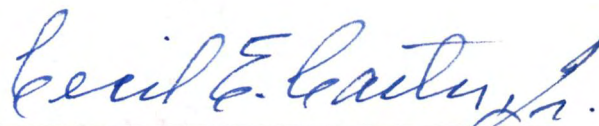


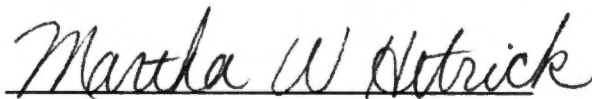
To the Graduate Council:

I am submitting herewith a thesis written by Carolyn Fox entitled "Relationships Between Tennessee Homemakers' Personal and Family Characteristics and Sources of Interior Design Information and Their Use of Recommended Interior Design Practices." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension.



Cecil Carter, Jr., Major Professor

We have read this thesis and
recommend its acceptance:



Accepted for the Council:



Vice Provost
and Dean of The Graduate School

STATEMENT OF PERMISSION TO USE

In presenting this thesis in partial fulfillment of the requirements for a Master's degree at The University of Tennessee, Knoxville, I agree that the Library shall make it available to borrowers under rules of the Library. Brief quotations from this thesis are allowable without special permission, provided that accurate acknowledgment of the source is made.

Permission for extensive quotation from or reproduction of this thesis may be granted by my major professor, or in his absence, by the Head of Interlibrary Services when, in the opinion of either, the proposed use of the material is for scholarly purposes. Any copying or use of the material in this thesis for financial gain shall not be allowed without my written permission.

Signature

Carolyn J. IX

Date

August 12, 1985

RELATIONSHIPS BETWEEN TENNESSEE HOMEMAKERS' PERSONAL AND FAMILY
CHARACTERISTICS AND SOURCES OF INTERIOR DESIGN INFORMATION
AND THEIR USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Carolyn Fox
August 1985

AG-VET-MED.

Thesis
85
. F682

ACKNOWLEDGMENTS

The author wishes to express appreciation for the assistance given by the many people who were associated with the author during the study. Special thanks is given to Berniece Atkinson and Jackie Donaldson, coworkers who became friends.

Sincere appreciation is given to her major professor, Dr. Cecil Carter, Jr., for his guidance and assistance in the study and writing of this thesis. Appreciation is given to Dr. Robert Dotson and Mrs. Martha Hetrick, members of the writer's graduate committee, for their helpful suggestions.

Acknowledgment and thanks go to the Jackson County Extension Staff for carrying extra responsibilities and never complaining.

Sincere thanks is given to Mr. A. C. Clark, her District Supervisor, who first suggested to her that she continue her education and who gave encouragement during the completion of her degree.

Most of all, the author wishes to express gratitude to her family -- her husband, Fuzz, and sons, Brooks and Brent, for their understanding, cooperation, patience, and love during the process of this study. And acknowledgments would not be complete without thanking her parents, who instilled in her high values and goals and especially to her mother who made sure her family was "fed" while she was away from them.

ABSTRACT

The major purpose of this study was to determine factors influencing the use and adoption of recommended interior design practices by Tennessee homemakers. This would give Extension Home Economists a better understanding of their clientele, which is so essential in helping agents program and disseminate information based on the needs of Tennessee people. Data were obtained through personal interviews with approximately 30 homemakers in each of the 81 Tennessee counties. A total of 2347 homemakers participated. The analysis of variance was used to determine the strength of relationships between dependent and independent variables.

It was concluded from the study results that relationships existed between certain homemaker characteristics and their use of recommended practices. Generally, homemakers using the highest percentages of practices: were married with one or both husband and wife employed; were younger (less than 50 years of age); and had a higher level of educational achievement.

Implications were that age, educational level, HDC membership, home ownership, future housing plans, and employment were factors which influenced the number of Extension contacts.

Although certain individuals may have had more contacts with Extension, they had not necessarily reported a greater percentage of practice use. For example, more contacts were made with older

homemakers, but fewer of these older homemakers were found to be using recommended practices.

Facts showed a positive relationship between homemakers' total scores on sources of information used and practice use. That is, the higher the total score, the higher the percentage of practice use; and the lower the score, the lower the practice use.

Newspaper, TV-radio, and information booklets appeared to have been helpful to Extension in reaching clientele.

Extension contacts by homemakers were significantly related in a positive manner to practice use. Implications were that contacts through group meetings, office and home visits, and phone calls had a positive influence on the use of recommended interior design practices by Tennessee homemakers.

Recommendations were made for future emphasis. Comparative studies conducted at regular intervals were suggested to indicate Extension's progress in the area of interior design education.

TABLE OF CONTENTS

CHAPTER		PAGE
I.	BACKGROUND AND PROBLEM.	1
	Introduction.	1
	Need for the Study.	2
	Purposes and Objectives of the Study.	3
	Limitations of the Study.	4
	Definition of Terms	4
II.	METHODS AND PROCEDURES.	6
	Study Organization.	6
	Population and Sample Studied	8
	Methods of Securing Data.	8
	Analysis of Data.	9
III.	REVIEW OF RELATED STUDIES	10
	Studies of Program Evaluation	10
	Factors Influencing Practice Adoption	15
	Studies of Extension's Role in Practice Adoption. . . .	18
IV.	RELATIONSHIPS BETWEEN PERSONAL AND FAMILY CHARACTER- ISTICS OF HOMEMAKERS AND THEIR USE OF RECOMMENDED INTERIOR DESIGN PRACTICES	24
	Personal and Family Characteristics of Homemakers Surveyed.	25
	Relationships Between Family Structure and Homemakers' Use of Recommended Interior Design Practices	29
	Relationships Between Employment and Homemakers' Use of Recommended Interior Design Practices.	49
	Relationships Between Age and Homemakers' Use of Recommended Interior Design Practices	70
	Relationships Between Educational Level and Homemakers' Use of Recommended Interior Design Practices.	88
	Relationships Between the Number of Extension Contacts and Homemaker Characteristics	109
V.	RELATIONSHIPS BETWEEN SOURCES OF INTERIOR DESIGN INFORMATION USED BY HOMEMAKERS AND THEIR USE OF RECOMMENDED INTERIOR DESIGN PRACTICES	123
	Sources of Interior Design Information Used by Homemakers.	124

CHAPTER	PAGE
Relationships of Newspaper, Radio-TV, Magazines, Information Booklets, Catalogues, and Friends and Relatives as Sources of Interior Design Informa- tion and Homemakers' Use of Recommended Interior Design Practices.	127
Relationships Between Newspaper as a Source of Interior Design Information and Homemakers' Use of Recommended Interior Design Practices.	145
Relationships Between TV-Radio as a Source of Interior Design Information and Homemaker's Use of Recommended Interior Design Practices.	163
Relationships Between Information Booklets as a Source of Interior Design Information and Homemakers' Use of Interior Design Practices.	181
Relationships Between the Kinds and Number of Extension Contacts and the Number of Recommended Interior Design Practices Used by Homemakers.	199
VI. SUMMARY OF MAJOR FINDINGS.	207
Purposes and Specific Objectives.	207
Method of Investigation	208
Method of Analysis.	208
Major Findings Regarding Relations of Respondent Practice Use and Respondent Characteristics and Extension Contacts.	209
Major Findings Regarding Relations of Respondent Information Sources, Extension Contacts and Practice Use.	217
Implications and Recommendations.	221
Recommendations for Further Study	222
BIBLIOGRAPHY.	224
APPENDIX.	228
VITA.	233

LIST OF TABLES

TABLE	PAGE
I. Personal and Family Characteristics of Homemakers Surveyed	26
II. Relationships Between Family Structure and Homemakers' Use of Recommended Interior Design Practices	30
III. Relationships Between Employment and Homemakers' Use of Recommended Interior Design Practices	50
IV. Relationships Between Age and Homemakers' Use of Recommended Interior Design Practices.	71
V. Relationships Between Educational Level and Home- makers' Use of Recommended Interior Design Practices . .	89
VI. Relationships Between the Number of Extension Contacts and Homemaker Characteristics.	110
VII. Sources of Interior Design Information Used by Homemakers	125
VIII. Relationships of Newspaper, Radio-TV, Magazines, Information Booklets, Catalogues, and Friends- Relatives as Sources of Information and Homemakers' Use of Recommended Interior Design Practices	128
IX. Relationships Between Newspaper as a Source of Interior Design Information and Homemakers' Use of Recommended Interior Design Practices.	146
X. Relationships of TV-Radio as a Source of Interior Design Information and Homemakers' Use of Recommended Interior Design Practices.	165
XI. Relationships Between Information Booklets as a Source of Interior Design information and Home- makers' Use of Recommended Interior Design Practices . .	183
XII. Relationships Between the Kinds and Numbers of Extension Contacts and the Number of Recommended Interior Design Practices used by Homemakers	200

CHAPTER I

BACKGROUND AND PROBLEM

I. INTRODUCTION

Under provisions of the 1914 Smith Lever Act, the Cooperative Extension Service exists to diffuse among the people of the United States useful and practical information on subjects related to agriculture and home economics, and to encourage application.

In Tennessee, the Cooperative Extension Service is dedicated to the development of people through informal methods of instruction. Characterized by its unique partnership, it unites federal, state, and county governments, as well as the United States Department of Agriculture and the State Land Grant College, for example, The University of Tennessee, Knoxville, in a common goal of education.

In the role of educators, Tennessee county Extension agents serve a variety of clientele and employ a wide range of methods in an effort to reach as many people as possible. Extension agents assist people to utilize more fully their own resources in solving problems and in meeting changing economic and social conditions.

This particular study was concentrated on a group of randomly selected Tennessee homemakers who provided information about their personal characteristics, their use of interior design practices, the number of contacts they had with Extension agents, and the sources of information they used for interior design.

Interior design was selected as a study area because a pleasing home environment plays an important role in the health, comfort, and lifestyle of families in Tennessee. The use of recommended interior design practices has a definite effect on other phases of home economics and family living (i.e., consumer buying, home management, kitchen planning, energy conservation, sewing construction, long-range planning).

Because Extension agents in Tennessee have the responsibility for planning and disseminating information to clientele, they must know if recommended practices are being utilized, who among the potential homemakers are being reached, and what effect the number of Extension contacts has on practice adoption.

II. NEED FOR THE STUDY

Quality Extension Programs is a major concern of every Tennessee Extension home economist. As Extension professionals, we should be providing educational programs that are wanted and needed by the people we serve. It is essential to know what factors influence homemakers to use the services that Extension offers. This information should help Tennessee Extension agents improve their educational programs so that a greater number of homemakers may receive even more benefit from Extension programs. This is particularly important since it has been noted that the homemaker having the greatest need is often the one most difficult to reach and teach.

III. PURPOSES AND OBJECTIVES OF THE STUDY

The quality of home life is enhanced or influenced by the use of recommended interior design practices. The major purpose of this study was to determine associations between certain factors and the use and adoption of recommended interior design practices by selected Tennessee homemakers. This information was seen as being useful and necessary for proper program development and evaluation.

The specific objectives of the study were:

1. To characterize the interior design homemaker audiences in selected Tennessee counties.
2. To determine the relationships between homemaker characteristics and their use of recommended interior design practices.
3. To determine the relationships between homemaker characteristics and the number of contacts they had with Extension.
4. To determine the relationships between the number of Extension contacts reported by homemakers and their use of recommended interior design practices.
5. To determine what sources of interior design information were being used by homemakers, and the relationships between these sources of information and their use of recommended interior design practices.

This study should give Extension Home Economists a better understanding of their clientele, which is so essential in helping

these agents to program and disseminate information based on the needs of Tennessee people.

IV. LIMITATIONS OF THE STUDY

This study was limited to the analysis of data available in the Interior Design Survey conducted in the Fall of 1983. Data were secured by Extension agents through personal interviews with 2443 homemakers in 81 Tennessee counties. Information about the number of Extension contacts reported by the homemakers was for the 12-month period prior to the interview date. Types of Extension contacts were limited to general Extension meetings, office and/or home visits, telephone calls, and newsletters. Other factors which were limited had to do with those characteristics describing the homemaker, her family, and her home situation. Recommended interior design practices were limited to those 36 practices recommended by the Extension Interior Design Section at The University of Tennessee, Knoxville, having to do with planning, selection, buying, maintenance, design, renovation, construction, and care of home furnishings.

V. DEFINITION OF TERMS

For a common understanding between the writer and reader, certain terms used in this study are defined as follows:

Dependent Variable -- The variable which one wishes to explain as a function of other variables.

Evaluation -- A process of judging the worth, value, or meaning of something using relevant information and relating it to predetermined standards or criteria.

Extension Contact -- The number of general Extension meetings attended, number of Extension interior design meetings attended, number of office visits and telephone calls made to the county Extension office, the number of home visits, and newsletters, both general and concerning interior design, received by the homemaker in a 12-month period of time.

Home Demonstration Club (HDC) Member -- An individual enrolled in an active home demonstration club under the direction of the Tennessee Agricultural Extension Service.

Homemaker -- An individual having the primary responsibility for establishing and maintaining the home environment in a family context.

Independent Variable -- The variable used to explain a change on the dependent variable.

Practice -- A research verified and commonly accepted procedure or task which, if performed on a regular basis, will increase or help insure a desired outcome or return.

Special Interest Member -- Not a member of an organized home demonstration club. Attends meetings, workshops, seminars, etc., for specific subject matter of interest to the individual.

CHAPTER II

METHODS AND PROCEDURES

I. STUDY ORGANIZATION

The study was organized into two chapters of findings. The first of these two chapters (i.e., Chapter IV) was designed to determine possible relationships between personal and family characteristics of homemakers and their use of recommended interior design practices. This chapter was divided into six sections for analysis and reporting. Section I presents data characterizing the homemakers in the survey audience by personal and family characteristics. Section II presents facts regarding family structure in an attempt to determine the relationships between the homemaker's family structure and practice use. Section III presents information concerning employment status of the homemaker. An effort is made to determine if employment influenced the use of practices by homemakers. Section IV presents facts concerning the age of the homemakers surveyed. The purpose of this section was to determine if relationships existed between the age of the homemaker and practice use. Section V presents data relating to the educational level of the homemaker in an effort to determine relationships between educational level and practice use. Section VI presents information relating to the relationship between the number of Extension contacts and homemaker characteristics.

Chapter V was designed to determine what sources of interior design information were being used by homemakers and the relationship between those sources of information and their use of recommended interior design practices. Findings were presented in six tables with each table constituting a section. Section I presents data concerning homemakers' frequency of use of six different sources of interior design information. Section II presents facts regarding homemakers' scores on total sources used for interior design information in an attempt to determine the relationships between the score and the use of recommended interior design practices. Section III presents information concerning the use of newspaper as a source of interior design information in an effort to determine if use of newspaper influences the use of practices by homemakers. Section IV presents facts concerning the relationships between using TV-radio as a source of information and homemakers' use of recommended interior design practices. Section V presents facts regarding the relationships between using information booklets as a source of interior design information and use of recommended interior design practices by homemakers. Section VI presents data relating the numbers of reported Extension contacts to the use of recommended practices. The purpose was to determine whether or not contacts were associated with practice use.

II. POPULATION AND SAMPLE STUDIES

The population of the survey included homemakers from three audiences: Home Demonstration Club Members, Special Interest Members, and Other homemakers not fitting clearly into either of the two major categories. Data were collected from a total of 2347 homemakers in 81 Tennessee counties for use in the study. A breakdown of the total group showed 1664 HDCM, 321 Special Interest, and 362 Other homemakers.

Random sampling was done on a county basis with Extension agents each conducting approximately 30 personal interviews with homemakers. The Nth number technique of random sampling was used. The survey population included all homemakers. Names of potential individuals were obtained from up-to-date Extension mailing lists and the list of general homemakers in each county.

III. METHODS OF SECURING DATA

Interior Design specialists, Extension Education specialists, and other Extension personnel were responsible for developing the 1983 Tennessee Interior Design Survey Instrument (see Appendix). Survey forms and procedures were provided to Extension agents in all Tennessee counties, except Lake County, during the Fall of 1983. Using the Nth number sampling technique previously mentioned, Extension home economists scheduled and conducted interviews with randomly selected homemakers. During personal interviews, agents recorded homemakers' appropriate responses to survey questions. Interviews were conducted during October through December, 1983.

IV. ANALYSIS OF DATA

After county survey data were collected, responses were forwarded to the State Extension Office where computer cards were punched for statistical analysis by the University of Tennessee Computer Center.

Information was tabulated by frequency counts. The chi-square (χ^2) test, and one way analysis of variance F test were used to determine relationships between selected dependent and independent variables. The .05 probability level was accepted as being statistically significant.

CHAPTER III

REVIEW OF RELATED STUDIES

This chapter considers available literature related to: 1) program evaluation, 2) factors influencing practice adoption, and 3) Extension's role in practice adoption.

Limited research was available that specifically related to adoption of recommended interior design practices or factors that would influence the adoption of recommended interior design practices.

Little information was available concerning Extension contacts in the area of interior design. Most of the material was related to farm operation. However, because the primary concern of this study was to discover what types of individuals were being served by Extension and whether Extension contacts helped to increase practice adoption, even farm related material was found to be beneficial in establishing Extension's influence on the quality of family living.

Particularly helpful to this study were previous studies done by Julia F. Speer, Betty Ray Webb, and Melvin Haskell Arnett.

I. STUDIES OF PROGRAM EVALUATION

Extension educators are commonly known as catalysts for change. To bring about this change, they must know what educational programs are wanted and needed by their clientele and what teaching methods will effectively bring about the intended change. Thus, evaluation is used to determine if programs fill the need.

Evaluation of any educational activity is a difficult process. This is particularly true in the case of an individualized, specific, and intensified teaching situation of the change agent. A major problem of change agent evaluation is the development of adequate criteria and evidence. Like any other educator, the change agent must gather evidence to evaluate the appropriateness, the effectiveness, and the efficiency of his programs. Evaluation does take special effort, but any project or program worth doing is worthy of some form of evaluation (20:14, 19).

Properly used, evaluation can be -- and should be -- more than a tool for measuring performance and establishing value. For this reason, evaluation is a major tool of the change agent in improving his own effectiveness and efficiency, and thus, in maximizing his contributions to his clientele and to society (20:21).

Evaluation in Extension is done in terms of progress made toward attainment of stated objectives and goals, the establishment of benchmarks, and making progress. Checks through use of practice checklist surveys and other studies provide result or change data available for evaluative and reporting purposes (5:56).

The complexity of program development has been reduced in Tennessee through the implementation of improved evaluative instruments and approaches. The practice checklist is one such instrument. A descriptive study, concerned with the problem of determining the situation in Tennessee regarding the practice checklist approach to establishing educational priorities and evaluating progress, was

conducted by Carey during 1974-75. This included describing and analyzing procedures being followed at the time of the study to obtain and use benchmark and progress check data. A brief history of the Tennessee system of data collection and program development was outlined. He revealed that our modern practice checklist evolved over a 20-year span. It resulted as Tennessee Extension workers and administration became aware of the ever increasing importance of the demands and requirements of directors, legislators, tax payers, and others to justify appropriations and expenditures and from the concern and need to continually strive to improve educational programs (5:46).

During the early 1960's, Tennessee joined with other states in a nation-wide effort to establish a systematic means of collecting data that would improve the program development process. The Tennessee approach to program development emerged and became policy. Since that time, the system has been seen to consist of four inter-related parts, namely:

1. four-year educational programming planning
2. making the plan of action
3. program execution or teaching
4. program evaluation

Specific practice checklists replaced broad, general type surveys as the instrument to gather data for use in program planning and evaluation in the various subject matter areas. Although the first checklists were lengthy and detailed, gradual improvements

have continued, and presently, agents are able to use survey instruments more effectively and efficiently to collect accurate data in most of the work or audience areas important in Tennessee (5:50).

