. Agents should be encouraged through appropriate training to plan to teach clothing and textile (i.e. weaker practice related subjects) practices based on Clothing Practice Checklist Survey results.
3. Home Economics Agents in District I counties may profit from considering the apparent low use of Newsletter and other methods of contact and try to increase their use if appropriate.

Regarding Further Study

1. Similar studies might be done concerning relevance, utility and relative value of clothing and textile practices for each

of the audiences of concern to Extension (e.g. Home Demonstration Clubs, Young Homemakers, Housing Project, EFNEP)

2. Study might be done using the same homemakers and audiences as benchmark and progress check sources.
3. Similar studies in other adult home economics work areas.
4. TEMIS data for entire five-year periods need to be made available so the full impact of the Extension effort may be more completely and accurately assessed.





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APPENDICES

APPENDIX A

1972

TENNESSEE

CLOTHING SURVEY

COUNTY TEMIS CODE NUMBER FOR FY 1973

(1)

(2)

(3)

(4)

AUDIENCE: 1=HD Club member; 2=Young nonclub
homemakers; 3=EFNEP; 4=Housing Project
homemakers; 5=Other (Please name)

NAME OF HOMEMAKER _____

ADDRESS _____

(5)

AGE GROUP: 1=20-29, 2=30-39, 3=40-49,
4=50-59, 5=60 and over

Directions=Code highest number applicable

1. 2=Sources of textile and clothing information received last year which were particularly helpful; 1=Sources but not particularly helpful; 0=Not a source last year.

____ Radio
(6)

____ Television
(7)

____ Newspaper
(8)

____ Magazine
(9)

____ Other (please specify _____)
(10)

2. 2=Sources of textiles and clothing instruction received last year which were especially helpful; 1=Sources but not especially helpful; 0=Not a Source last year.

____ Extension agent
(11)

____ Home economics teacher
(12)

____ Commercial sewing class
(13)

____ Home demonstration leader conducted meetings
(14)

____ Other (please specify _____)
(15)

3. 5=Has both straight stitch and zig-zag sewing machines in working order; 4=Has working zig-zag machine; 3=Has working straight-stitch sewing machine; 2=Has zig-zag machine but not operational; 1=Has straight-stitch non-operational; 0=Doesn't have sewing machine.

____ Straight-stitch or automatic (zig-zag)
(16) sewing machines

4. 2=Has operational pressing equipment item; 1=Has nonoperational pressing equipment item; 0=Does not have item.

____ Steam iron
(17)

____ Pressing ham
(18)

____ Sleeve roll
(19)

____ Point presser
(20)

5. ____ Is homemaker employed outside the home?
(21) 2=Yes; 1=No; 0=No Response.

6. ____ Is family high (\$7,500 or more), medium
(22) (\$3,000-\$7,500) or low (less than \$3,000) annual income? 3=High; 2=Medium; 1=Low; 0=No Response.

7. ____ Homemaker's educational level; 0=No Response; 1=0 through 7; 2=8 through 11; 3=12 or more.

8. Did you construct clothing items for yourself or family member last year? How many of each of the following garments did you make last year at home? (actual numbers)

____ Coats for women? ____ For children?
(24) (25)

____ For men (jackets)?
(26)

____ Pajamas for women?
(27)

____ For children? ____ For men?
(28) (29)

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- Dresses for women?
(30)
 (31) (31) For children?
 Suits for women?
(32)
 Skirts for children?
(33)
 Pants for women?
(34)
 Pants for children?
(35)
 Slacks for men?
(36)
 Blouses for women?
(37)
 Blouses for children?
(38)
 Shirts for men?
(39)
 Robes for women?
(40)
 For children? For men?
(41) (42)
 Gowns for women?
(43)
 Ties for men?
(44)
 Total number of garments made for women?
(45) women? (Code 9=9 or more items)

 Total number of garments made for children?
(46) children? (Code 9=9 or more items)

 Total number of garments made for men? (Code
(47) 9=9 or more items)
 Grand total number of all garments made?
(48) (Code 9=9 or more items)

9. RECOMMENDED PRACTICE (2=Yes; 1=No; 0=DNA or Blank=NR)

1. Had a written inventory of family clothing last year.
(49)
 2. Used inventory as a basis for planning for needed clothing
(50) items and accessories.
 3. Followed plan when purchasing wardrobe items.
(51)
 4. Planned wardrobe around one or two basic colors and bought
(52) items to "go with" these colors.
 5. Had clothing suitable for functions and occasions in which
(53) individual normally participates.

