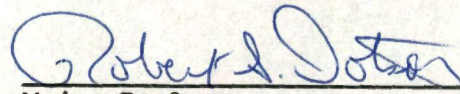


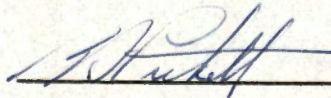
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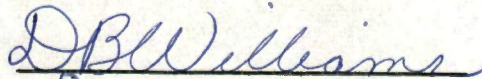
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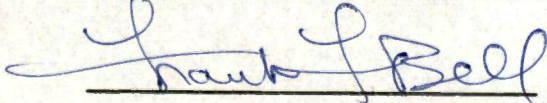
I am submitting herewith a thesis written by William Donald Ledford entitled "Homegrounds Improvement Practices of Selected Homeowners and Renters in Polk County, Tennessee." I recommend that it be accepted for nine quarter hours of credit in partial fulfillment of the requirements for the degree of Master of Science with a major in Agricultural Extension.


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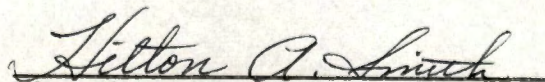
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Accepted for the Council:


Vice Chancellor for
Graduate Studies and Research

HOME GROUNDS IMPROVEMENT PRACTICES OF SELECTED HOMEOWNERS
AND RENTERS IN POLK COUNTY, TENNESSEE

A Thesis

Presented to
the Graduate Council of
The University of Tennessee

In Partial Fulfillment
of the Requirements for the Degree
Master of Science

by
William Donald Ledford

August 1969

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ABSTRACT

The study was undertaken to determine the homegrounds improvement situation among 4-H families in Polk County, Tennessee. It was conducted for the purposes of: (1) obtaining information concerning characteristics of homeowners and renters; (2) determining which recommended homegrounds improvement practices they were using, and (3) identifying some of the factors influencing them to adopt practices. Representatives of 84 4-H families (65 homeowners and 19 renters) were interviewed in random samples for comparison. Data were analyzed in numbers and percent, and adoption levels of homeowners and renters were compared on the basis of practice diffusion ratings.

Findings disclosed that the average interviewee in this study in 1966 had the following characteristics: (1) was about 44 years of age; (2) had completed about 9 years of schooling; (3) was a rural non-farm resident; (4) was a housewife and (5) lived in a house built between 1950-1959. Homeowner families interviewed were more often farmers, housewives, older, first occupants of their homes, lived in homes built between 1950-1959, and spent more money for plants than did families of renters.

With regard to the adoption of 27 recommended practices studied, homeowners consistently were farther along in the diffusion process than were renters on nearly all practices. Greatest differences between the two groups, in order, were noted on: (1) "planting grass at recommended

times"; (2) "filling bottoms of holes with topsoil and remainder with subsoil when transplanting"; (3) "planting desirable varieties of grass"; (4) "preparing desirable seedbeds before planting lawns"; (5) "mulching lawns properly when newly seeded"; (6) "preparing holes for trees and shrubs 6-12 inches wider and deeper than the size of the earthball"; (7) "removing burlap from balled trees and shrubs before transplanting"; (8) watering lawns adequately when newly seeded"; and (9) "pruning trees and shrubs at recommended times and in recommended ways." Both the homeowners and renters were "planning to try" most practices; although, the farmer had a slightly higher total average practice diffusion rate than did the latter.

With regard to eight attitude toward landscaping statements, renters had higher total average attitude scores than did homeowners on most of the eight attitudes. Greatest differences between the two groups, in order, were noted on: (1) "landscaping with trees and shrubs involves too much work"; (2) "landscaping with trees and shrubs costs too much money"; (3) "landscaping with trees and shrubs is nothing more than an effort to keep up with the Joneses"; and (4) "nothing gives as much satisfaction to a homeowner as having his home well-landscaped with trees and shrubs." Both homeowners and renters had "favorable" total average attitude scores, but renters were slightly more favorable.

With regard to eight attitude toward nurseries statements, renters had higher total average attitude scores than did homeowners on most of the eight attitudes. Greatest differences between the two groups, in

order, were noted on: (1) "the trees and shrubs sold by local nurseries are better than those sold by other outlets"; (2) "nurseries are too eager to sell"; (3) "nurseries use too many technical names for trees and shrubs"; and (4) "you can depend on information given by nurseries." Both homeowners and renters had "neutral" total average attitude scores, but renters were slightly more favorable.

Recommendations were made for use of the findings and additional research.



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CHAPTER I

INTRODUCTION

I. THE STUDY AREA

Polk County has approximately 278,400 acres. It is located approximately 12 miles south of Etowah and 15 miles east of Cleveland. As indicated in Figure 1, the Tennessee-Georgia state line forms its southern border, Tennessee-North Carolina state line forms its eastern border, Monroe and McMinn counties form its northern border, and Bradley county forms its western border. United States Highway 64 runs through the middle of the county from east to west, while United States Highway 411 leads north and south through the county.

The soils of the county range from very steep and mountainous areas with shallow, excessively drained soils which are stony, rocky and slaty to an area of most productive farm lands consisting of soils which are dominantly terrace and alluvial soils laid down by the three major rivers in the county (Ocoee, Hiwassee and Conasauga).

In 1966, the population of Polk County was made up mainly of rural farm and non-farm families. The population was estimated to be approximately 12,311 people in 1966. This represents a slight decline from an estimate of 12,367 in 1965 (6:2).* The 1968 population estimate for Polk

*Numbers in parentheses refer to numbered references in the bibliography; those after the colon are page numbers.

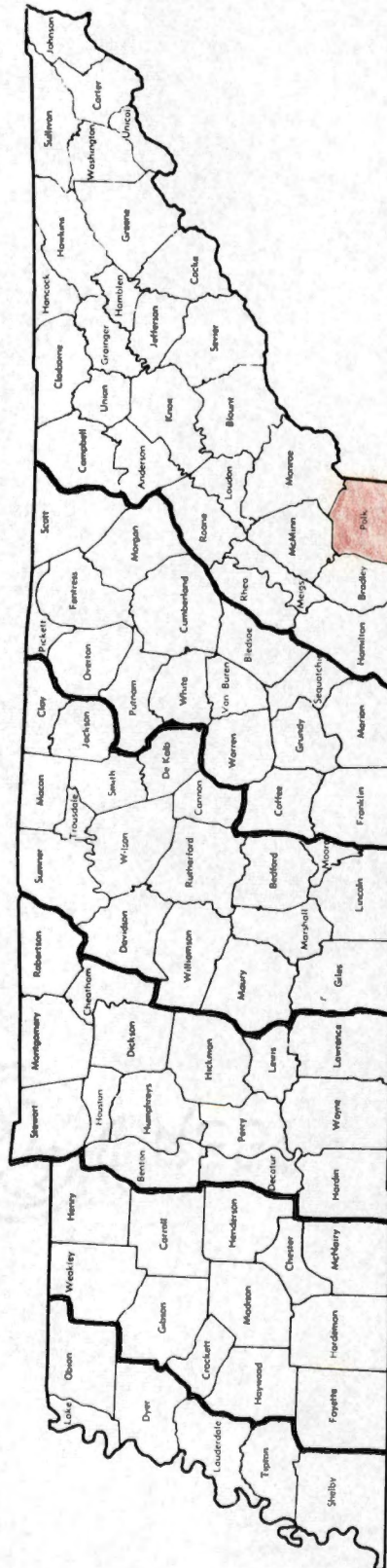


Figure 1. Area of study, Polk County, Tennessee.

County was 12,967 (5:3).

The county per-capita income was \$1,575.00 in 1965 (4:2). The total income in 1964 for farm operator households was \$2,342,665.00. Farm income comprised about 40 percent of this total or approximately \$941,000.00. Of this farm income, \$193,141.00 was for crops and \$747,459.00 was from livestock (2:2).

The 1966 estimated population could be classified according to age as follows: under 18, about 40 percent; 18 to 65, about 51 percent and 65 and over, about 9 percent. The medium age was 26 and the average size of family was 3.76 (3:20).

Twenty-eight percent of the population had from none to seventh grade educations; 22 percent had eighth grade education; 26.5 percent had high school educations and 3.5 percent had from one to four years of college (12:3). The median school years completed for persons 25 years old and over in 1960 was 7.6 (3:39).

There were three incorporated towns in Polk County in 1966: Benton which had approximately 670 people, Ducktown which had approximately 741 people and Copperhill which had approximately 631 people.*

With regard to employment of people in the three important areas of the county, most of the workers on the western side of the mountain in the Benton and Reliance areas worked in Cleveland (15 miles away); while the Tennessee Copper Company employed practically all of the workers in the Copperbasin area.

*Information obtained from a 1968 survey taken by the Benton Neighborhood Service Center.

Information concerning the numbers of homeowners and renters was not available because of the lack of a Chamber of Commerce and other usual sources of such data. However, a brief survey of the business people and "old timers" in the various communities indicated that approximately 75 percent of the homes were owned and 25 percent were being rental.

II. STATEMENT OF THE PROBLEM

In 1966, observations by Extension workers disclosed that few people in Polk County, Tennessee had planned their homegrounds. If people are to get the maximum enjoyment from their homes, it was seen as being desirable for them to utilize both the inside (house) and outside (homegrounds) of their homes (14:6). Observations showed that few people in Polk County were following recommended landscaping practices which had been identified. Presumably, this would tend to prevent them from having opportunity to receive satisfaction from full use of their homegrounds both in terms of aesthetic values and utility. Homeowners were observed to be doing a better job than renters, generally, in home grounds improvement. To what extent this might have been true was not known. Factors affecting homeground improvement also were unknown.

III. PURPOSES OF THE STUDY

The purposes of this study were to: (1) determine what characterized homeowners and renters who were parents of 4-H club members in the county;

(2) determine which recommended landscaping practices the homeowners and renters were using; and (3) identify some of the factors that influenced them to adopt or reject the recommended landscaping practices.

IV. DEFINITION OF TERMS

For purposes of this study, a homeowner was defined as one who owns his or her home whether they had it paid for or were paying for it at the time the survey was taken. Renters (non-homeowners) those who did not own the houses they were living in and they had no intention of buying them.

CHAPTER II

REVIEW OF RELATED LITERATURE

A review of literature related to homegrounds improvement practices disclosed that pertinent research was extremely limited, especially in the context of the present study. This section will consider available literature related to characteristics of homeowners and renters, practice adoption and some of the factors influencing the adoption of practices.

I. PRACTICES AND PREFERENCES OF CONSUMERS OF NURSERY PRODUCTS

General Description

In a 1965 study of shopping habits of garden store shoppers in a metropolitan Georgia area, Padgett, Mull and Frazier (9:8) found that women shoppers exceeded men by more than a 3:2 ratio during weekdays. One weekends, the ratio of women to men was about 1:1. This relationship was explained by the fact that a larger percentage of then men worked away from home and most of the weekday shopping was carried out by women.

Education

Pease (10:23,24), in a West Virginia study of consumer purchases and preferences in landscaping, found that proportionally twice as many respondents who had attended college had spent \$300 or more for trees

and shrubs since occupying their homes as had those respondents whose formal education had ended in elementary or in high school. However, there were only slight differences in expenditures between respondents whose education had ended in elementary school and in high school.

Age

Padgett, Mull and Frazier (9:9) in the 1965 Georgia study found that the average age of nursery material consumers varied slightly because of different geographic locations where the average age of the homeowners varied. For the entire study, 15 percent of the respondents interviewed were 30 years of age or under, 55 percent were between 31 and 50, and 30 percent were 51 and above.

Family Income

The average annual expenditure for nursery supplies and plant materials increased as did family income according to Padgett, Mull, and Frazier (9:13) based on the Georgia study. However, expenditures did not increase in the same proportion as income. As income increased in the lower income classifications (below \$12,500 annual family income), nursery expenditures increased about one-half of the rate of the income increase. Annual nursery expenditures increased at a greater rate than income when income increased from \$12,500 to \$15,000 and from \$17,500 to \$20,000 (5:14).

Pease (10:1) in the West Virginia study Preferences in Landscaping found that between \$4,000 and \$8,000 family income there was little effect of income upon the number of purchases homeowners made or upon

the dollar value of the purchases. However, between the extreme of income intervals (less than \$2,000 and \$10,000 or more) the rate of purchasing was doubled, and the amount spent per purchase increased fifteen fold. About one-eighth of the homeowners in this study had incomes of less than \$4,000, but they purchased only about 3 percent of the plant material.

In a 1960 study of practices and preferences of consumers for horticultural specialities in two Tennessee cities, Garbarino (7:5) found a significant relationship between family income and families using landscape plans for their plantings. Twenty-six percent of the families with high incomes had landscape plans drawn as compared to only 6 percent in the low income group.

Pease (8:2) found in a West Virginia study that homeowners usually hired more landscape services as their family incomes increased. However, relatively more owners whose family incomes were less than \$2,000 hired handyman (unskilled) services than owners whose incomes ranged from \$2,000 to \$8,000. About 80 percent of the low income owners in the West Virginia study were more than 60 years old, possibly no longer as physically able to care for their lawns and shrubbery as younger owners.

II. FACTORS INFLUENCING CHOICES OF CONSUMERS OF NURSERY PRODUCTS

Past and Future Purchases

Pease (10:2,3) further found that homeowners who had spent the most on ornamentals since occupying their homes were the ones who planned

to spend the most during the following three-year period; and homeowners who had spent the most recently (at the time of the study) had spent the most since occupying their homes.

Furthermore, the owners of homes less than five years old tend to purchase trees and shrubs about twice as often as other owners, and their purchases averaged about twice the dollar value of purchases by other owners (10:1).

Sixty percent of the respondents in the West Virginia study had no definite intention of making future landscape plantings. Among the specific reasons listed, landscaping complete and unsatisfactory past experience occurred the most and least often, respectively (10:31).

Garbarino (7:14) found that 63 percent of the Tennessee homeowners studied were not planning to spend any more money for nursery stock, as they believed their landscaping was complete. Less than 20 percent planned on spending an average of \$1 to \$25 for additional plants, and about 15 percent planned on spending from \$26 to \$200 to complete their plantings. Only 1.5 percent planned to spend over \$200 per family on nursery stock. The high income family group (over \$8,000) expected to spend more for nursery stock in the future than the low income family groups (less than \$5,000).

