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I am submitting herewith a thesis written by Connie Ann Goff Sharp entitled "Entrepreneurship: Urban and Rural Homemakers' Perceived Need for Home-Based Businesses in Clothing and Clothing-Related Construction Services in Tennessee Counties." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Home Economics.

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ENTREPRENEURSHIP:
URBAN AND RURAL HOMEMAKERS' PERCEIVED NEED FOR HOME-BASED
BUSINESSES IN CLOTHING AND CLOTHING-RELATED CONSTRUCTION
SERVICES IN TENNESSEE COUNTIES

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ABSTRACT

Economic survivability of the unemployed textile workers in the South continues to be a problem. Rural areas continue to face lack of employment opportunities, lower per capita income and slower population growth than urban areas. Factors which can be important to the economic stability and livelihood for these families are the creation of new jobs, relocation, training to update their skills, and the challenge to be innovative. This research attempted to determine if there was a perceived consumer need for clothing home-based businesses in Tennessee.

Data were collected from 398 women in twenty-three Tennessee counties. A comparison of rural verses urban residents was explored to aid Extension Clothing Specialists in targeting programs and needs for Extension clientele.

It was concluded that residents of urban communities were more likely than residents of rural communities to support home-based sewing businesses. Also, individuals who currently purchase clothes from home-sewing businesses and mail\yard sales saw a greater personal need and a greater county need for home-sewers.

Respondents perceived home-sewn items to be more expensive than similar store bought items. However, respondents revealed that they themselves would use home-

sewers if they were available and so would residents of their counties.

This study also examined personal perceived use and personal perceived county success of nonsewing related home-based businesses such as child care, food service/catering, bed and breakfast inns, crafts, and home-cleaning. It was concluded that retired/homemakers were less likely to utilize these services than employed women, especially child care and home-cleaning. The retired/homemakers group visualized a county success less frequently for those nonsewing home-based businesses than did the employed women. Also, younger women (20-39) were more likely to use child care and home-cleaning home-based businesses.

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CHAPTER I

INTRODUCTION

Unemployment is a major problem for states in the South; and predominantly the rural counties. Rural areas are facing a lack of employment opportunities, lower per capita income and slower population growth than urban areas (Tennessee Initiatives and Issues Supplement, 1988).

Foreign imports have placed a hardship on communities with textile and apparel plants. Unemployment creates major economic hardships for families. The problems are compounded when the unemployed workers have few job skills and little or no opportunities to utilize the skills they have. Their only options are to relocate or be innovative (Warfield, 1986). In addition to the closing of textile plants "the overall decline in the farm-based economy during the 1980's has encouraged many individuals to consider home-based sewing services to supplement income" (Johnson, Littrell, & Reilly, 1991).

In Tennessee, job growth is dominated by the service sector. Owners of small or home-based businesses provide the largest share of new jobs with most coming from new businesses and expansions (Tennessee Initiatives and Issues Supplement, 1988). For the economic future of the U.S. local and state officials must uncover new economic

opportunities on a small scale, in both urban and rural areas utilizing entrepreneurs (Harrigan, 1988). To assist people in ways to increase their income, the District of Columbia Extension Division has conducted workshops to teach people who have marketable skills to operate home-based businesses as possible alternatives to unemployment (Dorsey, 1988). Researchers, home economists, the Cooperative Extension Service, the USDA and selected industries are interested in what can be done to help families whose financial plans have gone awry due to the loss of jobs (USDA, 1988; Warfield, 1986)

The State of Alabama has come up with a possible solution to address this problem. The study reported by Warfield, Barry and Anderson (1986) describes a feasible answer for textile and clothing workers. The Alabama Cooperative Extension Service sponsored "The Auburn University Apparel Sourcing Fair." Retailers, buyers, and contractors who were from small businesses, companies and home-based businesses were invited to attend. As a result of the meeting some of the larger corporations contacted the small businesses and home-sewers to do the cutting, making or trimming of their products. One small contractor who participated received orders from other states such as Michigan.

Alabama is not the only state to address the problem of unemployment for textile and clothing workers. Oregon

(Koester, 1988), Iowa (Reilly & Littrell, 1988), Ohio (Smith, 1988), West Virginia (Clark, 1988) Massachusetts (Duffy, 1988) and Tennessee (Rader, 1987) have also addressed this issue. In 1981 West Virginia's Cooperative Extension Service offered nine workshops to 261 people to teach them custom dressmaking as a home-based business (Clark, 1988). The Massachusetts Cooperative Extension System sponsored a statewide conference entitled "Sewing as a Business" for approximately 350 participants (Fetterman, 1990). The conference was well-received. In fact, as a result, in 1985 the Massachusetts Cooperative Extension System initiated a program called "Master Teachers of Home-Based Business." Their goal was to train adult volunteers and teachers to provide a comprehensive one-to-one training to homemakers interested in starting clothing-related home-based businesses (Fetterman, 1990). Other states have initiated similar programs. From 1983-1988 the Iowa Cooperative Extension services taught 1200 persons the skills necessary to operate a sewing business (Reilly and Littrell, 1988).

The Cooperative Extension specialists in the area of textiles and clothing for the University of Tennessee have adopted two programs to increase clothing and clothing-related construction services in Tennessee. The two programs Tennessee is utilizing at present are "Sewing For Pay" and "The Master Sewing Teacher Program." The "Sewing

for Pay" program deals with considerations and decisions a potential home-sewer should evaluate. The program addresses questions such as: business location, work space, sewing skills, specialization, customer relations, managing your time, pricing equipment, baseline charges for alterations, and record keeping. The "Master Sewing Teacher Program" is a concentrated knowledge and skills-based educational training program for individuals who are willing to receive intensive training in the area of clothing construction. Participants enrolled in the program are contracted to teach the clothing construction skills they have learned to at least one group of individuals. Participants can not charge individuals who attend their first workshop. This fulfills their agreement with the Extension Service. The trained "Master Sewer" can now teach others to sew and charge for those services if desired. Hopefully, these programs will offer gainful employment to participating clientele.

The major concern with the two Tennessee programs is that they have not been field tested to determine if there is a need for them in Tennessee. A market analysis is needed to determine if female/consumers would support home-based businesses related to clothing in their counties. Also, is there a perceived need or an actual economic need for these programs? Once this is determined Extension agents can begin teaching and/or making these programs

available. Extension agents are field staff faculty members assigned to counties. The Home Economics Extension Agents are responsible for adult home economics instruction in their assigned counties. If the need is not present The Cooperative Extension Service must educate potential clientele and raise their level of awareness to see the need or clientele may need to explore other business opportunities in Tennessee other than in the field of clothing. Throughout this thesis home-based clothing and clothing-related construction services will be referred to as "home-sewing businesses" or "home-sewers." Also, home-based business will refer to a business that operates from the home. "Home-based work, is defined as gainful employment within the confines of the home" (Christensen, 1988, p. 15).

The issue of urban versus rural women's perceptions is important because there may be a different need for home-sewing businesses in certain areas. At present the Tennessee Extension Service believes there is a need simply because programs such as "Sew for Profit" did well in other states, particularly Florida and Texas.

Throughout the course of this study urban and rural women were asked questions about existing clothing/sewing practices and whether they would purchase personal services from a home-sewer. This investigation should help determine whether there is a perceived need for home-sewing

businesses in Tennessee and whether or not this would be a viable form of entrepreneurship for individuals to explore.

The socioeconomic status of the respondents will be compared to analyze whether this position reflects their perceived need for entrepreneurship in the home-sewing area.

Objectives

The overall objective of this investigation was:

1. To gather information to determine a need for home-sewing businesses in Tennessee and to make recommendations.

Other objectives were:

2. To gather information concerning clothing shopping and sewing practices of respondents.
3. To gather information about the anticipated use of types of home-based clothing services and desired qualifications of the home-sewer.
4. To determine if selected variables can be used as predictors of an anticipated need for home-based sewing businesses?
5. To determine differences in selected variables and opinions regarding other home-economics related home-based businesses.

Research Questions

Based upon the objectives of the study the following research questions were proposed.

1. What is the relationship between personal perceived need for home-sewing businesses and
 - A. Where clothing is purchased
 - B. Considerations when shopping for clothes
 - C. How often respondent sews family clothing
 - D. Perceived expense of using the services of a home-sewer
 - E. Anticipated use of types of home-sewing businesses
 - F. Age of respondent
 - G. Urban versus rural county of residence
 - H. Employment status of respondent
2. What is the relationship between perceived need for home-sewing businesses in one's county and
 - A. Where clothing is purchased
 - B. Considerations when shopping for clothes
 - C. How often respondent sews family clothing
 - D. Perceived expense of using the services of a home-sewer
 - E. Anticipated use of types of home-sewing businesses
 - F. Age of respondent

- G. Urban versus rural county of residence
- H. Employment status of respondent
- 3. How important to the respondent are the qualifications of the home-sewer and
 - A. Age of respondent
 - B. Urban versus rural county of residence
 - C. Employment status of respondent
- 4. How important, to the respondent, are selected business practices for choosing a home-sewer and
 - A. Age of respondent
 - B. Urban versus rural county of residence
 - C. Employment status of respondent
- 5. What is the personal perceived use of non-clothing-related home-sewing businesses and
 - A. Age of respondent
 - B. Urban versus rural county of residence
 - C. Employment status of respondent
- 6. What is the perceived success of non-clothing-related home-sewing businesses in one's county and
 - A. Age of respondent
 - B. Urban versus rural county of residence
 - C. Employment status of respondent

Limitations

Going into the study these limitations will be recognized. First, the study was limited to the State of Tennessee. It was also limited to counties where extension agents were willing to cooperate. It was limited to the willingness of the respondents to respond. Another limitation is the diversity of meaning that may be attributed to a question on the instrument by various respondents. Also, because the sample came from extension mailing lists and not total random population sampling there may have been some survey bias. Extension clientele are accustomed to completing surveys and are usually an older age group. Typically, home-based business programs are a new audience for extension; thus a mailing list from extension clientele may not reflect need. However, since this is a new program area for extension the respondents probably are addressing needs assessment.

A limitation of this study, and perhaps all research, is the uncertainty as to whether an adequate number of responses were received from the sample population.

The total useable response rate for this study was 46%. According to Dillman (1978) this would be considered a low response rate. A possible explanation for the low response rate was due to not having a follow-up request. The researcher did not follow-up with nonrespondents to

ensure the subjects' anonymity. Also, this study was rather complicated and involved twenty-three Tennessee counties. Therefore, for the convenience of participating Cooperative Extension Agents, who gathered the data, no follow-ups were done. The instruments for this study were sent to a wide variety of individuals with diverse educational backgrounds. One would anticipate a low response rate for studies done with "general populations" and no follow-ups.

Due to the limitations of this study no widespread generalizations will be made.

CHAPTER II

REVIEW OF LITERATURE

A review of literature on customized clothing services reveals minimal research on needs assessment. The few studies that have been done focus on how the home-sewer operates his or her business or the reasons why existing customers utilize the services of a home-sewer. According to Johnson, Littrell, and Reilly (1991, p. 7) "Extension personnel must be able to discuss many topics in regard to operating a home-based sewing business; there is limited research-based information to assist small and home-based business owners in determining need, demand, direction, or focus on their sewing businesses."

The literature related to this study will be discussed under the following topics: (I) Entrepreneurship, (II) Reasons for operating a home-based business, (III) Failures and successes of a business, (IV) Qualities needed for custom sewing, (V) Differences of urban and rural people and (VI) The role of Home Economics and the Cooperative Extension Service in providing educational opportunities for entrepreneurs.

Entrepreneurship

Judd, Greenwood and Becker (1988, p. 17) defined entrepreneurship as "the act of forming and developing an independent business." An entrepreneur is an organizer of an economic venture; one who organizes, owns, manages and assumes the risks of a business. Kanter (1988) defined an entrepreneur as an individual who starts a business. According to Judd (1988, p. 17), "the terms entrepreneurship and small business have become synonymous." "Home-based work takes many forms and exists in rural and urban communities. Four dimensions provide a general understanding of home-based work. At one end are employees of an organization permitted to work at home. At the opposite end are the self-employed or business owners. Independent contractors are in the middle of the continuum" (Locker, Scannell, Furry, & Heck, 1990, p. 18). Home-based businesses are also called in-home businesses (Littrell, Stout, & Reilly, 1991). Individuals who operate home-based businesses are entrepreneurs; they start on a smaller scale compared to industries and corporations who provide the same or similar products and/or services (Smith, 1987). The Goettings and Mugglis (1988) definition of an entrepreneur is an individual who organizes, operates and assumes the risk in a business venture, in expectation of gaining a profit. Peterson (1988) stated that entrepreneurship is

enmeshed with a culture. Entrepreneurs are independent natured, achievement oriented, optimistic, innovative and hard working (Hoy, 1987). Entrepreneurs are the individuals who create local jobs, commercialize technology and build enterprises (Peterson, 1988). Ronald Reagan saluted business owners for providing jobs for local communities and for improving the nation's economy. Reagan stated small business owners are making it through their energy, perseverance and willingness to work long hours (Nations Business, 1988). A home-based business that can survive, prosper, and grow will have a positive impact on a small business community (Duffy, 1988).

Reasons for Operating a Home-Based Business

According to Dorsey (1988) clientele in the District of Columbia choose to work from their homes to combat high unemployment and/or to provide extra income. Some entrepreneurs start a home-based business out of economic necessity and/or corporate job dissatisfaction (Gitobu & Gritzmacher, 1991; Bastow-Shoop, Leistritz, Ekstrom, & Zetocha, 1990).

While it is true many persons work at home for extra income it is not the main reason. Women choose to work at home rather than seek outside employment to provide daily care and supervision of young children, elderly or disabled

relatives (Allen & Wolkowitz, 1987). Others choose to work at home for creativity, flexible working hours, and lack of affordable and/or quality child care (National Research Council, 1985).