- (54) 6. Shopped in reliable department or clothing stores.
- (55) 7. Bought garments which required large expenditures when they were on sale.
- (56) 8. Shopped often enough to know when sales were legitimate.
- (57) 9. Was aware of "gimmicks" used by stores to get customers to shop.
- (58) 10. Considered workmanship on each garment before purchasing.
- (59) 11. Checked for good fit, comfort and appearance by trying on each garment before purchasing.
- (60) 12. Read and understood labels and hangtags for fiber content, fiber content, special finishes, shrinkage control, colorfastness, and care required before purchasing garment.
- (61) 13. Knew how to decide when money could be saved by either purchasing a garment ready-made or by making it.
- (62) 14. Clothing repairs, upkeep and storage were part of the spending plan (clothing budget).
- (63) 15. Altered, renovated or remodeled garments to keep them in service longer as a matter of economy.
- (64) 16. Regularly repaired, mended or altered clothing items to keep them in service
- (65) 17. Was aware of textile legislation passed by Congress to protect the consumer.
- (66) 18. Read board-end labels to determine fiber content, finishes used, performance claims and care recommendations before purchasing fabrics (piece goods).
- (67) 19. Followed manufacturers instructions in caring for garments and fabrics.
- (68) 20. Selected patterns by body measurements and body types.
- (69) 21. Altered patterns according to recommended methods before cutting garments.
- (70) 22. Marked seamline, darts, center front, center back and back and special details by method appropriate for fabric.
- (71) 23. Staystitched various areas of garment (neckline, shoulder, armseye, side seams, waistline, etc.) according to recommendation for individual fabrics.
- (72) 24. Used interfacing fabrics suitable for outer garment fabric in areas of garment where needed (neckline, collar, facing area, etc.).
- (73) 25. Understitched garments in areas where needed (necklines, collars, pockets, facings, etc.).
- (74) 26. Applied zippers with even hand or machine stitching.
- (75) 27. Finished seams of garment appropriately for garment and/or lining fabric.
- (76) 28. Constructed hems of garments so they were (1) level from floor, and (2) even in width with fullness eased evenly without pleats or tucks and (3) so hand stitches were inconspicuous from right side of garment.

29. Kept a record of family clothing expenditures.
(77)

 TO AGENT: Record here the total number of
(78) (79) Yes answers from the practice checklist
of 29 practices above.

9. What do you consider to be your main problems in clothing construction?

 10. Would you be interested in receiving instruction in any of
(80) the following areas? (2=Yes; 1=No; 0=No Response -
If Yes, please check specific area below.)

- A. Clothing construction
- B. Clothing purchase
- C. Clothing care
- D. Other (Please specify _____)

APPENDIX B

THE TENNESSEE AGRICULTURAL EXTENSION SERVICE

1977 TENNESSEE CLOTHING SURVEY
(See Instructions On Last Page)

Part I - General Information*

1 Card Number
(1)

(2) (3) (4) County Temis Code Number _____ Date _____

(5) Audience: Homemakers - include a proportionate number from each group: (1) HD Club members (2) 4-H mothers with children enrolled in clothing project (3) Clothing-related special interest audience (4) TSU audience

Name of Homemaker _____

Address _____

(6) Age Group: 1 = 20-29; 2 = 30-39; 3 = 40-49; 4 = 50-59; 5 = 60 and Over (Agent may use personal judgement or observation in answering.)

(7) Is homemaker employed outside the home? 2 = yes; 1 = no; 0 = no response

(8) Homemaker's educational level: 0 = no response; 1 = 0 through 7; (Agent use personal judgement) 2 = 8 through 11; 3 = 12 or more

(9) Optional: Is family income high (\$15,000 or more), medium (\$5,000 - \$15,000) or low (less than \$5,000) annual income? 3 = high; 2 = medium; 1 = low; 0 = no response (Agent may use personal judgement on this item)

1. 2 = Sources of textiles and clothing information received last year which were particularly helpful; 1 = Sources, but not particularly helpful; 0 = Not a source last year

*Coding Instructions

1. Fill each column with a number and right justify.

2. A zero (0) = none.

3. A nine (9) in each column allowed for a question = do not know.

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- (10) _____ Radio
- (11) _____ Television
- (12) _____ Newspaper
- (13) _____ Magazines
- (14) _____ Extension clothing publications
- (15) _____ Other (Please specify) _____

2. 2 = Sources of textiles and clothing instruction received last year which were especially helpful; 1 = Source, but not particularly helpful; 0 = Not a source last year

- (16) _____ Extension Agent
- (17) _____ Home Economics Teacher
- (18) _____ Commercial sewing classes
- (19) _____ Home Demonstration leader conducted meetings
- (20) _____ Other (Please specify) _____