The role of the practice checklist surveys in program development is: 1) to collect accurate, reliable and valid information to serve as the basis for program planning, and 2) to provide progress check information in order to evaluate program progress and effectiveness. This allows county staffs to plan and evaluate their programs in order to better recognize and meet the needs of the people in their counties (5:58).

Periodically, Extension has been the focus of evaluations at the national level in the form of the "Scope," Kepner, and other reports. Pigg believes Extension can expect to be participating in more frequent, perhaps even annual evaluations on a large scale in the future. This perspective on the current situation was given following his efforts and involvement in completing a portion of the national evaluation project for Congress (15:7).

The focus of evaluation has changed over the past couple of decades. In the early 1960's, the focus was primarily on objectives, and addressed the question: "Does this program meet its stated objectives?" Later, the focus shifted to needs, and the question became: "Does this program meet the needs of those it was intended to serve?" More recently, "impact evaluations" have emerged

that ask for an evaluation of the "overall impact" of each program under consideration -- including impacts that may have been unintended. Users are more interested in the question: "What are the social and economic consequences of these individual impacts?" Also there are noticable changes in the nature of acceptable evidence in evaluation. A strong demand for "harder" evidence -- evidence that is obtained by more systematic or scientific methods is becoming more evident (14:9,10).

One of the primary implications of the discussion thus far is that criteria for usefulness of evaluative information have changed, and this means the "model" of evaluation used by Extension must meet the new standards.

Because we do not have the resources to do everything and please everyone, at least the odds of doing something and pleasing someone can be increased by spending our resources on demonstrably effective programs.

One of the latest tools of the trade is called the Narrative Accomplishment Reporting System -- NARS, for short. Since 1981, write-ups of successful state and county Extension programs have been stored in the NARS computerized database. NARS has evolved from a system designed to strengthen accountability and evaluation information at the national level into a tool that helps Extension staffs discover cost-effective methods for planning, delivering, and evaluating programs at state and local levels.

All agree that Extension professionals should be providing educational programs that are wanted and needed by people served. Evaluation

can help determine what is wanted, needed, and useful to the people to be served.

A message is being heard throughout the Extension organization . . . A message that evaluation is a "must do"! No longer can it be taken for granted that programs are good and appropriate. In an era of accountability, Extension must be able to defend who and how people are being served (1:8). Therefore, evaluation must play a prominent role -- helping the organization to know what's happening with programs so it can be more responsible, effective, and efficient in its operations.

II. FACTORS INFLUENCING PRACTICE ADOPTION

Those planning Extension programs must be constantly sensitive to changes in social customs, to changes in consumer demands, and to new developments on the market. This involves the constant need to sharpen tools for collecting, analyzing, interpreting, and dispensing information. Several factors have been found to influence the acceptance and adoption of new ideas and technology.

Rogers classified people according to their tendency to try and adopt new ideas. People who have a tendency to be the first to try and adopt new ideas are classified as "innovators." "Non innovators" are considered to be those not among the first to try out and adopt new ideas. "Innovators" differ from the "majority" in that they have more education, are younger, participate in more formal ways

and have higher social status. They tend to become aware of innovations and reach adoption decisions more quickly (15:69).

Research findings show that people adopt new ideas or practices at different times (9:3). The acceptance of a new idea involves a sequence of thoughts and actions. The stages in the adoption process include: awareness, interest, evaluation, trial and adoption. At the "awareness" and "interest" stages, mass media and group contacts are important. At the "evaluation" and "trial" stages, agricultural agencies, neighbors, and friends are most important.

Rogers and Beal defined personal influence as an important factor affecting practice adoption as communication contacts involving direct face-to-face exchange between the sender and the receiver (16:329). Four reasons were cited for its importance: 1) in most cases, people who interact tend to have similar values, a common level of discourse and are important referants to each other; 2) not only information, but degrees and intensities of feelings are communicated; 3) two-way communication is possible and gives the receiver an opportunity to clarify or seek additional information; and 4) personal contact normally has a greater impact on the individual than group or mass media, especially when people are at the "trial" or "adoption" stages.

Practice adoption is influenced by the aspirations and capabilities of the person involved. Aspirations are usually reflected in goals, values, and means of achievement. Capabilities include

general knowledge and skills which may be related to age, formal education, social economic status, and social contacts (9:8).

Lionberger stated that the speed with which adoption of recommended practices takes place is partly dependent upon the practice itself. Generally speaking, the more complex the practice, the more slowly it will be adopted; while the more compatible the practice is with existing methods used, the more likely that it will be adopted (11:104).

Bonser's research in Tennessee showed that when homemaker's scores for adoption of homemaking practices were studied in terms of sources of information considered most helpful, some relationship existed between the adoption of homemaking practices and the number of sources of information. The more sources of information a homemaker had, the greater the adoption of practices (4:19).

U.S. Census 1980 reports indicate that over 50% of women between 20 and 65 years of age are now in the labor force. Projections show an additional 22% increase by 1990. One reason for the dramatic increase in the number of employed homemakers is inflation. Other reasons include personal satisfaction, contact with people, and a feeling of usefulness (19:8).

Planning educational programs for the employed homemaker is a cause of concern to many county home economists and specialists.

A study by Sweeten and Ladewig was conducted to gain an understanding of the continuing educational needs of the employed homemaker.

Two conclusions were reached. First, the working homemaker was very conscious of both her time and the needs of her family. Second, employed homemakers relied heavily on written materials, agent newsletters, and newspaper articles for information. Surveys were used to help identify program areas, and develop programs to fit the real needs of a particular audience (19:12).

Beal and Rogers recognized the rapid advances of science and technology and the implications for homemaking and the problems of how to diffuse these ideas and practices to homemakers, both innovators and non innovators (16:630).

It was implied that mass media seemed to be very effective in informing homemakers that a new practice existed, but were less effective in persuading homemakers to try such a practice. Homemakers were not influenced as much by outside sources when approaching the adoption stage as they were by the results of their own trial (16:634).

III. STUDIES OF EXTENSION'S ROLE IN PRACTICE ADOPTION

Extension professionals are vitally concerned with improving the quality of life for their clientele. Abundant material was found relevant to practice adoption and Extension contacts. Most of the material dealt with farm organization and operation rather than home economics. However, because of the nature of the study and its purposes the material found to be beneficial in establishing Extension's influence in practice adoption was included.

Studies reviewed under this heading support the idea that Extension does indeed have a positive influence on the use of recommended practices.

Wilson and Gallup reported that the extent to which homemakers had contacts with members of the Extension staff largely determined the adoption of recommended practices. Also, Extension workers' selection of teaching methods was seen to stimulate motivation and to increase opportunities for people to make contact with Extension personnel (22:24).

They further contended that certain factors influenced the adoption of practices while other did not (22:22). They noted that age was not an important factor in practice adoption. Women over 50 years of age adopted as many practices as a result of Extension teaching as did women of 30 years and younger. However, previous educational training and socio-economic status did make a difference. Women with more home economics training and with high socio-economic status tended to adopt more recommended practices.

Much Tennessee practice adoption material related to agriculture was found relevant to Extension contacts. Freeman found in his study of Tennessee dairy producers, that with more Extension contacts there was greater adoption of recommended dairy practices (6:182). Gordon also found a positive relationship between Extension contacts and practice use in a survey conducted among Haywood County, Tennessee feeder pig producers (7:79). He found that if producers

were expanding their operations they had more contacts with Extension and more contacts in turn influenced the use of recommended practices.

Rutter studied beef producers located in 58 Tennessee counties. He found a significant positive relationship between the use of 13 recommended beef production practices and the total number of contacts producers had per year with Extension Agents. Beef producers averaged attending 2.8 Extension meetings, 1.1 Beef Extension meetings, 4 visits to the Extension office, 5.5 telephone calls to Extension and 3.5 farm visits by Extension agents (17:82).

McClemore surveyed the total number of contacts of swine producers in 57 Tennessee counties. He found that the total number of contacts producers had with Extension was significantly related to their use of 23 of the 25 recommended swine production practices studied. Producers who were using the recommended practices had made a significantly larger number of total contacts with Extension than those who were not using the practices (13:69). Implications were that either Extension was spending time contacting producers who were already using the recommended practices or that producers were using the practices as a result of the Extension contacts. In either case, he concluded that it was important that Extension make more effort to reach those producers who had fewer contacts in the past (13:70).

In the area of home economics, Julia Speer concluded from her 1979 study results that the number of Extension contacts was primarily influenced by age, employment status, home ownership, and HDC membership (18:75). Younger homemakers exhibited a greater tendency to follow recommendations in the use of interior design practices. Likewise, the better educated, married homemakers, with a better than average income had about the same number of Extension contacts as other homemakers, but had used more of the recommended practices. Extension contacts by all homemakers were significantly related in a positive manner to ten of the seventeen recommended interior design practices.

The other seven practices were also beneficially influenced by Extension contacts but not significantly (18:76).

All mass media efforts appeared to have been helpful to reaching Extension clientele. Likewise, personal interaction between Extension agents or leaders and homemakers played an overall positive role in establishing contacts and influencing practices changes (18:76).

Klaeser compared clothing surveys from two time periods using a homemaking audience from District I counties in Tennessee. After comparing their levels of practice use, she concluded that homemakers that homemakers in the second survey audience conducted five years later than the first, used a greater number of clothing practices and more often listed Extension as a helpful source of clothing information. Where there was less agent time spent and fewer contacts the

practices in certain subject related areas were correspondingly weak (10:59).

Webb did a study on the influence of personal and family characteristics of Home Demonstration Club members and employment and the number of contacts they had with Extension agents in Tennessee. HDCM from 67 Tennessee counties were surveyed. Her study revealed significant relationship between the following:

1. Age and the mean number of Extension meetings attended, the mean number of visits to the County Extension office, the mean number of telephone calls made to the County Extension office and the mean number of total Extension contacts.
2. Marital status and the mean number of telephone calls made to the County Extension office and the mean number of home visits received from agents.
3. Educational level and the mean number of Extension meetings attended.
4. Employment and the mean number of Extension meetings attended and the mean number of visits to the County Extension office (21:84-88).

Arnett did a study of the influence of personal and family characteristics of adult male clientele on the number of telephone calls and office visits they made to the Extension office. Records

of 203 incoming calls and office visits were kept over a 3-year period and revealed the following:

1. Age, race, and whether or not the farmer was full-time or part time did not influence the number of visits made to the Extension office.
2. Education of the farmer was related to the number of office visits he made. Those who had attended high school or college made a larger number of office visits than did those completing eight or fewer grades.
3. There was a significant association between the number of office visits made and the following: employment of wife, wife being a HDCM, the farmer serving as a 4-H Club leader, and his attendance of Extension meetings. Farmers who made a larger number of office visits tended to have wives who were not employed and who were HDCM.
4. The number of telephone calls made to the Extension office was not significantly related to age, education, race, or farming status. Furthermore, number of telephone calls was not associated with employment of wife, wife being a HDCM, having children in 4-H, or being a member of the Farm Bureau or Grange.

CHAPTER IV

RELATIONSHIPS BETWEEN PERSONAL AND FAMILY CHARACTERISTICS
OF HOMEMAKERS AND THEIR USE OF RECOMMENDED INTERIOR
DESIGN PRACTICES

The purpose of this chapter is to present findings that show the relationships between personal and family characteristics of homemakers and their use of recommended interior design practices. These findings are presented in six tables with each table constituting a section.

Section I presents data characterizing the homemakers in the survey audience by personal and family characteristics.

Section II presents facts regarding family structure in an attempt to determine the relationships between the homemaker's family structure and practice use.

Section III presents information concerning employment status of the homemaker. An effort is made to determine if employment influences the use of practices by homemakers.

Section IV presents facts concerning the age of the homemakers surveyed. The purpose of this section is to determine the relationships between the age of the homemaker and practice use.

Section V presents data relating to the educational level of the homemaker in an effort to determine relationships between educational level and practice use.

Section VI presents information relating to the relationship between the number of Extension contacts and homemaker characteristics.

I. PERSONAL AND FAMILY CHARACTERISTICS OF HOMEMAKERS SURVEYED

Personal characteristics studied include those factors which describe the homemaker and her role in the family. Included were family structure, employment, age, and educational level. Other characteristics which help to describe the homemaker's family situation include the type of audience in which the homemaker made Extension contacts, present housing, and future housing plans. Table I characterizes the types of homemakers being reached through Extension's educational efforts.

Family Structure

One characteristic used to describe homemakers is family structure. Homemakers were classified as to marital status and whether they have children living at home. The largest number of respondents (84.6%) were married. Of the total, 44.3% were married with children at home, and 40.3% were married and had no children at home. Of those 15.4% who were single, 12.4% had children at home, while 3% did not.

Employment

Homemakers were surveyed as to their employment status. Findings indicated that 24.9% of homemakers were married with both husband

Table I. Personal and Family Characteristics of Homemakers Surveyed

Subject Identification	Number	Percent
Extension Audience		
Home Dem. Club Members	1664	70.9
Special Interest	321	13.7
Other	362	15.4
Total	2347	100.0
Age		
20-29	213	8.9
30-39	473	19.7
40-49	408	17.0
50-Over	1305	54.4
Total	2399	100.0
Family Structure		
Married, no children	940	40.3
Married, children	1033	44.3
Single, no children	290	12.4
Single, children	70	3.0
Total	2333	100.0
Educational Level		
Elementary	160	6.8
High School	1312	55.6
College	646	27.4
Voc. School	146	6.2
Post Graduate	95	4.0
Total	2359	100.0
Housing		
Own Home	2161	89.7
Rent Home	177	7.3
Own Mobile Home	72	3.0
Total	2410	100.0
Future Housing Plans		
Same	1662	70.3
Remodel - 5 years	361	15.3
Build - 5 years	133	5.6
Move - 5 years	207	8.8
Total	2363	100.0

Table I. (Continued)

Subject Identification	Number	Percent
Employment		
Married, both work	575	24.9
Married, one works	897	38.8
Married, both unemployed	440	19.0
Single, employed	162	7.0
Single, unemployed	236	10.2
Total	2310	100.0

and wife working, while 38.8% were married with only one member of the family working. Nineteen percent of the respondents were married with both husband and wife unemployed. Single, unemployed persons totaled 10.2% and single employed were 7% of the total.

Age

Of the total respondents, 54.4% were 50 years of age or older. Of the remaining number, only 8.9% were in the age group 20-29. Homemakers aged 30-39 years made up 19.7% of the group, and 17% were 40-49 years of age.

Educational Level

The largest number of respondents (55.6%) had a high school education. Other figures indicate that 27.4% had completed college and 4% had post college work. Those having attended vocational school accounted for 6.2% and those who attended elementary school only 6.8%.

Extension Audience

Members of home demonstration clubs accounted for the largest group of respondents, 70.9% of the total number. Members of special interest groups accounted for 13.7%. The remaining 15.4% were reached through other Extension contacts.

Present Housing

Of the total respondents, by far the largest number (89.7%) owned their homes. Others indicated that 7.3% rented their homes, and 3% owned a mobile home.

Future Housing Plans

Responding to plans for changing housing in the next five years, 70.3% related no plans for change. Plans for remodeling their present homes were indicated by 15.3%. Homemakers planning to build a new home totaled 5.6%, and those planning to move to another location were 8.8%.

II. RELATIONSHIPS BETWEEN FAMILY STRUCTURE AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

This section deals with the relationships between family structure and use of recommended interior design practices. Table II shows findings regarding the relationships between practice use and four independent variables. The independent variables are: 1) married, no children at home, 2) married, children at home, 3) single, no children at home, and 4) single, children at home. The largest percent of respondents (84.6%) were married. Of those married, 44.3% had children at home, and 40.3% had no children at home. Single homemakers who had children at home comprised the next largest group at 12.4%. The smallest group was single homemakers with no children at home, only 3%. The recommended practices were categorized under 8 broad classes which are: practices related to long-range planning, inventory, existing interior design analysis, budget, selection and purchase, consumer buying, principles of art and design, and care of interior furnishings. There was a total of 36 practices.

Table II. Relationships Between Family Structure and Homemakers' Use of Recommended Interior Design Practices

Recommended Practice	Family Structure %				Probability	
	Married no child N=940	Married children N=1033	Single no child N=290	Single children N=70	χ^2	P
Long-Range Planning						
Have long-range plan						
No	44.6	31.4	53.2	44.6		
Yes	55.4	68.6	46.8	55.4	59.1	.001
Each family member involved						
No	34.9	41.8	40.9	50.0		
Yes	65.1	58.2	59.1	50.0	10.94	.01
Plan includes members' interests and activities						
No	27.3	19.6	34.0	35.3		
Yes	72.7	80.4	66.0	64.7	25.04	.001
Plan includes future needs and interests						
No	26.8	14.6	34.5	31.5		
Yes	73.2	85.4	65.5	68.5	58.0	.001
Inventory						
Plan to keep, replace, or recondition furniture						
No	20.2	17.8	22.7	22.1		
Yes	79.8	82.2	77.3	77.9	4.32	.23
Plan in advance of purchase						
No	12.3	13.3	12.0	12.1		
Yes	87.7	86.7	88.0	87.9	0.60	.89
Existing Interior Design Analysis						
Carry out basic theme						
No	28.4	24.0	34.2	30.9		
Yes	71.6	76.0	65.8	69.1	13.3	.004
Family activities defined by areas						
No	25.8	23.8	27.5	33.3		
Yes	74.2	76.2	72.5	66.7	4.16	.24
Private and group activity areas						
No	24.1	23.2	25.8	30.8		
Yes	75.9	76.8	74.2	69.2	2.46	.48

Table II. (Continued)

Recommended Practice	Family Structure %				Probability	
	Married no child N=940	Married children N=1033	Single no child N=290	Single children N=70	χ^2	P
Furnishings support family activities						
No	15.0	15.6	23.3	18.5		
Yes	85.0	84.4	76.7	81.5	11.32	.01
Adequate lighting						
No	30.3	35.9	27.0	30.8		
Yes	69.7	64.1	73.0	69.2	11.52	.01
Furnishings suitable						
No	7.1	7.3	11.4	13.6		
Yes	92.6	92.7	88.6	86.4	8.75	.03
Budget						
Does family plan budget						
No	63.8	55.5	62.0	60.6		
Yes	36.2	44.5	38.0	39.4	14.53	.002
Allot certain amount for furnishings						
No	61.3	65.7	66.5	68.9		
Yes	38.7	34.3	33.5	31.1	3.26	.35
Selection and Purchase						
Check for imitation						
No	3.4	3.4	3.2	7.1		
Never	1.3	1.1	1.8	1.4		
Sometimes	44.3	46.6	47.7	45.7		
Always	51.0	48.9	47.3	45.7	5.46	.79
Check for durability and strength						
No	1.0	.5	.3	.0		
Never	1.8	1.4	1.0	2.9		
Sometimes	23.2	23.6	27.0	31.4		
Always	74.0	74.6	71.6	65.7	8.55	.47
Select appropriate finishes						
No	2.0	.6	.7	4.3		
Never	1.5	1.5	2.1	4.3		
Sometimes	30.9	28.4	34.8	20.3		
Always	65.6	69.5	62.4	71.0	25.34	.002

Table II. (Continued)