Advantages cited for operating a business in your home include low overhead, lower transportation costs, savings on clothing, ability to combine work with homemaking schedules, ability to be with family members when needed (Smith, 1987), independence and ability to work at one's own pace (Locker, Scannell, Furry, & Heck, 1990). A study done by Fetterman (1988) concluded that home-based business ownership enhanced people's quality of life, provided employment opportunities, contributed to personal growth, and fostered family interaction.

Homeworking is defined as working at home for an income (Allen & Wolkowitz, 1987). Homeworking and its acceptability by society is changing. "Changes in the Labor Department policies are resulting in the elimination of restrictions on commercial home-based employment at the same time entrepreneurs are proselytizing for this work style" (Christensen, 1988, p. 30). How successful home-based businesses will be in the future depends upon how positive this type of work is viewed by industry, media, the government, and consumers (Christensen, 1988).

Failures and Successes of a Business

According to the U.S. Small Business Administration (Gaulding, 1988), the majority of small businesses fail in their first year and 95 out of a 100 fail within the first five years. What causes so many entrepreneurs to fail? Dunn and Bradstreet (1987) stated that economic factors such as low profits, high interest rates, loss of market, no consumer spending, and insufficient marketing ranked as the highest causes of business failures in 1985 and 1986. Lack of managerial experience caused 12.8% of small business to fail in 1985 and 12.3% to fail in 1986. Toruk (1987) and Gaulding (1988) stated that one of the major causes of small business failures is inadequate start-up financing. Owners who borrow too little up-front money may quickly see the business close down because of lack of capital to keep the operation running. Overeager entrepreneurs open their doors without the necessary funds to keep the business going until the profits begin to roll in.

During the winter of 1987, Cooperative Extension small business specialists from North Dakota State University conducted 15 multi-county workshops on home-based businesses. Participants from 32 counties and 82 communities attended, providing a total of 156 useable surveys (75% response rate). Results concluded "that home-based businesses operated by the respondents were not

highly capitalized. Slightly more than 40% completely financed their businesses from personal savings, and another 20% used household monies. Only 5% used bank loans as their only source of funding and none obtained banking through the Small Business Administration" (Bastow-Shoop, Leistritz, Ekstrom, & Zetocha, 1990). Lastly, Fortenberry (1988) stated that many home businesses fail because the owner does not know the environment. The location or proximity of the business is important to the businesses success or failure.

The key to a successful small business is surveying the market (Goetting, 1988). "Marketing involves all activities necessary to get your product or service to the customer" (Toruk, 1987, p. 5). Marketing questions a successful business owner should ask include: How will customers be attracted? How will prices be determined? What method of selling, distributing, and servicing will be used? What will advertising cost? (Toruk, 1987). According to Gaulding (1988) the success of a business depends on market awareness, capital, business knowledge, hands on management, and hard work. The Small Business Journal (1988) reported that a successful business must target the market. In making a market analysis business owners need to describe who their customers will be, what is the industry outlook for the venture, what are the buying habits of customers, and how will they advertise. Fortenberry (1988)

commented that if the investor needs to hire employees to help operate the firm then a technically skilled labor force will be necessary. Other avenues the business owner may need to explore are zoning and licensing, pricing for a profit, bank accounts, and financial records and taxes (Sobel, 1987).

Qualities Needed for Custom Sewing

Joyce Smith (1987), Extension Clothing Specialist at the Ohio State University, asked Ohio women if they have the entrepreneur qualities needed to be successful at and enjoy a home-sewing business. Traits she cited were resourcefulness, initiative, organizational ability, discipline, and self-esteem. Self-esteem refers to one's attitude toward self and his or her work (Locker, 1987). Customers may be critical of home sewn garments. Also, home-sewers may be asked to create specialty or one of a kind type garments. Specialized clothing can be used by customers to express self-feelings and/or be used to overcome negative self-concepts, posture and/or physical problems (Dubler & Gurel, 1987). For an example of how a home-sewer could help a client with a posture or physical problem, consider an individual who has a sloped right shoulder which is 1 inch shorter than the left shoulder. The specialized home-sewer would make shoulder pads: so

that the right pad would be an inch thicker than the left. In essence the home-sewer is utilizing sewing skills which will camouflage the posture/physical traits. The successful home-sewer must be aware of these psychological aspects of clothing and adapt his or her skills to the needs of the customer. The successful customized home-sewer will be sensitive to the need for self-enhancement through clothing (Johnson, Littrell, & Reilly, 1991).

Organizational abilities refer to management and how well the business owner surveys the market. Questions home-sewers should ask are: Why do people need custom sewing? What are the interests, ages, educational levels, and income levels of potential customers? (Perry 1983); Once potential clientele are contacted how does a home-sewer encourage more frequent patronage of the sewing business? (Johnson, Littrell, & Reilly, 1991).

A study related to interest in textiles and clothing was done by Slethen and Petrich (1983). The study was to determine if interests in textiles and clothing and their perceived clothing problems were related to demographic characteristics of Mexican-American migrant women. Information such as this is essential before investing time, energy and money in a home-sewing business. One question that remains to be answered is whether there is a need for home-sewing businesses in both urban and rural areas. A study about consumers of customized sewing

services in Iowa was done by Johnson, Littrell and Reilly (1991). The purpose of this investigation was to identify the number of consumers currently using home-sewing businesses and to compare groups of individuals using the service. The results showed that the majority of individuals currently utilizing the services of a home-sewer in Iowa were of a higher education levels, and used alterations and mending services more frequently than garment construction. Research such as this will assist individuals who are interested in starting a home-sewing business in targeting potential clientele. However, this study targeted a small group of current users of home-sewing businesses and did not deal with the needs or perceived needs of the general population.

According to Poresky and Atilano (1982), in order to help rural women, Home Economics programs need to provide them with educational opportunities to increase their earnings; home-sewing businesses may be a means for this to occur.

Differences of Urban and Rural People

Contrary to the idea that modern methods of transportation, rapid communications, national mass media coverage and extensive internal migration have led to the formation of a single, homogeneous society, important distinctions between urban and rural sectors of the United States continue to exist. (Gibbs, 1987, p. 51)

Theoretically, to understand urban and rural groups and their differences one must define their community. A community is composed of people who have common interests or ties. Rogers, Burdge, Korsching and Donnesmeyer (1988) defined communities as the combination of people and social groups which perform five functions relative to a locality. These functions are (1) production and distribution, (2) consumption, (3) socialization, (4) social control, and (5) social participation/mutual support. In terms of production, distribution and consumption, some rural communities have their economic base in farming, timberland, the tourist trade, mining, or fishing (Gibbs, 1987). The primary economic functions in urban areas are industries, goods and services.

In terms of social participation and mutual support, there are very few differences between urban and rural communities. According to a study done by Schuckert and Abdel-Ghany (1988) both urban and rural families are involved in social activities and consider religion to be of importance to their lifestyles. The Schuckert and Abdel-Ghany study also concluded that the urban family was slightly more educated than the rural family. Analysis of a study done by Wiehele, James and Rudd (1987) of 850 rural and 1,809 urban families, illustrated that urban families lived in homes of higher market value than rural families and that the incomes for males and females in 1984 and 1985

were higher for urban people. The median family income for urban areas dropped 1% between 1979-1986, while the median family income for rural communities fell 10% (Debord, 1991). Most urban families consist of dual earners. This data reflects that rural americans tend to be older, have lower incomes, lower educational levels, less access to information and job opportunities (Gibbs, 1987) higher unemployment and are more likely to live in substandard housing (Debord, 1991). Socioeconomic inequalities in rural communities make it difficult for families to maintain a higher lifestyle (McLaughlin, 1986).

Rural families spent more per capita income in 1985 on expenditures for food, transportation and health care than did urban families (Courtless, 1988). These data reflect that many rural families must leave their community to seek employment and/or purchase goods and services that are not available locally (Stabler, 1987). The statistical data that show that rural people earn less than their urban counterparts may reflect the fact that they are more conservative with their income and may not spend as much money on goods and services as the urban family. However, these are assumptions, at present no studies have been found to document these perceived differences.

According to Blakely and Bradshaw (1985) the changes in rural communities are reflective of their socioeconomic structures and lifestyles. If rural communities are to

become more productive, government and entrepreneurs must help.

The Role of Home Economics and the Cooperative Extension
Service in Providing Educational Opportunities for
Entrepreneurs

The study done by Fetterman (1991) on home-based business education in Massachusetts and Littrell and Reilly's (1988) Iowa study demonstrate that there is an interest in home-based work. In the Iowa investigation 1200 individuals were trained to operate clothing industries from the home.

The need exists for an educational organization to assist people in the assessment, start-up and growth of home-based businesses. The Cooperative Extension Service with its expertise in home economics-related subject areas is in a unique position to offer practical assistance in this area. (Fetterman, 1991, p. 24)

Extension has had a long and distinguished history of working within the original home-based business-the farm family. Presently other kinds of home-based businesses are becoming increasingly important in both rural and urban economies. Some futurists and demographers predict that working from the home will be the norm rather than the exception in the future. Extension is responding to this trend as part of issues-based programming on the Revitalizing Rural America National Initiative (Locker,

Scannell, Furry and Heck, 1990). In fact, Johnson and Fisher (1991) looked at what role extension could play in assisting rural entrepreneurs and small business owners. The questions raised are pertinent. Namely, what is the potential demand for home-based ownership and the need for entrepreneurship education? What programs are needed?

A study done in Kenya on rural entrepreneurship (Gitobu & Gritzmacher, 1991) sited home-based program needs in Home Economics. Gitobu and Gritzmacher concluded that home economics curriculum was relevant to self-employment. Suggestions from the study included that the home economics curricula incorporate more management and practical skills, offer advanced courses in dressmaking and tailoring, and lastly, incorporate entrepreneurship into the curriculum. The College of Human Ecology/Home Economics is in a unique position to offer practical assistance in this area. However, the home economist would be doing a disservice to families and individuals with whom they work if a market analysis was not done prior to encouraging entrepreneurship. National statistics have shown that 80% of all new businesses fail within the first year (Millar & Mallilo, 1990). Fortenberry (1988) stated that most businesses fail within the first five years because of failure to assess the market and lack of knowledge regarding the local environment. In order for businesses to be profitable there needs to be a match between the goods and services provided

and the characteristics of the particular city or county. Marketing strategies successful in the corporate world aren't always appropriate for home-based businesses. Extension programming should emphasize this community perspective and what local markets are saturated (Christensen, 1988). A major role of the home economist in Tennessee should be to become familiar with local markets before encouraging clientele to pursue home-based work.

Literature Summary

In summary, an entrepreneur is an individual who starts a business. Entrepreneurship, small business, and home-based work are terms that have become synonymous. Most entrepreneurs work from their homes to combat high unemployment and provide extra income. Other reasons to choose home-based work are for creativity, flexible working hours and lack of affordable/quality child care.

Even though it appears that home-based work would be ideal for many families, 95 out of 100 small/home-based businesses fail within the first year. Some reasons for failure include: lack of capital, lack of managerial experience, low profits, high interest rates, no consumer spending, insufficient marketing, and insufficient environment/need assessment.

The Ohio Cooperative Extension Service cited traits such as resourcefulness, organizational ability, and initiative which individuals wanting to start a home-sewing business should possess. Gitobu and Gritzmacher's (1991) Kenya study on rural entrepreneurship suggested that home economics curricula incorporate more management and practical skills, such as tailoring in the curriculum to prepare students for employment opportunities.

The primary differences between urban and rural areas are economic functions. The major economic function of urban areas are industries, goods, and services. Farming, timberland, and tourist trade are the economic functions of rural areas.

It appears that other studies have not addressed need assessment for clothing/home-sewing businesses and other home economics home-based businesses nor if there is a difference between perceived need of urban and rural residents. This study attempted to address these questions.

CHAPTER III

METHOD

The purpose of this investigation was to determine if there is a perceived need for home-based businesses in clothing and clothing construction related areas, referred to as home-sewers, in Tennessee. The dependent variables that were measured in this study were women's personal perceived need for home-sewing businesses and their perceived need for home-sewing businesses in their counties. The independent variables which were hypothesized to affect perceived need were urban/rural county of residence, age of respondent and employment status of respondent. Other independent variables examined included: where clothing was purchased, how often the respondent sews family clothing, considerations taken into account when shopping for clothing, perceived expense of using home-sewers and anticipated use of the various types of home-sewing businesses.

The headings presented in this chapter are: (I) Sample Selection, (II) Sample, (III) Data Collection Procedure, (IV) Instrumentation and (V) Data Analysis.

Sample Selection

Home Economics Cooperative Extension Agents, working with adult audiences for The University of Tennessee Agricultural Extension Service from all 95 Tennessee counties, were sent a cover letter explaining the purpose of the study (Appendix A). The Agents were asked to complete and return an enclosed postcard stating whether or not they would like to participate in the study; if "yes", how many respondents could they expect to reach and/or survey. Two weeks after the initial mailing another letter was sent to nonrespondents. Data collected from returned postcards indicated that agents from 47 counties out of the 95 counties in Tennessee were interested in participating in the study. Agents from the 47 counties expected to reach 1,500 respondents.

The anticipated response of the polled Home Economics agents was considered too large for this study. It was decided to reduce the sample to approximately 400 urban and 400 rural women in Tennessee. "The Tennessee Initiatives and Issues Supplement" (1988) and Metropolitan Statistical Areas (MSA) (Tennessee Statistical Abstract, 1989) definitions of urban and rural counties was used for this study. Counties with populations greater than 50,000 persons were considered urban. As of June 1990, Tennessee has 18 urban and 77 rural counties. Counties were selected

for participation based on the projected number of participants provided by agents (Appendix B). An attempt was made to balance urban and rural participants. This resulted in the participation of 8 urban and 15 rural counties with 400 expected participants in each group. The urban counties that participated in this study were: Blount, Bradley, Greene, Knox, Madison, Montgomery, Sullivan and Sumner. The rural counties were: Cocke, Crocket, Decatur, Dyer, Fentress, Grundy, Hamblen, Jackson, Johnson, Perry, Pickett, Roane, Sequatchie, Sevier and Van Buren. In the final analysis, Cocke county was deleted due to missing data.