3. Has sewing machine?

- (21) 5 = Has both straight-stitch and zigzag sewing machine in working order
- 4 = Has working zigzag machine
- 3 = Has working straight-stitch sewing machine
- 2 = Has zigzag machine, but not operational
- 1 = Has straight-stitch machine, but not operational
- 0 = Does not have sewing machine

4. Has pressing equipment?

- 2 = Has operational pressing item
- 1 = Has non-operational pressing equipment item
- 0 = Does not have item
- (22) A. Regular iron
- (23) B. Steam iron
- (24) C. Pressing ham
- (25) D. Sleeve roll
- (26) E. Point presser

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Part II - Clothing Lead Questions and Practice Checklist*

A. Planning:

1. Lead Questions: a. From season to season, how do you up with the wearable clothing items for each family member? _____
- b. How do you decide which additional items of clothing are needed by each family member? _____
- c. In case of fire or theft, could you identify items stolen or burned? _____

(27) Recommended Practice #1: Family has an identifiable (written or pictures inventory of wearable clothing items, and this inventory was used as a basis for recovery or planning for additional items. (1 = no; 2 = yes)

2. Lead Questions: a. Does each family member consider one or two basic colors an important factor when planning and purchasing clothing items? _____ b. Could you manage to dress for most occasions without having to buy something new? _____ c. If it is necessary to purchase items for a special occasion, can these items usually be worn for several types of events? _____

(28) Recommended Practice #2: Family plan when selecting and purchasing additional clothing items. (1 = no; 2 = yes)

3. Lead Questions: a. Do you have any idea of the amount of money your family spent for clothing last year? _____ b. Did you keep the sales slips, or some sort of record? _____ c. Were the needs of each family member considered? _____

(29) Recommended Practice #3: Family kept a record of clothing expenditures. (1 = no; 2 = yes)

B. Selection and Buying:

4. Lead Questions: a. Did you purchase garments last year which did not perform satisfactorily in wearing and/or cleaning? (if all proper precautions were followed?) _____ b. If so, did you return the _____

*The homemaker's response to each lead question should be recorded on the blank line provided. The agent then decides whether or not the homemaker used the recommended practice and enters the appropriate code number (1 = no; 2 = yes) in the card column provided for that practice.

merchandise to the store? _____ c. Did you get a refund or new merchandise? _____ d. Was the store prompt in dealing with your complaint? _____ e. Is this store where you usually shop? _____

(30) Recommended Practice #4: Consumer shopped in a reliable store and knows how to register a legitimate complaint. (1 - no; 2 = yes)

5. Lead Questions: a. Do you ever shop at sales? _____ b. Do you think that you find bargains at sales? _____ c. Can you tell if the merchandise really has been marked down? _____ d. Does your family usually stagger the years when the more expensive items of clothing are purchased. For instance, do you buy a winter coat every four years or does your husband buy a new suit every three years? _____ e. Can you plan far enough ahead to purchase these items at the end of the current season? _____ f. If you purchased such items at sales, were you satisfied with the choice available? _____

(31) Recommended Practice #5: Consumer plans for the purchase of clothing items which require a large expenditure during end of season sales. (1 = no; 2 = yes)

6. Lead Question: Are garments checked carefully for quality work before the garment is purchased; (e.g. ample seams, hems, sturdy buttonholes, stitching, etc.)? _____

(32) Recommended Practice #6: Consumer considered quality fabric and workmanship on each garment before purchasing. (1 = no; 2 = yes)

7. Lead Question: Are articles of clothing tried on before purchase is made? (If practical, since socks, hosiery or articles in sealed packages cannot be tried on) _____

(33) Recommended Practice #7: Consumer checked for good fit, comfort and appearance by trying on each garment. (1 = no; 2 = yes)

C. Care:

8. Lead Questions: What influences your choice when purchasing garments and fabrics? (Agent Facts to listen for: They should look on labels and hang tags for fiber content; fabric performance items like wrinkle resistance, water repellency, shrinkage; and special care required)
-

- (34) Recommended Practice #8: Consumer read and used information on labels and hang tag for care required, fiber content, special finishes and shrinkage control before purchasing garments and fabrics? (1 = no; 2 = yes)

9. Lead Question: a. How do you decide how to care for clothing items? _____

- (35) Recommended Practice #9: Consumer read and followed permanent care labels in caring for clothing items. (1 = no; 2 = yes)