Padgett, Mull and Frazier (9:11) found in the Georgia study that about 46 percent of the customers reported that they purchased less than \$100 worth of horticultural supplies per year. Fifty-four percent spent more than \$100. The average annual family expenditure for nursery stock and plant supplies for all respondents was nearly \$132.

Garbarino (7:6) found the family group with the highest income in Knoxville and Nashville, Tennessee, had the greatest interest in having some landscape work done by nurserymen. He also found that approximately three-fourths of the homeowners gave some reason for doing their own landscape work rather than hiring some nurseryman to do the job. One-half did the work themselves because it was cheaper. Other reasons for doing their own work were: "Hobby," "Better satisfied with their own work," and "Provides exercise."

Pease (10:26) found that proportionately twice as many West Virginia owners studied spent \$300 or more if their homes had landscape areas of at least 40,000 square feet than if their landscape area ranged from 200 to 5,000 square feet. The data indicate only that owners of homes with lawns about an acre or more in size spend more for trees and shrubs than owners of homes with lawns not larger than about one-tenth of an acre.

He further discovered that possession of drawn landscape plans was closely associated with relatively large expenditures for trees and shrubs, and also with relatively large family income. Almost one in five owners of homes less than 20 years old possessed drawn landscape plans (10:1).

Prices and Values

Garbarino (7:14) found that 45 percent of the Tennessee homeowners believed that the price of nursery stock was not too high in relation to other household commodities. While one-third felt expenditures on nursery

stock increased the value of their property, 45 percent thought there was no increase in value.

Padgett, Mull and Frazier (9:24) found that 75 percent of the metropolitan Georgia people they interviewed felt that prices for nursery and non-nursery products were about the same with respect to fairness. Sixteen percent thought nursery prices were higher than other items. Nine percent thought nursery prices were lower than other items.

In a Tennessee publication (14:5) landscaping was found to increase the value of property. Value increase has been estimated to be about double the cost of expenses of less than \$1,000. Beyond this amount, proportionate increase is less. A well-designed planting can add as much as \$2,000 to the value of an average home. The shrubs and plants increase in value as they grow to maturity. Real estate people often place a price of as much as \$500 to \$1,000 on a single tree. Income tax authorities recognize the value of landscape materials and allow substantial deductions when they are destroyed by fire or storm.

Desire for Information

Garbarino (7:15) found that over one-half of the metropolitan Tennessee homeowners studied believed they needed information regarding care of their plants. Families in higher income groups expressed more need or desire to obtain additional information than did those in the low-income families. The kinds of important information needed were what varieties to plant, pruning instructions; how, where and when to plant; how to control insects and diseases; how to use fertilizer, and how to prepare trees and shrubs for winter.

Pease (10:32,33) found that about one-half of the respondents, expressed a need for at least one kind of landscaping information, and many wanted several kinds. General information was listed most, about twice as often as disease and pest control, the next most frequent choice.

Husbands and wives differed only slightly in the frequency with which they expressed a need for information, but both education and age apparently influenced the desire for more information. The numbers of respondents wanting information increased as the level of education increased from elementary to high school and from high school to college. As respondents' age increased from less than 50 years to between 50 and 60, and thence to more than 60 years, the desire for information decreased.

Comparing Nurseries to Other Retail Outlets

Pease (10:34) found strongly favorable attitudes were much more frequent toward purchasing at nurseries than at chain stores; and relatively more respondents were undecided about chain store purchasing than about purchasing at nurseries.

He noted that one-tenth of the trees and shrubs sold in the northeast were being purchased directly from chain stores or chain store garden centers. However, exclusive of roses, chain stores were selling only about one-twentieth of all the plants purchased--about the same number as independent stores and less than one-tenth as many as were purchased directly from nurseries.

About one homeowner in two showed a favorable attitude toward purchasing trees and shrubs at nurseries, and about one in three was favorably inclined toward purchasing at chain stores (10:3).

Padgett, Mull, and Frazier (9:26) found that more than 63 percent of the respondents in the Georgia study believed the highest quality merchandise could be found in garden centers. Fifty-five percent felt that the next best quality was handled by landscaping businesses. General merchandise stores were placed third on the quality rating scale, followed by mail order outlets, fourth, with the least desirable merchandise.

Garbarino (7:9) stated the five principal sources from which the Tennessee homeowners obtained nursery stock were: nurseries, 45 percent; woods, gifts, and transplants, 37 percent; and 8 percent were bought from commercial stores.

Padgett, Mull, and Frazier (9:26) found that nearly 80 percent of the respondents thought landscaping businesses were characterized by charging the highest prices. Forty-nine percent thought garden centers had the second highest prices. Thirty-eight percent said the lowest prices for garden supplies could be found either in general merchandise or mail order outlets.

Nursery Service Provided

Garbarino (7:15) found further that the following five suggestions were given most often as to how homeowners thought nurserymen could better serve their needs: (1) nurseries should have programs

offering guidance to homeowners; (2) they should give more reliable service; (3) they should bring the prices of nursery stock in line with other related products; (4) they should improve their replacement policies; and (5) they should have salesmen call at homes.

Pease (10:2) found that past services performed by nurseries, as reported by homeowners, were predominantly planting services. Nurserymen made no charge for about 60 percent of all their deliveries to retail purchasers, even for distances of 30 miles and more. Yet customers carried home three-fourths of all purchases made. Pease predicted the do-it-yourself trend in landscaping may be expected to increase as the work week decreases.

Selection of a Specific Nursery Garden Center for Purchasing Garden Supplies

Findings from the Georgia study (9:32) found that nearly 35 percent of the respondents considered location of the center (first), 32 percent considered general reputation (second), 15 percent considered radio, newspaper, and magazine advertisement (third), 10 percent considered personal reference (fourth), 7 percent did it at random (fifth), 6 percent used the yellow pages in the telephone book (sixth), and 1 percent considered television advertisement (seventh and last).

Radio ads were noticed by 15 percent of the respondents in a Georgia study, and 81 percent noticed newspaper ads printed for garden centers (9:35).

Pease (10:2) found that rural non-farm residents made about one-twelfth of the total purchases of trees and shrubs. Delivery of

three-tenths of these purchases was by mail, but delivery by mail composed only about one-eighth of the urban and suburban tree and shrub purchases. Rural non-farm residents ordered by mail because they lacked the direct services of nurserymen. Pease felt that many small non-urban cities, towns and villages offer opportunities for non-mail-order nurseries to expand sales.

Reasons for Liking and Disliking Shrubs and Trees

Garbarino (7:11) found the homeowners liked the nursery stock they had planted in their yards because of the beauty of their plants which included the blooms, berries, and color of the foliage. Other desirable characteristics of nursery stock were to provide shade, fruit, privacy, and for use in interior decoration.

Garbarino (7:11,12) found that much of the dislike for some particular types of nursery stock was attributed to homeowners' disappointments experienced with their plantings. Many plants grew too slowly to satisfy homeowners. Other plants did not bloom. Some shrubs turned brown or dead looking in the winter. A few homeowners objected to the thorns on some plants.

Other studies specific to the horticultural aspects of the study were not found to be available.

III. FACTORS INFLUENCING PRACTICE ADOPTION

Studies (8:8) have shown that decision making and practice adoption are influenced by the aspirations and capabilities of the people

involved. Individual and family aspirations are usually reflected in their goals, values, and means of achievement. Their capabilities include general occupational knowledge and management skills. These are related to such things as age, formal education, socio-economic status, and social contacts.

Research findings (8:4) indicate that people adopt new ideas and practices at different times. They tend to be at different stages in the adoption process at different times as it may relate to a given, recommended practice, or group of practices.

Authorities (8:7) generally agree that the adoption process is a mental process through which an individual passes from first hearing about a new idea to its final adoption. The stages in the adoption process include: (1) awareness (referred to in this study as "read or heard of"); (2) interest; (3) evaluation (referred to in this study as "plans to try"); (4) trial (called "has tried" in this study), and (5) adoption (called "is using" in this study). Research has indicated, in general terms, that as one proceeds from unawareness to "is using" that more and more intensive or personal contacts are required if adoption of a practice is to result.

At the "aware" or "read or heard of" and "interested" stages, mass media and group contacts including demonstrations, meetings, farm magazines, newspapers, and radio are most important. At the "planning to try" and "has tried" stages, agricultural agencies, neighbors, and friends are generally more important influences than mass media. When one moves closer to the "is using" stage, personal contacts with

representatives of agricultural agencies (including Extension) are more important, but may still be secondary to neighbors and friends.

Socio-economic Status

Wilson and Gallup (15:24) found that where farmers and homemakers are high on the socio-economic scale, greater use is made of Extension information. These people high on the socio-economic scale tend to ask for help, while those persons low on the socio-economic scale have to be sought out, informed about available service and persuaded to use them.

Contact with Extension Workers

In a 16-state study, Wilson and Gallup (15:24) found the extent to which farmers and homemakers made contacts with members of the Extension staff largely determined the adoption of recommended practices.

Age and Previous Educational Training of the Learner

Wilson and Gallup (15:22) noted that, in the case of men, the percentages reporting the adoption of practices as the result of Extension teaching and the number of changes made were slightly higher for the 36 to 40 and the 41 to 45 year groups than for the younger and older groups. The age groups of women followed essentially the same pattern as the men, though the high point on the adoption of practice curve came at an earlier age. The women over 50 years adopted about as many practices owing to Extension influence as did the women 30 years and under.

Wilson and Gallup (15:23) further reported that for both men and women a significantly higher proportion of those with some college training reported the adoption of practices than those with high school but no college. The high school group was superior to the group with no educational training beyond the eighth grade.

Size of Farm, Tenure, and Location of Farm or Home

Wilson and Gallup (15:23) stated that the percentages of farmers and homemakers adopting new practices and the rate of adoption of such practices tended to increase with the size of the farm.

They found that whether the family owned or rented the farm on which it lived seemed to have little bearing upon the extent of use of Extension information. They found no difference in the adoption of Extension-taught practices by farm families living within a ten mile radius of the county Extension office and those living beyond the ten mile limit. Whether the farm home was situated on an improved highway or on an unimproved road seemed to have no bearing upon the extent or rate of practice adoption by farm men and women.

CHAPTER III

METHOD AND PROCEDURE

I. THE POPULATION

The population consisted of the families of the 843 Polk County boys and girls enrolled in 4-H in 1965 and 1966. A 10 percent survey sample was taken in 1966 and 1967. Those interviewed were the parents or guardians of the 4-H members.

Homeowners and renters were the categories selected for comparison in the study in an effort to determine whether or not differences reflecting ownership might be involved in the use of landscaping practices.

Polk County is divided into three distinct areas--west, below the mountains, consisting mainly of the communities of Conasauga, Old Fort, Ocoee, Benton, Delano and Linsdale; in the mountains--Greasy Creek and Reliance; east of the mountains--Farner, Turtletown, Ducktown, and Copperhill. All county areas were included in the survey, though most 4-H members lived west of the mountains.

II. THE SAMPLE

The procedure used to obtain the sample list was to randomly select 10 percent, 84, of the 4-H families. Fifty-seven of those surveyed were west of the mountains, nine were in the mountains and eighteen lived east of the mountains. Thus all areas of the county were proportionately represented.

III. DEVELOPMENT OF INTERVIEW SCHEDULE

The schedule used in this study (see Appendix A) was prepared with the assistance of the departments of Extension Horticulture and Agricultural Extension at The University of Tennessee, Knoxville. A prior survey developed at The Pennsylvania State University, concerning attitudes toward landscaping, proved useful in framing some questions.

The schedule was designed to reveal interviewee characteristics, homegrounds improvement practices they were using, factors influencing adoption of recommended homegrounds improvement practices, and attitudes toward landscaping and nurseries. Certain questions were listed on a separate page for completion by the interviewer following each interview. These consisted mainly of opinions concerning observed attitudes and interests of the interviewees.

IV. COLLECTION OF DATA

The cards were drawn randomly from 4-H enrollment cards. If a parent could not be located after the second or third effort, the next 4-H family card below the number that could not be located was selected. Interviewing took approximately two months--each interview taking an average of about one and one-half hours.

V. RATING EXPLANATIONS

Twenty-seven recommended homegrounds improvement practices were included in the interview in an effort to determine differences in the

practices of homeowners and renters.

The following scheme was used to rate each person interviewed with regard to use of each of the 27 practices: (1) no points were given if the person interviewed had not heard of the specific practice; (2) one point was given if the person had only read or heard of the practice; (3) two points were given if the person was only interested in it; (4) three points were given if the person had not tried it, but planned to; (5) four points were given if the person had tried the practice, but was not using it at the time of the interview, and (6) five points were given if the person had tried the practice and was still using it at the time of interview.

Average practice diffusion ratings of the ownership groups were compared for this report. For this purpose, the practice diffusion process was considered in the following stages: 0 (0.00-0.49) = "unaware," 1 (0.50-1.49) = "aware," 2 (1.50-2.49) = "interested," 3 (2.50-3.49) = "planning to try," 4 (3.50-4.49) = "tried," and 5 (4.50-5.00) = "using."

An average practice diffusion rating was obtained for each interviewee by adding up his or her total score and dividing by 27 (the number of recommended practices). Group total average ratings were determined for the purpose of comparing ownership status groups.

Two attitudinal instruments were used in an effort to see if homeowners or renters had better scores regarding landscaping and use of nurseries as sources of plant materials. Eight statements made up each of the two instruments.

The scoring system used in both cases was as follows: (1) one point (0.50-1.49) was given for each of eight attitudinal questions when respondents were strongly unfavorable to an item; (2) two points (1.50-2.49) were given when they were unfavorable; (3) three points (2.50-3.49) were given when they were neutral; (4) four points (3.50-4.49) were given when responses were favorable; and (5) five points (4.50-5.00) were given when they were strongly favorable to a landscaping or nursery item. Group average scores were computed by dividing the total scores for all individuals in each group by the numbers of questions and individuals.