Letters were sent to the 47 agents in the counties willing to participate in this study. The letter explained the overwhelming response and specified which counties were selected to be used and thanked them for their interest (Appendix C).

Sample

The final participants in this study included a total of 398 women in the State of Tennessee. The sample of respondents surveyed was obtained by the mailing lists supplied by the extension home economics agents from each participating county. The three types of mailing lists used by agents were extension homemakers, special interest

groups and a combination of both. The extension homemakers mailing list consisted of individuals called "homemakers" who have joined monthly extension clubs. The special interest list contains individuals who take specialized subject matter classes from the agents. Lastly, combined mailings are for counties who have combined the extension homemakers and special interest list for newsletter and bulk mail purposes. These mailing lists were utilized to give a convenience sample.

The agents distributed the questionnaire to 880 individuals either by telephone, mail or in person. A total of 468 questionnaires were completed and returned, for a return rate of 53%. No follow-up was done. Six males responded to the survey. The responses of males were deleted as there were not enough male participants to make a valid gender comparison for each of the variables in this study. It was also necessary to eliminate incomplete questionnaires and telephone answers, leaving a total of 398 completed questionnaires to comprise the sample, yielding a response rate of 46%.

Description of the Sample

Survey participants included 62 (16%) age 20-39, 131 (33.8%) 40-59, 195 (50.2%) 60 and older and 10 no age

specified. The mean age was 56.5. Thirty-five (8.9%) reported they were single-never married, 275 (70.4%) married, 68 (17.4%) widowed and 13 (3.3%) divorced or separated. Urban or rural county designation was determined based upon Metropolitan Statistical Area definition. One hundred and sixty (40.2%) were from an urban county and 238 (59.8%) were from a rural county.

Eighty-two (20.6%) of respondents indicated that they had owned a home-based business. The types of businesses were: child care (14 or 24.6%), clothing, fabrics or crafts (25 or 43.8%), food service (9 or 15.8%), bed/breakfast (4 or 7%), and home cleaning/management (5 or 8.8%). Clothing, fabrics and crafts was the type of home-based business respondents had operated most often.

The number of individuals living in the household ranged from one to nine. The mean was 1.62 people, with a standard deviation of .72. A mean of 1.60 individuals living in the household provided income with a standard deviation of .66.

Employment status was classified as either employed or retired/homemaker. One hundred and seventy-six (44.2%) identified themselves as being employed. Two hundred and twenty-two (55.8%) identified themselves as retired or homemakers. Initially there were five categories; employed full-time, employed part-time, retired, full-time homemaker and other. It was necessary to collapse to two categories

because of cell frequencies of five or less when cell mean and cross-tabulations were done. Income and educational level were correlated ($\underline{r}=.14$; $p<.01$). The mean income of respondents was \$30,000. An examination of the Pearson Correlation Coefficients (which will be reported under results) revealed, as would be expected, that income and employment status of respondent were positively correlated ($\underline{r}=.29$, $p<.000$).

Data Collection Procedure

Permission to conduct the study was obtained from the University of Tennessee Agricultural Extension Service by Mildred Clark, Dean of Home Economics, Extension Service. In order to meet requirements by the University of Tennessee regarding research involving human subjects, the research proposal was submitted to and approved by the Committee on Research Participation. The letter of approval from the committee is included in Appendix D.

The adult home economics agents in participating counties were contacted by letter to explain the purpose and procedures to be followed for this study (Appendix E). Each agent in a participating county was offered the option of handling the questionnaire by mail, face-to-face, and/or telephone. Agents using face-to-face and telephone techniques were given a written explanation to read to

participants. Agents utilizing a mailed survey were sent a cover letter to reproduce and mail to participants (Appendix F). The cover letter explained the purpose of the study and thanked the participants in advance for their cooperation. Agents were asked to add their signatures to the letter and to enclose a postage prepaid self-addressed envelop. Agents utilizing face-to-face or telephone technique were sent a transcript to read to participants (Appendix G). Regardless of the survey technique, agents directed respondents to listen to or read the instructions at the top of the questionnaire form, to respond on their own, and to write down or ask any questions about any item that was not clearly understood. Agents utilizing the mailed survey technique were instructed not to code or log the respondents name to ensure confidentiality. All of the participants were informed that the questionnaire was completely anonymous to the researcher. A consent form was not necessary since the audience was adult; consent was implied by participants' actual response and/or returning the questionnaire.

Instrumentation

Two questionnaires were developed to assess the variables in this study (Appendices H and I).

The survey was entitled "Clothing and Clothing Construction Related Home-Based Business Information Sheet." The term home-based was chosen instead of entrepreneurship to ensure that terms were understood by participants. The questionnaire was written on a sixth to eight grade reading level. The readability index designed by Right Soft Company was utilized to test this level. "The readability index tells you the level of education a reader will need to understand the document" (Right Wrigher, 1988, p. 3). The University of Tennessee Extension Communication Department recommends that all mass media and publications to the general population be at this level (Right Wrigher, 1988). The instrument was field tested in Loudon County utilizing 30 women who are on Extension mail lists. The instrument was not changed after the field test.

The instruments were a four page questionnaire consisting of 32 questions. The questionnaires were developed by the researcher to examine perceived need for home-sewing businesses in Tennessee and the demographic characteristics of respondents. Face and content validity of the questionnaire were tested by four extension personnel. The personnel included: a Clothing Specialist (retired); a Professor in Agricultural and Extension Education; an Associate Extension Agent, and an Assistant Extension Agent.

The questionnaires were essentially the same. The wording of some of the questions were slightly different to take into consideration the type of methodology. The purpose for utilizing more than one method was two-fold: for the convenience of participating agents and to establish baseline data as to which survey method individuals responded too most frequently. This information on methodology will be shared with Extension personnel from Florida, Texas, West Virginia, Ohio and Oklahoma who have requested it. These states currently survey home-sewers, but have not done a market or needs assessment.

ANOVA tests were computed to compare the methodologies of mailed, face-to-face, and telephone questionnaires with the two dependent variables. There were no significant differences in the mean scores found for personal perceived need for home-sewers and the three methods. However, there were statistically significant differences found between the mean score for face-to-face methodology ($\bar{X}=3.01$; $N=201$) and telephone ($\bar{X}=2.65$; $N=31$) and the dependent variable perceived county need ($F(1,321) = 4.26, p<.04$) (see Table 4.1).

The telephone surveys were not used in computing data for this study. Justification for deleting them was that there were only 31 subjects, and there were significant differences in the mean score for telephone and face-to-face interviews on the dependent variable perceived county need.

Table 4.1

Perceived County Need by Survey Method

Method	N (417)	Mean Score
Mail	185	2.88
Face-to-Face	201	3.01
Telephone	31	2.65

Chi square was run on the demographic variables by mail and face-to-face methods. The results showed no significant differences between the two methods were found for education, income, age, personal need for clothing-businesses, urban and rural perceived county need, how often respondent sews family clothing or considerations when shopping for clothing.

The response rate for mailed surveys was 194 (48.7%) and 204 (51.3%) for face-to-face. A total of 160 (40.2%) of the surveys were from urban counties and 238 (59.8%) from rural counties. The urban versus rural county for mail and face-to-face was 99 (51%) mail urban, 95 (49%) mail rural, and 61 (29.9%) face-to-face urban and 143 (70.1%) face-to-face rural. ANOVA's were computed to analyze the mean scores of the methods by the two dependent variables in this study. The results indicated there were no significant

differences found for mail and face-to-face methods and the variables of perceived personal need and perceived county need for home-sewing businesses. The means and frequencies are reported in Table 4.2. Since there were no significant

Table 4.2

Personal Perceived Need by Survey Method

Method	N (419)	Mean Score
Mail	187	3.39
Face-to-Face	200	3.40

differences found for the variables of mail and face-to-face questionnaires the data were combined. As previously mentioned, this yielded a total sample of 398 and a response rate of (45%).

The questionnaire primarily utilized a summable item closed-question response format. Rating was based on a 5 point Likert-type scale. There were four "yes" or "no" questions and four questions were open-ended to allow for comments. The questionnaire consisted of three major headings: 1) practices/sewing, 2) business and 3) personal data.

The first four questions were about practices/sewing, and were used to determine where clothing is purchased, how often the respondent sewed family clothing, what

considerations were given when shopping for clothing, and the level of sewing ability. The level of sewing ability was highly correlated with how often the respondent sewed family clothing ($r=.72$, $p<.00$). Therefore, the level of sewing ability was dropped and not utilized as an independent variable for comparison in this study. Considerations when shopping for clothing such as quality of fabric, construction, fit (design), comfort, appearance and style were all significantly correlated. The values ranged from .35 to .60. Table 4.3 lists the Pearson Correlation Coefficients and their significance levels. Therefore, the five items listed above were pooled into one scale called "Shopping Scale."

The next section of the questionnaire (Business) was used to determine personal perceived need for home-sewers, perceived need for home-sewers in one's county, importance of the qualifications used in selecting a home-sewer, importance of selected business practices in choosing a home-sewer, and the personal perceived use of non-clothing-related home-based businesses.

Qualifications categories were: reputation for excellent work, years of sewing experience, Extension Home Economics Training Course, 2-year college certificate, 4-year degree, and 4-year degree and beyond.

Correlations showed that having a 2-year college certificate, 4-year degree, and 4-year degree/beyond were all significantly correlated at the .01 level. The correlations were .71, .83 and .83. Therefore, these three

Table 4.3

Pearson Correlation Coefficients for Selected Variables of Quality of Fabric/Construction, Fit/Design, Comfort, Appearance and Style

	Quality of Fabric Construction	Fit/Design	Comfort	Appearance	Style
Quality of fabric/ construction	1.00 388 p=.	0.60 384 p= .00	0.51 383 p= .00	0.43 384 p= .00	0.40 381 p= .00
Fit/Design		1.00 389 p= .	0.42 387 p= .00	0.62 387 p= .00	0.49 384 p= .00
Comfort			1.00 390 p= .	0.47 388 p= .00	0.35 386 p= .00
Appearance				1.00 391 p= .	0.58 386 p= .00
Style					1.00 388 p= .

KEY: COEFFICIENT/
CASES/NUMBER
2 - TAILED SIGNIFICANCE

items were pooled into one scale called "Education of Home-Sewer."

Business practices such as price list, evidence of time spent on garment, regular business hours, business card, appointment card, and receipt were significantly intercorrelated and therefore, the five items were pooled into one scale called "Business Practice Scale." These values are shown in Table 4.4. Guaranteed due date and price estimate were left as individual items. The last fifteen questions asked for demographic information (personal data).

Data Analysis

The information received from the questionnaires was transferred to computer scan forms by the researcher. The scan forms were processed by the University of Tennessee's State Testing Facility. If a question was not answered by every participant, the analysis of data was done based on the total number of responses for the question.

In this exploratory study, questionnaire results were tabulated according to inferential statistics. Frequencies, means, and standard deviations were calculated for each survey question.

Data were analyzed using chi-square, ANOVA, and Pearson R Correlations. The level of significance was set at .05. The significant results are recorded in Chapter V.

Table 4.4

Pearson Correlation Coefficients for selected variables of guaranteed due date, price estimate, price list, time sheet, business hours, business card, appointment card and receipt.

	Guaranteed Due Date	Price Estimate	Price List	Time Sheet	Business Hours	Business Card	Appointment Card	Receipt
Guaranteed Due Date	1.00 381 p= .	0.31 378 p= .00	0.01 378 p= .85	0.11 377 p= .02	0.10 377 p= .05	-0.06 376 p= .21	-0.06 375 p= .24	0.05 380 p= .30
Price Estimate		1.00 384 p= .	0.14 381 p= .00	0.05 379 p= .31	0.07 379 p= .16	0.00 378 p= .95	0.01 376 p= .71	0.11 383 p= .04
Price List			1.00 384 p= .	0.29 379 p= .00	0.18 379 p= .000	0.18 378 p= .000	0.21 376 p= .000	0.28 383 p= .000
Time Sheet				1.00 381 p= .	0.36 379 p= .000	0.24 376 p= .000	0.21 375 p= .000	0.17 381 p= .000
Business Hours					1.00 381 p= .	0.31 378 p= .000	0.33 377 p= .000	0.25 381 p= .000
Business Card						1.00 381 p= .	0.57 376 p= .000	0.25 381 p= .000
Appointment Card							1.00 379 p= .	0.31 379 p= .000
Receipt								1.00 386 p= .

KEY: COEFFICIENT/
CASES/NUMBER
2 - TAILED SIGNIFICANCE
"." IS PRINTED IF A COEFFICIENT CANNOT BE FOUND

CHAPTER IV

RESULTS

The results of this study offer important information for individuals who are considering opening or training people to open home-sewing businesses, such as home economic teachers, extension agents and the Small Business Administration.

Results from this study reveal whether residents of urban or rural counties perceive a greater need for the use of a home-sewer, and gives data concerning what individuals using the services of a home-sewing business would look for and/or evaluate.

The results are organized into three groups. Means, standard deviations and frequencies are reported first. Results of Pearson Correlation Coefficients are reported second, and the analysis of variance third.