10. Lead Question: When garments are purchased, is the cost of upkeep and storage considered? _____ If so, how? _____

- (36) Recommended Practice #10: Consumer considered clothing repairs, upkeep and storage as part of the clothing budget. (1 = no; 2 = yes)

11. Lead Questions: a. What minor alterations do you do to keep clothing in a wearable condition? (hem changes, seams let out, buttons and snaps sewed on) _____
b. How many garments have you completely remodeled for yourself or your children? _____

- (37) Recommended Practice #11: Consumer regularly repaired, altered, renovated or remodeled clothing items to keep them in service as a matter of economy. (1 = no; 2 = yes)

D. Construction - Related

12. Lead Questions: (Directions to Agent - Ask the following questions to decide how to proceed, "Do you sometimes shop for and buy patterns?" Yes or No. If the answer is No, skip to #14 Lead Questions. If answer is Yes, continue with #12 below) a. What do you consider to get the best-fitting pattern? (Agent Facts to listen for: They should consider taking body measurements as frequently as needed to determine correct size and body type, e.g. petite, half-size, etc.)

- (38) Recommended Practice #12: Consumer selected patterns by body measurements and body types. (1 = no; 2 = yes)

13. Lead Questions: (Directions to the Agent - Ask the following questions to decide how to proceed, "Do you alter your own patterns?" Yes or NO. If answer is No.

skip to #14 Lead Question. If answer is Yes, continue with #13 below) a. Do you alter patterns before cutting a garment? _____ b. What methods do you use to alter your pattern? _____ Agent Facts to listen for: If pattern must be changed more than 2 inches in size, pattern should be slashed and spread to add extra ease or slashed and lapped to take out extra fullness)

(39) Recommended Practice #13: Consumer altered pattern according to recommended methods before cutting garments. (1 = no; 2 = yes)

14. Lead Questions: (Directions to the Agent - Ask the following questions to decide how to proceed, "Do you sometimes shop for and buy fabrics for clothing?" Yes or No. If answer is No, skip to Section E below. If answer is Yes, continue by completing items #14 and #15 that follow here immediately) a. When buying fabrics, what do you look for? _____ b. Do you ask for a permanent care label if the sales person does not voluntarily give it to you? (Agent Facts to Listen for: Check board end label for fiber content and care required; fabric performance, like shrinkage, wrinkle resistance; obtain permanent care label)

(40) Recommended Practice #14: Consumer read and considered board end labels to determine fiber content, finishes used, performance claims and care recommendations. (1 = no; 2 = yes)

15. Lead Questions: a. What do you consider when selecting fabrics? _____ b. Which do you select first, pattern or fabric? _____ c. How do you coordinate your fabric and pattern? _____ d. Do you check fabric to see if it has been printed, woven or knitted on grain? _____ (Agent Facts to Listen for: Color and texture should be considered, as well as how fabric will react to the lines of the pattern and how it handles.)

(41) Recommended Practice #15: Consumer selects fabric appropriate for pattern and individual. (1 = no; 2 = yes)

- E. Actual Construction (Directions to the Agent - Ask following questions to decide how to proceed, "Do you sew for yourself or family members?" Yes or No. If answer is No, skip to Part III below. If answer is Yes, continue completing all of Section E below)

16. Lead Questions: When you sew do you use (check one)-
a. The "easy-to-sew" patterns? _____ b. Patterns with

more fashion and greater challenge? _____ c. Some patterns of each of the above types? _____

(42) Recommended Practice #16: Individual selects and uses patterns, according to her construction skills, which present a challenge to her creative ability and meet her clothing needs in keeping with her current lifestyle. (1 = no; 2 = yes)

17. Lead Questions: a. Do you shrink fabrics before cutting the garment? _____ b. What kind of shears do you use when you cut the garment? _____ c. How and where do you mark fabric before cutting? _____ d. Do you use the same method on every type fabric? _____ Explain _____

(43) Recommended Practice #17: Consumer prepared fabric, cut garment, and marked seamlines, darts, center front, center back and special details by method appropriate for fabric. (1 = no; 2 = yes)

18. Lead Questions: a. Do you staystitch when you sew? _____ b. On which parts of the garment do you staystitch? _____ c. How close to the seamline do you staystitch? _____ d. Do you staystitch with the grain of the fabric? _____

(44) Recommended Practice #18: Consumer staystitched various areas of garment (neckline, shoulder, armseye, side seams waistline, etc.) according to recommendation for individual fabrics. (1 = no; 2 = yes)

19. Lead Questions: a. Do you use interfacings in your garments? _____ b. Where do you use interfacings in your garment? _____ c. What types of interfacings do you use? _____ d. Do you preshrink interfacings? _____ e. How do you remove bulk of interfacings in seams? _____