Data in the following chapter will be presented in tabular form using numbers, percents, averages, ratings and scores as deemed appropriate. Main comparisons were between homeowners and renters.

CHAPTER IV

FINDINGS OF THE STUDY

This chapter will include findings relevant to the characteristics of families, homeowners and renters, interviewed in Polk County, recommended practices they were using, and some of the factors influencing them to adopt the practices, as stated in the purposes of the study.

Main comparisons were made between homeowners and renters in an effort to identify generalizable group differences. Discussion also will be in terms of the total group interviewed.

I. CHARACTERISTICS OF HOMEOWNERS, RENTERS AND THEIR GROUNDS

Information concerning the characteristics of the families interviewed was collected as part of each interview. Characteristics will be discussed under appropriate headings.

Place of Residence

Table I shows that 53 percent of the respondents were rural non-farm residents. But when the place of residence of homeowners and renters is compared, the majority (51 percent) of homeowners lived on the farm and the majority (68 percent) of renters lived in the rural non-farm areas.

Sex of Interviewees

Table II shows that of the total interviewed, 74 percent were female and only 26 percent males. When the homeowners and renters

TABLE I

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND
RENTERS BY PLACE OF RESIDENCE

Place of Residence	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Farmer	39	47	33	51	6	32
Rural Non-Farmer	45	53	32	49	13	68
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE II

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND
RENTERS BY SEXES

Sex of Interviewers	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Male	22	26	19	29	3	16
Female	62	74	46	71	16	84
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

were compared, it was found that 29 percent of the homeowners and 16 percent of the renters interviewed were males--the remainder in each category (71 percent of the former and 84 percent of the latter) being women.

Major Occupations

Table III shows that the largest occupation for all those interviewed was housewife (60 percent). More homeowners (63 percent) were housewives than renters (48 percent). The next largest occupation was wage earner (29 percent)--more renters (47 percent) than homeowners (23 percent) mentioning this category. The third largest occupation of all interviewees was full-time farmer (4 percent)--5 percent of the homeowners reporting and none of the renters.

Educational Level

Table IV shows that the largest percent (39) of all interviewees had completed the first through the seventh grades--37 percent of the homeowners compared to 42 percent of the renters so indicating. The total average grade of all the interviewees was 8.9 grades--homeowners (8.9 grades) averaging slightly higher than renters (8.8 grades).

Age of Respondent

As seen in Table V, the average age for all those interviewed was 44 years--more than one-half (57 percent) indicating ages under 45 years. When homeowners and renters are compared, it is noted that the average age of the farmer (46 years average) was older than for the latter (38

TABLE III

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND
RENTERS BY MAJOR OCCUPATIONS

Major Occupations	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Housewife	50	60	41	63	0	48
Wage Earner	24	29	15	23	9	47
Full-time Farmer	3	4	3	5	0	0
Business	2	2	1	2	1	5
Retired	2	2	2	3	0	0
Part-time Farmer	1	1	1	2	0	0
Professional	1	1	1	1	0	0
Other	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE IV

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY EDUCATIONAL LEVELS AND THEIR AVERAGE EDUCATIONAL LEVELS

Educational Level	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
None	1	1	1	1	0	0
First through seventh grade	33	39	25	37	8	42
Eighth grade	21	25	15	23	6	31
Ninth grade	3	4	3	5	0	0
Tenth grade	4	5	4	7	0	0
Eleventh grade	3	4	3	5	0	0
Twelfth grade	16	19	11	17	5	37
Business college	1	1	1	2	0	0
College Junior Year	1	1	1	2	0	0
Bachelor's Degree	1	1	1	1	0	0
Total	84	100	65	100	19	100
Total average grade		8.9		8.9		8.8

*Percents are rounded to the nearest whole number.

TABLE V

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS BY AGE GROUPS AND AVERAGE AGES

Age of Respondent	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
25-34	17	20	9	14	8	42
35-44	31	37	24	37	7	37
45-54	26	32	22	34	4	21
55-64	7	8	7	11	0	0
65-74	1	1	1	1	0	0
75 or more	2	2	2	3	0	0
Total	84	100	65	100	19	100
Average age	44		46		38	

*Percents are rounded to the nearest whole number.

years average). Thus it is seen that homeowners tend to be older than renters.

First Occupants

Table VI shows that 57 percent of the homeowners were the first occupants of their present homes compared to only 5 percent of the renters. Forty-five percent of all the interviewees were the first occupants of the homes they occupied at the time of the study.

Year House Was Built

Table VII shows that nearly one-half (49 percent) of all the interviewees had built their houses between 1950-1964. Fifty-four percent of the homeowners had built their houses during this period of time compared to only 32 percent of the renters. It is also interesting to note that 12 percent of all the interviewees houses were built between 1829-1909. Most homes built during this time were built around 1900.

Nursery or Garden Center Visited

Table VIII shows 79 percent of the total did not visit a nursery or garden center in 1966. No difference was noted when groups were compared. Of those who did visit a nursery or garden center, the largest percent of the homeowners (14 percent) reported visiting Easterly Varnell in Cleveland, Tennessee, while the largest percent (11) of renters reported Florida. Some individuals reported visiting Mayo's in Knoxville, Buchanan's in Cleveland, Blueridge Nursery in Blue Ridge, Georgia, and Wells' in Etowah.

TABLE VI

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND
RENTERS AS TO WHETHER OR NOT THEY WERE FIRST OCCUPANTS

First Occupants	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
No	46	55	28	43	18	95
Yes	38	45	37	57	1	5
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE VII
NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND
RENTERS BY THE YEARS HOUSES WERE BUILT

Year House Was Built	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
1829-1909	10	12	8	13	2	11
1910-1919	2	2	2	3	0	0
1920-1929	4	5	3	4	1	5
1930-1939	12	14	7	10	5	26
1940-1949	15	18	10	16	5	26
1950-1959	24	29	21	32	3	16
1960-1969	17	20	14	22	3	16
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE VIII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
AS TO WHETHER OR NOT THEY VISITED A NURSERY OR GARDEN CENTER
THE PREVIOUS YEAR

Nursery or Garden Center Visited	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Not answered	1	1	1	1	0	0
Yes	17	20	13	20	4	21
No	66	79	51	79	15	79
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

Amount of Money Spent

Reference to Table IX shows that 67 percent of the total population had spent nothing for plants during the previous five years. Sixty percent of the homeowners and 90 percent of the renters had spent nothing for plants. The same percentages of homeowners and renters indicated that plants had been given to them. Twenty-four percent of the total population spent from \$1 to \$24 on plants during the previous five years. Twenty-eight percent of the homeowners and 10 percent of the renters were in this group. Forty percent of the homeowners had purchased some plants during the five year period compared to 10 percent of the renters, though all had either received some plants as gifts and/or had purchased some.

Persons Making Decisions Concerning Trees and Shrubs

Study of data in Table X shows that the husband and wife together made the majority (60 percent) of the decisions concerning what trees and shrubs to purchase. Fewer homeowners (54 percent) than renters (79 percent) so reported. The wife was the next most frequently mentioned decision maker with 27 percent of the total--more homeowners (29 percent) than renters (21 percent) so indicating.

Persons Making Decisions Concerning Homegrounds

Table XI shows that 62 percent of the total jointly (husband and wife) made decisions concerning what was to be done with their homegrounds. Fewer homeowners (59 percent) than renters (74 percent) so reported. Twenty-four percent of the total interviewees said the wife

TABLE IX

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THE AMOUNT OF MONEY SPENT FOR PLANTS DURING PREVIOUS FIVE YEARS

Amount of Money Spent	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
\$0	56	67	39	60	17	90
\$1-\$24	20	24	18	28	2	10
\$25-\$49	4	5	4	6	0	0
\$50-\$99	3	3	3	5	0	0
\$100-\$249	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE X

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THE PERSONS WHO MADE DECISIONS CONCERNING TREES
AND SHRUBS PURCHASED

Persons Making Decisions Concerning Trees and Shrubs	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Both Husband and Wife	50	60	35	54	15	79
Wife	23	27	19	29	4	21
Husband	6	7	6	9	0	0
Family	3	4	3	5	0	0
Daughter	1	1	1	2	0	0
Grandmother	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XI

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THE PERSONS WHO MADE DECISIONS CONCERNING HOMEGROUNDS

Persons Making Decisions Concerning Homesteads	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Jointly	52	62	38	59	14	74
Wife	20	24	15	23	5	26
Husband	7	9	7	11	0	0
Whole Family	2	2	2	3	0	0
Sisters and Nephew	1	1	1	2	0	0
Wife, Daughters and Sons	1	1	1	1	0	0
Daughter	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

made the decisions concerning what was to be done with their homegrounds. When homeowners and renters were compared, it was seen that 23 percent of the former and 26 percent of the latter reported this interval. Nine percent of the total said the husband made the decisions concerning what was to be done with their homegrounds. Eleven percent of the homeowners compared to none of the renters reported husbands making the decisions.

Rating Given Condition of Homegrounds

Table XII shows that 58 percent of the total population rated the present condition of their homegrounds as "fair." Practically no difference was noted between homeowners and renters. Twenty-five percent of the total population rated the present condition of their homegrounds as "good"--more of the homeowners (26 percent) than the renters (21 percent) being included. Seventeen percent of the total population rated the present condition of their homegrounds as "poor." Fifteen percent of the homeowners compared to 21 percent of the renters rated their homegrounds "poor."

Rating Given Condition of Shrubs and/or Trees

As shown in Table XIII, the interviewer rated 60 percent of all homegrounds shrubs and trees studied "fair." Fifty-eight percent of the situations of homeowners and 63 percent of those of the renters were rated "fair." Thirty-eight percent of all situations studied were rated "good." When homeowners' shrub and tree conditions were compared with those of renters, a larger percent of the former (42) than of the latter (27) were rated "good."

TABLE XII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THEIR RATINGS OF THE CONDITION OF THEIR HOMEGROUNDS

Rating Given Condition of Homesteads	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Good	21	25	17	26	4	21
Fair	49	58	38	59	11	58
Poor	14	17	10	15	4	21
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XIII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THE CONDITION OF THEIR SHRUBS AND/OR TREES AS RATED
BY THE INTERVIEWER

Rating Given Condition of Shrubs and/or Trees	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Excellent	1	1	0	0	1	1
Good	32	38	27	42	5	27
Fair	50	60	38	58	12	63
Poor	1	1	0	0	1	5
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

Rating Given Condition of Lawns

Table XIV shows that 56 percent of the lawns of all interviewed were rated "fair" by the interviewer, 57 percent of the homeowners and 53 percent of the renters so reporting. Twenty-four percent of the lawns of all interviewed were rated "poor," 19 percent of the homeowners and 42 percent of the renters so indicating. The lawns of 19 percent of all interviewed were rated "good," 23 percent of the homeowners and 5 percent of the renters so reporting.

Rating Given Landscaping Plan

Table XV shows that 49 percent of the landscaping plans of those interviewed were rated "fair" by the interviewer. Forty-six percent of the homeowners compared to 58 percent of the renters were rated "fair." Thirty-four percent of the plans of all interviewees were rated "poor," and 16 percent were rated "good." The landscaping plans of more homeowners (17 percent) than renters (10 percent) rated "good." Nearly equal percents of homeowners (36) and renters (32) had plans rated "poor."

Amount of Attention that Should be Paid to the Improvement of Homegrounds

Table XVI shows that 95 percent of the total interviewed should pay more attention to the improvement of their homegrounds according to the interviewer's opinion. The same percentages were recorded for both homeowners and renters.

TABLE XIV

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THE CONDITION OF THEIR LAWN AS RATED BY THE INTERVIEWER

Rating Given Condition of Lawns	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Excellent	1	1	1	1	0	0
Good	16	19	15	23	1	5
Fair	47	56	37	57	10	53
Poor	20	24	12	19	8	42
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XV

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
 ACCORDING TO INTERVIEWER'S OPINION OF THE VALUE OF RESPONDENTS'
 LANDSCAPE PLANS

Rating Given Landscaping Plan	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Excellent	1	1	1	1	0	0
Good	13	16	11	17	2	10
Fair	41	49	30	46	11	58
Poor	29	34	23	36	6	32
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XVI

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
ACCORDING TO INTERVIEWER'S OPINION OF HOW MUCH ATTENTION SHOULD BE
PAID TO THE IMPROVEMENT OF THEIR HOMEGROUNDS

Amount of Attention That Should Be Paid to the Improvement of Homegrounds	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Should pay more attention	80	95	62	95	18	95
Uncertain	2	2	1	2	1	5
Should not pay more attention	2	3	2	3	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

Degree of Interest in Improving Homegrounds

Table XVII shows that 51 percent of the total interviewed were interested ("very" or "somewhat") in improving their homegrounds. More homeowners (57 percent) were either "very" or "somewhat interested" compared to only 31 percent of the renters. Of the total interviewed, 24 percent were "not interested in homegrounds improvement." Fifty-three percent of the renters and 37 percent of the homeowners were not interested.

Attitude Toward the Survey

Table XVIII shows that 50 percent of the total interviewed were "friendly." Fifty-two percent of the homeowners compared to 42 percent of the renters were so classified. Thirty-one percent of the total interviewed were "somewhat friendly," 29 percent of the homeowners and 37 percent of the renters being so classified. Nineteen percent of the total interviewed were "indifferent." Nineteen percent of the homeowners compared to 21 percent of the renters so indicating. No one was antagonistic.

II. PRACTICE ADOPTION

Practices in General

As indicated in Table XIX, average home improvement practice diffusion ratings ranged from .96 on practice 6, "Have drawn landscape plan for the homeground," to 4.42 on practice 7, "Planted hardy, disease resistant trees and shrubs."