Means, Standard Deviations and Frequencies of Survey Questions

Means, standard deviations and frequencies were examined for each of the survey questions to identify if there were relationships between the scores on some of the related item questions. Table 5.1 lists each group of

Table 5.1

Means, Standard Deviations and Number of Cases for Survey Questions

Question	<u>N</u>	Mean	Standard Deviation
A. <u>Where Clothing is Purchased</u>			
2. Department store	387	2.65	.87
3. Specialty shop	367	3.58	.95
4. Factory outlets	375	3.16	.85
5. Discount stores	379	2.97	.80
6. Mail order catalogs	372	3.61	.98
7. Yard sales	359	4.17	.97
8. Home sewers	360	4.31	1.01
9. Other	106	3.86	1.37
B. <u>Considerations When Clothing Shopping</u>			
10. Quality of fabric/ construction	388	1.45	.71
11. Fit/design	389	1.36	.59
12. Comfort	390	1.37	.58
13. Appearance	391	1.26	.53
14. Style	388	1.63	.77
Note: Questions 1-14 scale was 1=always, 2=nearly always, 3=sometimes, 4=nearly never and 5=never			
C. <u>Perceived Expense of Using Home-based Clothing Services</u>			
(More expensive to buy at a store than to pay a home-sewer).			
17. Custom Dressmaking	392	2.93	1.05
18. Alterations	386	2.82	1.10
19. Tailoring	387	2.96	1.05

Table 5.1 (continued)

Question	<u>N</u>	Mean	Standard Deviation
C. (continued)			
20. Items for Home	380	3.10	1.05
21. Specialty Garments	384	3.21	1.02
Note: Questions 17-21 scale was 1=strongly agree, 2=agree, 3=undecided, 4=disagree and 5=strongly disagree			
D. Importance of Qualifications of a Home-sewer			
27. Reputation	386	1.10	.35
28. Years Sewing Experience	384	1.38	.69
29. Extension Home Economics Training Course	382	1.38	.80
30. Two Year Certificate	376	2.28	.80
31. Four Year Certificate	375	2.29	.80
32. + Four Year	377	2.21	.83
E. Importance of Various Business Practices			
33. Guaranteed Due Date	379	1.21	.54
34. Price Estimate	384	1.07	.29
35. Price List	384	1.39	.71
36. Evidence of Time Spent on Garment	379	2.03	.84
37. Regular Business Hours	379	1.89	.87
38. Business Card	379	2.39	.79
39. Appointment Card	379	2.28	.83
40. Receipt	379	1.49	.80

Note: Questions 27-40 scale was 1=important, 2=undecided and 3=not important

Table 5.1 (continued)

Question	N	Mean	Standard Deviation
F. <u>Reasons for Using a Home-based Clothing Business</u>			
41. Lack of Individuality in Store Clothing	370	2.69	1.42
42. Poor Quality of Store Clothing	371	2.42	1.29
43. Little/No Access to Retail Stores	363	3.34	1.53
44. Poor Selection of Fabrics, Color and Style found in Store Clothing	367	2.78	1.27
45. Cannot Find Styles or Fit Liked in Stores	377	2.23	1.35
Note: Questions 41-45 ranking; 1=most important to 5=least important			
G. <u>Personal Perceived Need for</u>	387	3.39	1.09
46. <u>Clothing Home-based Business</u>			
H. <u>Perceived Success of Clothing</u>	386	2.95	.99
47. <u>Home-based Business in One's County</u>			
Note: Questions 46 and 47 scale was 1=very strong, 2=strong, 3=moderate, 4=weak and 5=very weak.			

survey questions, the number of cases, and the means and standard deviations for each item.

Where Clothing Is Purchased

From questions 1-9, concerning where clothing is purchased it appears that respondents "nearly always" or "sometimes" purchase their clothing from department or discount stores and they "nearly never" purchase clothing from home-sewers or yard sales. Specialty shops, factory outlets and mail order catalogs were "sometimes" to "nearly never" utilized as means for clothing purchases cited by survey respondents.

Considerations When Shopping for Clothes

Analyzing questions 10-14, concerning frequent considerations when clothing shopping it is apparent that respondents viewed quality of fabric, construction, fit/design, comfort, appearance and style as "always" to "nearly always" considerations when shopping for clothing.

How Often Makes Family Clothing

Respondents were equally divided regarding question 15, "How often family clothing is sewn." One hundred and thirty (33%) reported they sew often. One hundred and thirty six (34%) said they seldom made family

clothing and 130 (33%) never sew. Two respondents did not answer (Table 5.2).

Level of Sewing Skills

Answers to question 16 reveals that 115 (30%) of participants viewed their level of sewing ability as beginner, 169 (44%) as intermediate, and 99 (26%) as advanced. Fifteen did not answer (Table 5.3).

Perceived Expense of Using Home-based Clothing Services

Questions 17-21, concerning the perceived expense of using home-sewing services, showed means of 2.93 to 3.21 indicating respondents were generally undecided. Thirty-eight (10%) of the respondents said they strongly agreed that it was more expensive to buy a garment at a store than it was to pay a home-sewer. Ninety-nine (25%) said they agreed that it was more expensive to pay a store for custom dressmaking than a home-sewer. One hundred and twenty-seven (32%) were undecided, 110 (28%) disagreed and 18 (5%) strongly disagreed. In other words, 33% of the respondents said they thought that custom dressmaking would be more expensive from a home-sewer than a store.

Forty (10%) of respondents said they strongly agreed and 128 (33%) agreed that it was more expensive to pay a store for alterations than it was to pay a home-sewer. One hundred and four (27%) were undecided. Eighty-eight (23%)

Table 5.2

Frequencies, Percentiles, and Number of Cases for How Often Respondents Make Family Clothing

	<u>N</u>	Often	Seldom	Never
A. 15. <u>How Often Make Family Clothing</u>	396	133 (33%)	136 (34%)	130 (33%)

Table 5.3

Frequencies, Percentiles, and Number of Cases for Level of Sewing Skills

	<u>N</u>	Beginner	Intermediate	Advanced
A. 16. <u>Level of Sewing Skills</u>	383	115 (30%)	169 (44%)	99 (26%)

disagreed and 26 (7%) strongly disagreed.

Thirty percent of the respondents said they thought a home-sewer would charge more for alterations than a store. Thirty-four (9%) of them said they strongly agreed and 19 (26%) agreed it would be more expensive to pay a store for tailoring than to pay a home-sewer. One hundred and twenty-four (32%) were undecided, 109 (28%) disagreed and 21 (5%) strongly disagreed.

Twenty-one (6%) strongly agreed and 104 (27%) agreed that it was more expensive to pay a store for "items for the home" than to pay a home-sewer to construct these items. Ninety-five (25%) were undecided, 138 (36%) disagreed and 24 (6%) strongly disagreed. In other words, 42% of them said a home-sewer would charge more for items for the home like drapes and bedspreads than a store would charge for similar items.

Nineteen (5%) of the respondents strongly agreed and 82 (21%) agreed that it was more expensive to pay a store for specialty garments than it was to pay a home-sewer. One hundred and twelve (29%) were undecided. One hundred and forty one (37%) disagreed and 30 (8%) strongly disagreed.

Anticipated Use-Type of Clothing Services

However, data from questions 22-26, "anticipated use of type of clothing related home-sewing services" the majority of respondents stated they would not utilize these

services. Two hundred and forty-four (65%) said they would not use custom dressmaking and 264 (72%) said they would not use tailoring services. Table 5.4 gives the frequencies and percentiles for each of the types of services.

Importance of Qualifications of a Home-Sewer

Examination of the means for questions 27-32 on Table 5.1, importance of qualifications of a home-sewer, reveals that the participants consider reputation, years of sewing experience and Extension training to be important, with means of 1.10, 1.38, and 1.38, respectively. The mean of 2.28 for a 2-year certificate, 2.29 for 4 years, and 2.21 for 4 years or more of education of a home-sewer reveals that education was not as important as reputation, experience or extension training.

Importance of Various Business Practices

From questions 33-40, concerning importance of various business practices, survey participants reported guaranteed due date ($\bar{x}$ =1.21), price estimate (1.07), price list (1.39), regular business hours (1.89), and receipt (1.49) to be important business practices. Respondents were undecided regarding evidence of time spent on garment (2.03), business card (2.39), and appointment card (2.28).

Table 5.4

Frequencies, Percentiles, and Number of Cases for Use of Home-Based Businesses

	<u>N</u>	Yes	No	Don't Know
A. Anticipated Use of Type of of Clothing Related Services				
22. Custom Dressmaking	373	129 (35%)	244 (65%)	
23. Alterations	373	186 (50%)	187 (50%)	
24. Tailoring	366	102 (28%)	264 (72%)	
25. Items for Home	376	174 (46%)	202 (54%)	
26. Specialty Garments	376	157 (43%)	210 (57%)	
B. Personal Perceived Need of Non-Clothing Home-based Businesses				
48. Child Care	365	73 (20%)	292 (80%)	
49. Food Service/Catering	354	138 (39%)	216 (61%)	
50. Bed/Breakfast Inn	354	90 (25%)	264 (75%)	
51. Crafts	361	247 (68%)	114 (32%)	
52. Home Cleaning Service	358	166 (46%)	192 (54%)	
53. Other	84	30 (36%)	54 (64%)	
Note: Questions 48-53 1=yes and 2=no				
C. Perceived Success of Nonclothing Related Home-based Businesses				
54. Child Care	355	268 (75%)	14 (4%)	73 (21%)
55. Food Service/Catering	354	188 (53%)	39 (11%)	127 (36%)
56. Bed/Breakfast Inn	352	148 (42%)	58 (17%)	146 (41%)
57. Crafts	350	241 (69%)	27 (8%)	82 (23%)
58. Home Cleaning Service	346	217 (63%)	36 (10%)	93 (27%)
59. Other	83	35 (42%)	13 (16%)	35 (42%)

Note: Questions 54-59 1=yes, 2=no, and 3=don't know

Reasons for Using a Home-Sewer

Reasons for using a home-sewer, questions 41-45, showed that having little or no access to retail stores was less important than the other reasons (3.34). The most important reason was respondents cannot find styles or fit they like in stores (2.23). Another important reason was poor quality found in store clothing (2.42).

Personal Perceived Need for Home-Sewing Businesses

From question 46, it appeared that participants had a moderate personal perceived need for home-sewing businesses (mean = 3.39).

Personal Perceived County Need for Home-Sewing Businesses

Question 47, concerning perceived success of home-sewing businesses in one's county respondents again cited a moderate need (mean = 2.95). The perceived personal need was slightly lower than the perceived county need.

Personal Perceived Need for Non-Clothing Yet Home Economic Businesses

From question 48-53, concerning personal perceived need of non-clothing-related home-sewing businesses, approximately 247 (68%) said they would purchase crafts. Respondents were divided regarding home-cleaning services 166 (46%) said yes and 192 (54%) said they would not

utilize home-cleaning services. Two hundred and ninety two (80%) of respondents said they would not utilize home-based child care. Two hundred and sixteen (61%) said they would not use food service/catering, and 138 (39%) said yes. Two hundred and sixty four (75%) of respondents reported they would not patronize bed and breakfast inns and 90 (25%) said they would.

Personal Perceived County Need for Non-Clothing Yet Home Economics Businesses

Questions 54-59, concerning perceived county success of non-clothing-related home-sewing businesses, approximately 268 (75%) said child care would be successful in their county. One hundred and eighty-eight (53%) of respondents said food/services and catering would be successful. One hundred and forty eight (42%) said bed/breakfast inns would be successful. Twenty-four (69%) of the respondents said crafts would be successful in their counties. Two hundred and seventeen (63%) said home-cleaning would be successful.

Pearson Correlation Coefficients

For this exploratory study, Pearson Correlation Coefficients were computed for the variables in order to determine if the answers for these variables were related.

A high correlation between two variables would make it necessary to examine only one of the variables or make scales out of groups of highly correlated variables. Research questions were analyzed for significance utilizing a two-tailed test at the .05 level.

Pearson Correlation Coefficients were examined for income and employment status. Results revealed that, as would be expected, income and employment status of respondent were positively correlated ($r=.16$, $p<.004$). Therefore, only employment status was analyzed for the dependent variables. Correlations were also examined for women's personal perceived need for home-sewers and employment status. The results showed they were not significant. Correlations were run for the respondent's perceived need for home-sewers in their county and employment status. Once again there was not a significant correlation. In summary, employment status was not considered a factor related to one's personal perceived need for home-sewing businesses nor perceived county needs.

Correlations were run for the perceived need of education level of home-sewers and the two dependent variables. The two dependent variables were personal perceived need and one's personal perceived county need for home-sewing businesses. The perceived importance of a 2-year college certificate, 4-year college certificate and more than four years of college were all significantly

correlated. All the correlations were significant at the .000 level and the values ranged from .71 to .83. These items were pooled into a scale labeled "education scale." The results showed that there were no statistically significant correlations between "education scale" and women's personal perceived need and perceived need for home-sewing businesses in their counties.

Correlations were computed for the following: where clothing was purchased, how often respondent made family clothing, considerations when clothing shopping, perceived expense of using the services of a home-sewer and anticipated use of types of home-sewing businesses and the two dependent variables.

Personal Perceived Need and Where Clothing is Purchased. Correlations showed that the mail order catalogs and yard sales were significantly intercorrelated ($r=.31$, $p<.000$), therefore, these items were pooled into a scaled called mail/yard sales. Results of the Pearson Coefficients revealed that there is a significant relationship between personal perceived need for home-sewing businesses and purchasing from mail/yard sales ($r=.12$, $p<.02$). There also was a significant positive relationship between personal perceived need and presently using home-sewers ($r=.23$, $p<.001$). Individuals who currently purchase clothes from

these sources are more likely to see a personal need for home-sewers.

Personal Perceived County Need and Where Clothing is Purchased. Respondents using home-sewers saw a county wide need for home-sewing businesses ($r=.23$, $p>.000$). There was no significant correlation between individuals shopping at department stores, specialty shops, factory outlets, discount store and mail/yard sales and perceived county need for home-sewers.

Personal Perceived Need and How Often Respondent Made Family Clothing. Pearson Correlation results indicated that there was no significant correlation between these two questions. The same pattern of results was evident for personal perceived county need and how often respondent made family clothing.