Recommended Practice	Family Structure %				Probability	
	Married no child N=940	Married children N=1033	Single no child N=290	Single children N=70	χ^2	P
Check joints, seams, etc., for durability						
No	3.4	1.7	2.8	4.3		
Never	1.1	2.1	2.4	4.3		
Sometimes	37.6	39.7	36.3	41.4		
Always	57.9	56.5	58.5	50.0	15.23	.08
Select functional, aesthetic materials						
No	2.3	1.1	2.1	4.3		
Never	1.1	1.3	.4	2.9		
Sometimes	36.0	37.4	35.8	37.7		
Always	60.7	60.3	61.8	55.1	11.28	.25
Check function with needs						
No	.9	.8	2.1	2.9		
Never	1.4	1.4	.3	2.9		
Sometimes	27.9	28.8	28.7	29.0		
Always	69.8	69.1	68.9	65.2	10.13	.34
Consider care and cleaning						
No	1.3	.6	2.4	1.4		
Never	1.5	1.1	1.0	1.4		
Sometimes	23.2	22.3	24.1	25.7		
Always	74.1	76.0	72.4	71.4	9.36	.40
Consumer Buying Practices						
Learn about products before purchase						
Not so good	5.7	4.9	8.0	5.9		
Fair	55.9	58.9	54.9	60.3		
Excellent	38.4	36.3	37.1	33.8	5.95	.42
Shop around						
Not so good	3.9	2.3	5.2	2.9		
Fair	32.4	33.9	35.2	26.1		
Excellent	63.7	63.8	59.7	71.0	9.89	.12

Table II. (Continued)

Recommended Practice	Family Structure %				Probability	
	Married no child N=940	Married children N=1033	Single no child N=290	Single children N=70	χ^2	P
Read tags and labels						
Not so good	3.8	1.7	4.2	5.7		
Fair	28.5	32.6	30.3	27.1		
Excellent	67.7	65.7	65.5	67.1	14.97	.02
Consider guarantee, service, etc.						
Not so good	3.0	4.1	3.2	7.2		
Fair	28.4	32.4	30.9	29.0		
Excellent	68.6	63.5	66.0	63.8	8.80	.18
Inspect, ask questions						
Not so good	3.0	2.9	3.5	8.7		
Fair	29.2	33.2	31.7	20.3		
Excellent	67.8	63.9	64.8	71.0	13.67	.03
Select stores for reputation						
Not so good	2.7	2.4	6.7	5.8		
Fair	29.0	34.8	27.7	37.7		
Excellent	68.3	62.7	65.6	56.5	25.59	.001
Principles of Art and Design						
Objects in proportion to room size						
No	5.1	3.7	4.5	4.4		
Yes	64.5	62.3	62.2	64.7		
Somewhat	30.4	34.0	33.3	30.9	4.98	.54
Focal point in room						
No	6.7	8.7	9.8	8.8		
Yes	56.3	50.0	56.6	55.9		
Somewhat	37.0	41.2	33.6	35.3	12.45	.05
Object placement balanced						
No	5.8	5.4	6.0	5.9		
Yes	61.7	56.0	59.6	57.4		
Somewhat	32.5	38.5	34.4	36.8	8.07	.23

Table II. (Continued)

Recommended Practice	Family Structure %				Probability	
	Married no child N=940	Married children N=1033	Single no child N=290	Single children N=70	χ^2	P
Specific color scheme						
No	3.6	3.5	5.6	8.8		
Yes	67.1	70.3	64.2	64.7		
Somewhat	29.2	26.2	30.2	26.5	10.54	.10
Surface texture compatibility						
No	8.4	7.5	12.6	5.9		
Yes	52.0	45.3	49.0	45.6		
Somewhat	39.6	47.2	38.5	48.5	20.61	.002
Care						
Follow manufacturer's recommendations						
Never	2.9	1.3	4.5	8.7		
Occasionally	32.8	33.5	33.2	36.2		
Frequently	64.3	65.3	62.2	55.1	23.31	.001
Turn detachable pillows						
Never	3.3	4.1	4.9	7.1		
Occasionally	32.8	32.2	38.0	34.3		
Frequently	63.9	63.7	57.1	58.6	7.74	.25
Clean with vacuum						
Never	6.2	5.9	10.5	8.7		
Occasionally	38.4	41.5	41.8	42.0		
Frequently	55.4	52.5	47.7	49.3	11.89	.06
Wipe spills, treat stains immediately						
Never	1.9	1.5	2.1	1.4		
Occasionally	12.5	14.7	14.2	15.9		
Frequently	85.5	83.9	83.9	82.6	3.04	.80

Long-Range Planning

One of the characteristics of a homemaker who purchases wisely is that she uses a plan when selecting and buying home furnishings. Homemakers were asked to respond to four questions dealing with long-range planning. Family structure was found to be significantly related to each of the four practices.

Have long-range plan. By far, the group answering yes to this practice most often (68.6%) was the group of homemakers who were married with children at home. In comparison, other groups responded positively as follows: married, no children and single, with children (55.4%); single, no children (46.8%). These differences indicate significance ($p < .001$).

Each family member involved. Married homemakers with no children at home indicated that 65.1% of them involved each family member in their long-range plans. Other groups answering yes were: single, no children (59.1%); married, with children (58.2%); and single with children (50%). Observed differences were significant at the .01 level.

Plan includes members' needs and interests. Responses to the survey showed that 80.4% of homemakers married with children at home were using this practice. This compares to 72.7% of those married with no children, 66% of those single with no children, and 64.7% of those single with children. The relationship was significant ($p < .001$).

Plan includes future needs and interests. Again with this practice, family structure was found to be significant ($p < .001$). Married homemakers with children were more likely to use this practice (85.4%) than those married with no children (73.2%), single with children (68.5%) or single with no children (65.5%).

Inventory

Inventory is a method of evaluation which can be useful in determining future furnishing needs. Two practices were included in the survey related to inventory. Family structure was not found to be significantly related to whether homemakers had an inventory or used an inventory to plan furnishing needs or purchases.

Plan to keep, replace, or recondition furniture. Homemakers who were married and had children at home were more likely (82.2%) to have a plan for updating existing home furnishings than those married with no children (79.8%), single with children (77.9%), or single with no children (77.3%). The difference was not observed to be significant at the .05 level.

Plan in advance of purchase. Eighty-eight percent of single homemakers with no children indicated that they usually plan in advance their purchases of home furnishings. This compares similarly with single with children (87.9%), married with no children (87.7%), and married with children (86.7%). The difference was not significant at the .05 level.

Existing Interior Design Analysis

Decorating the home by expressing a certain mood and providing areas and furnishings which support family activities are part of the home decorating process. Homemakers were asked to answer yes or no to six questions related to the existing interior design of their homes. Four of the six practices were found to be related to the family structure of the homemakers surveyed.

Carry out basic theme. Significant difference ($p < .004$) exists between the family structure and whether homemakers carry out a basic theme in their interior furnishings. Married homemakers with children had the highest percentage of use at 76% and single with no children group had the lowest percentage of 65.8%. Other responses were: married homemakers, no children, 71.6% and single homemakers, with children, 69.1%.

Family activities defined by areas. All family structure groups responded positively to this practice. Family structure was not found to be significantly related. Of those homemakers answering yes, 76.2% were married with children at home, 74.2% were married with no children at home, 72.5% were single, no children, and 66.7% were single with children at home.

Private and group activity areas. Family structure was not found to be significantly related. While 76.8% of married homemakers with children answered yes, 75.9% of married homemakers with no

children at home, 74.2% of single homemakers with no children, and 69.2% of those single with children said their homes had areas for both private and group activities.

Furnishings support family activities. All family structure groups responded positively to this practice. Family structure was found to be significantly related ($p < .01$). Eighty-five percent of homemakers who were married and had no children at home reported their furnishings did support family activities. In comparison, 84.4% of married homemakers with children, 81.5% of single homemakers with children, and 76.7% of single homemakers with no children responded positively.

Adequate lighting. Seventy-three percent of those single homemakers who had no children at home see their home lighting as being adequate. This compares to 69.7% of those married with no children, 69.2% of those single who have children, and 64.1% of those married with children at home. The difference was significant ($p < .01$).

Furnishings suitable. High positive responses were noted for each group. Differences in responses were found to be significantly related to practice use ($p < .03$). Married homemakers had the highest percentage of usage: 92.9% of those with no children at home, and 92.7% of those with children. Single homemakers with no children reported 88.6% and single with children 86.4%.

Budget

Homemakers were asked if their family planned a budget for interior furnishings and if they did, whether they included a certain amount for furnishings. Findings showed a significant relationship between family structure and only one of the two budgeting practices.

Does family plan budget. Most families surveyed did not plan a budget. Of those who did have a budget, 44.5% were married and had children at home, 39.4% single and had children at home, 38% were single and had no children at home, and 36.2% were married with no children at home. The differences were significant ($p < .002$).

Allot certain amount for furnishings. Of those homemakers who had a budget, most did not include a certain amount for home furnishings. Married homemakers with no children report the budget percentage of usage at 38.7%. Other were: 34.3% of married homemakers with children at home, 33.5% of single homemakers with no children, and 31.1% of those single with children. The difference was not found to be significant at the .05 level.

Selection and Purchase

Homemakers responded to 7 practices related to their selection and purchasing skills by answering no, never, sometimes, or always. Facts indicate that family structure was significantly related to only 1 of the 7 practices.

Check for imitation. Positive responses were noted by each family structure type. However, differences did not prove to be

significantly related to practice use. Fifty-one percent of married homemakers with no children at home said they always checked products for imitation, 48.9% of those married with children at home check, 47.3% of those single with no children, and 45.7% of those single with children at home always check for imitation. The difference was not significant at the .05 level.

Check durability and strength. Survey results indicate that 74.6% of homemakers who were married and had children at home always check furnishings for durability and strength when shopping. Those homemakers married with no children at home reported 74% usage, 71.6% of single homemakers with no children, and 65.7% of single homemakers with children at home use the practice. These findings were not significantly related at the .05 level.

Select appropriate finishes. Homemakers single with children were more likely to select furnishings with appropriate protective finishes (71%). Other responses were: 69.5% of those married with children, 65.6% of those married with no children, and 62.4% of those single with no children. These differences were found to be significant ($p < .002$).

Check joints, seams, etc., for durability. The family structure was not found to be significantly related to this practice. Homemakers answered always in the following order: 58.5% of those single with no children, 57.9% of those married with no children,

56.5% of those married with children, and 50% of those single with children.

Select functional and aesthetic materials. Survey results show that 61.8% of single homemakers with no children, 60.7% of married homemakers with no children, 60.3% of married homemakers with children, and 55.1% of single homemakers with children select materials which are functionally and aesthetically pleasing. This relationship was not significant at the .05 level.

Check functions with needs. Family structure was not found to be significantly related to this practice. Homemakers answered "always" in the following order: married, no children (69.8%), married, children at home (69.1%), single, no children (68.9%), and single, children at home (65.2%).

Consider care and cleaning. Family structure was not found to be significantly related to whether respondents considered care and cleaning requirements of furnishings and finishes. Responses to the question showed that 76% of married homemakers with children at home, 74.1% of those married with no children at home, 72.4% of those single with no children at home, and 71.4% of those single with children always considered care and cleaning before purchase.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying practices. Homemakers rated themselves as not so good, fair,

or excellent on each practice. The family structure of homemakers was found to be significantly related to three of the six practices.

Learn about products before purchase. Homemakers surveyed thought they were fair on their use of this practice. Responses showed that 60.3% of single homemakers with children at home, 58.9% of married homemakers with children, 55.9% of married homemakers with no children at home, and 54.9% of single homemakers with no children at home rated themselves fair on learning about products before purchase. Family structure was not significantly rated to practice use.

Shop around. Family structure was not found to be significantly related to whether homemakers shopped around to compare quality and prices. Homemakers who were single and had children at home said that 71% of them were excellent at shopping around. This compares to 63.8% of married homemakers with children, 63.7% of those married with no children at home, and 59.7% of those single with no children at home.

Read tags and labels. Homemakers who were married and had no children at home responded positively to reading tags and labels with 67.7% rating themselves excellent. Homemakers who were single with children at home responded with 67.1%, married homemakers with children, 65.7% and single homemakers with no children at home 65.5%. Family structure was found to be significantly related to this practice use ($p < .02$).

Consider guarantees, service, etc. Regarding this practice use, the following excellent responses were recorded: 68.6% of married homemakers with no children at home, 66% of single homemakers with no children at home, 63.8% of those single with children, and 63.5% of those married with children at home. The observed differences were not found to be significant at the .05 level.

Inspect, ask questions. Responses to the survey indicated that 71% of the homemakers who were single and had children at home rated themselves excellent on their ability to inspect and ask questions before purchasing merchandise. The table also shows other responses of excellent from homemakers married with no children at home (67.8%), single homemakers with children (64.8%), and married homemakers with children at home (63.9%). Family structure was found to be significantly related ($p < .03$) to this practice use.

Select stores for reputation. Family structure was found to be significantly related ($p < .001$) to whether homemakers used this practice. Responses show that 68.3% of married homemakers with no children at home, 65.6% of single homemakers with no children at home, and 56.5% of those single with no children, rated themselves excellent on selecting stores based on their reputation for good quality merchandise and reasonable prices.

Principles of Art and Design

There are many principles of art and design. When adequately understood and used by homemakers they can create harmony in the

appearance of their homes. Homemakers responded to 5 survey questions concerning their use of principles of art and design in their homes. Two of the 5 practices were found to be significantly related to the family structure of the homemaker.

Objects in proportion to room size. Family structure was not shown to be significantly related to this practice. Homemakers who were single and had children at home answered yes to this question most often (64.7%). Other groups responded positively as follows: 64.5% of those married with children at home, 62.3% of those married with no children at home, and 62.2% of those single with no children at home.

Focal point in room. Responses to the survey showed that 56.6% of homemakers who were single with no children at home said their rooms have a main focal point. In comparison, married homemakers with no children at home reported 56.3%, single homemakers with children at home reported 55.9%, and married homemakers with no children reported 50%. Some significance was noted at $p < .05$.

Object placement balanced. Family structure was not shown to be significantly related to whether homemakers created balance by placement or location of objects. Homemakers who were married and had no children at home gave 61.7% yes answers, 59.6% of those single with no children, 57.4% of those single with children at home, and 56% of those married with children at home used this practice.

Specific color scheme. The group using this practice most often was those homemakers who were married and had children at home. In comparison, other groups responded positively in the following order: 67.1% of those married with no children at home, 64.7% of those single with children at home, and 64.2% of those single with no children at home. The difference was not determined to be significant at the .05 level.

Surface texture compatability. Fifty-two percent of married homemakers with no children at home said the textures in their rooms were compatable with each other. In comparison, 49% of single homemakers with no children, 45.6% of homemakers who were single and had children at home, and 45.3% of homemakers who were married with children at home answered yes to this practice. Family structure was found to be significant ($p < .002$) to this practice use.

Care

Homemakers can extend the life of their home furnishings by caring for and maintaining them properly. Homemakers were judged as to whether or not proper care had been provided as they responded with never or almost never, occasionally, or frequently to four practices. Family structure was found to be significantly related to only one of the four practices.

Follow manufacturer's recommendations. Homemakers who were married and had children were more likely to care for home furnishings according to manufacturer's recommendations (65.3%). Other groups

also responded positively: 64.3% of married homemakers with no children at home, 62.2% of single homemakers with no children at home, and 55.1% of single homemakers with children at home. The observed difference is highly significant ($p < .001$).

Turn detachable pillows. All types of family structure indicated positive responses. Married homemakers with no children at home totaled 63.9%, married homemakers with children at home totaled 63.7%, single homemakers with children at home totaled 58.6%, and those single with no children totaled 57.1%. Observed differences were not significant to this practice use.

Clean with vacuum. Responses to the survey indicated that 55.4% of homemakers who were married and did not have children at home use a vacuum frequently to clean furniture and upholstered goods. In comparison, homemakers who were married and had children at home said they frequently used a vacuum at 52.5%, single homemakers with children at home said 49.3%, and single homemakers with no children at home said 47.7% of them used the practice. The differences were not significantly related to this practice use.

Wipe spills, treat stains. All family structure types responded positively to this practice use. Married homemakers with no children at home had the largest percent of usage (85.5%). Married homemakers with children and single homemakers with no children at home recorded the same percentage of responses (83.9%). Single homemakers with children at home reported that 82.6% of them frequently wipe spills

and treat stains immediately. Family structure was not found to be significant at the .05 level.

Summary

Family structure was found to be significantly related to each of the four practices related to long-range planning. Homemakers who were married and had children at home were more likely to have a long-range plan, include needs and interests of family members, and future needs and interests of their plans. Married homemakers with no children at home scored higher on including each family member in the planning process.

Family structure was not found to be significantly related to whether homemakers had an inventory of home furnishings or used an inventory to plan future needs or purchases of furniture.

Four of six practices were found to be related to the family structure of the homemakers surveyed. Married homemakers were more likely to use practices related to having their furnishings carry out a basic theme, having furnishings which supported and were suitable for family activities and had adequate lighting in their homes. Family structure was not significantly related to practices to homemakers having family activities defined by areas.

Findings showed a significant relationship between family structure and one of the two budgeting practices. Married homemakers with no children were most likely to plan a family budget; those married with children at home showed least usage. There was a significant difference. While single homemakers were most likely not

to include a certain amount in their budgets for home furnishings, the variance of differences was not significant.

Analysis showed that family structure was not significantly related to selection and purchasing of home furnishings. Only one of the seven practices was observed to be significantly related to family structure of homemakers. That being selected appropriate finishes, where single homemakers with children were found to be more selective of appropriate protective finishes. While positive responses were reported for the other six practices, the differences were not significant at the .05 level.

The family structure of homemakers was found to be significantly related to three of the six practices concerned with consumer buying practices. Significant differences were observed with regard to homemakers reading tags and labels, inspecting merchandise and asking questions before purchasing, and selecting stores based on their reputation for good quality merchandise and reasonable prices. Homemakers thought they were "fair" on their ability to learn about products before purchasing. They gave "excellent" responses to practices related to shopping around and considering guarantees, services, etc., but differences in responses were not significant.

Analysis of the table showed that the family structure of homemakers was significantly related to two of the five practices dealing with principles of art and design; those concerning rooms having a focal point, and surface texture compatability. Married

homemakers were more likely to be using these principles than other homemaker groups.

Homemakers who were married and had children were more likely to care for home furnishings according to recommendations at a significantly higher level than other homemaker groups. Although all types of family structure indicated positive responses to other practices related to care, differences were not significantly related.

In conclusion, the family structure of homemakers was significantly related to 13 of the 36 or 36% of the recommended interior design practices included in the survey.

III. RELATIONSHIPS BETWEEN EMPLOYMENT AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

The purpose of this section is to determine the relationships between employment status of the family and the use of recommended interior design practices. Table III shows findings regarding the relationships between practice use and five independent variables. These variables were: 1) married, both work, 2) married, one employed, 3) married, both unemployed, 4) single, employed, and 5) single, unemployed. Of the total, 38.8% were married with one person working, 24.9% were married with both working, 10.2% were single and unemployed, and the smallest group was 10.2%, the single employed. Thirty-six recommended practices were categorized under broad classes which are: long-range planning, inventory, existing interior design analysis, budget, selection and purchase, consumer buying, principles of art and design and care of interior furnishings.