(45) Recommended Practice #19: Properly applied, suitable interfacing for outer garment fabric was used in areas of garment where needed (neckline, collar, cuffs, facing area, etc.). (1 = no; 2 = yes)

20. Lead Questions: a. Do you have problems with facings or undercollars rolling to the outside? _____ b. If you have this problem, how do you handle it? _____

_____ Recommended Practice #20: Consumer understitched garments in areas where needed (necklines, facings, collars, pockets, etc.) (1 = no; 2 = yes)

21. Lead Questions: a. Do you shrink zippers before applying them? b. How do you keep the stitching even as you apply zippers? _____ c. Are the teeth of the zipper covered after the zipper is applied? _____

(47) Recommended Practice #21: Consumer shrank zipper tape and properly applied zipper. (1 = no; 2 = yes)

22. Lead Questions: a. What type of seam finished do you use for woven fabrics? _____ b. What type of seam finishes do you use for knits? _____

(48) Recommended Practice #22: Consumer used appropriate seam finishes for specific fabrics. (1 = no; 2 = yes)

23. Lead Questions: a. How do you have your hem taken? _____ b. How do you take care of fullness in a hem? _____ c. What different methods do you use for finishing the hem edge of various fabrics? _____ d. Are your hemming stitches inconspicuous from the right side? _____

(49) Recommended Practice #23: Constructed hem of garments so they were (1) level from floor, and (2) even in width. (1 = no; 2 = yes)

24. Lead Questions: a. Do you make a test seam to check pressing techniques before pressing the garment fabric? _____ b. Do you press each seam and dart before another seam crosses it? _____ c. Do you have and use special equipment for pressing darts and seams? _____ d. Do you use a press cloth to prevent shine? _____

(50) Recommended Practice #24: Consumer presses during construction of garment. (1 = no; 2 = yes)

25. Did you construct clothing items for yourself or family member (s) last year? (1 = no; 2 = yes) _____

(52) (53) 26. How many garments did you complete for yourself or other family members last year? (Give actual number and right justify)

27. Last year, what did you consider to be your major problem in sewing? _____

Part III - Additional Information

1. Would you be interested in receiving instruction in any of the following areas? (1 = no; 2 = yes; 0 = no response.)

- | | |
|------|----------------------------------|
| (54) | A. Wardrobe Planning |
| (55) | B. Clothing Selection and Buying |
| (56) | C. Clothing Care |
| (57) | D. Clothing Construction |
| (58) | E. Other (Please specify) |

2. Over the past 12 months:

- | | | |
|------|------|---|
| (59) | (60) | A. How many Extension meetings did you attend? |
| (61) | (62) | B. How many telephone calls did you make to the County Office? |
| (65) | (66) | C. How many newsletters did you receive from the County Office last year? |

1977 CLOTHING PRACTICE SURVEY

General Survey Instructions

1. Date Due:
Monday, January 16, 1978
2. Disposition:
Mail completed survey forms to the Associate District Supervisor of Home Economics programs for forwarding to Ag. Ext. Education.
3. Counties Included:
All, except Lake.
4. Sample Size:
Ten (10) homemakers each per county for each appropriate audience listed (i.e. HD Club members, 4-H mothers, and special interest audience) Total number interviewed would be 30 per county. (TSU Audience would be 10 additional when taken)
5. Survey Population:
All HD Club members, 4-H mothers with children enrolled in clothing project, and clothing-related special interest audience members. (TSU Audience where appropriate)
6. Sampling Procedures:
 - A. Make lists of all HD Club members, 4-H mothers with children enrolled in clothing project, and clothing-related special interest audience members (List TSU Audience if appropriate.)
 - B. Apply the Nth number technique to identify 12 homemakers in each appropriate category. The two (2) extras for each audience will be used as alternates. Alternates should be used only to replace homemakers who for some good reason cannot be interviewed.
7. Interviewing:
 - A. Agent should try to make appointment ahead to conserve on time and mileage.
 - B. Agent should try to contact a homemaker at least twice before going to an alternate.
 - C. This form is designed for use by Agent in personal interview and should be completed by her.

VITA

Susan M. Klaeser was born on June 27, 1954, in Panama City, Florida. She graduated from Clearwater High School, Clearwater, Florida in 1972, and received a Bachelor of Science Degree in Home Economics Education, at Florida State University in December 1976. As part of her graduate work in Agricultural Extension at the University of Tennessee, Susan participated in Extension field training the summer of 1977 in Anderson County. After completing her studies, she plans to work for the Extension Service.