Personal Perceived Need and Perceived Expense of Using a Home-Sewer. The variable of perceived expense for custom dressmaking, alterations, tailoring, items for the home and specialized sewing were significantly intercorrelated. The Pearson Correlations for the variables are found in Table 5.5. The exceptions were items for the home and custom dressmaking and items for the home and tailoring which were not significantly correlated. It can be inferred

Table 5.5

Pearson Correlation Coefficients for Perceived Expense of Selected Variables of Custom Dressmaking, Alterations, Tailoring, Items for the Home, and Specialized Sewing

	Custom Dressmaking	Alterations	Tailoring	Items for the Home	Specialized Sewing
Custom Dressmaking	1.00 392 p= .	0.14 386 p= .00	0.56 387 p= .00	-0.05 382 p=.31	0.43 384 p= .00
Alterations		1.00 386 p= .	0.15 383 p= .00	0.24 378 p= .00	0.25 381 p= .00
Tailoring			1.00 387 p= .	0.00 380 p= .99	0.45 382 p= .00
Items for the Home				1.00 382 p= .	.11 377 p= .03
Specialized Sewing					1.00 384 p=

KEY: COEFFICIENT/
CASES/NUMBER
2 - TAILED SIGNIFICANCE
"." IS PRINTED IF A COEFFICIENT CANNOT BE COMPUTED

that if they used and/or perceived one of these services to be more expensive than store-bought items they were more likely to view all types in a similar manner. Therefore, these items were pooled into one scaled called "type/service perceived expense." Results of the Pearson Coefficients for "type/services perceived expense" revealed, as would be expected, that there was a significant negative relationship between personal perceived need and perceived expense of using a home-sewer ($\underline{r} = -.16$, $p < .001$). As the perceived expense or price of the services of a home-sewer increased the need or demand for the service went down.

Personal Perceived County Need and Perceived Expense of Using a Home-sewer. An analysis of the Pearson Correlation Coefficients for personal perceived county need and perceived expense of using a home-sewer revealed there also was a significant negative relationship ($\underline{r} = -.23$, $p < .003$). As would be expected respondents were less likely to see a county need for a home-sewer if they viewed the expense to be greater than similar items purchased from a store.

Personal perceived Need and Anticipated Use of Various Types of Home-sewing Businesses. The various types of clothing home-sewing services a home-sewer can provide

include: custom dressmaking, alterations, tailoring, items for the home and specialized sewing. Pearson Correlation results for use of selected variable "types of services" showed they were all significantly intercorrelated (Table 5.6). Therefore, items were pooled into a scale called "types of clothing services." Examination of the Pearson Correlation Coefficient for personal perceived need and anticipated use of "types of clothing services" was ($r=.54$, $p>.000$). This significant positive correlation means that respondents who perceived a personal need would be more likely to personally utilize the types of clothing services offered by a home-sewer.

Personal Perceived County Need and Anticipated Personal Use of Various Types of Home-sewing Businesses. There was a significant relationship between personal perceived county need and anticipated personal use of types of clothing services. The Pearson Correlation Coefficient was ($r=.37$, $p>.000$). If survey participants felt there was a need in their county for home-sewers they would be more likely to personally use the various types of clothing services.

Personal Perceived Need and Frequency of Considerations When Clothing Shopping. Recall that the selected variable of quality of/fabric construction,

Table 5.6

Pearson Correlation Coefficients for Use of Selected Variables of Custom Dressmaking, Alterations, Tailoring, Items for the Home, and Specialized Sewing

	Custom Dressmaking	Alterations	Tailoring	Items for the Home	Specialized Sewing
Custom Dressmaking	1.00 373 p= .	0.43 367 p= .00	0.54 363 p= .00	0.31 365 p= .00	0.43 360 p= .00
Alterations		1.00 373 p= .	0.43 364 p= .00	0.46 367 p= .00	0.42 364 p= .00
Tailoring			1.00 366 p= .	0.36 361 p= .00	0.40 359 p= .00
Items for the Home				1.00 376 p= .	0.54 364 p= .00
Specialized Sewing					1.00 367 p= .

KEY: COEFFICIENT/
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fit/design, comfort, appearance and style were intercorrelated (refer to Table 4.3). These items were pooled into a scaled called "shopping scale." The Pearson correlation coefficient for personal perceived need and "shopping scale" was not significant. Respondents, who considered quality, comfort, appearance and style of garment more often when shopping were not more likely to use a home-sewer. The same pattern of results was evident for personal perceived county need and frequency of considerations when clothing shopping.

Personal Perceived Use of Non-sewing-related Businesses. Respondents were asked whether they would use the services of the following other types of home-based businesses: child care, food service/catering, bed/breakfast inn, crafts, and home-cleaning service. Results of Pearson Correlation Coefficients revealed that almost all were significantly intercorrelated (Table 5.7). Crafts and child care were not significantly correlated. Crafts and home cleaning also were not significantly correlated. All five were pooled and a scale was made called "personal nonsewing home-based business scale." Data for this scale will be reported in the ANOVA section.

Personal Perceived County Success of Non-sewing-related Businesses. Participants also were asked whether or

Table 5.7

Pearson Correlation Coefficients for Personal Perceived Use of Child Care, Food Service,
Bed/Breakfast Inn, Crafts and Home Cleaning

	Child Care	Food Service	Bed/ Breakfast Inn	Crafts	Home Cleaning
Child Care	1.00 365 p= .	0.26 347 p= .00	0.25 347 p= .00	0.01 351 p=.77	0.09 349 p= .06
Food Service		1.00 354 p= .	0.30 346 p= .00	0.22 346 p= .00	0.30 345 p= .00
Bed/ Breakfast Inn			1.00 354 p= .	0.11 347 p= .03	0.22 343 p= .00
Crafts				1.00 361 p= .	0.28 346 p= .00
Home Cleaning					1.00 358 p= .

KEY: COEFFICIENT/
CASES/NUMBER
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not they perceived child care, food service/catering, bed/breakfast inn, crafts and home-cleaning services would be successful in their counties. Correlations illustrated that they were intercorrelated (Table 5.8). These items were pooled and a scale was made called "county non-sewing-related home-based business scale." The ANOVA results will be reported next.

Analysis of Variance

Analysis of variance (ANOVA) tests were run between the two dependent variables and independent variables: age of respondent, urban versus rural county of residence, and employment status of respondents. Additional selected variables included: importance of the qualifications of a home-sewer in selecting a home-sewing service; importance of business practices to the individuals when selecting a home-sewer; personal perceived use of nonsewing businesses and perceived success of non-sewing-related home-based businesses in one's county. These results are discussed below.

Personal Perceived County Need and Urban/Rural County of Residence. Only one question showed significant differences in response by urban versus rural residence. Urban residents ($\bar{X}=3.10$) reported that their county needed

Table 5.8

Pearson Correlation Coefficients for County Perceived Success Use of Child Care, Food Service, Bed/Breakfast Inn, Crafts and Home Cleaning

	Child Care	Food Service	Bed/ Breakfast Inn	Crafts	Home Cleaning
Child Care	1.00 355 p= .	0.37 344 p= .00	0.32 344 p= .00	0.31 340 p= .00	0.34 339 p= .00
Food Service		1.00 354 p= .	0.39 348 p= .00	0.29 344 p= .00	0.31 342 p= .00
Bed/ Breakfast Inn			1.00 352 p= .	0.36 345 p= .00	0.26 343 p= .00
Crafts				1.00 350 p= .	0.40 339 p= .00
Home Cleaning					1.00 346 p= .

KEY: COEFFICIENT/
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the services of a home-sewer more frequently than did rural residents ($\bar{X}=2.85$), ($F(1,384) = 5.74, p<.02$)).

How Important are the Qualifications of a home-sewer and Age of Respondent. The education of home-sewer scale (refer to page 38) by age was not significant. Reputation by age also was not significant nor was experience by age. ANOVA results showed extension training course and age was significant ($F(2,363) = 5.67, p<.01$). Table 5.9 summarizes the age by sewer competency. Age of respondents were classified into three groups. The means for each of these is reported in Table 5.10. Women 20-39 felt the home-sewer should have taken an Extension Home Economics Training Course.

Business Practices and Age of Respondent. The business practice of receiving a guaranteed due date was significant by age ($F(2,366) = 4.34, p<.02$). The women 60 and older felt this was more important than the younger women. The group means were: 1.11 for age 20-39, 1.14 for 40-59 and 1.30 for 60 and above. The practice of giving a price estimate was not significant by age. Recall the business practices of a price list, evidence of time spent on a garment, regular store hours and having a scheduled appointment for fittings, appointment card, and business card were intercorrelated and the new scale was called

Table 5.9

Analysis of Variance Age by Sewer Competency--Extension
Home Economics Training Course (N=398)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	<u>F</u>	Significant <u>F</u>
Main effects	7.09	2	3.54	5.67	.004
Explained	7.09	2	3.54	5.67	.004
Residual	226.24	362	.63		
Total	233.33	363	.64		

Table 5.10

Means for Age of Respondents on Importance of Home-sewing
Cooperative Extension Training

	<u>Group 1</u> (younger)	<u>Group 2</u> (middle)	<u>Group 3</u> (older)
AGE	20-39	40-59	60 & above
Mean	=1.98	=1.93	=1.67
S.D.	.17	.12	.14
N	60	129	177

KEY: S.D. = standard deviation

"business practices scale." The results of the business practices scale were statistically significant by age ($F(2,373) = 3.75, p < .03$). The mean for the young and middle age group was .25 and the mean was .22 for the older age group. In other words older women were likely to think the businesses practices were more important. The business practice scale was significant by employment status ($F(1,354) = 5.55, p < .02$). Analysis of the mean scores of the age group revealed that employed women considered the business practices less important than the retired/homemakers group. The mean was .25 for the employed women and .31 for the retired women or homemakers.

Personal Perceived Use of Non-sewing-related Home-based Businesses and Age. Results of analysis of variance showed that personal use of Nonsewing Home-businesses scale was significant by age ($F(2,329) = 15.16, p = .000$). Middle aged women (40-59) and older women (60 and above) would utilize the services of nonsewing types of home-based businesses less frequently than the younger group. The group means were: .31 for age 20-39, .37 for 40-59, and .38 for 60 and above.

Personal Perceived County Success and Age. ANOVA results showed perceived success of nonsewing home businesses was significant by age ($F(2,329) = 6.28,$

$p < .01$). Younger women ($\bar{X} = .27$) and middle aged ($\bar{X} = .25$) felt these nonsewing home businesses would be successful in their counties than did the older women ($\bar{X} = .32$).

Personal Perceived Use of Non-sewing-related Home-based Businesses and Employment Status. Perceived use of other home-based businesses was significantly related to employment status ($F(1,322) = 13.67, p = .000$).

Retired/homemakers ($\bar{X} = .38$) would utilize these services less frequently than employed women ($\bar{X} = .34$).

Personal Perceived County Success and Employment Status. Perceived success of nonsewing home businesses was significant by employment status ($F(1,322) = 13.62, p < .000$). Retired/homemakers ($\bar{X} = .31$) visualized a county success for these businesses less frequently than employed women ($\bar{X} = .25$).

CHAPTER V

DISCUSSION

Needs assessment for home-based businesses in Tennessee, especially clothing, is an area that requires exploration, as there are no documented studies. As cited in the "Review of Literature" there have been a few studies reported on current users of home-sewers. The Cooperative Extension Services and home economists are challenged to help consumers wanting to start home-based businesses under the Federal National Initiative "Revitalizing Rural America." Thus, it is important to examine the results found here.

Objective 1: To gather information to determine a need for home-sewing businesses in Tennessee and to make recommendations.

Gibbs' (1987) found that the primary economic functions in urban areas are industries, goods and services. This survey found that urban people are more willing to pay for the services of a home-sewer than rural people. It was also found that urban residents reported that their county would utilize the services of a home-sewer more frequently than rural residents.

Objective 2: To gather information concerning clothing shopping and sewing practices of respondents.

Respondents who shopped more frequently at department stores, specialty shops, factory outlets, and mail/yard sales did not see more of a county need for home-sewing businesses. The researcher can only speculate that respondents "believed" the services of a home-sewer would be too costly. This theory is very much in line with Johnson, Littrell and Reilly's (1991) findings where 65% of respondents expected custom made garments to be more expensive than ready-made/store-bought garments. However, examination of personal perceived need and anticipated use of types clothing services for this study showed a positive correlation. Therefore, respondents and county residents would probably use the services of a home-sewer if they were available. Perhaps, availability is the key to utilization of home-sewing businesses and not cost. The majority of respondents in this study cited they would utilize a home-sewer if available.

Considerations when shopping such as quality of fabric, fit, design, comfort, appearance and style were not found to be related to the dependent and independent variables in this study. Theoretically this makes sense. One would not look at these "shopping qualities" when selecting a home-sewer. One would look at reputation, years sewing experience, etc., as examined in this study.

Respondents would be interested in the sewer's reputation for quality and speedy work. Johnson, Littrell and Reilly's (1991) study of current users of home-sewers indicated that sewers can increase clientele by providing wardrobe consultation to their list of services. Since reputation is an important consideration when selecting a home-sewing business, the home-sewer should maintain a high profile in the community. Johnson, Littrell and Reilly (1991) suggested that home-sewers be involved in business, church and social activities to establish themselves as sewing professionals.

Objective 3: To gather information about the anticipated use of types of home-based clothing services and desired qualifications of the home-sewer.

Respondents revealed that if they were interested in one type of home-based clothing services then they would be interested in all types. Clothing services examined in this study were custom dressmaking, alterations, tailoring, items for the homes, and specialized sewing.

Urban versus rural county residence was found not to be related to personal perceived need, qualifications of a home-sewer, or various business practices. Perhaps, urban/rural residency is not an important consideration for a home-sewer to consider when deciding to start a business.

However, limited research has been done, therefore, this topic merits further investigation.

Qualifications of reputation and years sewing experience were important to the respondents. As stated earlier, since reputation is an important qualification for selecting a home-sewing business, the home-sewer should maintain visibility in the community.

Employment status of respondent was found not to be related to qualifications of a home-sewer.

Objective 4: To determine if selected variables can be used as predictors of an anticipated need for home-based sewing businesses?

Examination of the personal perceived need for a home-sewer and how often respondents made family clothing indicated no relationship. It is not apparent whether this means clientele would not utilize the services of a home-sewer because he/she sews frequently or whether or not home-sewers are available.

Age of respondent was found not to be related to personal perceived need, or county perceived need for a home-sewing business. The researcher can only conclude that "age" of customer is not a target factor for consideration in starting a home-sewing business.

Employment status of respondent was found not to be related to personal perceived need or personal county

perceived need. Based on this research, potential home-sewers would not need to target their advertisement to a specific audience, but rather target the general population. This conclusion is not supported by Johnson, Littrell and Reilly's (1991) study of current users of home-sewers. They reported significant results for level of education and income. Users of home-sewing businesses had higher levels of education and income than the general population. These findings would suggest that a home-sewer target potential clientele who are in the higher education level and income sectors.