Table III. Relationships Between Employment and Homemakers' Use of Recommended Interior Design Practices

Recommended Practice	Employment %*				Probability	
	Both Work N=575	One Work N=897	Both Unemp N=440	Single Work N=162	Single Unemp N=5	χ^2 P
Long-Range Planning						
Have long-range plan						
No	32.2	36.2	47.0	44.2	53.6	
Yes	67.8	63.8	53.0	55.8	46.4	46.16 .001
Each family member involved						
No	35.1	41.9	37.3	43.6	39.6	
Yes	64.9	58.1	62.7	56.4	60.4	7.06 0.13
Plan includes members' interests and activities						
No	16.3	23.7	30.4	32.6	32.6	
Yes	83.7	76.3	69.6	67.4	67.4	31.86 .001
Plan includes future needs and interests						
No	12.0	20.3	31.2	24.3	35.1	
Yes	88.0	79.7	68.8	75.7	64.9	62.5 .001
Inventory						
Plan to keep, replace, or recondition furniture						
No	17.5	18.4	21.1	19.6	24.8	
Yes	82.5	81.6	78.9	80.4	75.2	7.01 0.13
Plan in advance of purchase						
No	15.1	11.4	12.5	10.3	13.8	
Yes	84.9	88.6	87.5	89.7	86.2	5.25 0.26
Existing Interior Design Analysis						
Carry out basic theme						
No	23.7	24.9	29.3	31.4	34.8	
Yes	76.3	75.1	70.7	68.6	65.2	14.71 .001
Family activities defined by areas						
No	24.2	23.9	25.7	30.6	27.3	
Yes	75.8	76.1	74.3	69.4	72.7	3.95 0.41
Private and group activity areas						
No	20.1	23.1	27.0	25.0	28.7	
Yes	79.9	76.9	73.0	75.0	71.3	9.90 .04

Table III. (Continued)

Recommended Practice	Employment %*				Probability	
	Both Work N=575	One Work N=897	Both Unemp N=440	Single Work N=162	Single Unemp N=5	χ^2 P
Furnishings support family activities						
No	14.5	15.9	15.3	23.7	20.2	
Yes	85.5	84.1	84.7	76.3	79.8	10.31 .03
Adequate lighting						
No	35.6	34.5	28.9	29.9	25.6	
Yes	64.4	65.5	71.1	70.1	74.4	12.13 .01
Furnishings suitable						
No	6.8	7.7	7.2	12.7	10.3	
Yes	93.2	92.3	92.8	87.3	89.7	8.02 .09
Budget						
Does family plan budget						
No	57.3	57.8	65.0	57.8	64.9	
Yes	42.7	42.2	35.0	42.2	35.1	10.36 .03
Allot certain amount for furnishings						
No	58.8	66.3	63.3	74.3	59.2	
Yes	41.2	33.7	36.7	25.7	40.8	11.27 .02
Selection and Purchase						
Check for imitation						
No	2.8	3.4	3.9	3.1	5.6	
Never	.7	1.2	1.6	.6	2.6	
Sometimes	47.2	45.9	43.7	50.3	45.5	
Always	49.3	49.6	50.8	45.9	46.4	11.88 .45
Check for durability and strength						
No	.5	.2	1.4	.6	.4	
Never	1.2	1.9	1.8	.6	1.3	
Sometimes	25.3	20.8	24.2	28.0	28.5	
Always	73.0	77.1	72.6	70.8	69.8	18.74 .09
Select appropriate finishes						
No	.3	1.2	2.1	1.9	1.3	
Never	1.0	1.9	1.6	2.5	1.7	
Sometimes	33.3	28.4	26.1	30.6	35.6	
Always	65.3	68.5	70.3	65.0	61.4	18.91 .09

Table III. (Continued)

Recommended Practice	Employment %*				Probability	
	Both Work N=575	One Work N=897	Both Unemp N=440	Single Work N=162	Single Unemp N=5	χ^2 P
Check joints, seams, etc., for durability						
No	1.7	1.8	3.9	2.5	5.1	
Never	1.6	2.2	.9	1.2	3.4	
Sometimes	43.5	34.9	39.4	38.5	35.3	
Always	53.2	61.0	55.8	57.8	56.2	30.26 .002
Select functional, aesthetic materials						
No	.9	1.5	3.0	1.3	3.5	
Never	1.0	1.7	.5	.6	.9	
Sometimes	39.5	34.6	35.9	41.5	33.9	
Always	58.6	62.2	60.7	56.6	61.7	20.37 .06
Check function with needs						
No	.3	.8	1.4	1.9	2.1	
Never	1.2	1.8	.7	.6	.9	
Sometimes	33.4	26.3	25.2	33.1	31.2	
Always	65.0	71.1	72.8	64.4	65.8	25.03 .01
Consider care and cleaning						
No	.9	.9	1.1	3.7	1.3	
Never	1.0	1.3	1.6	1.2	1.3	
Sometimes	23.0	22.4	21.0	23.6	26.3	
Always	75.1	75.3	76.3	71.4	71.2	13.43 .33
Consumer Buying Practices						
Learn about products before purchase						
Not so good	4.0	4.6	8.1	5.0	9.4	
Fair	57.7	58.5	55.7	58.1	51.9	
Excellent	38.3	36.9	36.3	36.9	38.6	17.30 .02
Shop around						
Not so good	2.1	3.4	3.7	3.7	4.7	
Fair	34.1	31.8	33.2	41.6	30.5	
Excellent	63.8	64.9	63.1	54.7	64.8	11.18 .19

Table III. (Continued)

Recommended Practice	Employment % *				Probability	
	Both Work N=575	One Work N=897	Both Unemp N=440	Single Work N=162	Single Unemp N=5	χ^2 P
Read tags and labels						
Not so good	2.1	2.1	3.7	5.0	4.3	
Fair	33.3	31.8	26.7	29.4	28.1	
Excellent	64.6	66.1	69.6	65.6	67.7	13.58 .09
Consider guarantee, service, etc.						
Not so good	2.6	3.5	4.4	1.9	4.8	
Fair	31.1	30.9	27.5	30.8	31.3	
Excellent	66.3	65.6	68.1	67.3	63.9	6.44 .59
Inspect, ask questions						
Not so good	1.6	2.8	4.4	3.8	5.6	
Fair	33.2	31.3	27.2	30.2	28.6	
Excellent	65.3	65.9	68.4	66.0	65.8	15.21 .05
Select stores for reputation						
Not so good	2.1	2.6	3.2	5.0	4.3	
Fair	34.4	32.0	28.5	30.8	26.9	
Excellent	63.5	65.5	68.3	64.2	68.8	11.40 .17
Principles of Art and Design						
Objects in proportion to room size						
No	3.1	4.7	4.8	5.0	4.2	
Yes	61.4	63.4	66.4	63.8	62.7	
Somewhat	35.4	32.0	28.7	31.3	33.1	7.15 .52
Focal point in room						
No	7.5	8.2	7.4	7.6	10.2	
Yes	52.6	51.5	56.2	56.3	59.3	
Somewhat	39.9	40.2	36.4	36.1	30.5	10.52 .23
Object placement balanced						
No	4.4	5.9	5.8	6.3	6.8	
Yes	57.4	57.8	62.8	59.4	59.0	
Somewhat	38.2	36.3	31.4	34.4	34.2	7.49 .48

Table III. (Continued)

Recommended Practice	Employment %*				Probability	
	Both Work N=575	One Work N=897	Both Unemp N=440	Single Work N=162	Single Unemp N=5	χ^2 P
Specific color scheme						
No	2.1	4.5	4.1	4.4	7.2	
Yes	68.4	70.6	65.8	70.0	62.1	
Somewhat	29.5	24.9	30.0	25.6	30.6	19.03 .01
Surface texture compatibility						
No	6.6	8.4	7.9	11.3	9.5	
Yes	49.4	46.4	49.8	52.2	52.4	
Somewhat	44.0	45.2	42.3	36.5	38.1	10.37 .23
Care						
Follow manufacturer's recommendations						
Never	.7	1.9	4.0	3.1	6.0	
Occasionally	30.2	32.7	33.5	39.8	34.5	
Frequently	69.1	65.4	62.6	57.1	59.6	32.06 .001
Turn detachable pillows						
Never	2.8	4.6	3.9	6.8	4.3	
Occasionally	33.3	32.4	30.6	35.4	35.8	
Frequently	63.9	63.0	65.4	57.8	59.9	8.96 .34
Clean with vacuum						
Never	4.0	6.9	6.7	8.7	10.7	
Occasionally	40.5	40.9	38.0	43.5	36.9	
Frequently	55.5	52.1	55.3	47.8	52.4	16.64 .03
Wipe spills, treat stains immediately						
Never	.9	1.7	2.5	1.9	2.1	
Occasionally	12.4	14.8	12.2	19.3	13.7	
Frequently	86.8	83.5	85.3	78.9	84.2	11.15 .19

*Some percents may not total 100 due to computer rounding.

Long-Range Planning

Employment was shown to have a positive influence on practice use related to long-range planning. Three of the four practices showed significant differences.

Have long-range plan. Responses to the survey showed that 67.8% of married homemakers with both husband and wife working had a long-range plan for the interior design of their home. Married homemakers with one person working reported 63.8%. For the married homemaker with both husband and wife unemployed the percent of usage dropped to 53.0%. Single homemakers also reported less usage with single working homemakers reporting 55.8% and the lowest group being single unemployed at 46.4%. Employment was shown to be significantly related to long-range planning.

Family members involved. Although married homemakers with both working reported higher usage (64.9%) of involving family members in the plan, very little difference was observed between employment groups. The table shows 62.7% of married homemakers with both unemployed answered yes; 60.4% of single unemployed, 58.1% of married, one working, and 56.4% of single working homemakers responded positively.

Plan includes members' interests and activities. By far, the group answering yes to this practice most often was the married homemaker with both husband and wife working (83.7%). In comparison,

other groups responded positively in the following manner: married, one work, 76.3%; married, both unemployed, 69.6%; single, work, 67.4%; and single unemployed, 67.4%. The relationship was significant ($p < .001$).

Plan includes future needs and interests. Eighty-eight percent of homemakers who were married with both husband and wife working reported they consider future needs and interests in their interior furnishings plan. This was a significant difference ($p < .001$) more than the positive responses of other employment variables: married, one work 79.7%; married, both unemployed 68.8%; single, work 75.7%; single, unemployed 64.9%.

Inventory

Two practices were related to inventory practice use. Although positive responses were observed in both practices, employment status was not found to be significantly related at the .05 level.

Inventory to keep, replace, or recondition existing furniture. Regarding this practice use, the following positive responses were recorded: married, both work 82.5%; married, one work 81.6%; single, working 80.4%; married, both unemployed 78.9%; and single, unemployed 75.2%. This difference was not significant at the .05 level.

Inventory to plan in advance of purchase. Single homemakers who were employed responded positively to this practice with 89.7%.

Very little difference was observed in other positive responses: married, one work 88.6%; married, both unemployed 87.5%; single, unemployed 86.2%; married, both employed 84.9%. The difference was not significant at the .05 level.

Existing Interior Design Analysis

Part of the home decorating process has to do with decorating to express certain mood, and provide areas and furnishings which support family activities. Homemakers responded to six practices related to the existing interior design of their homes.

Furnishings carry out a basic theme. Married homemakers with both working are more likely to have furnishings which carry out a basic theme (76.3%), single unemployed homemakers use this practice least (65.2%). Other employment groups responded positively: married, one work (75.1%), married both unemployed (70.7%), single employed (68.6%). This difference is significant at $p < .001$.

Family activities defined by areas. All groups responded positively to this practice, however, the difference was not significant at the .05 level. Married homemakers with both employed totaled 75.8%, married homemakers, one employed 76.1%, married, both unemployed 74.3%, single employed 69.4%, and single unemployed 72.7%.

Private and group activity areas. Some significance ($p < .04$) was noted between employment and whether the homemaker's home had

areas for both private and group activities. Married homemakers with both husband and wife working answered yes most often to this question (79.9%). Next was married, one employed 76.5%, single employed 75%, married, both unemployed 73%, and least single, unemployed 71.3%.

Furnishings support family activities. Married homemakers where both were employed were most likely to have furnishings which supported family activities. This was evidenced by their 85.5% positive response. Slightly lower yes responses were noted by married homemakers with both partners unemployed (84.7%) and married, one employed (84.1%). Showing lowest yes responses were the single unemployed group (79.8%) and the single employed group (76.3%). These differences were significant ($p < .03$).

Adequate lighting. The single unemployed homemakers reported the greatest use of this practice (74.4%) which refers to whether adequate lighting is available for planned activities in each area of the home. Positive responses by other groups were: married both unemployed 71.1%, single employed 70.1%, married one employed 65.5%, and married both employed 64.4%. Significant differences were noted ($p < .01$).

Furnishings suitable for activities. Although high positive responses were reported by each group, differences in responses were not found to be at the .05 level. Married homemakers had the highest

percent of usage with those with both partners employed reporting 93.2%, those where one was employed 92.3%, and both partners unemployed 92.8%. Single homemakers who were unemployed indicated they had suitable furnishings at 97.7% and single employed homemakers reported least usage at 87.3%.

Budget

Budgeting for interior furnishings is a function of the planning process and can encompass a rather long period of time. Homemakers were asked if their family planned a budget, and if so, did it include a certain amount for home furnishings. Findings indicated a significant relationship between homemakers' employment status and budgeting practices.

Does family plan budget. The majority of homemakers surveyed (58.7%) did not plan a family budget. Married homemakers with both employed are more likely to use this practice (42.7%) than other groups: married, one work and single employed both report 42.2%. Little difference was found between the single unemployed (35.1%) and married both unemployed (35%). These differences were found to be significant ($p < .03$).

Allot certain amount for furnishings. Most homemakers did not include a certain amount for home furnishings in their budget. However, of those who did, married homemakers with both working had the highest percent (41.2%), single unemployed were next (40.8%),

married both unemployed (36.7%), married one employed (33.7%), and least percentage single employed homemakers (25.7%). These differences were significant ($p < .03$).

Selection and Purchase

Comparison shopping is recommended before making any furnishing purchases. Homemakers need to decide at what point an item is considered to be a good buy; based not only on construction details, but on their function based on specific needs. Homemakers were asked to respond by answering no, never, sometimes, or always to seven practices relating to their selection and purchasing skills. The table indicates that employment was significantly related to only one of the seven practices.

Check for imitation. Although positive responses were noted for this practice use and some differences in employment was indicated, the significance level was not at the .05 level. Married homemakers with both unemployed reported that 50.8% checked materials for imitation. Slightly less percentages were reported by married homemakers with both employed (49.3%), married, one employed (49.6%), single unemployed (46.4%), and single employed (45.9%).

Check durability and strength. Survey results indicated that 77.1% of married homemakers with one employed always checked furnishings for durability and strength before purchasing. Seventy-three percent of married homemakers with both employed, 72.6% of married

homemakers where both are unemployed, 70.8% of single employed homemakers, and 69.8% of single unemployed homemakers report always checking for durability and strength. Although there was some difference, it was not at a significant level of .05.

Select appropriate finishes. Married homemakers where both partners were unemployed were more likely to select furnishings with appropriate finishes (70.3%). Further responses were: married, one employed 68.5%, married both employed 65.3%, single employed 65%, and single unemployed 61.4%. Employment was not found to be significant ($p < .05$) to the use of this practice.

Check joints, seams, etc. for durability. Sixty-one percent of married homemakers with one employed checked furnishings for durability and security. This is in comparison to 57.8% of single employed homemakers, 56.2% of single unemployed homemakers, 55.8% of married homemakers with both unemployed, and 53.2% of homemakers who were married and both employed. Tests indicated that employment status is significantly related to the use of this practice ($p < .002$).

Select functional and aesthetic materials. Survey results showed that 62.2% of married homemakers with one partner employed reported that they always select materials which are functional and aesthetically pleasing. Little difference occurs with other groups: 61.7% of single unemployed homemakers, 60.7% of married where both are unemployed, 58.6% of homemakers married with both employed, and

finally, 56.6% of the single employed homemaker group. This relationship was not found to be significant at the .05 level.

Check function with needs. Responses to the survey showed that 72.8% of married homemakers with both husband and wife unemployed always checked furnishings to be sure they would function according to specific needs of the family. Married homemakers with one person employed indicated 71.1% of them used this practice. Positive responses were also given by 65.8% of the single unemployed homemakers, 65% of those married homemakers with both employed, and last 64.4% of those single employed homemakers. Employment status is shown to be significant ($p < .01$) to this practice use.

Consider care and cleaning. The employment status of homemakers was not found to be significant at the .05 level in determining whether homemakers considered the care and cleaning of furnishings before purchasing. Although 76.3% of married homemakers with both unemployed reported higher usage, very little difference was observed between this and other employment groups. The table shows 75.3% of married homemakers with one employed answered always, while 75.1% of married homemakers with both employed, 71.4% of those single employed, and 71.2% of single unemployed homemakers responded positively.

Consumer Buying Practices

Recommended buying practices refer to using certain buying guides such as shopping around, using reputable stores, reading tags,

checking guarantees, and generally learning about products before buying them. Homemakers responded to six practices related to consumer buying practices by rating themselves as not so good, fair, or excellent on each of the practices. Homemakers' employment status was found to be significant at the .05 level in only one of the six practices.

Learn about products before purchase. The largest percentage of homemakers felt they were fair on their ability to learn about products before deciding to purchase them. Responses to the question showed that 58.5% of married homemakers with one person employed, 58.1% of the single employed homemakers, 57.7% of married homemakers with both employed, 55.9% of married and both unemployed, and 51.9% of the single unemployed rated themselves fair on learning about products before purchasing. Employment status was significantly related to this practice ($p < .02$).

Shop around before purchase. Although married homemakers with one person working reported a higher percentage (64.9%) of being excellent at shopping around to compare price and quality, very little difference was observed between this and other employment groups. The table shows 64.8% of the single unemployed, 63.8% of married homemakers with both employed, 63.1% of married with both unemployed and 54.7% of the single employed homemakers indicated they felt they were excellent on this practice use. Employment status was not found to be significantly related to this practice use at the .05 level.

Read tags and labels. Married homemakers with husband and wife unemployed responded positively to reading tags and labels with 69.6% of them rating themselves excellent. Little difference was observed in the other positive responses: single unemployed, 67.7%, married one employed, 66.1%, single employed, 65.6%, and married, both employed, 64.6%. Observed difference between the employment status and whether homemakers were reading tags and labels was not significant at the .05 level.

Consider guarantees, services, etc. Regarding this practice use, the following positive responses were recorded: married homemakers, one employed 68.1%, single employed homemakers 67.3%, married homemakers with both employed 66.3%, married homemakers with one partner employed 65.6%, single employed homemakers 63.9%. Observed differences were not significant at the .05 level.

Inspect merchandise, ask questions. Responses to the survey showed that 68.4% of married homemakers with both husband and wife unemployed rated themselves excellent on inspecting merchandise and asking questions before purchase. In comparison, 66% of single employed homemakers, 65.9% of married with one working, 65.8% of single unemployed, and 65.3% of married homemakers with both partners working rated themselves excellent on this practice. The observed difference was significant ($p < .05$).

Select stores for reputation. Employment status of homemakers was not shown to be significantly related at the .05 level to whether

homemakers selected stores based on their reputation for good quality merchandise and services at reasonable prices. The table shows the following responses of excellent for this practice: 68.8% of single unemployed homemakers, 68.3% of those married with both unemployed, 65.5% married homemakers, one employed, 64.2% of single employed homemakers and 63.5% of married, both employed.