TABLE XVII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
ACCORDING TO INTERVIEWER'S OPINION OF RESPONDENTS' INTEREST IN
HOMEGROUNDS IMPROVEMENT

Degree of Interest in Improving Homegrounds	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Somewhat interested	38	45	32	49	6	31
Not interested	34	41	24	37	10	53
Indifferent	7	8	4	6	3	16
Very Interested	5	6	5	8	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XVIII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
ACCORDING TO THEIR ATTITUDES TOWARD THE SURVEY AS SEEN BY
THE INTERVIEWER

Attitude Toward the Survey	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Friendly	42	50	34	52	8	42
Somewhat friendly	26	31	19	29	7	37
Indifferent	16	19	12	19	4	21
Antagonistic	0	0	0	0	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XIX

AVERAGE HOME IMPROVEMENT PRACTICE DIFFUSION RATINGS AND TOTAL AVERAGE RATINGS OF ALL THOSE
INTERVIEWED, HOMEOWNERS AND RENTERS *

Home Improvement Practice	Total Interviewed (N=84) Average Rating	Homeowners (N=65) Average Rating	Renters (N=19) Average Rating
<u>Planning (1-6)</u>			
1. Considered appropriate items when selecting trees and shrubs	3.55	3.57	3.47
2. Considered mature size before selecting shrubs and trees	3.07	3.14	2.84
3. Arranged trees and shrubs so that yard-centers were open	2.51	2.62	2.16
4. Avoided the use of too many types of mixtures of trees and shrubs in arrangements	1.49	1.60	1.11
5. Got the advice of professional in the area of homegrounds improvement and maintenance	1.46	1.54	1.21
6. Have drawn landscape plan for the homegrounds	0.96	1.03	.74
<u>Establishment (7-22)</u>			
7. Planted hardy, disease resistant trees and shrubs	4.42	4.45	4.32
8. Properly watered plants when transplanted	4.40	4.49	4.11

TABLE XIX (continued)

Home Improvement Practice	Total Interviewed (N=84) Average Rating	Homeowners (N=65) Average Rating	Renters (N=19) Average Rating
9. Transplanted trees and shrubs at recommended times	4.39	4.49	4.05
10. Prepared hole for trees and shrubs 6-12" wider and deeper	4.26	4.43	3.68
11. Filled bottom of hole with topsoil and remainder with subsoil when transplanting	3.77	4.03	2.89
12. Planted grass at recommended time	3.36	3.68	2.26
13. Planted desirable varieties of grass	3.35	3.58	2.53
14. Prepared desirable seedbed before planting lawns	3.23	3.43	2.53
15. Planted shrubs and trees the same depth they were before digging	3.17	3.20	3.05
16. Watered lawn adequately when newly seeded	2.87	3.03	2.32
17. Mulched lawn properly when newly seeded	2.79	2.98	2.11
18. Braced trees over 6' tall when transplanting them	2.70	2.80	2.37
19. Removed can from trees and shrubs before transplanting	2.44	2.55	2.05

TABLE XIX (continued)

Home Improvement Practice	Total Interviewed (N=84)		Homeowners (N=65)		Renters (N=19)	
	Average Rating		Average Rating		Average Rating	
20. Removed burlap from balled trees and shrubs before transplanting	2.29		2.45		1.74	
21. Mulched the area around transplanted trees and shrubs	2.29		2.23		2.47	
22. Protected long, bare stems of trees with burlap or other appropriate material from ground level to first branches to protect them from sun and pests	1.47		1.43		1.63	
<u>Maintenance (23-27)</u>						
23. Pruned trees and shrubs at recommended times and in recommended ways	3.79		3.94		3.26	
24. Treated trees and shrubs as recommended when disease or insect attacked them	3.01		3.08		2.79	
25. Mowed grass at recommended heights as needed	2.68		2.72		2.53	
26. Followed soil test recommendations last year	1.40		1.45		1.26	

TABLE XIX (continued)

Home Improvement Practice	Total Interviewed (N=84) Average Rating	Homeowners (N=65) Average Rating	Renters (N=19) Average Rating
27. Tested homegrounds soil within last 5-years to determine the fertilize needs of trees and shrubs	1.26	1.28	1.21
Total Average Rating	2.83	2.93	2.47

*Interpreting the average ratings listed, the following intervals apply - 0 (0.00-0.49) = unaware; 1 (0.50-1.49) = aware of the practice; 2 (1.50-2.49) = interested in the practice; 3 (2.50-3.49) = planning to try the practice; 4 (3.50-4.49) = tried the practice but not now using it, and 5 (4.50-5.00) = using the practice.

The total average practice diffusion rating for all interviewees was 2.83, or in the "planning to try" stage of the diffusion process. Homeowners (2.93), on the average, were seen to be farther along in the adoption process than renters (2.47). Two exceptions were practice 21, "Mulched the area around transplanted trees and shrubs" and practice 22, "Protected long, bare stems of trees with burlap or other appropriate materials from ground level to first branches to protect them from sun and pests."

Practices Related to Planning of the Homegrounds

Interviewees varied greatly in their practice diffusion ratings. Wide variation also was noted in percents of interviewees in the various stages of practice diffusion with reference to six practices related to planning of the homegrounds (practice 1 through 6).

Data in Tables XIX, XX, XXI, and XXII show that practice 1, "Considered appropriate items when selecting trees and shrubs," the average, all interviewees rated in the "tried" stage (3.55). Fifty-six percent of all interviewees were "using" the practice. Nineteen percent were "planning to try" it and only 13 percent were "unaware" of this practice. When comparing homeowners and renters, it was found that 57 percent of the homeowners and 52 percent of the renters were "using" this practice. It is interesting to note that 20 percent of the homeowners and 27 percent of the renters were not yet interested in this practice.

TABLE XX

PERCENTS OF THE TOTAL INTERVIEWED AT THE VARIOUS STAGES OF THE DIFFUSION PROCESS WITH REGARD TO THE HOME IMPROVEMENT PRACTICES, AND TOTAL AVERAGE PERCENTS*

Home Improvement Practice.	Stage in Diffusion Process						Total (N=84) Percent
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	
Planning (1-6)							
1. Considered appropriate items when selecting trees and shrubs	13	8	3	19	1	56	100
2. Considered mature size before selecting shrubs and trees	21	11	1	19	1	47	100
3. Arranged trees and shrubs so that yard centers were open	26	15	19	6	4	30	100
4. Avoided the use of too many types of mixtures of trees and shrubs in arrangements	55	11	1	14	2	17	100
5. Got the advice of professional in the area of homegrounds improvement and maintenance	37	32	1	17	2	11	100
6. Have drawn landscape plan for the home-ground	46	34	4	11	1	4	100

TABLE XX (continued)

Home Improvement Practice	Stage in Diffusion Process						Total (N=84) Percent	
	Unaware Percent	Aware Percent	Interested Percent	Plan to try		Tried and Not Using		
				Percent	Percent	Percent		Percent
<u>Establishment (7-22)</u>								
7. Planted hardy, disease resistant trees and shrubs	4	5	0	9	3	79	100	
8. Properly watered plants when transplanted	4	6	0	7	4	79	100	
9. Transplanted trees and shrubs at recommended times	4	4	0	13	2	77	100	
10. Prepared hole for trees and shrubs 6-12" wider and deeper	8	5	0	6	1	80	100	
11. Filled bottom of hole with topsoil and remainder with subsoil when transplanting	12	8	1	12	2	65	100	
12. Planted grass at recommended time	7	20	2	21	1	49	100	
13. Planted desirable variety(ies) of grass	7	21	0	21	2	49	100	
14. Prepared desirable seed-bed before planting lawns	5	26	0	22	4	43	100	
15. Planted shrubs and trees the same depth they were before digging	31	4	1	5	1	58	100	

TABLE XX (continued)

Home Improvement Practice	Stage in Diffusion Process						Total (N=84) Percent
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	
16. Watered lawn adequately when newly seeded	7	29	0	31	1	32	100
17. Mulched lawn properly when newly seeded	10	30	0	27	0	33	100
18. Braced trees over 6' tall when transplanting	18	19	2	27	3	31	100
19. Removed can from trees and shrubs before transplanting	25	6	0	52	3	14	100
20. Removed burlap from balled trees and shrubs before transplanting	35	7	0	35	1	22	100
21. Mulched the area around transplanted trees and shrubs	25	30	0	13	1	31	100
22. Protected long, bare stems of trees with burlap or other appropriate material from ground level to first branches to protect them from sun and pests	37	35	1	13	0	14	100

TABLE XX (continued)

Home Improvement Practice	Stage in Diffusion Process						Total (N=84) Percent
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	
<u>Maintenance (23-27)</u>							
23. Pruned trees and shrubs at recommended times and in recommended ways	4	18	1	13	2	62	100
24. Treated trees and shrubs as recommended when disease or insect attacked them	5	24	0	37	4	30	100
25. Mowed grass at recommended heights as needed	30	14	0	13	0	43	100
26. Followed soil test recommendations last year	16	56	3	22	0	3	100
27. Tested homegrounds soil within last 5-years to determine the fertilizer needs of trees and shrubs	19	58	5	15	0	3	100
Total Average Percent	19	20	2	18	2	39	100

*Percents are rounded to the nearest whole number.

TABLE XXI

PERCENTS OF HOMEOWNERS AT THE VARIOUS STAGES OF THE DIFFUSION PROCESS WITH REGARD
TO THE HOME IMPROVEMENT PRACTICES, AND TOTAL AVERAGE PERCENTS*

Home Improvement Practices	Stage in Diffusion Process					Homeowners Total (N=65) Percent	
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Percent
<u>Planning (1-6)</u>							
1. Considered appropriate items when selecting trees and shrubs	14	6	3	20	0	57	100
2. Considered mature size before selecting shrubs and trees	23	8	2	17	1	49	100
3. Arranged trees and shrubs so that yard centers are open	26	15	22	0	3	34	100
4. Avoided the use of too many types of mixtures of trees and shrubs in arrangements	52	11	2	14	3	18	100
5. Got the advice of a professional in the area of homegrounds improvement and maintenance	34	35	2	14	3	12	100

TABLE XXI (continued)

Home Improvement Practices	Stage in Diffusion Process					Homeowners Total (N=65)	
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Percent
6. Have drawn landscape plan for the homeground	46	32	5	11	1	5	100
<u>Establishment (7-22)</u>							
7. Have planted hardy, disease resistant trees and shrubs	5	3	0	9	1	82	100
8. Properly watered plants when transplanted	5	3	0	6	3	83	100
9. Transplanted trees and shrubs at recommended times	3	3	0	11	1	82	100
10. Prepared hole for trees and shrubs 6-12" wider and deeper	6	3	0	6	2	83	100
11. Filled bottom of hole with topsoil and remainder with subsoil when transplanting	11	3	2	12	1	71	100
							58

TABLE XXI (continued)

Home Improvement Practices	Stage in Diffusion Process					Homeowners Total (N=65)	
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Percent
12. Planted grass at recommended times	5	17	0	20	1	57	100
13. Planted desirable variety(ies) of grass	8	17	0	17	1	57	100
14. Prepared desirable seedbed before planting lawns	5	23	0	18	5	49	100
15. Planted shrubs and trees the same depth they were before digging	29	5	2	5	1	58	100
16. Watered lawn adequately when newly seeded	8	26	0	26	2	38	100
17. Mulched lawn properly when newly seeded	8	28	0	26	0	38	100
18. Braced trees over 6' tall when transplanting them	16	19	3	29	2	31	100
19. Removed can from trees and shrubs before transplanting	25	3	0	54	1	17	100
20. Removed burlap from balled trees and shrubs before transplanting	32	6	0	34	2	26	100

TABLE XXI (continued)

Home Improvement Practices	Stage in Diffusion Process					Homeowners Total (N=65)	
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Percent
21. Mulches the area around transplanted trees and shrubs	28	29	0	11	0	32	100
22. Protected long, bare stems of trees with burlap or other appropriate material from ground level to first branches to protect them from sun and pests	42	31	1	11	0	15	100
<u>Maintenance (23-27)</u>							
23. Pruned trees and shrubs at recommended times and in recommended ways	3	14	11	14	3	65	100
24. Treated trees and shrubs as recommended when disease or insect attacked them	3	24	0	37	5	31	100
25. Mowed grass at recommended heights as needed	31	12	0	12	0	45	100

TABLE XXI (continued)

Home Improvement Practices	Stage in Diffusion Process					Homeowners Total (N=65)	
	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Percent
26. Followed soil test recommendations last year	15	57	2	23	0	3	100
27. Tested homegrounds soil within last 5-years to determine the fertilizer needs of trees and shrubs	19	60	3	15	0	3	100
Total Average Percent	19	18	2	17	2	42	100

*Percents are rounded to the nearest whole number.

TABLE XXII

PERCENTS OF RENTERS AT THE VARIOUS STAGES OF THE DIFFUSION PROCESS WITH REGARD TO
THE HOME IMPROVEMENT PRACTICES, AND TOTAL AVERAGE PERCENTS*

Home Improvement Practice	Unaware Percent	Aware Percent	Interested Percent	Plan to try		Tried and Not Using		Using		Renters Total (N=19) Percent
				Percent	Percent	Percent	Percent	Percent	Percent	
Planning (1-6)										
1. Considered appropriate items when selecting trees and shrubs	11	16	0	16	5	52	100			
2. Considered mature size before selecting shrubs and trees	16	21	0	26	0	37	100			
3. Arranged trees and shrubs so that yard centers were open	26	16	11	26	5	16	100			
4. Avoided the use of too many types of mixtures of trees and shrubs in arrangements	63	10	0	16	0	11	100			
5. Got the advice of professional in the area of homegrounds improvements and maintenance	47	21	0	26	0	5	100			
6. Have drawn landscape plan for the home-ground	47	42	0	11	0	0	100			

TABLE XXII (continued)

Home Improvement Practice	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Renters Total (N=19) Percent	
							Percent	Percent
<u>Establishment (7-22)</u>								
7. Planted hardy, disease resistant trees and shrubs	0	11	0	11	5	73	100	
8. Properly watered plants when transplanted	0	16	0	11	5	68	100	
9. Transplanted trees and shrubs at recommended times	5	5	0	21	5	64	100	
10. Prepared hole for trees and shrubs 6-12" wider and deeper	16	11	0	5	0	68	100	
11. Filled bottom of hole with topsoil and remainder with subsoil when transplanting	16	26	0	11	5	42	100	
12. Planted grass at recommended time	16	32	5	26	0	21	100	
13. Planted desirable variety(ies) of grass	5	37	0	27	0	21	100	
14. Prepared desirable seed-bed before planting lawns	5	37	0	37	0	21	100	
15. Planted shrubs and trees the same depth they were before digging	37	0	0	5	0	58	100	

TABLE XXII (continued)

Home Improvement Practice	Unaware Percent	Aware Percent	Interested Percent	Plan to try		Tried and Not Using		Using		Renters Total (N=19) Percent
				Percent	Percent	Percent	Percent	Percent	Percent	
16. Watered lawn adequately when newly seeded	5	37	0	47	0	0	11			100
17. Mulched lawn properly when newly seeded	16	37	0	31	0	0	16			100
18. Braced trees over 6' tall when transplanting them	27	21	0	21	5	26				100
19. Removed can from trees and shrubs before transplanting	26	16	0	48	5	5				100
20. Removed burlap from balled trees and shrubs before transplanting	42	11	0	37	0	0	10			100
21. Mulched the area around transplanted trees and shrubs	16	32	0	21	5	26				100
22. Protected long, bare stems of trees with burlap or other appropriate material from ground level to first branches to protect them from sun and pests	21	47	0	21	0	11				100

TABLE XXII (continued)

Home Improvement Practice	Unaware Percent	Aware Percent	Interested Percent	Plan to try Percent	Tried and Not Using Percent	Using Percent	Renters Total (N=19) Percent
<u>Maintenance (22-27)</u>							
23. Pruned trees and shrubs at recommended times and in recommended ways	5	32	0	10	0	53	100
24. Treated trees and shrubs as recommended when disease or insects attacked them	11	21	0	42	0	26	100
25. Mowed grass at recommended heights as needed	26	21	0	16	0	37	100
26. Followed soil test recommendations last year	21	53	5	21	0	0	100
27. Tested homegrounds soil within last 5-years to determine the fertilizer needs of trees and shrubs	21	53	10	16	0	0	100
Total Average Percent	20	25	1	23	2	29	100

*Percents are rounded to the nearest whole number.