Objective 5: To determine differences in selected variables and opinions regarding other home-economics related home-based businesses.

Urban versus rural county residence was found not to be related to personal perceived use of non-sewing-related home-based businesses or perceived county success of non-sewing-related home-based businesses.

Examination of personal perceived use of non-sewing-related home-based businesses such as child care, food service/catering, bed and breakfast inns, crafts, and home-cleaning revealed that employed women would utilize these services more frequently than retired/homemakers. Also, younger women (20-39) would utilize these services more frequently than middle-aged (40-59) or older women (60 or

above). Therefore, potential entrepreneurs in these non-sewing-related home-based businesses should target employed individuals and individuals age 20-39.

Summary

Economic survivability of the unemployed textile workers in the South, in predominantly rural areas, continues to be a problem. Rural areas continue to face lack of employment opportunities, lower per capita income and slower population growth than urban areas. Also, foreign imports and the closing of textile and apparel plants have compounded the problems for the textile workers. Factors which can be important to the economic stability and livelihood for these families are the creation of new jobs, relocation, training to update and/or change their skills and the challenge for them to become innovative. A purpose of the study has been to analyze the feasibility of these workers becoming home-sewers. Additionally, an objective was to determine whether there was a perceived need for home-sewing businesses in Tennessee and to make recommendations concerning the need for education related to home-sewing business ownership. To determine if there was a relationship between selected variables such as age, employment status, and urban/rural residence of respondents and perceived need was an

objective. Lastly, an objective was to gather information concerning clothing shopping and sewing practices of respondents and the anticipated use of the various types of clothing services.

Six research questions were addressed to evaluate the objectives. Overall findings were: individuals who currently purchase clothes from home-sewing businesses and mail/yard sales see a personal need for home-sewers. There was also a relationship between personal perceived need and frequency of shopping at mail/yard sales and home-sewers. Individuals shopping at these sources also saw a need for home-sewing businesses in Tennessee. Respondents expected items/garments made from home-sewers to be more expensive than similar or the same garments purchased from a store. Therefore, as the perceived expense for home-sewing services went up the demand went down.

Even though home-sewn items were perceived to be more expensive than similar store bought items, respondents revealed that they would use and residents of their counties would use a home-sewer if available. Urban counties saw a greater need for home-sewers than rural counties.

This study has laid the groundwork for future research in the area of home-based businesses. Findings from this study revealed that middle age, 40-59, and older women, 60 or above, were less likely than younger women, age 20-39,

to use other types of home-based businesses such as home-cleaning and crafts. Also, employed women were more likely than retired/homemakers to utilized these nonsewing businesses especially home-cleaning and child care.

Implications

Research in home economics is generally conducted for the purpose of improving both existing and future quality of life for individuals. Home economics professionals and educators focus on perennial problems faced by families. As educators, it is important to keep abreast of current trends and issues to be able to forecast and take a proactive stance to problems faced by families. Therefore, implications are made regarding the application in the field and future research needs.

Application of the Findings

In many classrooms, especially colleges and universities, clothing construction is no longer taught. Therefore, in the future few people will have the knowledge and the skills to make customized clothing. Therefore, home-sewers maybe strongly needed in the twenty-first century. Middle and high school home economics teachers who are currently teaching clothing construction will be preparing their students for jobs in apparel plants and in

home-based industries. Implications for The Cooperative Extension Service are to market "home-sewers" and to teach individuals interested in becoming sewing professionals the necessary skills needed for their service to be marketable. The researcher is referring not only to "construction skills," but the business aspects. Findings from this study illustrate a need for home-sewers in urban areas. However, a home-sewing business may do well in rural areas if there is only a few and an adequate need assessment and marketing job has been done.

The researcher has not mentioned other home-based entrepreneurship endeavors such as contracting to be an alterationist for dry cleaners and consignment shops, teaching clothing construction classes, classes for "items for the home" and workshops on clothing for self-esteem or self-enhancement. An educated home-sewer can extend his or her skills and abilities beyond the sewing machine.

Implications for Additional/Future Research

This research attempted to discover if there was a perceived need for home-sewing in Tennessee. Also, if difference existed between urban and rural counties in their perceived need. Since no other documented studies on needs assessment in clothing have been found and there is limited research on current users of home-sewers future research is needed.

Home economists need to research the differences between users and nonusers of home-based businesses. Also, research on textile workers and the feasibility for them to become home-sewers needs to be studied. Research on impact of programs is needed. What courses are home economist and The Cooperative Extension Service teaching? What are the success rates? Do these educational programs raise awareness and impact the lives of Tennessee families?

Recommendations of the Study

Based on the research, the following recommendations are offered to assist individuals interested in starting a home-based sewing business.

1. Conduct a local needs assessment survey.
2. Maintain a high profile and let your "reputation" be known.
3. Business practices such as price list, evidence of time spent on garment, appointment cards and business cards were not considered important. Therefore, beginning sewing professionals could save on start up and operating costs by not offering these services or printing cards. After the home-sewer evaluates whether or not the business is successful he/she could adopt some of

these standard business practices for the sake of "professionalism."

4. Since residents of rural counties are not willing to pay for personal services as readily as residents of urban communities the researcher would not encourage large numbers of businesses in rural areas. Rural home-sewers may want to advertise their services in adjoining urban counties.
5. Offer a wide variety of the various "types of services" in order to attract a larger clientele.
6. Consider offering clothing construction and specialty classes to clientele. (Teach the clientele to sew).
7. Analyze existing programs for "home-sewers," such as The University of Tennessee Extension Service "Sewing for Pay" program.

Lastly, more research needs to be done on other home-based businesses, especially child care and home-cleaning, as society approaches a new decade and an era when demographers predict that "homeworking" will be the norm rather than the exception.

Recommendations for Future Studies

Questionnaire Changes

To individuals wanting to utilize the instrument for future research a few changes are suggested.

First, the terminology independent sewer or alterationist may be easier to understand rather than "clothing and clothing construction related home-based business" operator. Also, the question "Have you ever had a need for home-sewers?" could be added. Since consignment stores are becoming popular "consignment stores" should be added to the survey question entitled "How frequently do you purchase clothing for yourself from?"

Lastly, the question on rank your reasons for using a home-based clothing business should be changed. Respondents were asked to rank the reasons for using a home-sewer with one representing most important reason to five representing the least important reason for consideration for using a home-sewer. No number was to be used more than once. In the field test participants did rank these items appropriately and therefore, the questionnaire was unchanged. However, survey participants did not rank these properly. Some respondents answered all reasons with the same number. Therefore, this variable was deleted from analysis and data considered unusable. Only the frequencies, means and standard deviations were reported. Perhaps in the field

test respondents were of higher socioeconomic backgrounds than survey participants.

Other Home-based Home Economic Businesses

The data from this study has briefly investigated personal perceived need and perceived county need for home-based home economic businesses such as child care, home-cleaning, food service, bed/breakfast inns and crafts.

A questionnaire on needs assessment should be done for each of these areas, analyzing selected variables as predictors, before encouraging Tennesseans to consider these types of home-based businesses as employment opportunities.

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APPENDIXES

APPENDIX A

INTRODUCTORY LETTER REQUESTING PARTICIPATION

AGRICULTURAL EXTENSION SERVICE
THE UNIVERSITY OF TENNESSEE INSTITUTE OF AGRICULTURE



222 West Main Street
Mountain City, Tenn. 37683
March 6, 1990

Dear

I am a graduate student at the University of Tennessee at Knoxville, College of Human Ecology, and work for the Agricultural Extension Service in Johnson County. I am developing a survey for my thesis. The topic is "Entrepreneurship: Urban and Rural Homemakers Perceived Needs for Home-Based Business in Clothing/Clothing Construction in Tennessee counties.

The main purpose of the study is to explore whether there is a perceived need for home-based businesses in the clothing area in particular counties. I want to assess the market before encouraging clientele to pursue home-based businesses through the Tennessee Extension Service "Sew for Pay" program.

I would like to ask you to distribute a short questionnaire to as many of your adult clients as possible and then return them to me. I will be glad to share the results with you.

Please let me know if you would be willing to distribute and collect surveys in your county in 1991.

Complete and return the enclosed post card by April 5, 1990 to indicate the approximate number of adult clients you could expect to be willing to participate.

Thanking you in advance for your cooperation. If you have any questions regarding the study contact me at 727-8161 or Miss Helen Rader at 974-5370.

Sincerely,

Connie Goff Sharp
Assistant Extension
Agent



A State Partner in the Cooperative Extension System

THE UNIVERSITY OF TENNESSEE, THE U.S. DEPARTMENT OF AGRICULTURE, AND COUNTY GOVERNMENTS COOPERATING
The Agricultural Extension Service offers its programs to all eligible persons regardless of race, color,
national origin, sex, or handicap and is an Equal Opportunity Employer.

APPENDIX B

LISTING SHEET OF PARTICIPATING COUNTIES

COUNTIES PARTICIPATING IN CLOTHING AND CLOTHING CONSTRUCTION RELATED HOME-BASED BUSINESS STUDY

URBAN			RURAL		
	<u>Projected Response†</u>	<u>Actual Response</u>		<u>Projected Response†</u>	<u>Actual Response</u>
Madison . . .	20	(15)	Crockett . . .	15	(15)
Montgomery .	40	(30)	Decatur . . .	25	(25)
Sumner . . .	25	(18)	Dyer	20	(10)
Bradley . . .	250	(72)	Perry	50	(33)
Blount . . .	5	(5)	Grundy	30	(20)
Greene . . .	30	(16)	Sequatchie . .	10	(2)
Knox	50	(26)	Van Buren . . .	50	(21)
Sullivan . .	20	(20)	Fentress . . .	85	(15)
TOTAL .	440	(202)	Jackson . . .	20	(19)
			Pickett . . .	15	(12)
			Cocke	10	(15)
			Johnson . . .	30	(22)
			Roane	10	(9)
			Hamblen . . .	30	(19)
			Sevier	40	(29)
			TOTAL .	440	(266)

Note: According to MSA* there are no urban counties in District 4.

MSA--Metropolitan Statistical Area

Source: U.S. Department of Commerce, Bureau of the Census of Population: 1980; and U.S. Office of Management and Budget, June 30, 1985.

†The projected response was the number of questionnaires disseminated.

APPENDIX C

LETTER TO COUNTIES SELECTED FOR PARTICIPATION

AGRICULTURAL EXTENSION SERVICE
THE UNIVERSITY OF TENNESSEE INSTITUTE OF AGRICULTURE



222 West Main Street
Mountain City, Tennessee 37683

Dear

The response to counties interested in participating in the study on "Entrepreneurship: Urban and Rural Homemakers Perceived Need for Home Based Businesses In Clothing and Clothing Related Construction Services in Tennessee Counties" was overwhelming. Nearly one-half of the state, forty-seven (47) counties, agreed to participate. After examining the response, the committee for this study has suggested to limit the sample to twenty-three (23) counties reaching four hundred and forty (440) urban and four hundred and forty (440) rural homemakers.

Urban counties that will be participating in the study are Madison, Montgomery, Sumner, Bradley, Blount, Greene, Knox and Sullivan. Rural counties for the study include Crockett, Decatur, Dyer, Perry, Grundy, Sequatchie, Van Buren, Fentress, Jackson, Pickett, Cocke, Johnson, Roane, Hamblen and Sevier. The instrument will be tested in Loudon county.

The questionnaire should be ready for distribution by January 1991. Agents participating may utilize face-to-face, telephone and/or mail technique. However, in order for the study to have validity try to decide which one technique you will use. Cover letters for mail survey and instruction sheets will be sent with the instrument.

Thank you for interest in this subject. If you have any questions regarding the study contact me at 727-8161 or Miss Helen Rader at 974-5370.

Sincerely,


Connie Goff Sharp
Assistant Extension Agent



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THE UNIVERSITY OF TENNESSEE, THE U.S. DEPARTMENT OF AGRICULTURE, AND COUNTY GOVERNMENTS COOPERATING
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national origin, sex, or handicap and is an Equal Opportunity Employer.

APPENDIX D

HUMAN SUBJECTS APPROVAL

THE UNIVERSITY OF TENNESSEE
KNOXVILLE



Research
Administration

Compliances

Grants &
Contracts

Proposal
Development
Services

CRP #: 3436 A

DATE: 02/15/91

Title: Tennessee Clothing Home-Based Business Survey

Sharp, Connie Goff
Child & Family Studies
Route 3, Box 34
Mountain City, TN 37683

Blinn, Dr. Lynn
Child & Family Studies
115 Jessie Harris Bldg.
Campus

The project listed above has been certified exempt from review by the Committee on Research Participation and is approved.

This certification is for a period ending one year from the date of this letter. Please make timely submission of renewal or prompt notification of project termination (see item #2 below).

The responsibilities of the project director include the following:

1. Prior approval from the Coordinator of Compliances must be obtained before any changes in the project are instituted.
2. Submission of a Form D to request renewal, report changes during the approval period, or report termination of the project.

We wish you success in your research endeavors.

Sincerely,

A handwritten signature in cursive script, reading "Edith M. Szathmary".

Edith M. Szathmary
Coordinator of Compliances

cc: Dr. Connie Steele
115 Jessie Harris Bldg.