Principles of Art and Design

The principles of art and design are many, and when adequately understood, their use contributes to an overall harmonious effect in the appearance and convenience of a home. Included are factors such as furniture arrangement, balance, and coordination of colors and textures. Homemakers responded to five questions concerning their use of principles when designing their homes. Only one of the five was found to be significantly related to the employment status of homemakers.

Objects in proportion to room size. Employment status of homemakers was not shown to be significantly related at the .05 level to whether homemakers considered the size of objects in proportion to room size. Married homemakers with both unemployed answered yes most often (66.4%). Single working homemakers and married homemakers with one employed were very similar in usage, 63.8% and 63.4% respectively. Others answered yes as follows: 62.7% of single unemployed homemakers and 61.4% of married homemakers with both employed.

Main focal point in room. Responses to the survey showed that 59.3% of single unemployed homemakers said their rooms have a main focal point. In comparison, 56.3% of those single employed, 56.2% of married homemakers both unemployed, 52.6% of married homemakers, both employed and 51.5% of married homemakers with one partner employed answered yes. The observed difference was not significantly related at the .05 level.

Object placement balanced. Employment status of homemakers was not shown to be significantly related at the .05 level to whether homemakers created balance by placement or location of objects. Married homemakers with both the husband and wife unemployed answered yes most often (62.8%). Single homemakers employed (59.4%) and unemployed (59%) were very similar in usage as were married one employed (57.8%) and married both employed (57.4%).

Specific color scheme. The group using this practice most often was married homemakers with one employed (70.6%). In comparison, other groups responded positively in the following order: single employed, 70%; married, both employed, 68.4%; and single, unemployed, 62.1%. The relationship was significant ($p < .01$).

Surface texture compatability. Very little difference was observed in the employment status of homemakers and their use of this practice. Single homemakers answered yes most often unemployed 52.4% and employed 52.2%. Married homemakers were also close in

practice use with 49.8% of married homemakers with both husband and wife unemployed answering yes, 49.4% of married both employed, and 46.4% of married homemakers with one person employed. The relationship was not significant at the .05 level.

Care

Recommended methods of maintaining home furnishings can extend the life of items. Homemakers were judged as to whether or not proper care had been provided by responding with never or almost never, occasionally, or frequently to four practices. Employment status was found to be significantly related to two of the four practices.

Follow manufacturer's recommendations. Married homemakers where both the husband and wife were employed were more likely (69.1%) to frequently follow manufacturer's recommendations in the care of their home furnishings. Other employment groups also responded positively: married one employed 65.4%, married both unemployed, 62.6%, single unemployed 59.6% and single employed 57.8%. This difference was significant ($p < .001$).

Turn detachable pillows. All groups responded positively. The difference was not significant at the .05 level. Married homemakers with both unemployed totaled 65.4%, married both employed 63.9%, married one employed 63%, single unemployed 59.9%, and single employed 57.8%.

Clean with vacuum. Some significance ($p .03$) was noted between employment and whether homemakers cleaned upholstered goods, cornices, etc., with a vacuum. Married homemakers with husband and wife both working indicated they do this frequently (55.5%). Similarly, 55.3% of married homemakers both unemployed answered frequently. Other groups totaled: 52.4% of single unemployed, 52.1% of married one employed and 47.8% of single employed homemakers.

Wipe spills, treat stains. All groups responded positively to this practice. Married homemakers with both employed used this practice frequently more than other groups (86.8%). Other groups totaled: 85.3% of married, both unemployed, 84.2% of single unemployed, 83.5% of married one employed, and 78.9% of single employed homemakers. These differences were not found to be significant at the .05 level.

Summary

Employment was shown to have a positive influence on practice use as related to long-range planning. Three of the four practices showed significant differences at the $p .001$ level. Married homemakers with both the husband and wife working tended to have higher practice use on all planning practices.

Two practices were related to inventory. Although positive responses were noted for all homemakers on both practices, employment status was not found to be significantly related to the .05 level.

Homemakers responded to six practices dealing with the existing interior design of their homes. Four of the six were significantly

related to employment. Married homemakers with both husband and wife employed tended to have a higher percentage of usage than other employment groups. Homemakers who were single and employed generally had least practice use.

Findings indicated a significant relationship between homemakers' employment status and budget practices. Married homemakers who had both husband and wife working were more likely to plan a budget and allot a certain amount in it for home furnishings. The majority of homemakers surveyed did not plan a family budget.

Table III (p. 50) indicates that employment was significantly related to only one of seven practices dealing with selection and purchasing home furnishings, that practice being whether homemakers checked joints, seams, zippers, etc., for durability. While positive responses were reported for the other six practices, differences were not found to be significant.

Homemakers' employment status was found to be significant at the .05 level in only one of the six practices concerning consumer buying practices. Married homemakers with one person employed had a significantly higher usage on the practice concerning their ability to learn about products before purchasing them. Use of other consumer buying practices were not found to be significantly related to employment.

Homemakers responded to five questions concerning their use of principles of art and design when furnishing their homes. Only

one of the five was found to be significantly related to the employment status of homemakers. A significant relationship was found to exist between employment and having a specific color scheme. Little differences were noted between responses to other questions.

Homemakers were judged as to whether or not proper care had been provided for their home furnishings by responding to four questions. Employment status was significantly related to two of the four practices. Homemakers who were married with both the husband and wife working said they "frequently" follow manufacturer's recommendations for care of furnishings at a significantly higher level than other employment groups. Employment was also a significant factor in whether homemakers cleaned upholstered furniture with a vacuum.

Employment was significantly related, overall, to only 14 of 36 interior design practices. This is 38%. In most cases, married homemakers with one or both husband and wife employed were observed to be using the highest percentage of practices.

IV. RELATIONSHIPS BETWEEN AGE AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

This section deals with the relationships between age of the homemaker and use of recommended interior design practices. Table IV shows findings regarding the relationships between practice use and three independent variables which were the following age groups:

Table IV. Relationships Between Age and Homemakers' Use of Recommended Interior Design Practices

Recommended Practice	Age Group*			Probability	
	20-29 N=213	30-49 N=881	50-over N=1305	χ^2	P
Long-Range Planning					
Have long-range plan					
No	23.1%	31.6%	47.7%	82.98	.001
Yes	76.9%	68.4%	52.3%		
Each family member involved					
No	34.4%	39.9%	39.3%	1.95	.37
Yes	65.6%	60.1%	60.7%		
Plan includes members' interests and activities					
No	13.8%	18.5%	30.3%	44.1	.001
Yes	86.2%	81.5%	69.7%		
Plan includes future needs and interests					
No	10.4%	14.5%	29.2%	71.75	.001
Yes	89.6%	85.5%	70.8%		
Inventory					
Plan to keep, replace, or recondition furniture					
No	14.9%	17.9%	22.2%	10.23	.006
Yes	85.1%	82.1%	77.8%		
Plan in advance of purchase					
No	13.2%	14.2%	12.4%	1.44	.49
Yes	86.8%	85.8%	87.6%		
Existing Interior Design Analysis					
Carry out basic theme					
No	28.5%	23.8%	29.8%	9.68	.008
Yes	71.5%	76.2%	70.2%		
Family activities defined by areas					
No	30.3%	24.2%	25.3%	3.46	.18
Yes	69.7%	75.8%	74.7%		
Private and group activity areas					
No	28.4%	21.1%	25.1%	7.35	.025
Yes	71.6%	78.9%	74.9%		

Table IV. (Continued)

Recommended Practice	Age Group*			Probability	
	20-29 N=213	30-49 N=881	50-over N=1305	χ^2	P
Furnishings support family activities					
No	19.0%	15.3%	16.8%		
Yes	81.0%	84.7%	83.2%	2.02	.36
Adequate lighting					
No	37.8%	35.4%	29.5%		
Yes	62.2%	64.6%	70.5%	11.44	.003
Furnishings suitable					
No	8.1%	6.2%	8.8%		
Yes	91.9%	93.8%	91.2%	5.26	.072
Budget					
Does family plan budget					
No	42.3%	55.4%	66.7%		
Yes	57.7%	44.6%	33.3%	60.71	.001
Allot certain amount for furnishings					
No	64.3%	64.1%	64.6%		
Yes	35.7%	35.9%	35.4%	.032	.984
Selection and Purchase					
Check for imitation					
No	6.3%	2.9%	3.5%		
Never	.5%	1.1%	1.6%		
Sometimes	48.2%	47.0%	44.2%		
Always	45.0%	49.1%	50.7%	10.92	.09
Check for durability and strength					
No	.9%	.3%	.9%		
Never	1.4%	1.2%	1.8%		
Sometimes	31.5%	22.5%	23.5%		
Always	66.2%	76.0%	73.8%	12.58	.05
Select appropriate finishes					
No	2.7%	.7%	1.4%		
Never	3.2%	1.0%	1.9%		
Sometimes	35.6%	28.3%	30.9%		
Always	58.6%	70.1%	65.8%	19.76	.003

Table IV. (Continued)

Recommended Practice	Age Group*			Probability	
	20-29 N=213	30-49 N=881	50-over N=1305	χ^2	P
Check joints, seams, etc., for durability					
No	2.7%	1.3%	3.4%		
Never	2.7%	1.4%	1.9%		
Sometimes	40.5%	39.2%	38.2%		
Always	54.1%	58.1%	56.4%	11.72	.068
Select functional, aesthetic materials					
No	1.8%	1.0%	2.2%		
Never	2.3%	1.0%	1.1%		
Sometimes	36.2%	36.4%	36.1%		
Always	59.7%	61.6%	60.6%	7.45	.28
Check function with needs					
No	.5%	.4%	1.5%		
Never	2.3%	1.1%	1.3%		
Sometimes	31.1%	27.8%	28.9%		
Always	66.2%	70.7%	68.3%	10.09	.12
Consider care and cleaning					
No	3.2%	.5%	1.3%		
Never	.0%	1.0%	1.7%		
Sometimes	29.9%	21.8%	22.4%		
Always	67.0%	76.6%	74.6%	23.53	.001
Consumer Buying Practices					
Learn about products before purchase					
Not so good	5.9%	4.1%	6.7%		
Fair	62.2%	59.1%	55.3%		
Excellent	32.0%	36.8%	38.1%	10.91	.027
Shop around					
Not so good	5.0%	2.3%	4.1%		
Fair	35.1%	33.4%	31.9%		
Excellent	59.9%	64.3%	64.0%	7.648	.105

Table IV. (Continued)

Recommended Practice	Age Group *			Probability	
	20-29 N=213	30-49 N=881	50-over N=1305	χ^2	P
Read tags and labels					
Not so good	3.6%	1.5%	3.9%		
Fair	38.7%	31.8%	27.8%	22.41	.001
Excellent	57.7%	66.6%	68.3%		
Consider guarantee, service, etc.					
Not so good	9.0%	2.6%	3.4%		
Fair	35.1%	30.9%	29.2%	26.57	.001
Excellent	55.9%	66.4%	67.4%		
Inspect, ask questions					
Not so good	4.5%	2.3%	3.7%		
Fair	38.7%	29.8%	29.9%	13.03	.01
Excellent	56.8%	67.9%	66.3%		
Select stores for reputation					
Not so good	4.5%	2.0%	3.5%		
Fair	38.3%	34.7%	27.1%	26.45	.001
Excellent	57.2%	63.3%	69.4%		
Principles of Art and Design					
Objects in proportion to room size					
No	4.5%	3.6%	4.7%		
Yes	62.6%	62.6%	73.6%	2.47	.64
Somewhat	32.9%	33.8%	31.7%		
Focal point in room					
No	10.4%	8.2%	7.4%		
Yes	53.6%	52.0%	55.0%	4.07	.395
Somewhat	36.0%	39.8%	37.6%		
Object placement balanced					
No	3.6%	5.3%	6.2%		
Yes	65.8%	57.0%	59.4%	7.87	.096
Somewhat	30.6%	37.7%	34.5%		

Table IV. (Continued)

Recommended Practice	Age Group*			Probability	
	20-29 N=213	30-49 N=881	50-over N=1305	χ^2	P
Specific color scheme					
No	3.6%	2.6%	4.9%		
Yes	77.9%	71.3%	64.7%		
Somewhat	18.5%	26.1%	30.4%	24.96	.001
Surface texture compatibility					
No	10.8%	6.5%	9.0%		
Yes	42.8%	48.0%	49.5%		
Somewhat	46.4%	45.6%	41.6%	10.43	.338
Care					
Follow manufacturer's recommendations					
Never	1.4%	.9%	3.9%		
Occasionally	37.4%	29.6%	35.8%		
Frequently	61.3%	69.6%	60.2%	35.95	.001
Turn detachable pillows					
Never	5.9%	4.3%	3.5%		
Occasionally	36.7%	32.2%	33.7%		
Frequently	57.5%	63.5%	62.8%	4.93	.29
Clean with vacuum					
Never	10.8%	5.6%	6.7%		
Occasionally	46.8%	42.0%	38.4%		
Frequently	42.3%	52.4%	54.9%	17.24	.001
Wipe spills, treat stains immediately					
Never	2.3%	1.2%	2.0%		
Occasionally	18.0%	13.9%	13.6%		
Frequently	79.7%	84.9%	84.4%	5.419	.246

*Some percents may not total 100 due to computer rounding.

20-29 years of age, 30-49 years, and 50 years and over. Of the total respondents, 54.4% were 50 years of age or older. Of the remaining number, only 8.9% were in the age group 20-29. Homemakers aged 30-39 years made up 19.7% of the group and 17% were 40-49 years of age.

Thirty-six recommended practices were grouped into eight broad categories which were: long-range planning, inventory, existing interior design analysis, budget, selection and purchase, consumer buying, principles of art and design and care of interior furnishings.

Long-Range Planning

One of the characteristics of a homemaker who purchases wisely is that she uses a plan when buying home furnishings. Homemakers were asked to respond to four questions dealing with long-range planning for the interior design of their home. The age of homemakers was found to be significant ($p < .001$) to three of the four practices.

Have long-range plan. By far, the group answering yes to this practice most often (76.9%) was the one made up of homemakers 20-29 years of age. In comparison, other groups responded positively in the following manner: 68.4% of those 30-49, and 52.3% of those 50 years or older. These differences indicate a significance of $p < .001$.

Each family member involved. Although homemakers aged 20-29 reported higher usage (65.6%) of involving family members in their plan, very little difference was noted between the other two age

groups: 60.7% of those 50 years and over compared to 60.1% of homemakers 30-49 years old. The relationship was not significant at the .05 level.

Plan includes members' interests and activities. Responses to the survey showed that 86.2% of those homemakers 20-29 years old had plans that reflected the needs and interests of family members. This compares to 81.5% of homemakers aged 30-49, and 69.7% of those 50 and over. The relationship of difference was significant ($p < .001$).

Plan includes future needs and interests. Age of homemakers was found to be significant in its relationship to this practice ($p < .001$). Homemakers aged 20-29 were more likely to use this practice (89.6%) than those in the age group 30-49 (85.5%) or those over 50 years of age (70.8%).

Inventory

Inventory is a method of evaluation useful in determining future furniture needs. Two practices were included in the survey related to inventory. Age was found to be a significant factor in whether homemakers had a plan for replacing or purchasing furniture and used that plan before purchasing in only one of the two practices.

Plan to keep, replace, recondition furniture. Homemakers aged 20-29 were much more likely to use this practice (85.1%) than those 30-49 years old (85.5%) or over 50 years old (77.8%). These differences were significantly related ($p < .006$).

Plan in advance of purchase. Regarding this practice use, the following positive responses were recorded: ages 20-29, 86.8%; ages 30-49, 85.8%; ages 50 and over, 87.6%. These differences were not significant at the .05 level.

Existing Interior Design Analysis

Decorating the home by expressing a certain mood and providing areas and furnishings which support family activities are part of the home decorating process. Homemakers were asked to answer yes or no to six questions related to the existing interior design of their homes. Three of the six practices were found to be positively related to the age of the respondent.

Carry out a basic theme. Homemakers aged 30-49 were more likely to have furnishings which carry out a basic theme (76.2%), homemakers over 50 used this practice least (70.2%). Homemakers 20-29 years old indicated 70.2% of them used this practice. The significant difference is $p < .008$.

Family activities defined by areas. All age groups responded positively to this practice, however, the difference noted was not significant at the .05 level. Homemakers aged 30-49 totaled 75.8%, while those over 50 were 74.7%, and those 20-29 showed 69.7% usage.

Private and group activity areas. Age was found to be positively related to this particular practice ($p < .02$). While 78.9%

of those homemakers 30-49 years old answered yes, 74.9% of those 50 and over, and 71.6% of those 20-29 said their home had areas for both private and group family activities.

Furnishings support family activities. All age groups responded positively to this practice. Age was not found to be significantly related. Of those answering yes, 84.7% were aged 30-49, 83.2% were 50 or over, and 81% were aged 20-29.

Adequate lighting. Those homemakers aged 50 and over perceived their lighting to be adequate with 70.5% of them answering yes. In comparison 64.6% of those aged 30-49, and 62.2% of those aged 20-29 responded positively. The difference was significant ($p < .003$).

Furnishings suitable. Positive responses were reported for each age group. Differences in responses were not found to be at the .05 level. Homemakers aged 30-49 had the largest percent of usage (93.8%). Other groups were very similar: 91.9% of those aged 20-29 and 91.2% of those aged 50 and over.

Budget

Homemakers were asked if their family planned a budget for interior furnishings and if they did, whether they included a certain amount for furnishings. Findings showed a significant relationship between age and one of the two budgeting practices.

Does family plan budget. By far, the largest majority of those planning a budget came from the homemakers aged 20-29 (57.7%). Other groups reported 35.9% of those aged 30-49, and 35.4% of those aged 50 and over. The difference was found to be significant ($p < .001$).

Allot certain amount for furnishings. Most homemakers did not include a certain amount for furnishings. However, of those who did, 35.9% were aged 30-49, 35.7% were 20-29, and similarly 35.4% were aged 50 and over. The difference was not found to be significant at the .05 level.

Selection and Purchase

Homemakers responded to seven practices related to their selection and purchasing skills by answering no, never, sometimes, or always. Facts indicate that three of the seven practices were significantly related to the age of the respondents.

Check for imitation. Although positive responses were noted for this practice use and some differences in use by age was indicated, the significant difference was not at the .05 level. Homemakers aged 50 and over said 50.7% of them always checked for imitation, 49.1% of those aged 40-49 always checked, and 45% of those aged 20-29 always checked materials to see that they were not imitation before purchasing.

Check durability and strength. Survey results indicated that 76% of homemakers who were 30-49 years old always checked furnishings

for durability and strength when shopping. Those homemakers aged 50 and over reported 73.8% usage and those 20-29 years old reported 66.2% of them always checked. Findings show some degree of significance ($p < .05$).

Select appropriate finishes. Homemakers aged 30-49 were more likely to select furnishings with appropriate protective finishes (70.1%). Other responses were: 65.8% of those 50 years and older, and 58.6% of those aged 20-29. These differences were found to be significant ($p .003$).

Check joints, seams, etc. for durability. Homemakers' age was not found to be significantly related to this practice. Homemakers answered always in the following order: 58.1% of those aged 30-49, 56.4% of those aged 50 and over, 54.1% of those aged 20-29.

Select functional and aesthetic materials. Survey results showed that 61.6% of homemakers 40-49 years old, 60.6% of homemakers 50 and over, and 59.7% of homemakers 20-29 years old selected materials which were functionally and aesthetically pleasing. This relationship was not significant at the .05 level.

Check function with needs. Homemakers' age was not found to be positively related to this practice. Homemakers answered always in the following order: 70.7% of homemakers aged 30-49, 68.3% aged 50 and over, and 66.2% of homemakers aged 20-29.