Another practice related to planning of the homegrounds was practice 2, "Considered mature size before selecting shrubs and trees." On the average, all of the interviewees rated in the "planning to try" stage (3.07). Both homeowners and renters were in the "planning to try" stage although the former (3.14) had a higher average diffusion rate than did the latter (2.84). Forty-seven percent of all the interviewees were "using" this practice. Forty-nine percent of the homeowners and 37 percent of the renters were "using" it. Thirty-one percent of the homeowners compared to 37 percent of the renters were not yet at the "interest" stage.

Another practice related to planning of the homegrounds was practice 3, "Arranged trees and shrubs so that yard centers were open." On the average, all of the interviewees rated in the "planning to try" stage (2.51). Thirty percent of all the interviewees were "using" this practice, but 26 percent were "unaware" of it. When comparing homeowners to renters, it was found that 34 percent of the homeowners were "using" this practice and only 16 percent of the renters. Twenty-six percent in each case were "unaware."

Another practice related to planning of the homegrounds was practice 4, "Avoided the use of too many types of mixtures of trees and shrubs in arrangements." On the average, all interviewees rated in the "aware" stage (1.49). Seventeen percent of all the interviewees were "using" this practice, but 55 percent were "unaware" of this practice. When comparing homeowners to renters, it was found that 18 percent of the homeowners and only 11 percent of the renters were "using" this practice.

Practice 5, "Got the advice of a professional in the area of homegrounds improvement and maintenance," on the average, found (1.46) "aware" of the practice. Thirty-seven percent of all the interviewees were "unaware" of this practice. This was true for 34 percent of the homeowners and 47 percent of the renters. Sixty-nine percent of all interviewees were not yet "interested" in this practice. Sixty-nine percent of the homeowners compared to 68 percent of the renters were not yet "interested."

Practice 6, "Have drawn landscape plan for the homegrounds," on the average, found all interviewees (0.96) "aware" of the practice. Both homeowners and renters were in the "aware" stage, although the former (1.03) had a higher average diffusion rating than the latter (0.74). Four percent of all the interviewees were "using" the practice, but 46 percent were completely "unaware" of this practice. When homeowners and renters were compared, it was found that 5 percent of the former and none of the latter were "using" the practice. The same groups had 46 and 47 percents "unaware" respectively.

Practices Related to Establishing the Homegrounds

Interviewees varied greatly from practice to practice with reference to the fourteen practices (7 through 22) related to establishment of the homegrounds. Data in Tables XIX, XX, XXI, and XXII, pages 48, 53, 57, and 62, respectively, show that practice 7, "Planted hardy, disease resistant trees and shrubs," on the average, found all the interviewees (4.42) had "tried" the practice. Seventy-nine percent of all

interviewees were "using" this practice (82 percent of the homeowners compared to 73 percent of the renters). Only 4 percent of all interviewees were "unaware" of this practice (5 percent of the homeowners compared to none of the renters).

Practice 8, "Properly watered plants when transplanted," on the average, found all the interviewees (4.40) had "tried" the practice but were not using it. Seventy-nine percent of all the interviewees were "using" this practice. Eighty-three percent of the homeowners compared to 68 percent of the renters were using it.

Practice 9, "Transplanted trees and shrubs at recommended times," on the average, found all the interviewees (4.39) to have "tried" the practice. This also was true for homeowners (4.49) and renters (4.05). Thirteen percent of all interviewees "planned to try" this practice (11 percent of the homeowners compared to 21 percent of the renters). Seventy-seven percent of all the interviewees were "using" this practice, 82 percent of the homeowners compared to 64 percent of the renters so indicating.

Practice 10, "Prepared hole for trees and shrubs 6-12 wider and deeper," on the average, found all interviewees (4.26) at the "tried" stage. On the average, both homeowners and renters were in the "tried" stage, although the former (4.43) had a higher average diffusion rate than did the latter (3.68). Eighty percent of all the interviewees were "using" this practice. Eighty-three percent of the homeowners compared to 68 percent of the renters were using it. Eight percent of all the interviewees were "unaware" of this practice, 6 percent of the

homeowners compared to 16 percent of the renters so reporting.

Practice 11, "Filled the bottom of the hole with topsoil and the remainder with subsoil when transplanting," on the average, found all the interviewees (3.77) had "tried" the practice. The average rating of the homeowners (4.03) also placed them in the "tried" stage, while the average rating of renters (2.89) placed them in the "planning to try" group. Sixty-five percent of all interviewees were "using" this practice. Seventy-one percent of homeowners compared to 42 percent of renters were using it. Fourteen percent of the homeowners compared to 42 percent of the renters were not yet "interested."

Practice 12, "Planted grass at the recommended time," on the average, found all the interviewees (3.36) "planning to try" the practice. The renters were only (2.26) on the average rating "interested" in the practice. The homeowners were (3.68) on the average rating "tried" the practice. Seven percent of all interviewees were "unaware" of this practice (5 percent of the homeowners and 16 percent of the renters). Ninety-three percent of all the interviewees were at least "aware" of this practice, 95 percent of the homeowners compared to 84 percent of the renters so indicating. Forty-nine percent of all the interviewees were using the practice, 57 percent of the homeowners and 21 percent of the renters so reporting.

Practice 13, "Planted desirable varieties of grass," on the average, found all the interviewees (3.35) "planning to try" the practice. The renters were (2.53) "planning to try" the practice, but the homeowners were (3.58) "tried" the practice on the average rating.

Twenty-one percent of all the interviewees were "planning to try" the practice (17 percent of the homeowners compared to 27 percent of the renters). Forty-nine percent of all the interviewees were "using" this practice, 57 percent of the homeowners compared to 21 percent of the renters so indicating.

Practice 14, "Prepared desirable seedbed before planting lawns," on the average found all the interviewees (3.23) "planning to try" the practice. On the average, both homeowners and renters were in the "planning to try" stage, although the former (3.43) had a higher average diffusion rate than did the latter (2.53). Ninety-five percent of the interviewees were at least "aware" of this practice, the same being true of the homeowners and renters. Twenty-two percent of all the interviewees were "planning to try" this practice, 18 percent of the homeowners compared to 37 percent of the renters so indicating. Forty-three percent of all the interviewees were "using" this practice, 49 percent of the homeowners and 21 percent of the renters so reporting.

Practice 15, "Planted shrubs and trees the same depth they were before digging," on the average, found all the interviewees (3.17) "planning to try" the practice. Fifty-eight percent of all interviewees were "using" this practice, the same percentages being reported for both homeowners and renters. Thirty-one percent of all interviewees were "unaware" of this practice, 29 percent of the homeowners compared to 37 percent of the renters so indicating.

Practice 16, "Watered lawn adequately when newly seeded," on the average, found all the interviewees (2.87) "planning to try" the

practice; homeowners were (3.03) "planning to try" the practice, whereas renters were only (2.32) "interested" in the practice. Ninety-three percent of all the interviewees were at least "aware" of this practice, 92 percent of the homeowners and 95 percent of the renters so reporting. Thirty-one percent of all the interviewees "planned to try" this practice, 26 percent of the homeowners and 47 percent of the renters so indicating. Thirty-two percent of all the interviewees were "using" this practice, 38 percent of the homeowners compared to 11 percent of the renters so reporting.

Practice 17, "Mulched lawn properly when newly seeded," on the average, found all the interviewees (2.79) "planning to try" the practice. Thirty-three percent of all the interviewees were "using" this practice, 38 percent of the homeowners compared to 16 percent of the renters so reporting. Ninety percent of all the interviewees were "aware" of this practice (92 percent of the homeowners compared to 84 percent of the renters).

Practice 18, "Braced trees over 6 feet tall when transplanting them," on the average, found all interviewees (2.70) "planning to try" the practice. Thirty-one percent of all interviewees were "using" this practice, 31 percent of homeowners compared to 26 percent of renters so reporting. Eighteen percent of all the interviewees were "unaware" of this practice. Sixteen percent of the homeowners compared to 27 percent of the renters were "unaware" of it.

Practice 19, "Removed the can from trees and shrubs before transplanting," on the average, found all the interviewees (2.44) "interested"

in the practice. Fourteen percent of all the interviewees were "using" this practice, 17 percent of the homeowners compared to 5 percent of the renters so reporting. Homeowners (2.55), on the average, were "planning to try" the practice, while renters (2.05) were just "interested."

Practice 20, "Removed the burlap from the balled trees and shrubs before transplanting them," on the average, found all the interviewees (2.29) "interested" in the practice. "Interested" also was true for the homeowners (2.45) and renters (1.74), although the former had a higher diffusion rate than did the latter. Thirty-five percent of all the interviewees were "unaware" of the practice (32 percent of the homeowners compared to 42 percent of the renters). Twenty-two percent of all interviewees were "using" this practice (26 percent of the homeowners compared to 10 percent of the renters).

Practice 21, "Mulched the area around transplanted trees and shrubs," on the average, found all the interviewees (2.29) "interested" in the practice. Both homeowners (2.23) and renters (2.47) were "interested" in the practice, although the latter had a higher diffusion rate than did the former. Twenty-five percent of all interviewees were "unaware" of this practice (28 percent of the homeowners compared to 16 percent of the renters). Thirty-one percent of all interviewees were "using" this practice. Thirty-two percent of the homeowners compared to 26 percent of the renters were using it.

Practice 22, "Protected long, bare stems of trees with burlap or other appropriate material from ground level to first branches to

protect them from sun and pests," on the average, found all the interviewees (1.47) "aware" of the practice. The homeowners (1.43) were also "aware" of the practice. The renters (1.63) were "interested" in the practice. Seventy-two percent of all interviewees had not reached the "interested" stage for this practice. Seventy-three percent of the homeowners compared to 68 percent of renters were not yet "interested."

Practices Related to Maintaining the Homegrounds

Interviewees varied greatly in their practice diffusion scores and percents of interviewees in the various stages of practice diffusion with reference to five practices (23 through 27) related to maintaining the homegrounds.

Data in Tables XX, XXI, XXII (pages 53, 57, and 62 respectively), XXIII show that practice 23, "Pruned trees and shrubs at recommended times and in recommended ways," on the average, found all interviewees (3.79) had "tried" the practice but were not using it. Homeowners (3.94) had also "tried" the practice, whereas renters (3.26) were only "planning to try" the practice. Ninety-six percent of all the interviewees were "aware" of this practice, 97 percent of the homeowners compared to 95 percent of the renters so reporting. Sixty-two percent of all the interviewees were "using" this practice, 65 percent of the homeowners compared to 53 percent of the renters so indicating.

Practice 24, "Treated trees and shrubs as recommended when disease or insects attacked them," on the average, found all the

TABLE XXIII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
ACCORDING TO THE INTERVIEWER'S OPINION OF RESPONDENTS'
ADOPTION LEVELS

Adoption Level	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Among the first few	5	6	5	8	0	0
Soon after the first few	8	9	7	11	1	5
Sooner than the average	14	17	11	17	3	16
A little later than most	11	13	7	10	4	21
Among the last few	46	55	35	54	11	58
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

interviewees (3.01) "planning to try" the practice. Both the homeowners and renters were "planning to try" the practice although the former (3.08) had a higher average diffusion rate than did the latter (2.79). Five percent of all the interviewees were "unaware" of this practice (3 percent of the homeowners and 11 percent of the renters). Thirty-seven percent of all the interviewees "planned to try" this practice, 37 percent of the homeowners compared to 42 percent of the renters so reporting. Thirty percent of all the interviewees were "using" this practice, 31 percent of the homeowners and 26 percent of the renters so indicating.

Practice 25, "Mowed grass at the recommended heights as needed," on the average, found all the interviewees (2.68) "planning to try" the practice. Both homeowners (2.72) and renters (2.53) were "planning to try" this practice, although the former had a higher practice diffusion rating than did the latter. Seventy percent of all the interviewees were at least "aware" of this practice, 69 percent of the homeowners compared to 74 percent of the renters being so rated. Forty-three percent of all the interviewees were "using" this practice, 45 percent of the homeowners compared to 37 percent of the renters being so rated.

Practice 26, "Followed soil test recommendations last year," on the average, found all the interviewees (1.40) "aware" of the practice. Both homeowners (1.45) and renters (1.26) were "aware" of this practice, although the former had a higher practice diffusion rating than did the latter. Sixteen percent of all the interviewees were "unaware" of this

practice, 15 percent of the homeowners and 21 percent of the renters so reporting.