Attachment: Copy of Form A

404 Andy Holt Tower/ Knoxville, Tennessee 37996-0140 / (615) 974-3466 / FAX (615) 974-2805

PLEASE TYPE ON THIS FORM)

FORM A

Certification of Exemption from Review
for Research Involving Human Subjects

CRP

Received
in ORC

1991

3436 A

- A. PROJECT DIRECTOR(s) and/or CO-DIRECTOR(s): (For student projects, list both the student and the advisor)

Dr. Lynn Blinn, Bridgett Smith & Connie Goff Sharp (student)

- B. COMPLETE MAILING ADDRESS and PHONE NUMBER OF PI/PD and CO-PI/PD:

College of Human Ecology	U.T. Extension Service	Route 3, Box 34
Jessie Harris Building	P. O. Box 1071	Mountain City, Tenn. 37683
Room 115	Knoxville, Tenn. 37901	727-5855 (home)
Knoxville, Tenn. 37901	974-5370	727-8161
974-5599		(student)

- C. TITLE OF PROJECT:

Tennessee Clothing Home-Based Business Survey

- D. DEPARTMENT:

Child & Family Studies

- E. EXTERNAL FUNDING AGENCY AND ID NUMBER (if applicable):

none

- F. GRANT SUBMISSION DEADLINE (if applicable):

none

- G. STARTING DATE: "Upon certification by Director of Research Compliance"

(NO RESEARCH MAY BE INITIATED UNTIL CERTIFICATION IS GRANTED)

- H. ESTIMATED COMPLETION DATE: December 1992

(Include all aspects of research and final write-up)

- I. Objective(s) of Project: (see Section 8.4 of GUIDE)

To explore whether there is a perceived need for home-based businesses in the clothing area for particular counties in Tennessee.

To determine the relationship between perceived need and respondents current clothing and buying practices.

II. Subjects: (see Section 8.5 of GUIDE)

Extension Agents are faculty members of the University of Tennessee Agricultural Extension Division through the College of Agriculture. These agents are field staff employees assigned to counties. The Home Economics Extension Agents are responsible for adult home economics instruction in their assigned counties. In March 1990, home economic agents from all 95 Tennessee counties were polled to see who would be interested in participating in this study. As a result, 47 counties agreed to participate. However, the response was overwhelming and the study was reduced to 23 counties. Participating agents have agreed to gather data from homemakers in their counties and return them to student and/or project directors. Subjects in this study will be 880 homemakers from 23 Tennessee counties. Counties include: Blount, Bradley, Cocke, Crockett, Decatur, Dyer, Fentress, Greene, Grundy, Hamblen, Jackson, Johnson, Knox, Madison, Montgomery, Perry, Pickett, Roane, Sequatchie, Sevier, Sullivan, Sumner and Van Buren.

Homemakers will be selected by their county extension agents from Extension Service mailing lists in participating counties. All subjects will be over 18. It will take approximately 20 minutes for respondents to complete surveys. Extension agents who gather the data will keep the identity of the subjects confidential; all identifying marks will be removed before agent returns the data to the project investigators.

III. Methods or Procedures: (see Section 8.6 of GUIDE)

Data will be gathered by mail, face-to-face, and/or telephone. Participating extension agents will choose the method or methods they will utilize in their county. Studies handled by mail involve no risk to participating subjects. Since the subjects are to be anonymous agents will be instructed not to follow up with non-respondents. The sample size will be sufficiently large that the agent will not know who has responded and who has not. The study involves minimal risk to respondents contacted by face-to-face and telephone interview technique. Participating extension agents will be instructed not to keep any information that could identify respondent with his/her answers. No records will be kept and information about subjects will not be passed onto student and/or directors. Agents will be provided with cover letters for instruments they choose to mail. Explanations, to be read to homemakers, will be provided to agents selecting the face-to-face or telephone techniques. Face-to-face interviews conducted by The University of Tennessee Agricultural Extension Service are handled as telephone interviews. The agent reads the questions to the participant(s) and records the response. Participation is voluntary and respondents may stop answering the questions at any time. (See attached sheets). The nature of the instrument is to explore if there is a need for home-based clothing businesses in Tennessee counties. There are 32 questions. The survey should take approximately 20 minutes to complete. (Instruments attached - questions have been adapted for each of the three methods).

IV. CATEGORY(S) FOR EXEMPT RESEARCH PER 45 CFR 46: #3 (see reverse side for categories)

CERTIFICATION: The research described herein is in compliance with 45 CFR 46 101(b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Investigator Connie Goff Sharp Connie Goff Sharp 2/1/91
Name Signature Date

Advisor LYNN BLINN Lynn Blinn 1/22/91
Name Signature Date

Advisor Bridget Smith Bridget Smith 2/5/91
Name Signature Date

Dept. Head Connie Steele Connie Steele 2/4/91
Name Signature Date

Dept. Chairperson
of Research SARAJA WACCO Sarah Waccho 1-31-91
Name Signature Date

CERTIFICATION BY DIRECTOR,
OFFICE OF RESEARCH COMPLIANCES Edith M. Szaboway 2/15/91
Name Signature Date

REVISED 6/86

APPENDIX E

COVER LETTER TO AGENTS

AGRICULTURAL EXTENSION SERVICE
THE UNIVERSITY OF TENNESSEE INSTITUTE OF AGRICULTURE



222 West Main Street
Mountain City, Tennessee 37683

Dear Extension Home Economist,

Once again, thanks for your interest in the study on "Entrepreneurship: Urban and Rural Homemakers' Perceived Need for Home Based Businesses In Clothing and Clothing Related Construction Services in Tennessee Counties."

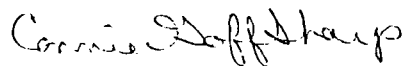
You may utilize face-to-face, telephone or mail technique, or a combination of these techniques. Please try to get information from as many homemakers as you can between now and June 30, 1991.

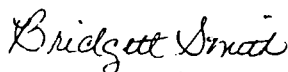
Enclosed you will find a cover letter to be attached to the questionnaires utilizing the mail technique. Please reproduce this letter and sign your name. Do not keep an identification log; it will not be necessary to follow up non-respondents. For surveys handled by face-to-face or telephone technique PLEASE use the enclosed script. There are slightly different questionnaires for mail and face-to-face or telephone interviews.

Upon completion of the interview check to make sure you have recorded a response to each question and thank the respondent.

If you have any questions please contact me at 727-8161 or Bridgett Smith, Associate Professor at 974-5370.

Sincerely,


Connie Goff Sharp
Associate Extension Agent


Bridgett Smith
Associate Professor, Clothing



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APPENDIX F

COVER LETTER TO RESPONDENTS

AGRICULTURAL EXTENSION SERVICE
THE UNIVERSITY OF TENNESSEE INSTITUTE OF AGRICULTURE



P.O. Box 1071
Knoxville, Tennessee 37901-1071
April 1991

Dear Homemaker:

The Tennessee Agricultural Extension Service and the College of Human Ecology from The University of Tennessee, Knoxville, are co-sponsoring a study related to clothing home-based businesses. A home-based business is one which is operated out of the owners home, or at a site near the home (garage, small shop on premise).

Our purpose is to explore whether there is a perceived need for home-based businesses in the clothing area for particular counties in Tennessee.

You are part of a sample of homemakers being asked to give your opinions. Since you are a vital part of our cross-section of homemakers, your participation is essential to the accuracy of our study.

You can help by filling out the enclosed questionnaire. It will take approximately 20 minutes to complete. There are no right or wrong answers. If you decide not to answer the questions, no ill feelings will be felt by The University of Tennessee Agricultural Extension Service or the College of Human Ecology. Your participation is voluntary; refusal to participate will involve no penalty or loss of Extension Service programs and you may STOP answering the questions at any time! By answering you are giving consent for this project. All the information you give us is strictly confidential. There is no risk involved for participation in this project. The benefit is that you are contributing to serving the needs of local citizens. You can help determine if there is a need to encourage clientele to utilize the "Sew for Pay" home-based business extension program or seek other types of home-based work. The results of the study should give us this information.

We realize this is a busy time of year and thank you for your interest and help. If you have any questions call the Extension Agent in your county or call Connie G. Sharp (615) 727-8161.

Please use the enclosed return envelope; no stamp is needed. We would appreciate receiving your questionnaire by May 30, 1991.

Project advisors for this study are Dr. Lynn Blinn, College of Human Ecology/Child and Family Studies and Bridgett Smith, Associate Professor, Clothing/U.T. Agricultural Extension Service.

Sincerely,

Bridgett Smith
Associate Professor, Clothing

Extension Agent

Connie Goff Sharp
Associate Extension Agent

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APPENDIX G

TELEPHONE SCRIPT

Hello! I'm _____ an agent/volunteer leader with The University of Tennessee Agricultural Extension Service in _____ County. We are interested in finding out whether you feel there is a need for home-based businesses in the clothing area in your county. I will explain the definition of home-based business later. You are a part of a sample of homemakers being asked to give your opinions. You can help by answering a few questions. It will take approximately 20 minutes for you to share information. There are no right or wrong answers. If you decide not to answer the questions, no ill feelings will be felt by The University of Tennessee Agricultural Extension Service or the College of Human Ecology. Would you like to continue and are you willing to participate? Your participation is voluntary; refusal to participate will involve no penalty or loss of Extension Service programs and you may STOP answering the questions at any time! By answering you are giving consent for this project. All the information you give us is strictly confidential. There is no risk involved for participation in this project. The benefit is that you are contributing to serving the needs of local citizens. We realize this is a busy time of year and thank you for your interest and help. If you have any questions please feel free to ask. Are you willing to participate?

APPENDIX H

MAILED QUESTIONNAIRE

THE AGRICULTURAL EXTENSION SERVICE
and
THE COLLEGE OF HUMAN ECOLOGY
The University of Tennessee

(Mail Questionnaire)

County Name _____

County Tennis Number _____

CLOTHING AND CLOTHING CONSTRUCTION RELATED HOME-BASED BUSINESS INFORMATION SHEET

The purpose of this study is to determine if there is a need for clothing and clothing construction related home-based businesses in Tennessee counties. Please answer the following questions as honestly as possible.

Part I Practices/Sewing

The questions in this section deal with current practices relating to selecting and buying clothes and if you sew.

Please circle your response

1. How frequently do you purchase clothing for yourself from:	ALWAYS	NEARLY ALWAYS	SOMETIMES	NEARLY NEVER	NEVER
a. department stores	1	2	3	4	5
b. specialty shops	1	2	3	4	5
c. factory outlets	1	2	3	4	5
d. discount stores	1	2	3	4	5
e. mail order catalogs	1	2	3	4	5
f. yard sales	1	2	3	4	5
g. home sewers	1	2	3	4	5
h. other _____	1	2	3	4	5

2. As you shop for clothing how frequently do you consider the following:	ALWAYS	NEARLY ALWAYS	SOMETIMES	NEARLY NEVER	NEVER
a. quality of fabric and construction	1	2	3	4	5
b. fit/design	1	2	3	4	5
c. comfort	1	2	3	4	5
d. appearance	1	2	3	4	5
e. style	1	2	3	4	5

3. How often do you make clothes for yourself and/or family members? Circle your response:	OFTEN	SELDOM	NEVER
	1	2	3

4. What level do you consider your sewing skill to be?	BEGINNER	INTERMEDIATE	ADVANCED
	1	2	3

Part II Business

Next, we would like to identify your perception's and attitudes about "home-based clothing and/or related businesses". A home-based business is one which is operated out of the owners home, or a site near the home (garage, small shop or premise, etc.) For purposes of this study a home-sewer is someone who operates a home-based sewing business.

The first few statements can be answered by circling your response as to whether you 1 STRONGLY AGREE to 5 STRONGLY DISAGREE.

	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
5. It is more expensive to pay for custom dressmaking from a home-sewer than it is to buy clothes from a store	1	2	3	4	5
6. It is more expensive to buy clothes from a store than to pay for alterations (minor repairs) from a home-sewer	1	2	3	4	5
7. It is more expensive to pay for tailoring from a home-sewer than it is to buy from a store	1	2	3	4	5
8. It is more expensive to buy items for the home such as draperies, bedspreads, & pillows from a store than it is to buy from a home-sewer	1	2	3	4	5
9. It is more expensive to pay for specialized sewing (wedding gowns, uniforms, baby items, maternity wear, and handicap apparel...) from a home-sewer than it is to buy from a store	1	2	3	4	5

10. If a home-based sewing/clothing business was established in your county, would you personally use any of the following services which might be provided?

	YES	NO
custom dressmaking	1	2
alterations	1	2
tailoring	1	2
items for the home	1	2
specialized sewing	1	2

11. Following is a series of statements which a home-sewer might use in an advertisement to attract your business. Consider each statement and then circle the appropriate response which indicates whether or not you consider it as important in helping you decide whether to use the services of this business. (Qualifications of a home-sewer). Please circle your response:

	IMPORTANT	UNDECIDED	NOT IMPORTANT
a. sewer has a reputation for doing excellent work	1	2	3
b. sewer has many years of sewing experience	1	2	3
c. sewer has completed a series of <u>Extension Home Economics Training courses</u>	1	2	3
d. sewer holds a <u>2-year college certificate</u> in clothing construction	1	2	3
e. sewer holds a <u>4-year college degree</u> in clothing construction	1	2	3
f. sewer holds <u>4-year college degree</u> plus additional training in clothing construction	1	2	3

This question deals with business practices. For each practice, please circle 1, 2, or 3 for IMPORTANT, UNDECIDED, or NOT IMPORTANT.

12. How important is it when using a home-sewer that you:

	IMPORTANT	UNDECIDED	NOT IMPORTANT
a. be given a guaranteed due date	1	2	3
b. be given an estimate when he/she receives work	1	2	3
c. see a price list	1	2	3
d. see evidence of time spent on garment/item	1	2	3
e. be assured of regular business hours	1	2	3
f. be given a business card	1	2	3
g. be given an appointment card	1	2	3
h. be given a receipt	1	2	3

13. One could identify numerous reasons for using home-based clothing businesses. Rank these reasons with 1 representing MOST IMPORTANT reason to 5 representing the LEAST IMPORTANT reason you would consider using a home-based clothing business.

	RANK
a. lack of individuality found in store bought clothing	---
b. poor quality of store clothing	---
c. little/no access to retail stores	---
d. poor selection of fabrics,color & style found in store clothing	---
e. cannot find styles or fit you like in stores	---

14. Based on your answers in the questionnaire (to this point) how strong is your personal need for a home-based clothing business:

Circle your response:	VERY STRONG	STRONG	MODERATE	WEAK	VERY WEAK
	1	2	3	4	5

15. Based on your answers in the questionnaire how strong is the need in your county for a home-based clothing business:

Circle your response:	VERY STRONG	STRONG	MODERATE	WEAK	VERY WEAK
	1	2	3	4	5

16. Sewing and clothing construction is only one of many possible home-based businesses which people could engage in. Following is a list of other possible home-based businesses. Please answer 2 questions regarding each of these businesses.