Consider care and cleaning. The age of homemakers was found to be significant ($p < .001$) in determining whether homemakers considered the care and cleaning of furnishings before purchasing. Responses to question showed that 76.6% of homemakers aged 30-49, 74.6% of those aged 50 and over, and 67% of those 20-29 considered care and cleaning before purchasing.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying practices. Homemakers rated themselves as not so good, fair, or excellent on each practice. The age of homemakers was found to be significantly related to four of the six practices.

Learn about products before purchase. The largest percentage of homemakers of all ages felt they were fair on learning about products before purchasing. Responses showed that 62.2% of those aged 20-29, 59.1% of those aged 30-49, and 55.3% of those aged 50 and over rated themselves fair on learning about products before purchase. Age of homemakers was significantly related to this practice ($p < .02$).

Shop around. The age of homemakers was not found to be significantly related to this practice at the .05 level. Homemakers aged 30-49 said 64.3% of them were excellent at shopping around before purchasing. This compares to 64% of homemakers aged 50 and over and 59.9% of homemakers aged 20-29.

Read tags and labels. Homemakers who were 50 years or older responded positively to reading tags and labels with 68.3% of them rating themselves excellent. Homemakers aged 30-49 responded with 66.6% of them excellent, and 57.7% of the homemakers aged 20-29. Age of homemakers was found to be significantly related to whether they read tags and labels before buying ($p < .001$).

Consider guarantees, service, etc. Regarding this practice use, the following excellent responses were recorded: 67.4% of homemakers aged 50 and over, 66.4% of homemakers aged 30-49, and 55.9% of homemakers aged 20-29. The observed difference was significant ($p < .001$).

Inspect, ask questions. Responses to the survey showed that 67.9% of homemakers aged 30-49 rated themselves excellent on their ability to inspect and ask questions before purchasing merchandise. The table also shows other responses of excellent from homemakers aged 50 and over (66.3%) and those aged 20-29 (56.8%). Age of homemakers was shown to be significantly related to use of this practice ($p < .01$).

Select stores for reputation. Age was shown to be significantly related ($p < .001$) to whether homemakers were selecting stores based on their reputation for good quality merchandise and reasonable prices. The table shows the following responses of excellent for

this practice: 69.4% of homemakers aged 50 and over, 63.3% of homemakers aged 40-49, and 57.2% of homemakers aged 20-29.

Principles and Art and Design

There are many principles of art and design. When adequately understood and used by homemakers they can create harmony in the appearance of their homes. Homemakers responded to five survey questions concerning their use of principles of art and design in their homes. One of the five practices was found to be significantly related to the age of the homemaker.

Objects in proportion to room size. Age of homemakers was not shown to be significantly related to this practice at the .05 level. Homemakers aged 50 and over answered yes to this question most often (63.6%). The other two groups, 20-29 and 30-49, had the same percentage (62.6%).

Focal point in room. Responses to the survey showed that 55% of those homemakers 50 years and over said their rooms have a main focal point. In comparison, homemakers aged 20-29 reported 53.6% and 52% aged 30-49 said yes. The observed difference was not significant at the .05 level.

Object placement balanced. The age of homemakers was not shown to be significantly related to whether homemakers created balance by placement or location of objects. Homemakers aged 20-29 gave

65.8% yes answers, 59.4% of those aged 50 and over, and 57% of those 30-39 years old.

Specific color scheme. The group using this practice most often was those homemakers aged 20-29 (77.9%). In comparison, other groups responded positively in the following order: 71.3% of homemakers aged 30-49, and 64.7% of those aged 50 years and over. The relationship between this practice and age was found to be significant ($p < .001$).

Surface texture compatability. The age of homemakers was not shown to be significantly related to this practice at the .05 level. Homemakers in the 20-29 age group gave 46.4% yes answers, 45.6% of those in the 30-49 age group, and 41.6% of those 50 years and older.

Care

Homemakers can extend the life of their home furnishings by caring and maintaining for them properly. Homemakers were judged as to whether or not proper care had been provided by responding with never or almost never, occasionally, or frequently to four practices. Age was found to be significantly related to two of the four practices.

Follow manufacturer's recommendations. Homemakers in the 30-49 age group were more likely to follow manufacturer's recommendations when caring for home furnishings (69.6%). Other age groups

also responded positively: 61.3% of homemakers in the 20-29 age group, and 60.2% of the homemakers in the 50 and over age group. The observed difference was significant ($p < .001$).

Turn detachable pillows. All age groups indicated positive responses. Homemakers aged 30-49 totaled 63.5%, while those aged 50 and over totaled 62.8%, and those aged 20-29 totaled 57.5%. The difference was not significant at the .05 level.

Clean with vacuum. Significance ($p < .001$) is noted between the age of homemakers and their use of a vacuum to clean upholstered furniture, valances, and other interior furnishings. Homemakers who were 50 years and older in age showed the highest percentage usage at 54.9%, next was the 30-49 age group with 52.4%, and least, the 20-29 age group with 42.3%.

Wipe spills, treat stains. All age groups responded positively to this practice. The difference was not significant. Age groups responded as follows: 84.9% of homemakers 30-49, 84.4% of homemakers 50 and over, and 79.7% of homemakers 20-29.

Summary

The age of homemakers was significantly related to three of the four practices they responded to dealing with long-range planning. Responses to the survey showed that homemakers aged 20-29 had long-range plans and that these plans reflected the needs and interests

of family members at a significantly higher percentage than other age groups.

Age was a significant factor in whether homemakers had a plan for replacing or purchasing furniture but not in whether they planned in advance of purchase. Younger homemakers tended to have a higher percentage of use of both practices.

Three of the six practices dealing with the existing interior design of homes were found to be positively related to the age of the respondent. Homemakers in the age group 30-49 were found to have a higher percentage of practice use.

Findings showed a significant relationship between age and one of the two budgeting practices. Young homemakers aged 20-29 were found to have a family budget at a significantly higher level than other ages. There was no significant difference in whether homemakers included a certain amount for furnishings in their budget.

Facts indicate that three of the seven selection and purchase practices were significantly related to the age of respondents. While older homemakers were more likely to check furnishings for imitation, those in the 30-49 age group were using the other practices at a significantly higher level.

Homemakers responded to six practices related to consumer buying practices. The age of homemakers was significantly related to four of the six practices. Homemakers aged 50 years and older were found to be using those practices dealing with learning about

products before purchase, reading tags and labels, considering guarantees, and selecting stores based on reputation, while those in the 30-49 age group were using those concerned with shopping around, inspecting merchandise and asking questions more often.

One of the five practices related to principles of art and design was found to be significant to the age of homemakers. Although younger homemakers aged 30-49 tended to have higher practice use, observed differences were significantly related to that practice dealing with having a specific color scheme.

Age was found to be significantly related to two of the four practices dealing with care of furnishings. Homemakers aged 30-49 were using practices at a higher rate than other age groups.

Age was significantly related to 18 of the 36 practices or 50%. Generally, those younger homemakers (less than 50 years of age) were shown to be using more of the recommended interior design practices.

V. RELATIONSHIPS BETWEEN EDUCATIONAL LEVEL AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

This section deals with the relationships between the educational level of homemakers and their use of recommended interior design practices. Table V shows findings with reference to relationships between practice use and five independent variables related to educational level which are: elementary school, high school, college,

Table V. Relationships Between Educational Level and Homemakers' Use of Recommended Interior Design Practices

Recommended Practice	Educational Level %*					Probability	
	Elem N=160	H Sch N=1312	College N=646	Voc Sc N=146	P. College N=95	χ^2	P
Long-Range Planning							
Have long-range plan							
No	58.1	41.6	33.4	36.1	35.2		
Yes	41.9	58.4	66.6	63.9	64.8	34.34	.001
Each family member involved							
No	48.6	41.9	33.5	35.7	31.4		
Yes	51.4	58.1	66.5	64.3	68.6	16.66	.002
Plan includes members' interests and activities							
No	46.8	26.4	16.2	23.0	16.9		
Yes	53.2	73.6	83.8	77.0	83.1	52.7	.001
Plan includes future needs and interests							
No	46.9	22.5	16.1	16.1	14.7		
Yes	53.1	77.5	83.9	83.9	85.3	56.64	.001
Inventory							
Plan to keep, replace, or recondition furniture							
No	36.4	20.8	16.0	13.2	18.3		
Yes	63.6	79.2	84.0	86.8	81.7	36.74	.001
Plan in advance of purchase							
No	21.1	12.8	12.2	11.1	6.5		
Yes	78.9	87.2	87.8	88.9	93.5	13.01	.011
Existing Interior Design Analysis							
Carry out basic theme							
No	45.8	28.1	22.4	28.6	18.5		
Yes	54.2	71.9	77.6	71.4	81.5	38.1	.001
Family activities defined by areas							
No	40.1	27.0	20.0	28.0	17.4		
Yes	59.9	73.0	80.0	72.0	82.6	31.6	.001
Private and group activity areas							
No	41.6	26.8	16.1	22.1	15.2		
Yes	58.4	73.2	83.9	77.9	84.8	56.45	.001

Table V. (Continued)

Recommended Practice	Educational Level %*					Probability	
	Elem N=160	H Sch N=1312	College N=646	Voc Sc N=146	P. College N=95	χ^2	P
Furnishings support family activities							
No	32.3	17.6	10.5	17.9	6.5		
Yes	67.7	82.4	89.5	82.1	93.5	52.81	.001
Adequate lighting							
No	35.9	32.9	30.5	33.6	35.9		
Yes	64.1	67.1	69.5	66.4	64.1	2.67	.614
Furnishings suitable							
No	17.5	8.4	5.6	5.6	4.3		
Yes	82.5	91.6	94.4	94.4	95.7	27.40	.001
Budget							
Does family plan budget							
No	63.5	62.2	57.4	59.7	52.2		
Yes	36.5	37.8	42.6	40.3	47.8	7.25	.122
Allot certain amount for furnishings							
No	73.1	66.8	58.0	69.0	51.7		
Yes	26.9	33.2	42.0	31.0	48.3	16.7	.002
Selection and Purchase							
Check for imitation							
No	8.2	3.3	2.5	4.8	1.1		
Never	2.5	1.5	.8	.7	.0		
Sometimes	59.5	49.0	41.1	35.9	29.5		
Always	29.7	46.2	55.6	58.6	69.5	71.45	.001
Check for durability and strength							
No	2.5	.4	.2	1.4	1.1		
Never	3.8	1.5	.9	.0	.0		
Sometimes	40.3	25.0	20.3	20.0	15.8		
Always	53.5	23.1	78.6	78.6	83.2	65.01	.001
Select appropriate finishes							
No	3.2	1.0	.9	2.8	.0		
Never	5.7	1.5	1.5	.7	.0		
Sometimes	41.8	31.5	26.2	25.5	23.2		
Always	49.4	66.1	71.4	71.0	76.8	53.21	.001

Table V. (Continued)

Recommended Practice	Educational Level %*					Probability	
	Elem N=160	H Sch N=1312	College N=646	Voc Sc N=146	P. College N=95	χ^2	P
Check Joints, seams, etc., for durability							
No	8.2	2.1	2.3	2.1	1.1		
Never	3.2	1.8	1.7	.0	2.1		
Sometimes	39.9	39.4	36.1	38.6	38.9		
Always	48.7	56.7	59.8	59.3	57.9	31.31	.002
Select functional, aesthetic materials							
No	3.2	1.9	1.2	1.4	.0		
Never	3.9	1.2	.5	.0	.0		
Sometimes	48.4	38.0	31.6	42.5	22.1		
Always	44.5	38.9	66.7	56.2	77.9	56.08	.001
Check function with needs							
No	5.1	.7	.9	.0	.0		
Never	2.5	1.4	.9	.0	.0		
Sometimes	36.3	28.8	26.4	32.2	17.9		
Always	56.1	69.1	71.7	67.8	82.1	52.28	.001
Consider care and cleaning							
No	3.1	1.1	.9	.7	.0		
Never	1.9	1.5	.9	.0	.0		
Sometimes	39.0	22.6	20.4	16.4	21.1		
Always	56.0	74.8	77.7	82.9	78.9	44.85	.001
Consumer Buying Practices							
Learn about products before purchase							
Not so good	15.5	5.8	3.7	5.5	1.1		
Fair	56.1	59.5	54.4	52.1	52.6		
Excellent	28.4	34.7	41.9	42.5	46.3	49.91	.001
Shop around							
Not so good	5.8	3.5	3.0	1.4	3.2		
Fair	39.1	33.5	30.9	37.9	27.4		
Excellent	55.1	63.0	66.1	60.7	69.5	12.65	.12

Table V. (Continued)

Recommended Practice	Educational Level %*					Probability	
	Elem N=160	H Sch N=1312	College N=646	Voc Sc N=146	P. College N=95	χ^2	P
Read tags and labels							
Not so good	8.9	3.1	1.5	.7	1.1		
Fair	38.0	30.9	29.1	31.5	21.1		
Excellent	53.2	66.0	69.3	67.8	77.9	40.84	.001
Consider guarantee, service, etc.							
Not so good	7.1	3.4	2.8	4.1	1.1		
Fair	37.0	31.4	27.7	27.4	25.3		
Excellent	55.8	65.3	69.5	68.5	73.7	18.71	.02
Inspect, ask questions							
Not so good	9.9	3.0	2.3	3.4	1.1		
Fair	34.2	31.5	29.6	28.8	22.11		
Excellent	55.9	65.5	68.1	67.8	78.8	32.26	.001
Select stores for reputation							
Not so good	7.7	3.0	3.1	1.4	.0		
Fair	34.0	31.7	30.1	27.4	30.5		
Excellent	58.3	65.3	66.8	71.2	69.5	18.73	.02
Principles of Art and Design							
Objects in proportion to room size							
No	10.8	5.0	2.6	2.1	1.1		
Yes	57.0	60.4	69.0	65.1	67.4		
Somewhat	32.3	34.6	28.3	32.9	31.6	35.81	.001
Focal point in room							
No	16.6	7.5	6.7	4.9	13.7		
Yes	47.8	50.6	59.3	53.5	66.3		
Somewhat	35.7	41.9	34.0	41.7	20.0	48.23	.001
Object placement balanced							
No	15.6	5.0	4.4	2.7	6.3		
Yes	48.7	55.4	66.3	59.6	67.4		
Somewhat	35.7	39.6	29.4	37.7	26.3	60.59	.001

Table V. (Continued)

Recommended Practice	Educational Level %*				Probability	
	Elem N=160	H Sch N=1312	College N=646	Voc Sc N=146	P. College N=95	χ^2 p
Specific color scheme						
No	12.7	4.0	2.2	3.4	1.1	
Yes	50.0	65.7	74.7	75.2	75.8	
Somewhat	37.3	30.3	23.2	21.4	23.2	68.24 .001
Surface texture compatibility						
No	19.1	9.3	4.8	3.4	7.4	
Yes	40.1	45.4	54.0	49.7	55.8	
Somewhat	40.8	45.3	46.1	46.9	36.8	50.65 .001
Care						
Follow manufacturer's recommendations						
Never	5.2	3.0	1.6	1.4	1.1	
Occasionally	47.7	34.2	27.7	36.6	27.4	
Frequently	47.1	62.8	70.8	62.1	71.6	39.58 .001
Turn detachable pillows						
Never	7.0	4.1	3.1	2.8	4.2	
Occasionally	39.9	33.2	31.3	27.6	35.8	
Frequently	53.2	62.7	65.6	69.7	60.0	14.0 .08
Clean with vacuum						
Never	8.9	7.4	4.7	6.2	4.2	
Occasionally	40.1	39.7	41.3	33.8	43.2	
Frequently	51.0	53.0	54.0	60.0	52.6	10.46 .23
Wipe spills, treat stains immediately						
Never	3.1	2.2	.8	.0	.0	
Occasionally	23.3	13.1	14.3	11.7	11.6	
Frequently	73.6	84.7	84.9	88.3	88.4	25.89 .001

*Some percents may not total 100 due to computer rounding.

vocational school, and post college. The largest number of respondents (55.6%) had a high school education. Other figures indicated that 27.4% had completed college, with 4% having post college work. Those attending vocational school accounted for 6.2% and those attending elementary school only were 6.8%. Thirty-six recommended practices were categorized under eight broad classes which are: long-range planning, inventory, existing interior design analysis, budget, selection, and purchase, consumer buying, principles of art and design and care of interior furnishings.

Long-Range Planning

Using a plan when purchasing interior furnishings can help the homemaker to make wise decisions. Homemakers were asked to respond to four questions on the survey dealing with long-range planning. Educational level of homemakers was found to be significant to each of the four practices.

Have long-range plan. The homemaker's education level was found to be significant ($p < .001$) to whether homemakers had a long-range plan for the interior design of their home. Responses to the survey indicated that 66.6% of homemakers with college had a long-range plan. Post college homemakers totaled 64.8%, those attending vocational school 63.9%, homemakers with high school education 58.4%, and of those with elementary school only 41.9% reported they had a plan.

Family members involved in planning. Responses to the survey showed that 68.6% of homemakers with post college training involved all family members in making their plan. This compares to 66.5% of homemakers with college, 64.3% of those who attended vocational school, 58.1% of those with high school and 51.4% of those with elementary school education. The difference was found to be significant ($p < .002$).

Plan includes interests and activities of family members. Homemakers with college education reported that 83.8% of them included interests and activities of family members in their plan. Similarly, 83.1% of those with post college work used this practice. Other positive responses were as follows: 77% of homemakers attending vocational school, 73.6% of homemakers with high school education, and 53.2% of homemakers with elementary school education. The observed difference showed a significant relationship at $p < .001$.

Plan includes future needs and interests. Homemakers with post college educations reported that 85.3% of them had plans which included future needs and interests. Those with college and vocational school educations had the same percentage of use (83.9%). Homemakers with high school educations reported 77.5% of use and those with elementary school 53.1%. The observed difference was significantly related ($p < .001$).

Inventory

Two practices in the survey were related to whether homemakers used an inventory for purchasing home furnishings. Educational level was found to be significantly related to both practices.

Inventory to keep, replace, refinish, etc. Homemakers who attended vocational school said that 86.8% of them used this practice. Eighty-four percent of those attending college, 81.7% of those with post college, 79.2% of those with high school educations, and 63.6% of those attending elementary school answered yes. Education level was found to be significant ($p < .001$).

Inventory to plan in advance of purchase. Regarding this practice use, the following positive responses were recorded: 93.5% of homemakers with post college education, 88.9% of those attending vocational school, 87.8% of those with college educations, 87.2% of those with high school educations, and 78.9% of those attending elementary school only used an inventory to plan purchases in advance. The difference was significant at $p < .01$.

Existing Interior Design Analysis

Homemakers responded with yes or no answers to six practices related to the existing interior design of their homes. Education level of respondents was found to be significantly related to five of the six practices.

Carry out basic theme. This practice was found to be significant ($p < .001$) to respondent's educational level. The table shows that 81.5% of homemakers with post college educations had interiors that carry out a basic theme, while 77.6% of those with college, 71.9% of those with high school, 71.4% of those attending vocational school, and 54.2% of those with elementary school education had basic themes for decorating.

Family activities defined by areas. This practice too was found to be significantly related to educational level ($p < .001$). Again, post college homemakers indicated highest usage at 82.6%. Eighty percent of college education homemakers said their home was defined by areas for family activities, as did 73% of those with high school education, 72% of those with vocational school training, and 59.9% of those with elementary school education.