Practice 27, "Tested homegrounds soil within the last five years to determine the fertilizer needs of trees and shrubs," on the average, found all the interviewees (1.26) "aware" of the practice. Both homeowners (1.28) and renters (1.21) were "aware" of the practice, although the former had a higher practice diffusion rating than did the latter. Eighty-one percent of all interviewees were at least "aware" of the practice, 81 percent of the homeowners compared to 79 percent of the renters so reporting.

Adoption Level

Table XXIII, page 74, shows that, in the opinion of the interviewer, 32 percent of all interviewees were at least "sooner than average" in their adoption level of recommended practices. Thirty-six percent of the homeowners compared to only 21 percent of the renters were judged to be at least "sooner than the average." Sixty-eight percent of the respondents were "a little later than most" or "among the last few" in the adoption level of recommended practices, 64 percent of the homeowners compared to 79 percent of the renters being so rated.

III. FACTORS INFLUENCING PRACTICE ADOPTION

Things Liked About the Yard

Table XXIV shows that 42 percent of the total population liked "shade trees," no major difference being noted between homeowners and

TABLE XXIV

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THINGS THEY LIKED MOST ABOUT THEIR YARDS

Things Liked About the Yard	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Nothing or Not Answered	3	3	1	1	2	10
Shade trees	35	42	27	42	8	43
Flowers/shrubbery	12	14	11	17	1	5
Grass	11	13	9	14	2	11
Big yard	10	12	7	11	3	16
Distance from road	6	7	4	6	2	10
It is level	2	2	2	3	0	0
Location	2	2	1	2	1	5
Privacy	2	2	2	3	0	0
View of mountains	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

renters. Fourteen percent of all the interviewees liked "flowers and shrubbery." Seventeen percent of the homeowners and 5 percent of the renters reported this item. Thirteen percent of all the interviewees liked their "grass." Fourteen percent of the homeowners and 11 percent of the renters mentioned this. Twelve percent of all the interviewees liked their "big yard," 11 percent of the homeowners and 16 percent of the renters so reporting. Seven percent of all the interviewees liked the "distance from the road," 6 percent of the homeowners and 10 percent of the renters so indicating.

Things Disliked About the Yard

Table XXV shows that 29 percent of the total population disliked "nothing" about their yard, 28 percent of the homeowners and 32 percent of the renters so indicating. Twenty-three percent of the total population disliked their yard because it was "not level enough," 22 percent of the homeowners and 26 percent of the renters so reporting. Eight percent of the total disliked their yard because it was "too low for good drainage," 6 percent of the homeowners and 16 percent of the renters so indicating. Five percent of the total disliked their yard because it was "too small," 3 percent of the homeowners and 11 percent of the renters so reporting.

Evidence of Plans

Table XXVI shows that 34 percent of the total had no evidence of any plans for the future improvement and maintenance of homegrounds. Twenty-eight percent of the homeowners and 58 percent of the renters

TABLE XXV

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THINGS THEY DISLIKED MOST ABOUT THEIR YARDS

Things Disliked About the Yard	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Nothing	24	29	18	28	6	32
Not level enough	19	23	14	22	5	26
Poor stand of grass	7	8	6	9	1	5
Too low for good drainage	7	8	4	6	3	16
Road and driveway problems	6	7	5	7	1	5
Mowing	5	6	5	7	0	0
Lacks trees	4	5	4	6	0	0
Yard too small	4	5	2	3	2	11
Weeds	3	4	2	3	1	5
Not enough flowers	2	2	2	3	0	0
Trash from trees and stumps	2	2	2	3	0	0
Cost of landscaping	1	1	1	2	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XXVI

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THEIR EVIDENCE OF PLANS FOR FUTURE HOMEGROUNDS IMPROVEMENT

Evidence of Plans	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
No evidence of any kind	29	34	18	28	11	58
Evidence of using at least one practice	27	32	19	29	8	42
Evidence of using at least two practices	22	27	22	34	0	0
Evidence of using at least three practices	5	6	5	8	0	0
Evidence of using four or more practices	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

gave no evidence of having any plans. Thirty-two percent of the total provided evidence of planning to use at least one practice. Twenty-nine percent of the homeowners and 42 percent of the renters planned to use one practice. Forty-three percent of the homeowners and none of the renters planned to use from two through four recommended practices for future homeground improvement.

Reason Given for Having No Plan to Improve Homegrounds

Table XXVII shows that of the total homeowners and renters (66 percent) did not answer this question on the survey, because they had plans of some kind. Seventy-two percent of the homemakers compared to 42 percent of the renters had plans. Renting was the most frequently mentioned reason given by renters (58 percent) for having no plans to improve their homegrounds. The largest percents of homeowners (8 percent each) mentioned "not interested" and "satisfied with present conditions." Five percent of the homeowners felt "physically unable" to do the job needed. Two homeowners each were "going to build a new home" and "planning to sell."

Average Attitude Score Toward Landscaping

Table XXVIII shows that 90 percent of the total population had an average attitude toward landscaping score of at least favorable (3.50-4.49). Eighty-eight percent of the homeowners compared to 95 percent of the renters had at least "favorable" attitudes toward landscaping. Ten percent of those interviewed had an average attitudinal score of neutral (2.50-3.49). The total average score of the total

TABLE XXVII

NUMBERS AND PERCENTS* OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
BY THEIR REASONS FOR HAVING NO PLANS TO IMPROVE THEIR HOMEGROUNDS

Reasons Given for Having No Plan To Improve Homegrounds	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
Not answered (had plans)	55	66	47	72	8	42
Renting	11	13	0	0	11	58
Going to build new home	2	2	2	3	0	0
Satisfied with present conditions	5	7	5	8	0	0
Planning to sell	2	2	2	3	0	0
Not interested	5	6	5	8	0	0
Physically unable	3	3	3	5	0	0
Need more trees, but can't get them to grow	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

TABLE XXVIII

NUMBERS AND PERCENTS OF TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS BY
AVERAGE ATTITUDE TOWARD LANDSCAPING SCORES AND TOTAL
AVERAGE SCORES*

Average Attitude Score Toward Landscaping	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
2.50-2.99	0	0	0	0	0	0
3.00-3.49	9	10	8	12	1	5
3.50-4.49	73	90	57	88	18	95
4.50-5.00	0	0	0	0	0	0
Total	84	100	65	100	19	100
Total Average Score	3.79		3.76		3.87	

*Scoring system used: (1) One point (0.50-1.49) was given for each of 8 attitudinal questions when respondents were strongly unfavorable; (2) two points (1.50-2.49) were given when they were unfavorable; (3) three points (2.50-3.49) were given when they were neutral; (4) four points (3.50-4.49) were given when responses were favorable, and (5) five points (4.50-5.00) were given when they were strongly favorable to homegrounds improvement and landscaping. Group average scores were computed by dividing the total scores for all individuals in each group by the numbers of questions and individuals.

population was 3.79, "favorable." A "favorable" average score also was given to both the homeowners (3.76) and renters (3.87) for total average scores on individual attitudes, although the renters total average score was slightly higher.

Attitude Toward Landscaping

Reference to Table XXIX shows that all interviewees scored in the "favorable" area on all but two of eight attitudes toward landscaping items, those two being attitude item 7, "Landscaping with trees and shrubs does not involve too much work," 3.45, and attitude item 8, "Landscaping a home with trees and shrubs does not cost too much money," 3.39. A comparison of homeowners and renters on the two items shows that the former were "neutral" while the latter were "favorable" on both items.

Average Attitude Score Toward Nurseries

Study of data in Table XXX shows that only 17 percent of all interviewees had an average attitudinal toward nurseries score of "favorable" (3.50-4.49); 19 percent of the homeowners compared to 23 of the renters so scoring. Eighty-three percent of the total interviewed had an average score of "neutral" (2.50-3.49), 81 percent of the homeowners compared to 77 percent of the renters so scoring. The total average scores were "neutral" for the total population (3.23) as well as the homeowners (3.22) and renters (3.24).

TABLE XXIX

AVERAGE ATTITUDE TOWARD LANDSCAPING SCORES AND TOTAL SCORES* OF TOTAL INTERVIEWED,
HOMEOWNERS AND RENTERS

Attitude Toward Landscaping	Total Interviewed (N=84) Average Scores	Homeowners (N=65) Average Scores	Renters (N=19) Average Scores
1. A home is really not complete until it is properly landscaped with trees and shrubs	3.94	3.94	3.95
2. Planting trees and shrubs is not a waste of money	3.94	3.94	3.95
3. Landscaping a property increases its market value much more than the cost for trees and shrubs	3.92	3.92	3.89
4. Landscaping with trees and shrubs involves more than an effort "to keep up with the Joneses."	3.90	3.88	4.00
5. Nothing gives as much satisfaction to a homeowner as having his home well landscaped with trees and shrubs	3.88	3.86	3.95
6. Trees and shrubs beautify a home more than anything else	3.87	3.88	3.84
7. Landscaping with trees and shrubs does not involve too much work	3.45	3.37	3.74
8. Landscaping a home with trees and shrubs does not cost too much money	3.39	3.31	3.68
Total Average Score	3.79	3.76	3.87

85

*Percents are rounded to the nearest whole number.

TABLE XXX

NUMBERS AND PERCENTS OF TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS BY
AVERAGE ATTITUDE TOWARD NURSERIES SCORES AND TOTAL AVERAGE SCORES

Average Attitude Score Toward Nurseries	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
0.50-2.49	0	0	0	0	0	0
2.50-3.49	68	83	53	81	15	77
3.50-4.49	16	17	12	19	4	23
4.50-5.00	0	0	0	0	0	0
Total	84	100	65	100	19	100
Average Score	3.23		3.22		3.24	

*Scoring system used: (1) One point (0.50-1.49) was given for each of 8 attitudinal questions when respondents were strongly unfavorable; (2) two points (1.50-2.49) were given when they were unfavorable; (3) three points (2.50-3.49) were given when they were neutral; (4) four points (3.50-4.49) were given when responses were favorable, and (5) five points (4.50-5.00) were given when they were strongly favorable to nurseries. Group average scores were computed by dividing the total scores for all individuals in each group by the numbers of questions and individuals.

Attitudes Toward Nurseries

Reference to Table XXXI discloses that all those interviewed scored in the "neutral" area on all but two of eight attitude toward nurseries items, those two being attitude item 1, "When it comes to buying trees and shrubs, the best place to buy them is at a nursery," 3.77, and attitude item 2, "Nurseries give good service," 3.51. A comparison of homeowners and renters on the two items show that homeowners (3.54) scored higher than renters (3.42), "favorable" versus "neutral," on the second item, and in the same category, "favorable" on the first item.

Person From Whom Advice Was Sought

Table XXXII shows that 86 percent of the total interviewed sought no one for advice the previous year; 83 percent of the homeowners and 95 percent of the renters reporting neighbors or friends ranked second with 15 percent of the total. Sixteen percent of the homeowners compared to 5 percent of the renters so indicated. The county agent ranked third with 2 percent of the total seeking advice from him. Two percent of homeowners and none of the renters so reported.

Degree to Which Interviewer Knew Respondent

Table XXXIII shows that 82 percent of the total interviewees were unknown by the interviewer. Eighty percent of the homeowners and 89 percent of the renters were not known. Eleven percent of the total were not very well known (same percentages for both homeowners and

TABLE XXXI

AVERAGE ATTITUDE TOWARD NURSERIES SCORES AND TOTAL AVERAGE SCORES* OF TOTAL INTERVIEWED,
HOMEOWNERS AND RENTERS

Attitudes Toward Nurseries	Total Interviewed (N=84) Average Scores	Homeowners (N=65) Average Scores	Renters (N=19) Average Scores
1. When it comes to buying trees and shrubs, the best place to buy them is at a nursery	3.77	3.80	3.68
2. Nurseries give good service	3.51	3.54	3.42
3. You can depend on information given by nurseries	3.43	3.40	3.53
4. The trees and shrubs sold by local nurseries are better than those sold by other outlets	3.36	3.42	3.16
5. You can trust guarantees given by nurseries	3.05	3.03	3.11
6. Nurseries do not use "high pressure" salesmanship	3.02	2.98	3.16
7. Nurseries do not use too many technical names for trees and shrubs	2.87	2.83	3.00
8. The price of trees and shrubs sold by nurseries is usually not too high	2.81	2.78	2.89
Total Average Score	3.23	3.22	3.24

TABLE XXXII

NUMBERS AND PERCENTS OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
ACCORDING TO PERSONS FROM WHOM ADVICE WAS SOUGHT DURING
PREVIOUS YEAR

Person From Whom Advice Was Sought	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
No one	72	86	54	83	18	95
Neighbor or friend	11	15	10	16	1	5
County Agent	2	2	2	2	0	0
Home Agent	1	1	1	1	0	0
Son	1	1	1	1	0	0

*Percents do not total up because some sought advice from more than one person.

TABLE XXXIII

DEGREES TO WHICH INTERVIEWER KNEW ALL INTERVIEWEES, HOMEOWNERS AND
RENTERS BY NUMBERS AND PERCENTS*

Degree to Which Interviewer Knew Respondent	Total Interviewed		Homeowner		Renter	
	No.	Percent	No.	Percent	No.	Percent
Not at all	69	82	52	80	17	89
Not very well	9	11	7	11	2	11
Fairly well	5	6	5	8	0	0
Very well	1	1	1	1	0	0
Total	84	100	65	100	19	100

*Percents are rounded to the nearest whole number.

renters). Only 7 percent of those interviewed were known at least "fairly well," and they were all homeowners.

Sources of Useful Information

Table XXXIV shows that, of the total, 74 percent reported no other source of useful information. The percentages were identical for homeowners and renters. Twenty-four percent of the total ranked farm magazines first as a source; 26 percent of homeowners and 16 percent of the renters reporting. Daily newspapers were next with 18 percent of the total, and 26 percent of the renters compared to 15 percent of the homeowners so indicating. Ranked third in mention was television with 15 percent of the total, 19 percent of the homeowners and 5 percent of the renters reporting. Ranking fourth in mention were three--commercial seed company bulletins, weekly newspapers, and nursery catalogs with 12 percent each of the total reporting. It is interesting to note that 15 percent of the homeowners found commercial seed company bulletins as useful information concerning the improvement and/or maintenance of their homesteads compared to none of the renters.