1. Would you likely use this home-based business?
2. Regardless of whether you personally use it or not, do you think such a business may be successful in your county?

	WOULD YOU USE IT?		SUCCESSFUL IN YOUR COUNTY		
	yes	no	yes	no	don't know
a. child care	1	2	1	2	3
b. food service/catering	1	2	1	2	3
c. bed/breakfast inn	1	2	1	2	3
d. crafts	1	2	1	2	3
e. home cleaning service	1	2	1	2	3
f. other (please specify) _____	1	2	1	2	3

Part III Personal Data

The information you have given us is very helpful. These last few questions deal with information about you and your family. This information is needed to see how responses differ by personal and family characteristics. For the first few questions please fill in the answer. For the remaining questions circle the appropriate response that applies to you.

17. List the number of persons living in your household including yourself: _____
18. Your age? _____
19. List the number of persons in your household providing income for the family including yourself: _____
20. a. Have you or your spouse ever owned a home-based business? YES or NO _____
(Examples: child care, food service/catering, bed/breakfast inn crafts, and home cleaning)
- b. If YES, what type? _____
21. Where do you live? farm rural non-farm subdivision urban other _____
22. What is your marital status?

single	single, never married	married	widowed	divorced/separated
--------	-----------------------	---------	---------	--------------------
23. What is your gender(sex)? male female
24. Although optional, the following information would be extremely helpful to us in order to learn the most about who is likely to use home-based businesses. Please indicate your race:

Black	White	Asian	Hispanic	other
-------	-------	-------	----------	-------
25. Which of the following categories correctly describes your total annual family income?

under \$10,000	\$10,000-29,999	\$30,000-49,999	\$50,000 or greater
----------------	-----------------	-----------------	---------------------
26. Which of the following best describes your employment status?

employed fulltime	employed part-time	retired	fulltime homemaker	other(specify) _____
-------------------	--------------------	---------	--------------------	----------------------
27. Which of the following best describes your spouse's employment status?

employed fulltime	employed part-time	retired	fulltime homemaker	other(specify) _____
-------------------	--------------------	---------	--------------------	----------------------
28. Which of the following most correctly describes your highest education level?

completed grade school	completed high school/GED	completed 2 year college or vocational/trade school
completed 4 year college degree	completed graduate training	
29. Which of the following most correctly describes your spouses highest education level?

completed grade school	completed high school/GED	completed 2 year college or vocational/trade school
completed 4 year college degree	completed graduate training	

STOP HERE! Thank you very much for your assistance. Please return the questionnaire using the return envelope.

To be completed by agent.

30. Was this survey completed by

mail	telephone	face-to-face
1	2	3
31. Was the person interviewed

extension homemaker	other
1	2
32. What mailing list did you use to contact survey respondents

extension homemakers	special interest	* combined mailing	other
1	2	3	4

*combined mailing- mailing list consisting of EHC and special interest clientele.

APPENDIX I

FACE-TO-FACE AND TELEPHONE QUESTIONNAIRES

THE AGRICULTURAL EXTENSION SERVICE
and
THE COLLEGE OF HUMAN ECOLOGY
The University of Tennessee

(Face-to-face/Telephone Questionnaire)

County Name _____

County Tens. Number _____

Interviewer: Please read the consent form letter. If the homemaker agrees to participate then continue.

CLOTHING AND CLOTHING CONSTRUCTION RELATED HOME-BASED BUSINESS INFORMATION SHEET

The purpose of this study is to determine if there is a need for clothing and clothing construction related home-based businesses in Tennessee counties.

Part I Practices/Sewing

The first few questions in this section deal with current practices relating to selecting and buying clothes and if you sew. Please write down as a reference always, nearly always, sometimes, nearly never and never.

Agent/Leader Please circle response

- | | | | | | | | | | | | |
|---|--|-----------|------------------|-----------|-----------------|-------|---|---|---|---|---|
| <p>1. How frequently do you purchase clothing for yourself from:</p> <p style="margin-left: 20px;">a. department stores</p> <p style="margin-left: 20px;">b. specialty shops</p> <p style="margin-left: 20px;">c. factory outlets</p> <p style="margin-left: 20px;">d. discount stores</p> <p style="margin-left: 20px;">e. mail order catalogs</p> <p style="margin-left: 20px;">f. yard sales</p> <p style="margin-left: 20px;">g. home sewers</p> <p style="margin-left: 20px;">h. other _____</p> | <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td>ALWAYS</td><td>NEARLY
ALWAYS</td><td>SOMETIMES</td><td>NEARLY
NEVER</td><td>NEVER</td></tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table> | ALWAYS | NEARLY
ALWAYS | SOMETIMES | NEARLY
NEVER | NEVER | 1 | 2 | 3 | 4 | 5 |
| ALWAYS | NEARLY
ALWAYS | SOMETIMES | NEARLY
NEVER | NEVER | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | | | | | | | |
| <p>2. As you shop for clothing how frequently do you consider the following:</p> <p style="margin-left: 20px;">a. quality of fabric and construction</p> <p style="margin-left: 20px;">b. fit/design</p> <p style="margin-left: 20px;">c. comfort</p> <p style="margin-left: 20px;">d. appearance</p> <p style="margin-left: 20px;">e. style</p> | <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td>ALWAYS</td><td>NEARLY
ALWAYS</td><td>SOMETIMES</td><td>NEARLY
NEVER</td><td>NEVER</td></tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table> | ALWAYS | NEARLY
ALWAYS | SOMETIMES | NEARLY
NEVER | NEVER | 1 | 2 | 3 | 4 | 5 |
| ALWAYS | NEARLY
ALWAYS | SOMETIMES | NEARLY
NEVER | NEVER | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | | | | | | | |
| <p>3. How often do you make clothes for yourself and/or family members? Answer with often, seldom or never.</p> | <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td>OFTEN</td><td>SELDOM</td><td>NEVER</td></tr> <tr> <td>1</td><td>2</td><td>3</td></tr> </table> | OFTEN | SELDOM | NEVER | 1 | 2 | 3 | | | | |
| OFTEN | SELDOM | NEVER | | | | | | | | | |
| 1 | 2 | 3 | | | | | | | | | |
| <p>4. What level do you consider your sewing skill to be? Answer with beginner, intermediate or advanced.</p> | <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td>BEGINNER</td><td>INTERMEDIATE</td><td>ADVANCED</td></tr> <tr> <td>1</td><td>2</td><td>3</td></tr> </table> | BEGINNER | INTERMEDIATE | ADVANCED | 1 | 2 | 3 | | | | |
| BEGINNER | INTERMEDIATE | ADVANCED | | | | | | | | | |
| 1 | 2 | 3 | | | | | | | | | |

Part II Business

Next, we would like to identify your perception's and attitudes about "home-based clothing and/or related businesses". A home-based business is one which is operated out of the owners home, or a site near the home (garage, small shop or premise, etc.) For purposes of this study a home-sewer is someone who operates a home-based sewing business.

The first few statements can be answered by strongly agree, agree, undecided, disagree, or strongly disagree. Please write these down for reference or ask for responses to be repeated.

	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
5. It is more expensive to pay for custom dressmaking from a home-sewer than it is to buy clothes from a store	1	2	3	4	5
6. It is more expensive to buy clothes from a store than to pay for alterations (minor repairs) from a home-sewer	1	2	3	4	5
7. It is more expensive to pay for tailoring from a home-sewer than it is to buy from a store	1	2	3	4	5
8. It is more expensive to buy items for the home such as draperies, bedspreads, & pillows from a store than it is to buy from a home-sewer	1	2	3	4	5
9. It is more expensive to pay for specialized sewing (wedding gowns, uniforms, baby items, maternity wear, and handicap apparel...) from a home-sewer than it is to buy from a store	1	2	3	4	5

10. If a home-based sewing/clothing business was established in your county, would you personally use any of the following services which might be provided? These can be answered yes or no.

	YES	NO
custom dressmaking	1	2
alterations	1	2
tailoring	1	2
items for the home	1	2
specialized sewing	1	2

11. Following is a series of statements which a home-sewer might use in an advertisement to attract your business. Consider each statement and then indicate whether you would consider it as important in helping you decide whether to use the services of this business. These questions can be answered by important, undecided or not important.

	IMPORTANT	UNDECIDED	NOT IMPORTANT
a. sewer has a <u>reputation</u> for doing excellent work	1	2	3
b. sewer has many <u>years of sewing experience</u>	1	2	3
c. sewer has completed a series of <u>Extension Home Economics Training courses</u>	1	2	3
d. sewer holds a <u>2-year college certificate</u> in clothing construction	1	2	3
e. sewer holds a <u>4-year college degree</u> in clothing construction	1	2	3
f. sewer holds <u>4-year college degree</u> plus additional training in clothing construction	1	2	3

The next few questions deals with business practices. For each practice please respond by IMPORTANT, UNDECIDED, or NOT IMPORTANT.

12. How important is it when using a home-sewer that you:

	IMPORTANT	UNDECIDED	NOT IMPORTANT
a. be given a guaranteed due date	1	2	3
b. be given an estimate when he/she receives work	1	2	3
c. see a price list	1	2	3
d. see evidence of time spent on garment/item	1	2	3
e. be assured of regular business hours	1	2	3
f. be given a business card	1	2	3
g. be given an appointment card	1	2	3
h. be given a receipt	1	2	3

13. One could identify numerous reasons for using home-based clothing businesses. Please rank these reasons using a scale of 1 to 5 with 1 representing MOST IMPORTANT reason to 5 representing the LEAST IMPORTANT reason you would consider using a home-based clothing business.

	RANK
a. lack of individuality found in store bought clothing	---
b. poor quality of store clothing	---
c. little/no access to retail stores	---
d. poor selection of fabrics,color & style found in store clothing	---
e. cannot find styles or fit you like in stores	---

Please answer the next 2 questions with very strong, strong, moderate, weak or very weak.

14. Based on your answers in the questionnaire (to this point) how strong is your personal need for a home-based clothing business:

VERY STRONG	STRONG	MODERATE	WEAK	VERY WEAK
1	2	3	4	5

15. Based on your answers in the questionnaire how strong is the need in your county for a home-based clothing business:

VERY STRONG	STRONG	MODERATE	WEAK	VERY WEAK
1	2	3	4	5

16. Sewing and clothing construction is only one of many possible home-based businesses which people could engage in. Listen to some other possible home-based businesses. Please answer 2 questions regarding each of these businesses.

1. Would you likely use this home-based business?
2. Regardless of whether you personally use it or not, do you think such a business may be successful in your county?

	WOULD YOU USE IT?		SUCCESSFUL IN YOUR COUNTY		
	yes	no	yes	no	don't know
a. child care	1	2	1	2	3
b. food service/catering	1	2	1	2	3
c. bed/breakfast inn	1	2	1	2	3
d. crafts	1	2	1	2	3
e. home cleaning service	1	2	1	2	3
f. other (please specify) _____	1	2	1	2	3

Part III Personal Data

Now we are approaching the end of this interview. These last few questions deal with information about you and your family. This information is needed to see how responses differ by personal and family characteristics. For the first few questions please give your response.

17. Including yourself, how many persons live in your household? _____
18. Your age? _____
19. Including yourself, how many persons in your household provide income for the family? _____
20. a. Have you or your spouse ever owned a home-based business? YES or NO _____
(Examples: child care, food service/catering, bed/breakfast inn crafts, and home cleaning)
- b. If YES, what type? _____
21. Regarding your place of residence, do you live on a farm, a rural non-farm area, a subdivision or an urban area?
Agent/leader circle response: farm rural non-farm subdivision urban other _____
22. Are you married, single, never married, married, widowed, divorced or separated?
single single, never married married widowed divorced/separated
23. What is your gender(sex)? male female
24. Although optional, the following information would be extremely helpful to us in order to learn the most about who is likely to use home-based businesses. Please indicate your race:
Black White Asian Hispanic other
25. Which of the following categories correctly describes your total annual family income?
under \$10,000 \$10,000-29,999 \$30,000-49,999 \$50,000 or greater
26. Which of the following best describes your employment status?
employed fulltime employed part-time retired fulltime homemaker other(specify) _____
27. Which of the following best describes your spouse's employment status?
employed fulltime employed part-time retired fulltime homemaker other(specify) _____

The next two questions deal with education level.

28. Which of the following most correctly describes your highest education level?
completed grade school completed high school/GED completed 2 year college or vocational/trade school
completed 4 year college degree completed graduate training
29. Which of the following most correctly describes your spouses highest education level?
completed grade school completed high school/GED completed 2 year college or vocational/trade school
completed 4 year college degree completed graduate training

Thank you very much for your assistance. The information you have given us is very helpful.

To be completed by agent.

30. Was this survey completed by mail telephone face-to-face
1 2 3
31. Was the person interviewed extension homemaker other
1 2
32. What mailing list did you use to contact survey respondents
extension homemakers special interest * combined mailing other
1 2 3 4
- *combined mailing- mailing list consisting of ENC and special interest clientele.

VITA

Connie Ann Goff Sharp was born in Cincinnati, Ohio on March 6, 1958. She was raised in Cincinnati and spent many summers on her grandmothers farm in Somerset, Kentucky. She attended Whitter Elementary, Roberts Junior High and then Western Hills High School where she graduated in 1976. The following August she began her undergraduate studies at Berea College in Berea, Kentucky. Upon graduation she accepted employment with the Virginia Cooperative Extension Service and the Knoxville School System. Since 1985 Mrs. Sharp has been working for The University of Tennessee Agricultural Extension Service. Her current position is an Associate Extension Agent in Johnson County with 4-H youth and adult home economic assignments. She started the M.S. program with the Department of Human Ecology in 1988. Mrs. Sharp completed the requirements for the Master's degree at the University of Tennessee, Knoxville in July 1992.