Private and group activity areas. Homemakers from all education levels responded positively to this practice and the differences recorded were found to be significant ($p < .001$). Homemakers with post college education totaled 84.8%, college education 83.9%, vocational school 77.9%, high school 73.2%, and elementary school 58.4%.

Support family activities. Homemakers with post college educations were most likely to have furnishings which supported family activities. This is evidenced by their 93.5% positive response.

Other yes responses were noted for 89.5% of homemakers with college educations, 82.4% of those with high school, 82.1% of those with vocational school, and 67.7% of those with elementary school education. Significant differences were noted ($p < .001$).

Adequate lighting. The educational level of homemakers was not found to be significantly related to whether their homes had adequate lighting in all areas of their homes. Positive responses were: college, 69.5%; high school, 67.1%; vocational school, 66.4%; post college, 64.1%; and elementary school, 64.1%.

Furnishings suitable. Homemakers with post college educations had the highest percent of usage (95.7%). Homemakers with college and vocational school educations were next with each reporting 94.4%. Those attending high school reported 91.6% and those with elementary school educations reported 82.5%. Significant differences were noted at $p < .001$.

Budget

Homemakers were asked if their family planned a budget and if they did, if they included a certain amount for home furnishings. Findings indicated a significant relationship between only one of the two budgeting practices.

Does family plan budget. The majority of homemakers surveyed (58.7%) did not plan a budget. Homemakers with post college education

were more likely to have a budget (47.8% say yes). Other groups: 42.6% of those with college education, 40.3% of those who attended vocational school, 37.8% of those with high school education, and 36.5% of those with elementary education. These differences were not found to be significant at the .05 level.

Allot certain amount for furnishings. Most homemakers did not include a certain amount for home furnishings in the budget. However, of those who did, 48.3% had post college educations, 42% had college, 33.2% had high school, 31% had vocational school, and 26.9% had elementary school educations. These differences were significant ($p < .002$).

Selection and Purchase

Comparison shopping is recommended before making furnishings purchases. Homemakers were asked to respond by answering no, never, sometimes, or always to seven practices relating to their selection and purchasing skills. The table indicates that the educational level is significantly related to each of the seven practices.

Check for imitation. Homemakers with post college education levels reported that 69.5% always check the materials to see they are not imitation or simulated before purchasing. Those with vocational education report 58.6% of the 55.6% of those with college education, 46.2% of those with high school education, and 29.7% of

those with elementary education always check for imitation. Education level of respondents was significant ($p < .001$).

Check durability and strength. Survey results indicated that 83.2% of those homemakers with post college education always check furnishings for durability and strength. Homemakers with college and vocational training had the same with 78.6% of each group responding always. Those with high school educations said 73.1% of them and 53.5% of those with elementary educations always checked. The differences were significant at $p < .001$.

Select appropriate finishes. Educational levels were found to have significant ($p < .001$) relationships to whether homemakers selected furnishings with appropriate protective finishes. Those with post college educations indicated that 76.8% of them always select appropriate finishes. Homemakers with college educations said 71.4% of them, 71% of those with vocational school, 66.1% of those with high school, and only 49.4% of those with elementary education always use this practice.

Check joints, seams, etc. for durability. Responses to survey questions show that 59.8% of those homemakers with a college education always check joints, seams, zippers, etc. for durability before purchasing home furnishings. This was in comparison to 59.3% of those with vocational training, 57.9% of those with post college education, 56.7% of those with high school education, and 48.7% of those with

elementary school education. This relationship was found to be significant ($p .002$).

Select functional and aesthetic materials. Education level of respondents was found to be significantly related ($p < .001$) to selecting functional and aesthetic materials for furnishings. Homemakers with post college educations report that 77.9% always use this practice. Percentage of usage by other groups was: college, 66.7%; vocational school, 56.2%; elementary school, 44.5%; and high school, 38.9%.

Check function with needs. The table shows that 82.1% of homemakers with post college education always checked to be sure that furnishings would function according to specific needs of the family. Homemakers with college education said 71.7% of them used this practice. Positive responses were also given by those with high school (69.1%), vocational training (67.8%), and elementary school (56.1%) educations. The observed difference was determined to be significant ($p < .001$).

Consider care and cleaning. Education level of homemakers was shown to be significant ($p < .001$) to this practice use. Homemakers with vocational school training report that 82.9% always consider care and cleaning requirements of furnishings and finishes. Percentage of usage by other groups was: 78.9% of post college, 77.7% of college, 74.8% of high school, and 56% of elementary school education level homemakers.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying practices by rating themselves as not so good, fair, or excellent on each of the practices. Educational level of respondents was found to be significantly related to five of the six practices.

Learn about products before purchase. The largest percentage of homemakers felt they were fair on their ability to learn about products before deciding to purchase them. Responses to the questions showed 59.5% of homemakers with high school educations, 56.1% of homemakers with elementary school educations, 54.4% of homemakers with college educations, 52.6% of homemakers with post college educations, and 52.1% of homemakers with vocational school educations rated themselves fair on learning about products before purchasing. Educational level of homemakers was found to be significantly related to this practice ($p < .001$).

Shop around before purchase. The educational level of respondents was not found to be significantly related at the .05 level to whether homemakers shopped around to compare quality and prices. Excellent responses were given by: 69.5% of those with post college, 66.1% of those with college, 63% of those with high school, 60.7% of those with vocational school, and 55.1% with elementary school educations.

Read tags and labels. Homemakers with post college education responded positively to reading tags and labels with 77.9% of them rating themselves excellent. Other differences observed were: 69.3% of those with college, 67.8% of those with vocational school, 66% of those with high school, and 53.2% of those with elementary school record excellent responses to this practice. Observed differences were significant ($p < .001$).

Consider guarantees, services, etc. Regarding this practice use, the following positive responses were recorded: 73.7% of homemakers with post college, 69.5% of homemakers with college, 68.5% of homemakers with vocational school, 65.3% of homemakers with high school, and 55.8% of homemakers with elementary school education. Observed differences were significant ($p < .02$).

Inspect merchandise, ask questions. Responses to the survey showed that 78.8% of homemakers with post college educations rated themselves excellent on inspecting merchandise and asking questions before purchase. In comparison, only 68.1% of those with college educations, 67.8% of those with post college educations, 65.5% of those with high school, and 55.9% of those with elementary school educations rated themselves excellent on this practice. The observed difference was significant ($p < .001$).

Select stores for reputation. The educational level of respondents was found to be significantly related to this practice ($p < .02$).

Regarding practice use, the following positive responses were recorded: 71.2% of homemakers with vocational school, 69.5% of homemakers with post college, 66.8% of homemakers with college, 65.3% of homemakers with elementary school education levels rated themselves excellent. Observed differences were significant at the .02 level.

Principles of Art and Design

The correct use of principles of art and design contributes to an overall harmonious effect in the appearance and convenience of a home. Homemakers responded to five questions concerning their use of principles when designing their homes. Each of the five practices was found to be significantly ($p < .001$) related to the educational level of the respondents.

Objects in proportion to room size. Responses to the survey showed that 69% of homemakers with college said they considered the size of objects in proportion to the room size. In comparison, 67.4% of those with post college education, 65.1% of those with vocational school, 60.4% of those with high school, and only 57% of those with elementary school educations answered yes to this question. Observed differences were significantly related ($p < .001$).

Focal point in room. In regard to this practice, the following responses were recorded: 66.3% of those with post college, 59.3% of those with college, 53.5% of those with vocational, 50.6% of those

with high school, and 48.7% of those with elementary educations. The differences observed was significant ($p < .001$).

Object placement balanced. Again, education level was found to be significant ($p < .001$) in relation to whether respondents were creating balance in their rooms by the proper placement of objects. Homemakers who had post college educations were shown to have the highest percentage of use (67.4%). Homemakers with college educations indicated 66.3% usage, those with vocational school training 59.6%, those with high school 55.4%, and elementary school only 48.7%.

Specific color scheme. The group using this practice most often was homemakers with post college educations. In comparison, other groups responded positively in the following order: vocational school, 75.2%, college 74.7%, high school 65.7%, and elementary school 50%. Education level of respondents was found to be significant ($p < .001$).

Surface texture compatability. Significant difference ($p < .001$) was observed in the educational level of homemakers and their use of this practice. Homemakers with post college educations answered yes most often at 55.8%. Fifty-four percent of homemakers with college, 49.7% of those who attended vocational school, 45.4% of those who had high school. Only 40.1% of those who attended elementary school answered yes.

Care

Using recommended methods of maintaining home furnishing can extend the life of those items. Homemakers were judged as to whether or not proper care had been provided by responding with never or almost never, occasionally, or frequently to four practices. Educational level was found to be significantly related to two of the four practices.

Follow manufacturer's recommendations. Homemakers with post college education were more likely (71.6%) to frequently follow manufacturer's recommendations when caring for their interior furnishings. Other education level groups also responded positively as follows: college 70.8%, high school 62.8%, vocational school 62.1%, elementary school 47.1%. The observed difference was significant at $p < .001$.

Turn detachable pillows. All groups responded positively. The difference was not significant at the .05 level. Homemakers having attended vocational school totaled 69.7%, those with college 62.7%, those with high school 62.7%, those with post college 60%, and those with elementary school 53.2%.

Clean with vacuum. Education level was not found to be significantly related to whether respondents cleaned upholstered goods, cornices, etc., with a vacuum. Homemakers with vocational school educations indicated they do this frequently (60%). Fifty-four percent

of homemakers with college answered frequently. Other groups totaled: 53% of high school, 52.6% of post college, and 51% of elementary school.

Wipe spills, treat stains. All groups responded positively to this practice. Homemakers with post college education used this practice more often than other groups (88.4%). Similarly, those homemakers who had attended vocational schools used this practice at a rate of 88.3%. Little difference was noted between those attending college (84.9%) and high school (84.7%). Those homemakers attending only elementary school used this practice least (73.6). Observed differences were significant ($p < .001$).

Summary

The educational level of homemakers was found to be significantly related to each of the four practices dealing with long-range planning. Analysis showed that those achieving higher levels of education reported significantly higher practice use.

Two practices in the survey were related to whether homemakers used an inventory for purchasing home furnishings. Educational level was significantly related to both practices with those having more education having a higher level of practice use.

Homemakers responded to six practices relating to the existing interior design of their homes. The educational level of respondents was significantly related to five of the six practices. Only that

practice dealing with adequate home lighting was not significantly related in a positive manner to the homemakers level of education.

Findings indicated a significant relationship between education and only one of the two practices included concerning budgeting practices of homemakers. Although most homemakers did not have a budget, those with post graduate education were found to have a budget more than other groups. However, this was not significant at the .05 level. Significant differences were found to exist between age and whether they allotted a certain amount for furnishings.

The table indicates that education is significantly related to each of the seven practices dealing with selection and purchasing of home furnishings. Homemakers with college or post graduate educational levels reported significantly higher usage of selection and purchase practices.

Homemakers responded to six practices dealing with consumer buying. Educational level of homemakers was significantly related to five of the practices. Generally, the higher the level of education achieved the more likely they were to use the practices. Only that practice determining whether homemakers shopped around before purchase was not significantly related to educational level.

Homemakers responded to five questions concerning their use of principles of art and design when furnishing their homes. Each of the five practices was found to be significantly related to the educational level of the respondents. Those homemakers with college

or post graduate educational level had a significantly higher level of practice usage than homemakers with other educational levels.

Homemakers were judged as to whether or not proper care had been provided to their homes by responding to four practices. Educational level was found to be significantly related to two of the four practices. Those homemakers with post graduate training used those practices dealing with following manufacturer's recommendations and wiping spills and treating stains immediately significantly more often than those with less education.

In summary, the educational level achieved by homemakers was significantly related to 31 of the 36 recommended interior design practices or 86% of the total practices. The educational level was positively related, that is, the higher the educational level, the higher the percentage of practice use.

VI. RELATIONSHIPS BETWEEN THE NUMBER OF EXTENSION CONTACTS AND HOMEMAKER CHARACTERISTICS

This section presents data characterizing the homemakers surveyed and shows the relationships between those characteristics and the numbers of contacts they had with Extension in the 12-month period just prior to the survey. Personal characteristics included for study were age, family structure, education, audience, present housing, and future housing plans.

Table VI shows the relationships between these characteristics and numbers of contacts homemakers had with Extension. Although the

Table VI. Relationships Between the Number of Extension Contacts and Homemaker Characteristics

Homemaker Characteristics	Number Responding*	% of Total	Mean Number of Extension Contacts				Total
			Ext. Meetings	Office & Home Visits	Phone Calls	News Letters	
Age:							
20-29 years	219	9.0	6.22	2.96	3.77	6.26	18.81
30-49 years	911	37.0	7.85	3.15	4.52	8.11	23.59
50 years & over	1334	54.0	10.0	2.56	4.44	8.78	26.07
Total	2464		8.90	2.82	4.41	8.30	24.51
Amt Variance			F=58.8 p=.001	F=5.66 p=.004	F=1.26 p=.28	F=24.3 p=.001	F=23.02 p=.001
Family Structure:							
Married no child	940	40.3	9.64	2.80	4.48	8.47	25.45
Married child	1033	44.3	8.12	2.96	4.42	8.18	23.58
Single no child	290	3.0	9.70	2.50	3.79	8.49	25.17
Single child	70	12.4	8.00	2.89	4.86	8.39	24.11
Total	2333		9.01	2.84	4.38	8.34	24.54
Amt Variance			F=12.5 p=.001	F=1.01 p=.39	F=1.09 p=.35	F=.64 p=.59	F=2.63 p=.105
Education:							
Elementary	160	6.8	8.71	2.23	3.49	8.87	23.34
High school	1312	55.6	9.14	2.75	4.31	8.39	24.49
College	646	27.4	8.53	3.06	4.81	7.99	24.93
Voc school	146	6.2	8.84	2.97	4.23	8.59	24.74
Post grad	95	4.0	9.65	3.36	5.81	9.10	27.67
Total	2359		8.95	2.84	4.45	8.35	24.68
Amt Variance			F=1.47 p=.208	F=2.00 p=.09	F=2.83 p=.11	F=1.91 p=.11	F=1.30 p=.27
Audience:							
HDC member	1707	70.8	10.81	2.86	4.63	9.10	27.54
Sp Interest	337	14.0	5.53	2.89	4.37	6.83	19.68
Other	368	15.2	3.41	2.56	3.43	6.51	15.99
Total	2412	15.2	8.94	2.82	4.41	8.39	24.67
Amt Variance			F=357.11 p=.001	F=.88 p=.42	F=5.42 p=.005	F=60.4 p=.001	F=115.14 p=.001

TABLE VI. (Continued)

Homemaker Characteristics	Number Responding*	% of Total	Mean Number of Extension Contacts				Total
			Ext. Meetings	Office & Home Visits	Phone Calls	News Letters	
Housing:							
Own home	2217	89.6	9.14	2.84	4.50	8.48	24.99
Rent home	183	7.4	6.82	2.60	3.64	6.75	20.58
Own mobile home	73	3.0	6.97	2.38	3.59	6.93	19.88
Total	2473		8.90	2.81	4.41	8.31	24.52
Amt Variance			F=15.51 p=.001	F=.70 p=.50	F=2.16 p=.12	F=12.4 p=.001	F=10.1 p=.001
Future Housing Plans:							
Same	1705	70.3	9.34	2.68	4.29	8.62	25.16
Remodel	368	15.2	8.12	3.28	4.66	8.02	23.39
Build	139	5.7	8.06	2.26	4.93	7.24	23.48
Move	214	8.8	7.67	3.14	4.85	7.43	23.26
Total	2426		8.93	2.84	4.44	8.34	24.63
Amt Variance			F=8.53 p=.001	F=3.22 p=.022	F=1.03 p=.38	F=6.61 p=.002	F=2.22 p=.08
Employment:							
Both employed	590	24.8	6.65	3.30	4.63	7.67	21.86
One employed	928	39.1	9.71	2.89	4.47	8.58	25.80
Both unemployed	450	18.9	9.74	2.49	4.61	8.86	25.88
Single employed	166	7.2	7.86	3.06	4.21	7.79	23.28
Single unemployed	238	10.0	10.53	2.12	3.99	8.94	26.13
Total	2372		8.90	2.85	4.47	8.39	24.69
Amt Variance			F=32.5 p=.001	F=4.64 p=.001	F=.54 p=.70	F=5.52 p=.002	F=7.56 p=.001

*Number responding may vary somewhat due to missing cases in various extension contacts.

table design may indicate otherwise, personal characteristics are the independent variables and Extension contacts are the dependent variables.

Age

Homemaker's age was one of the variable factors related to the numbers of contacts reported. Of the 2464 respondents, 1334 (54%) were 50 years of age and over. Of the remaining homemakers, only about 9% were between 20 and 29 years of age. The remaining 37% were between 30 and 49 years of age. For all homemakers the mean number of Extension contacts ranged from a low of 18.81 contacts to a high of 26.07. The overall mean number of contacts was 24.51. Young homemakers (20-29 years) reported fewer contacts than other age groups, with 18.81 contacts reported.

The total number of contacts homemakers had with Extension tended to increase with the age of the homemakers. Analysis of the variance F test showed a significant ($p < .001$) relationship between homemakers' age and the total number of contacts they had with Extension.

Table VI also shows significant relationships between the age of homemakers and the number of Extension meetings attended, office and home visits and newsletters received. The 2464 respondents reported attending an average of 8.9 Extension meetings. Those homemakers 50 years of age and older attended the greatest number of meetings (10). Those 30-49 years of age attended 7.85 meetings.

The trend continues downward with homemakers 20-29 years of age attending 6.22 meetings.

The same positive relationship is shown between age and the number of visits to the Extension office made by homemakers and the number of home visits made by Extension agents ($p < .004$). All age groups averaged 2.86 visits. The greatest variance was noted between those 50 years and over and those 30-49 years of age. The older group averaged 2.82 visits while those 30-49 years of age averaged 3.15 visits. Homemakers 20-29 years of age had 2.96 office or home visits.

Age was not found to be a significant factor in the number of telephone calls made to the Extension office. All homemakers averaged 4.41 calls per year. Homemakers 20-29 years of age had the fewest calls (3.77) while those in the 30-49 age group had the most (4.52). The variance F test showed a probability of .28.

Age as it relates to the number of newsletters received from the Extension office showed a positive relationship ($p < .001$). The overall average number of newsletters received was 8.30. The greatest variance was noted between the oldest and the youngest group of homemakers. Those 50 years old or older received 8.78 newsletters compared to 6.26 for those homemakers 20-29 years old.

Family Structure

Another characteristic used to describe homemakers was family structure. Homemakers were classified as being married with no

children living at home, married with children at home, single no children, or single with children at home. The largest number of respondents (84.6%) were married. Of the total number of homemakers, 44.3% were married with children at home, and 40.3% were married with no children at home. Of the 15.4% who were single, 12.4% had children at home while 3% did not.

Analysis of the relationship between family structure and total Extension contacts revealed that married homemakers with no children at home made the most contacts (25.45), and married homemakers with children at home made the fewest contacts (23.58). The overall average was 24.54 contacts. The F test showed a significant ($p < .05$) relationship between the family structure of homemakers and the total number of contacts with Extension.

Broken down into various types of Extension contacts, Table VI shows that family structure was significantly related only to the number of Extension meetings attended ($p < .001$). Single homemakers with children at home attended fewer Extension meetings. They attended eight meetings compared to almost ten meetings attended by the single homemaker with no children at home. The overall average for meetings attended was nine.