Fourteen percent of the homeowners found nursery catalogs as sources of useful information compared to only 5 percent of the renters. Ranking fifth was radio with 11 percent of the total population (12 percent of the homeowners compared to 5 percent of the renters). Ranking sixth was university bulletins and publications with 10 percent of the total population (12 percent of the homeowners compared to none of the renters).

TABLE XXXIV

NUMBERS AND PERCENTS OF THE TOTAL INTERVIEWED, HOMEOWNERS AND RENTERS
ACCORDING TO SOURCES OF USEFUL INFORMATION RECEIVED PREVIOUS YEAR

Sources of Useful Information	Total Interviewed		Homeowners		Renters	
	No.	Percent	No.	Percent	No.	Percent
None reported	62	74	48	74	14	74
Farm magazines	20	24	17	26	3	16
Daily newspaper	15	18	10	15	5	26
Television	13	15	12	19	1	5
Commercial (Seed Co.) Bulletins	10	12	10	15	0	0
Weekly newspaper	10	12	7	11	3	16
Nursery catalogs	10	12	9	14	1	5
Radio	9	11	8	12	1	5
University Bulletins and Publications	8	10	8	12	0	0
Newsletters	1	1	1	2	0	0

*Sources do not total because some mentioned more than one source.

Differences in the homeowners and renters sources of useful information concerning the improvement and/or maintenance of their home-grounds were noted. The homeowners ranked their most useful sources of information from high to low, respectively, as farm magazines, television, daily newspapers, commercial seed company bulletins, weekly newspapers, nursery catalogs, radio and university bulletins and publications. The renters ranked their most useful sources of information from high to low, respectively, as daily newspaper, farm magazine, weekly newspaper, radio, television and nursery catalogs.

CHAPTER V

SUMMARY AND IMPLICATIONS

In order for Extension workers in Polk County to have a basis for making long-range educational plans in the homegrounds improvement work area, benchmark data with regard to homeowners and renters and their practices were needed. The purposes of this study were: (1) to obtain basic information concerning the characteristics of homeowners and renters in Polk County; (2) to determine which recommended homeground improvement practices the homeowners and renters were using, and (3) to identify some of the factors that influenced them to adopt or reject the practices.

Eighty-four parents of 4-H Club members were randomly selected for this study. All were interviewed in 1966.

The interview schedule used in the study was developed with the assistance of the Extension Departments of Horticulture and Training and Studies of The University of Tennessee. Analyses were made in simple numbers, percents and averages, according to all homeowners and renters interviewed.

The homeowners and renters interviewed were questioned concerning their use of 27 recommended homegrounds improvement practices, and, as a result were given practice diffusion ratings ranging from zero, "unaware," to five, "using." Average practice diffusion ratings were established for all interviewees, homeowners and renters. The practice

diffusion ratings were used in comparing the adoption levels of the different ownership groups in relation to the recommended practices.

The average practice diffusion rating intervals were: (0) 0.00-0.49, "unaware"; (1) 0.50-1.49, "aware"; (2) 1.50-2.49, "interested"; (3) 2.50-3.49, "planning to try"; (4) 3.50-4.49, "tried, but not now using"; and (5) 4.5-5.0, "using."

A review of related literature disclosed little research had been done to compare homeowners and renters. Research regarding nursery item purchases of consumers in general and factors affecting practice adoption were found to be available.

Factors found to influence practice adoption of similar groups in previous studies included: socio-economic status; contact with Extension workers; age and educational level; size of farm, tenure and location; sex, attitude toward nurseries, attitude toward landscaping and knowledge concerning homegrounds improvement.

Things consumers liked about nursery purchases included: beauty; shade; fruit; privacy, and use in interior decoration. Things disliked, according to an earlier study, included: slow growth; non-blooming; dead look in winter, and thorns.

I. SUMMARY OF FINDINGS

With regard to the characteristics of homeowners and renters, listed below are some of the principal findings.

1. More than one-half (53 percent) of all families were rural non-farmers (49 percent of the homeowners and 68 percent of the renters),

farming being reported by 47 percent of all families (51 percent of the homeowners and 32 percent of the renters).

2. Seventy-four percent of all the interviewees were female (71 percent of the homeowners and 84 percent of the renters).

3. Sixty percent of all the interviewees were housewives (63 percent of the homeowners and 48 percent of the renters). Twenty-nine percent of all the interviewees were wage earners (23 percent of the homeowners and 47 percent of the renters).

4. The average educational grade level for all interviewees was 8.9. There was very little difference between homeowners and renters in grade level.

5. Average ages were 44 years for all interviewees, 46 for the homeowners and 38 years for renters.

6. Fifty-five percent of all the interviewees were not the first occupants of their present home (43 percent of the homeowners and 95 percent of the renters).

7. Forty-nine percent of the houses of all interviewees were built between 1950-1959 (54 percent of the homeowners and 32 percent of the renters).

8. Seventy-nine percent of all the interviewees had not visited a nursery or garden center in 1966.

9. Sixty-seven percent of all the interviewees had spent no money during the previous five years (1961-66) for plants (60 percent of the homeowners and 90 percent of the renters). Twenty-four percent of all the interviewees had spent from \$1 to \$24 during the previous

five years for plants (28 percent of the homeowners and 10 percent of the renters).

10. Sixty percent of all the interviewees said both husband and wife had made the decisions concerning what trees and shrubs to purchase (54 percent of the homeowners and 79 percent of the renters). Ranking next was the wife with 27 percent (29 percent of the homeowners and 21 percent of the renters).

11. Sixty-two percent of all the interviewees stated that they made the decisions jointly (husband and wife) concerning what was to be done with their homegrounds (59 percent of the homeowners and 74 percent of the renters). Ranking second was the wife with 24 percent of the total.

12. Fifty-eight percent of all the interviewees rated the condition of their homegrounds as "fair." An additional 25 percent ranked their homegrounds "good," 26 percent of the homeowners and 21 percent of the renters so reporting.

13. According to the interviewer's ratings of the condition of shrubs and/or trees of all the interviewees, 60 percent rated "fair," 58 percent of the homeowners and 63 percent of the renters so indicating. Thirty-eight percent of the total rated "good," 42 percent of the homeowners and 27 percent of the renters.

14. According to the interviewer's ratings of the condition of the lawn, 56 percent of all the interviewees' lawns rated "fair." Both homeowners and renters were similar. Twenty-four percent of the total lawns rated "poor" (19 percent of the homeowners and 42 percent of the renters).

15. According to the interviewer's ratings of the basic landscaping plan, 49 percent of all interviewees had plans rated "fair," 46 percent of the homeowners and 58 percent of the renters so indicating. Thirty-four percent of all plans were rated "poor," 36 percent of the homeowners and 32 percent of the renters so reporting.

16. Ninety-five percent of all the interviewees, according to the interviewer, should have been paying more attention to the improvement of their homegrounds. Ownership groups did not differ.

17. Fifty-one percent of all the interviewees, according to the interviewer, were "very" or "somewhat" interested in improving their homegrounds, 57 percent of the homeowners and 31 percent of the renters so reporting. Forty-one percent of the total were "not interested" (37 percent of the homeowners and 53 percent of the renters).

18. Eighty-one percent of all the interviewees had either "friendly" or "somewhat friendly" attitude toward the survey, according to the interviewer. Ownership groups did not differ. None was "antagonistic."

A summary of major findings related to the adoption of 27 recommended homegrounds improvement practices by those interviewed are listed below.

1. Homeowners had higher average practice diffusion ratings than renters on 25 of the 27 recommended homegrounds improvement practices.

2. The homeowners (2.93), on the average, were "planning to try" the practice, whereas, the renters (2.47) were only "interested" in the practices.

3. Greatest differences between homeowners and renters average practice diffusion ratings were noted for the following practices:

(a) "planted grass at recommended time"; (b) "filled bottom of hole with topsoil and remainder with subsoil when transplanting shrubs and trees"; (c) "planted a desirable variety of grass"; (d) "prepared a desirable seedbed before planting lawns"; (e) "mulched the lawn properly when newly seeded"; (f) "prepared a hole for trees and shrubs 6-12 inches wider and deeper than the ball"; (g) "removed burlap from balled trees and shrubs before transplanting"; (h) "watered lawn adequately when newly seeded," and (i) "pruned trees and shrubs at recommended times and in recommended ways."

4. Both the homeowners and renters rated "shade trees" as the item most liked in their yards.

5. Twenty-nine percent of all the interviewees did not list anything as "disliked" about their yards. Twenty-three percent of the total interviewed listed "not level" as the thing they disliked most about their yards.

6. Thirty-four percent of the total interviewed gave no evidence of having plans for the future improvement and maintenance of their homegrounds, 28 percent of the homeowners and 58 percent of the renters so indicating. Fifty-nine percent of the total interviewed gave evidence of planning to use one or two practices, 63 percent of the homeowners compared to 42 percent of the renters here included.

7. Sixty-six percent of those interviewed had plans for improving their homegrounds. Seventy-two percent of the homeowners and 42

percent of the renters had plans. "Renting" was the most popular response given by those not having plans when asked the reason with 58 percent of the renters so indicating.

8. Eighty-six percent of the total interviewed sought advice from no one, 83 percent of the homeowners and 95 percent of the renters so indicating. "Neighbors or friends" was indicated as the person or persons from whom most of the interviewees had sought homegrounds improvement advice, 16 percent of the homeowners and 5 percent of the renters so reporting. "Extension personnel" was selected on the second most frequently mentioned source from whom interviewees sought homegrounds improvement advice.

9. Eighty-two percent of the total interviewed were "not known" by the interviewer, 80 percent of the homeowners compared to 89 percent of the renters. This might be accounted for because the interviewer had only been in the county two years when this survey was started.

10. Seventy-four percent reported they received no source of useful information concerning the improvement and/or maintenance of homegrounds. Twenty-four percent reported "farm magazines" as their first source of useful information. Twenty-six percent of the homeowners and 16 percent of the renters were included. Daily newspapers ranked second in mention with 18 percent of the total interviewed selecting it. Fifteen percent of the homeowners and 26 percent of the renters so indicating selected this source. Others rated in descending order of their importance were: television; commercial (seed

company) bulletins, weekly newspaper and nursery catalogs; radio; university bulletins and publications, and newsletters.

A summary of major findings related to eight attitudes toward landscaping by those interviewed are listed below.

1. Renters had higher average attitude scores than did homeowners on six of the eight attitudes toward landscaping.

2. Both homeowners (3.76) and renters (3.87) had favorable average attitude scores, but the total average score for renters was slightly higher.

3. Greatest differences between renters and homeowners average attitudinal scores were noted for the following practices: (a) "landscaping with trees and shrubs involves too much work," (b) "landscaping a home with trees and shrubs costs too much money," (c) "landscaping with trees and shrubs is nothing more than an effort to keep up with the Joneses," and (d) "nothing gives as much satisfaction to a homeowner as having his home well-landscaped with trees and shrubs."

A summary of major findings related to eight attitudes toward nurseries by those interviewed are listed below.

1. Renters had higher total average attitude scores than did homeowners on five of the eight attitudes toward nurseries.

2. Both homeowners (3.22) and renters (3.24) had neutral total average attitude scores, but the total average score for renters was slightly higher.

3. Greatest differences between renters and homeowners average attitudinal scores were noted for the following practices: (a) "the

trees and shrubs sold by local nurseries are better than those sold by other outlets," (b) "nurseries are too eager to sell," (c) "nurseries use too many technical names for trees and shrubs," and (d) "you can depend on information given by nurseries."

II. IMPLICATIONS

Some of the implications that might be drawn from the findings of this benchmark study include the following:

1. Since four-fifths of all the interviewees were either "friendly" or "somewhat friendly" when visited, and nearly one-half of all the interviewees were at least "somewhat interested" in improving their homegrounds, and since 95 percent of all the interviewees according to the interviewer should have been paying more attention to the improvement of their homegrounds, it is implied that they need assistance and would be receptive to further intensive Extension efforts in the area of homegrounds improvement.

2. Because of the increase in the value of homes provided by well-planned and properly maintained homegrounds, the relatively large amounts of time and/or expense being devoted to the homegrounds by homeowners and renters alike, because of the apparent lack of information most interviewees had received on homegrounds improvement and due to the benefits homegrounds improvement might ultimately provide to the county as concerned citizens seek to attract and encourage new individuals and industry, it would appear that an educational effort could be justified to encourage 4-H Club members, their parents, communities

and public and private industries alike to undertake countywide home-grounds improvement.

3. Since the renters and homeowners in the study seemed to have relatively favorable attitudes toward landscaping and nurseries, though the former were less familiar with both than the latter, an educational effort should be designed for these audiences taking into account such things as knowledge levels, previous experience, attitudes and practice diffusion ratings.

III. RECOMMENDATIONS

The findings and implications of this study indicate that certain recommendations might be in order. They are listed below.

1. Factors found to be different between and within the two groups should be further analyzed, and results used in planning for more effective and efficient future educational homegrounds improvement work for Polk County.

2. Additional research is needed to identify other factors resulting in owner motivation and to design other methods of education useful in helping homeowners and renters to realize the potential value of their homegrounds.

3. Further research also should be done to compare different approaches and methods for teaching homegrounds improvement to determine which are, relatively, the more effective.



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APPENDIX



THE AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF TENNESSEE
Knoxville, Tennessee

TENNESSEE HOMEGROUNDS IMPROVEMENT SURVEY

INTRODUCTION: I am helping with a survey that is being made by the University of Tennessee. The purpose is to obtain information to use in planning programs helpful to homeowners. The answers you give will be added to those given by other people who are interviewed in this county to get a complete picture of the homegrounds situation. Could I have a little of your time to go over these questions?

1. Approximately what size of lot do you include in your homegrounds _____ (Circle one: acres, feet, other _____)
2. Major occupation of respondent:

a. Full-time farmer _____	e. Wage earner _____
b. Part-time farmer _____	f. Housewife or widow _____
c. Business (specify) _____	g. Retired _____
d. Professional (specify) _____	h. Other (specify) _____
3. In what year was the home built? _____
4. Were you the first occupant(s)? a. Yes _____ b. No _____
5. If the answer to question 4 above is No, then how long have you lived here? _____ years
6. Would you please complete this sentence? (Hand respondent card.)
"The thing I like most about my (our) yard is _____

TO THE INTERVIEWER: If the respondent mentions more than one thing, write down all of them, and ask him "which is most important?" Then underscore it.

7. Would you please complete this sentence? (Hand respondent card.)

"The thing I dislike most about my (our) yard is _____

TO THE INTERVIEWER: If the respondent mentions more than one thing, write down all of them, and ask him "which is most important?" Then underscore it.

8. Have you purchased any plants for your homegrounds in the last five years? a. Yes _____ b. No _____
9. If the answer to question 8 above is Yes, approximately how much did you spend on plants (trees, shrubs, etc.) during the period?
 a. Less than \$25 _____ c. \$50-99 _____ e. \$250-499 _____
 b. \$25-49 _____ d. \$100-249 _____ f. \$500 or more _____
10. Which family member(s) usually decides what trees, shrubs, etc. to buy?
 a. Husband _____ b. Wife _____ c. Both _____
 d. Other _____
11. If the answer to question 8 above is Yes, what homeground plants were purchased? If plants were obtained other than by purchase, what was obtained?

Plant Obtained	How Obtained		Number	Source
	Purchased	Other		
a. Deciduous Shrubs and/or Trees (specify)				
b. Evergreen Shrubs and/or Trees (specify)				
c. Lawn Materials (grass seed, sod, etc.) (specify)				

12. To your way of thinking, how would you rank the relative importance of the lawn, shrubs and trees to your basic landscaping needs?
 1st _____ 2nd _____ 3rd _____

TO THE INTERVIEWER: The purpose of the next question is to find out if the respondent--

- (1) is aware of certain recommended practices
- (2) is interested in using them
- (3) plans to try them
- (4) has tried them
- (5) is using them, or will use them when the need arises
- (6) and his reason for never trying the practices, or for not using them after trying them.

INTERVIEWER hand each card to respondent separately after saying: "I have here a set of cards. On each card is a homegrounds improvement practice. Would you read each card and tell me whether or not you have tried the practice?" (Check Yes or No in the "Has tried" column below.)

In his reply, the respondent also may answer the other four points. If not, INTERVIEWER WILL ASK APPROPRIATE QUESTIONS TO OBTAIN THE ANSWERS. Check in appropriate columns below.

13. Home Improvement Practices	Read or Heard of		Inter-ested		Plans to Try		Has Tried		Is Using	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
(1) Have a drawn landscape plan for the homegrounds										

(i) Reasons for never trying practice or not using after trying

- (2) Avoided the use of too many types of mixtures of trees and shrubs in arrangements

--	--	--	--	--	--	--	--	--	--	--

(i) Reasons for never trying practice or not using after trying

- (3) Arranged trees and shrubs so that yard centers were open

--	--	--	--	--	--	--	--	--	--	--

(i) Reasons for never trying practice or not using after trying

- (4) Considered appropriate items when selecting shrubs and trees

(a) Flower color _____ (b) Fruit color _____
 (c) Fall leaf color _____

	Read or Heard of		Inter-ested		Plans to Try		Has Tried		Is Using	
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)	Yes (i)	No (j)
(10) Filled bottom of hole with topsoil and the remainder with subsoil when transplanting										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(11) Removed burlap from balled trees and shrubs before transplanting										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(12) Removed can from trees and shrubs before transplanting										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(13) Transplanting trees and shrubs at recommended times										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(14) Properly watered plants when transplanted										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(15) Tested homegrounds soil within last 5 years to determine the fertilizer needs of trees and shrubs										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										

	Read or Heard of		Inter- ested		Plans to Try		Has Tried		Is Using	
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)	Yes (i)	No (j)
(16) Followed soil test recommenda- tions last year										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(17) Mulched the area around transplanted trees and shrubs										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(18) Planted hardy, dis- ease resistant trees and shrubs										
(i) Reason for <u>never trying</u> practice or <u>not using</u> after trying										
(19) Treated trees and shrubs as recom- mended when disease or insects attacked them										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(20) Pruned trees and shrubs at recom- mended times and in recommended ways										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(21) Prepared a desir- able seedbed before planting lawn										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										
(22) Planted grass at recommended time										
(i) Reasons for <u>never trying</u> practice or <u>not using</u> after trying										

	Read or Heard of		Inter- ested		Plans to Try		Has Tried		Is Using	
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)	Yes (i)	No (j)
(23) Mulched lawn properly when newly seeded										

(i) Reasons for never trying practice or not using after trying

(24) Planted desirable variety(ies) of grass										
--	--	--	--	--	--	--	--	--	--	--

(i) Reasons for never trying practice or not using after trying

(25) Mowed grass at recommended heights as needed										
---	--	--	--	--	--	--	--	--	--	--

(i) Reasons for never trying practice or not using after trying

(26) Watered lawn adequately when newly seeded										
--	--	--	--	--	--	--	--	--	--	--

(i) Reasons for never trying practice or not using after trying

(27) Got the advice of professional in the area of home-grounds improvement and maintenance										
---	--	--	--	--	--	--	--	--	--	--

(i) Reasons for never trying practice or not using after trying

14. During the past year have you talked with anyone about improving your homegrounds? a. Yes _____ b. No _____

TO THE INTERVIEWER: If No, skip to question 16. If Yes, ask question 15 first.

15. With whom have you talked? (Check one or more of the following.
If respondent gives names, write them at side and check list later.)
- | | | | |
|-------------------------|-------|-------------------------|-------|
| a. Neighbor or friend | _____ | e. Vo-Ag teacher | _____ |
| b. County agent | _____ | f. Extension specialist | _____ |
| c. Nurseryman | _____ | g. Other (specify) | _____ |
| d. Soil conservationist | _____ | | |
16. From which of the following other sources did you receive information concerning the improvements and/or maintenance of your home-grounds?
- | | |
|--|-------|
| a. University bulletins and publications | _____ |
| b. Commercial (seed co.) bulletins | _____ |
| c. Farm magazines | _____ |
| d. Daily newspapers | _____ |
| e. Weekly newspapers | _____ |
| f. Radio | _____ |
| g. Television | _____ |
| h. Farm meetings | _____ |
| i. Field days and tours | _____ |
| j. Newsletters | _____ |
| k. Nursery catalogs | _____ |
17. What was the highest grade level you completed? (Circle one.)
- | | | | | | | | | | | | | | | | |
|------|--------------|---|---|---|---|---|---|---|------------|---------------|----------|---|---|------------|--|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9,10,11,12 | 1 | 2 | 3 | 4 | Bachelor's | |
| None | Grade School | | | | | | | | H. S. | College | | | | Degree | |
| | | | | | | | | | | Undergraduate | | | | | |
| | | | | | | | | | | Master's | Doctor's | | | | |
| | | | | | | | | | | Degree | Degree | | | | |
18. Age of respondent?
- | | | | | | |
|-------------|-------|----------|-------|---------------|-------|
| a. Under 25 | _____ | d. 45-54 | _____ | g. 75 or more | _____ |
| b. 25-34 | _____ | e. 55-64 | _____ | | |
| c. 35-44 | _____ | f. 65-74 | _____ | | |
19. What plans do you have for the future improvement and maintenance of your homegrounds (including 27 practices listed earlier plus any others mentioned)? _____
20. (If respondent says he has no plans in question 19, ask why not.) _____
21. How do you usually make decisions concerning what you will do to your yard and homegrounds?
- | | | | | | |
|--------------------|-------|-----------------|-------|------------|-------|
| a. Husband decides | _____ | b. Wife decides | _____ | c. Jointly | _____ |
| d. Other (specify) | _____ | | | | |

22. Have you sold or given away any shrubs or trees in the last five years? a. Yes _____ b. No _____
23. (If the answer to question 22 above is Yes, ask "what was included?").

<u>Plant Involved</u>	<u>Number Sold</u>	<u>Number Given Away</u>
a. Deciduous Shrubs and/ or Trees (specify)		
b. Evergreen Shrubs and/ or Trees (specify)		

I'm going to read a series of statements and I'd like you to tell me how you feel about them. These statements have no right or wrong answers. (Hand respondent card 1.) Simply answer whether you strongly agree, agree, neutral, disagree, or strongly disagree.

24. Attitude toward landscaping	<u>SA</u>	<u>A</u>	<u>N</u>	<u>D</u>	<u>SD</u>
(1) Landscaping with trees and shrubs involves too much work	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(2) A home is really not complete until it is properly landscaped with trees and shrubs	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
(3) Landscaping with trees and shrubs is nothing more than an effort "to keep up with the Joneses."	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(4) Landscaping a home with trees and shrubs costs too much money	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(5) Nothing gives as much satisfaction to a homeowner as having his home well landscaped with trees and shrubs	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
(6) Planting trees and shrubs is a waste of money	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(7) Trees and shrubs beautify a home more than anything else	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
(8) Landscaping a property increases its market value much more than the cost for trees and shrubs	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>

25. Attitude toward nurseries

SA A N D SD

(9) When it comes to buying trees and shrubs, the best place to buy them is at a nursery

5 4 3 2 1

(10) The price of trees and shrubs sold by nurseries is often too high.

1 2 3 4 5

(11) Nurseries give good service.

5 4 3 2 1

(12) You cannot trust guarantees given by nurseries

1 2 3 4 5

(13) Nurseries use too many technical names for trees and shrubs.

1 2 3 4 5

(14) The trees and shrubs sold by local nurseries are better than those sold by other outlets

5 4 3 2 1

(15) You can depend on information given by nurseries.

5 4 3 2 1

(16) Nurseries are too eager to sell.

1 2 3 4 5

26. Did you visit any nurseries or garden centers last year to look over trees and/or shrubs? a. Yes___ b. No___

27. (If the answer to question 26 above was Yes, ask "what nurseries or garden centers?")

Nursery or Garden Center (Name)Distance in Miles

28. Within the past year, have any nursery representatives called at your home to discuss homegrounds improvement or sale of trees and/or shrubs? a. Yes___ b. No___

29. (If the answer to question 28 above is Yes, ask "what nurseries?" and "what did they talk about?")

Nursery RepresentedItems Discussed

30. (OPTIONAL) About what was your total gross family income last year?
(Hand card to respondent and ask him to select a category--a through
f--and enter in space provided) _____
31. How would you rate the present condition of your homegrounds?
a. Excellent___ b. Good___ c. Fair___ d. Poor___
32. (OPTIONAL) About what is your estimate of the present market value
of this home? Consider as a guide the prices received for other
homes in this area which may have been sold recently. (Hand card
to respondent and ask him to select a category--a through f--and
enter in space provided) _____

Name of Respondent _____

Address _____ County _____

Date _____ Number _____ Tenure Status _____

Name of Respondent _____

Number _____

QUESTIONS FOR THE INTERVIEWER TO ANSWER:

33. All people do not adopt recommended practices at the same rate. About where would you place the respondent with respect to adopting new recommended homegrounds and maintenance practices?
- a. Among the first few _____ c. Sooner than average _____
 b. Soon after the first few _____ d. A little later than most _____
 e. Among the last few _____
34. Is the respondent: a. Man? _____ b. Woman? _____
35. Interest of respondent in improving and maintaining homegrounds? (In interviewer's judgement)
- a. Very interested _____ c. Indifferent _____
 b. Somewhat interested _____ d. Not interested _____
36. Respondent's attitude toward the survey? (In interviewer's judgement)
- a. Friendly _____ c. Indifferent _____
 b. Somewhat friendly _____ d. Antagonistic _____
37. Should the respondent pay more attention to the improvement and/or maintenance of his homegrounds?
- a. Yes _____ b. No _____ c. Uncertain _____
38. How well do you know the respondent?
- a. Very well _____ c. Not very well _____
 b. Fairly well _____ d. Not at all _____
39. How would you rate the basic landscape plan evident in the plantings seen in your view of the homegrounds?
- a. Excellent _____ c. Fair _____
 b. Good _____ d. Good _____
40. How would you rate the present condition of the shrubs and/or trees?
- a. Excellent _____ c. Fair _____
 b. Good _____ d. Poor _____

41. How would you rate the present condition of the lawn?

a. Excellent _____
b. Good _____

c. Fair _____
d. Poor _____

42. Basic landscape plan information

a. Location and condition of plant material (add numbers or check as needed)

Location of Plants	Number of Plants	Stage of Growth of Plants					
		Over-grown	Mature	Inter-mediate	Young or New	Maintained Properly	Spaced Properly
Corners*							
Doors*							
Under Windows*							
Between Windows*							
Walks and Drives*							
Entrance Drive*							
Sides*							
Rear*							
Yard**							
Border*							
Necessary Screen*							
Other							

*Shrubs (in the main)

**Shrubs and trees

b. Plant material inventory checklist

Deciduous Shrubs	No.
Azalea	
Beautybush	
Bush Honey	
Suckle	
Crape Myrtle	
Deutzia	
Forsythia	
Fragrant Mock	
Orange	
Hydrangea	
Jap. Quince	
Jap. Snowball	

Deciduous Shrubs	No.
Showy Masmine	
Spirea	
Weigela	
Wisteria	
Viburnum	
Lilac	

VITA

Born September 25, 1941 to John Robert and Dorothy Cleo Ledford, a son, William Donald Ledford at Charleston, Tennessee. He was reared by two aunts and uncles: Lillian Grace (Ledford) Haven, Retha Marie (Ledford) Vassey, Jack Haven, and Edwin Vassey.

He attended Allen Grammar School at Cleveland, Tennessee and Bradley Central High School at Cleveland, Tennessee. He was granted the B. S. degree in agriculture with a major in horticulture from The University of Tennessee, Knoxville, in 1963.

The author is a member of The University of Tennessee Pre-Forestry Club, Horticulture Club, Plant Science Club, Alpha Zeta, and Independent Students Association. He has been employed by the County Road Department, Building Supply Company, United States Forest Service, jewelry stores, department store, assistant county agent and county agent in Polk County, Tennessee. He is also a member of the Tennessee National Guard.