Family structure of homemakers was not found to be significantly related to the number of office and home visits, telephone calls, or newsletters received by homemakers. Married homemakers with children at home had the highest average office and home visits (2.96).

Single homemakers with children at home made the most telephone calls to the county office (4.86). Single homemakers with no children received the greatest number of newsletters (8.49).

Education

Educational level of homemakers was also used as a variable to determine its relationship to the numbers of Extension contacts. Of the total, 1312 (55.6%) had completed high school. Another 646 (27.4%) had college educations. Those having elementary school educations were 160 (6.8%). Homemakers attending vocational school accounted for 146 (6.2%) and 95 (4%) had some post graduate education. Analysis of the relationship between educational level and total Extension contacts revealed that there was very little difference in the total contacts made and the educational level attained by homemakers. The overall average for total Extension contacts was 24.68 in comparison to 23.34 contacts for homemakers completing elementary school. As educational level increased there was a slight increase in the number of contacts but the relationship was not significant at the .05 level.

Educational level was not significantly related to the number of Extension meetings attended. In fact, those with elementary and high school educations attended more meetings than those with college educations. Homemakers from all groups averaged a total of 8.95 Extension meetings.

There was no significant difference in the number of office and home visits reported by homemakers with varying educational levels. The overall average for total number of visits was 2.84. Although the number of visits tended to increase with educational level the relationship was not significant at the .05 level.

However, telephone calls made to the county office was significantly related ($p < .02$) to educational level. With a higher level of education, homemakers tended to make more calls. The overall average number of calls by all groups was 4.45. Homemakers with post graduate training averaged 5.81 calls compared to 3.49 calls for those with elementary school.

There was no significant difference in the number of newsletters received by homemakers with their educational level. The overall average number of newsletters received by all groups was 8.35. Although post graduate homemakers received more newsletters than other groups, the difference was not significant at the .05 level.

Audience

Homemakers were also classified by audience type. Of 2412 respondents, 1707 (70.8%) were members of Home Demonstration Clubs. The remaining groups were made up of 337 (14%) Special Interest Members and 368 (15.2%) others which could be characterized as general homemakers. The overall average number of contacts was 24.67 by all homemakers with HDC members claiming by far the highest total

contacts (27.54). The Special Interest and Other audiences reported 19.68 and 15.89 contacts respectively. The relationship between audience type and total number of Extension contacts was found to be significant ($p < .001$).

In examining the relationships between audience type and types of contacts, a significant relationship was found between all but one type of contact. The significant relationship was found with the number of visits made by homemakers to the County Extension Office or the number of home visits they received from the Extension agent. The overall number of office and home visits received by all groups was 2.82 with Special Interest Members having slightly more than HDC members and Others having fewest.

From the average of 8.94 Extension meetings attended by all homemakers, HDC members reported 10.81 meetings compared with 5.53 for Special Interest and 3.41 for Other homemakers. The difference was significant ($p < .001$).

Analysis of the relationship between audience type and the number of telephone calls to the Extension office revealed that HDC members made significantly ($p < .005$) more calls than Other homemakers with an average of 4.63 calls for HDC members and 3.43 calls for Other homemakers.

HDC members also reported receiving more newsletters than other groups. The overall average for all homemakers was 8.39 newsletters. HDC members averaged 9.10 newsletters, Special Interest

Members 6.83, and Other homemakers 6.51. The observed difference was significant ($p < .001$).

Housing

Housing was also used as a variable to determine its relationship to the number of Extension contacts. A total of 2473 homemakers responded to the question with the majority owning their own homes. In fact, 2217 homemakers owned homes and 73 owned mobile homes. Only 73 homemakers were renting their present homes. The average number of Extension contacts of all types was significantly greater among home owners than non-home owners, 24.99 and 20.58 respectively. Those owning mobile homes averaged 19.88 total contacts.

Broken down to individual types of contacts, homeowners had attended significantly more Extension meetings (9.14 versus 6.82), and received significantly more newsletters than non-owners (8.48 versus 6.75). Although home owners made more phone calls and visits to the Extension office and received more home visits from Extension agents than other non-owners or owners of mobile homes, those differences were not significant at the .05 level.

Future Housing Plans

A total of 2426 homemakers responded concerning their housing plans for the next five years by indicating they would remain the same (70.3%) , remodel (15.2%), build (5.7%), or move (8.8%). Future housing plans were not found to be significantly related to the total

number of contacts homemakers had with Extension ($p .08$). The overall average for total contacts was 24.63, with homemakers with no plans for change having the highest number of contacts (25.16) and other groups close to the same number (about 23).

Future housing plans were found to be significantly related ($p<.001$) to the number of Extension meetings attended. Those homemakers with no plans for change attended significantly more meetings than those planning some change in housing. Those with no plans for change reported 9.34 meetings, those planning to remodel 8.12, build 8.06, or move 7.67. The overall average for all groups was 8.93 meetings attended.

Some significance ($p<.022$) was noted in the differences between the numbers of office and home visits reported by homemakers with future housing plans. Those planning to remodel reported the highest number (3.28) while those planning to build reported the fewest (2.26) office and home visits.

No significant relationship was found to exist between future housing plans and the number of telephone calls homemakers made to the Extension office. Those planning to build within the next five years had slightly more calls than other groups. The overall average for all homemakers was 4.44 calls.

However, a significant ($p<.002$) relationship was noted between future housing plans and the number of newsletters that were received. The overall average for all homemakers was 8.34 newsletters. Those

with no plans for change received the highest number (8.62), and those planning to build received the least (7.24).

Employment

Also studied to determine its influence on the numbers of Extension contacts was employment status. Both the husband's and wife's employment was considered. A total of 2372 homemakers were categorized into five different employment groups: married, both employed, 590 (24.8%); married, one employed, 928 (39.1%); married, both unemployed, 450 (18.9%); single, employed, 166 (7.2%); and single, unemployed, 238 (10%). Employment was found to be significantly related ($p < .001$) to the total number of Extension contacts. The single unemployed homemaker had the highest number of total Extension contacts (26.13). Married homemakers with both husband and wife working had the fewest (21.86).

Responses to the survey showed employment status to have a significant influence ($p < .001$) on numbers of Extension meetings attended. The table shows that single unemployed homemakers attended 10.53 meetings compared to 7.86 for those single and employed. Married homemakers with both husband and wife working attended fewer meetings (6.65) than those with only one person working (9.71), or where both husband and wife were unemployed (9.74). While nonemployed homemakers attended on the average more Extension meetings, they made significantly fewer office visits. The table shows that the single unemployed homemaker made 2.12 visits to the county office while the married employed homemaker made 3.3 visits.

Little difference was found between employment and telephone calls. On the average all groups phoned the Extension office about 4.47 times during the year.

The number of newsletters received by homemakers was found to be significantly related ($p < .002$) to employment. Single unemployed homemakers received an average of 8.94 newsletters per year while those married and employed received 7.67. Single employed homemakers received 7.79 newsletters while those married with one working or both unemployed received 8.58 and 8.86 respectively. Those homemakers who were unemployed reported receiving about one more newsletter per year than those who were employed.

Summary

The total number of contacts homemakers had with Extension tended to increase with the age of homemakers. Analysis of the variance F test showed a significant ($p < .05$) relationship between age and the total number of Extension contacts, the number of Extension meetings attended, office and home visits, and newsletters received.

Family structure was not shown to have as much influence on Extension contacts as some other characteristics. However, it was found to be significantly related to the total number of Extension contacts and the number of Extension meetings they attended.

The educational level achieved by homemakers was found to have a significant relationship to only one type of Extension contact. Those homemakers with higher levels of education tended to make more telephone calls to the County Extension Office.

The number of Extension contacts was influenced by the audience type with HDC members having significantly more total Extension contacts, including Extension meetings, telephone calls, and newsletters.

Home ownership was found to be significantly related to the total number of Extension contacts made by homemakers, including the number of Extension meetings attended, and newsletters received.

Homemakers' plans for future housing was significantly related to their numbers of Extension meetings attended, office and home visits, and newsletters received.

Analysis showed that employment was significantly related to homemaker attendance at meetings, office and home visits, numbers of newsletters received, and the total number of Extension contacts.

CHAPTER V

RELATIONSHIPS BETWEEN SOURCES OF INTERIOR DESIGN INFORMATION USED BY HOMEMAKERS AND THEIR USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

The purpose of this chapter is to determine what sources of interior design information were being used by homemakers and the relationship between those sources of information and their use of recommended interior design practices. These findings are presented in six tables with each table constituting a section.

Section I presents data concerning the homemakers' frequency of use of six different sources of interior design information.

Section II presents facts regarding homemakers' scores on total sources used for interior design information in an attempt to determine the relationships between the score and the use of recommended interior design practices.

Section III presents information concerning the use of newspaper as a source of interior design information in an effort to determine if use of newspaper influences the use of practices by homemakers.

Section IV presents facts concerning the relationships between using TV and radio as a source of interior design information and homemakers' use of recommended interior design practices.

Section V presents facts regarding the relationships between using information booklets as a source of interior design information and the use of recommended interior design practices by homemakers.

Section VI presents data relating the numbers of reported Extension contacts to the use of recommended interior design practices. The purpose was to determine whether or not contacts influenced the use of recommended practices.

I. SOURCES OF INTERIOR DESIGN INFORMATION USED BY HOMEMAKERS

Sources of information selected for study were: newspaper, magazines, catalogues, information booklets, TV and radio, and friends and relatives.

Table VII shows the frequency of use of each source of information which had been used by homemakers for interior design information.

Newspaper

A total of 2393 homemakers used newspapers as a source of interior design information. Of the total, 1262 (52.7%) said they used newspaper as a source sometimes, 820 (34.3%) used newspaper often, and 311 (13%) reported they never used newspaper as a source of interior design information.

Magazines

Homemakers were using magazines often as a source of information. The total number of homemakers responding was 2416. Of this

Table VII. Sources of Interior Design Information Used by Homemakers

Source of Information	Number Responding	Percent Responding
Newspaper		
Never	311	13.0
Sometimes	1262	52.7
Often	820	34.3
Total	2393	100.0
Magazines		
Never	62	2.6
Sometimes	942	39.0
Often	1412	58.4
Total	2416	100.0
Catalogues		
Never	218	9.1
Sometimes	1141	47.9
Often	1025	43.0
Total	2384	100.0
Information Booklets		
Never	196	8.2
Sometimes	1187	49.9
Often	994	41.8
Total	2377	100.0
TV-Radio		
Never	421	17.7
Sometimes	1232	51.9
Often	722	30.4
Total	2375	100.0
Friends-Relatives		
Never	130	5.4
Sometimes	1257	52.3
Often	1015	42.3
Total	2402	100.0

number, 1412 (58.4%) used magazines often. Thirty-nine percent (942) said they used magazines sometimes, and only 2% (62) said they never used magazines as a source of interior design information.

Catalogues

Of 2384 total homemakers, 1141 (47.9%) reported they sometimes used catalogues as a source of information. Another 1025 (43%) reported they often used catalogues and 218 (9.1%) reported they never used catalogues as a source of information.

Information Booklets

A total of 2377 homemakers responded. Of the total, 1187 (49.9%) used information booklets frequently, 994 (41.8%) used them often, and 196 (8.2%) never used them as a source of interior design information.

TV-Radio

A majority of homemakers reported they sometimes used TV-Radio as a source of interior design information. A total of 2375 homemakers responded. Of the total number, 1232 (51.9%) used TV-Radio sometimes, 722 (30.4%) used them often, and 421 (17.7%) never used them as a source for interior design information.

Friends-Relatives

A total of 2402 homemakers responded to the question dealing with friends-relatives as a source of information. Of this number,

1257 (52.3%) said they sometimes used their friends and relatives as sources, 1015 (42.3%) said they often used them, and 130 (5.4%) said they never used them as sources of interior design information.

Summary

In summary, homemakers were found to be using a variety of sources for information concerning interior design. Magazines were found to be used most often. Homemakers also used friends and relatives as a source. Next in order were catalogues and information booklets, then newspaper. TV-Radio were used least often.

II. RELATIONSHIPS OF NEWSPAPER, RADIO-TV, MAGAZINES, INFORMATION BOOKLETS, CATALOGUES, AND FRIENDS AND RELATIVES AS SOURCES OF INTERIOR DESIGN INFORMATION AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

The homemaker is exposed to many informational sources which may or may not prove useful in her quest for interior design information.

Sources of information selected for study were: newspaper, radio-TV, magazines, information booklets, catalogues, and friends and relatives. Homemakers were asked to respond to each of these six sources and indicate how often they used the source (never, sometimes, or often). Scores were assigned to each response (Never-1, Sometimes-2, Often-3). The highest possible score on use would be 18 and the lowest possible six. For comparison purposes the score on sources used was broken down into three groups: 6-10, 11-14, and 15-18. Table VIII shows the relationships between the homemakers' score on

Table VIII. Relationships of Newspaper, Radio-TV, Magazines, Information Booklets, Catalogues, and Friends-Relatives as Sources of Information and Homemakers' Use of Recommended Interior Design Practices

Practice Used	Score on number of information sources used*						Probability	
	6-10		11-14		15-18			
	N	%	N	%	N	%	χ^2	p
Long-Range Planning								
Have long-range plan								
No	105	52.8	466	40.2	320	34.3		
Yes	97	48.0	694	59.8	613	65.7		
Total	202	100.0	1160	100.0	933	100.0	23.65	.001
Each family member involved								
No	70	48.6	375	40.2	274	34.6		
Yes	74	51.4	557	59.8	518	65.4		
Total	144	100.0	932	100.0	792	100.0	12.50	.002
Plan includes members' interests and activities								
No	46	31.9	219	24.1	161	20.5		
Yes	98	68.1	688	75.9	624	79.5		
Total	144	100.0	907	100.0	785	100.0	9.82	.007
Plan includes future needs and interests								
No	45	30.6	213	22.3	138	17.2		
Yes	102	69.4	741	77.7	666	82.8		
Total	147	100.0	954	100.0	804	100.0	16.40	.001
Inventory								
Plan to keep, replace, or recondition furniture								
No	57	27.9	253	21.4	152	15.8		
Yes	147	72.1	930	78.6	808	84.2		
Total	204	100.0	1183	100.0	960	100.0	19.97	.001
Plan in advance of purchase								
No	45	22.1	175	14.8	85	8.8		
Yes	159	77.9	1010	85.2	876	91.2		
Total	204	100.0	1185	100.0	961	100.0	32.79	.001
Existing Interior Design Analysis								
Carry out basic theme								
No	76	36.9	343	29.2	210	22.0		
Yes	130	63.1	832	70.8	743	78.0		
Total	206	100.0	1175	100.0	953	100.0	25.03	.001

Table VIII. (Continued)

Practice Used	Score on number of information sources used*						Probability	
	6-10		11-14		15-18			
	N	%	N	%	N	%	χ^2	p
Family activities defined by areas								
No	57	28.5	297	25.8	218	23.2		
Yes	143	71.5	856	74.2	722	76.8		
Total	200	100.0	1153	100.0	940	100.0	3.30	.19
Private and group activity areas								
No	58	28.6	274	23.5	213	22.5		
Yes	145	71.4	892	76.5	735	77.5		
Total	203	100.0	1166	100.0	948	100.0	3.46	.17
Furnishings support family activities								
No	47	23.4	209	17.9	124	13.0		
Yes	154	76.6	961	82.1	829	87.0		
Total	201	100.0	1770	100.0	953	100.0	16.99	.001
Adequate lighting								
No	68	34.0	400	33.9	293	30.5		
Yes	132	66.0	781	66.1	668	69.5		
Total	200	100.0	1181	100.0	961	100.0	2.98	.22
Furnishings suitable								
No	25	12.5	99	8.5	52	5.4		
Yes	175	87.5	1068	91.5	911	94.6		
Total	200	100.0	1167	100.0	963	100.0	14.85	.001
Budget								
Does family plan budget								
No	121	60.8	695	59.0	582	60.9		
Yes	78	39.2	483	41.0	373	39.1		
Total	199	100.0	1178	100.0	955	100.0	.89	.63
Allot certain amount for furnishings								
No	76	64.4	453	64.3	364	64.4		
Yes	42	35.6	252	35.7	201	35.6		
Total	118	100.0	705	100.0	565	100.0	.004	.99

Table VIII. (Continued)

Practice Used	Score on number of information sources used*						Probability	
	6-10		11-14		15-18		χ^2	p
	N	%	N	%	N	%		
Selection and Purchase								
Check for imitation								
No	17	8.2	47	3.9	16	1.6		
Never	6	2.9	19	1.6	7	.7		
Sometimes	104	50.0	594	49.6	392	40.3		
Always	81	38.9	537	44.9	557	57.3		
Total	208	100.0	1197	100.0	972	100.0	63.78	.001
Check for durability and strength								
No	3	1.4	10	.8	.2	.2		
Never	5	2.4	23	1.9	8	.8		
Sometimes	70	33.7	330	27.5	173	17.7		
Always	130	62.5	838	69.8	796	81.3		
Total	208	100.0	1201	100.0	979	100.0	55.49	.001
Select appropriate finishes								
No	8	3.9	14	1.2	5	.5		
Never	6	2.9	22	1.8	10	1.0		
Sometimes	72	34.8	401	33.4	251	25.7		
Always	121	58.5	763	63.6	709	72.7		
Total	207	100.0	1200	100.0	975	100.0	42.53	.001
Check joints, seams, etc., for durability								
No	13	6.3	32	2.7	16	1.6		
Never	4	1.9	21	1.8	16	1.6		
Sometimes	81	38.9	501	41.8	348	35.5		
Always	110	52.9	644	53.8	599	61.2		
Total	208	100.0	1198	100.0	979	100.0	25.78	.001
Select functional, aesthetic materials								
No	9	4.3	30	2.5	4	.4		
Never	6	2.9	16	1.3	4	.4		
Sometimes	77	37.2	449	37.6	336	34.6		
Always	115	55.6	699	58.5	628	64.6		
Total	207	100.0	1194	100.0	972	100.0	37.71	.001

Table VIII. (Continued)

Practice Used	Score on number of information sources used*						χ ²	p
	6-10		11-14		15-18			
	N	%	N	%	N	%		
Check function with needs								
No	8	3.9	14	1.2	3	.3		
Never	5	2.4	17	1.4	8	.8		
Sometimes	73	35.3	387	32.3	228	23.4		
Always	121	58.5	780	65.1	737	75.5		
Total	207	100.0	1198	100.0	976	100.0	54.90	.001
Consider care and cleaning								
No	6	2.9	14	1.2	4	.4		
Never	7	3.4	18	1.5	6	.6		
Sometimes	68	32.7	311	25.9	168	17.2		
Always	127	61.1	858	71.4	801	81.8		
Total	208	100.0	1201	100.0	979	100.0	62.85	.001
Consumer Buying Practices								
Learn about products before purchase								
Not so good	29	13.9	59	4.9	41	4.2		
Fair	112	53.8	721	60.1	535	55.0		
Excellent	67	32.2	420	35.0	396	40.7		
Total	208	100.0	1200	100.0	972	100.0	40.16	.001
Shop around								
Not so good	15	7.2	38	3.2	28	2.9		
Fair	80	38.5	450	37.5	249	25.6		
Excellent	113	54.3	712	59.3	697	71.6		
Total	208	100.0	1200	100.0	974	100.0	51.44	.001
Read tags and labels								
Not so good	16	7.7	27	2.3	21	2.1		
Fair	72	34.8	423	35.3	237	24.2		
Excellent	119	57.5	749	62.5	720	73.6		
Total	207	100.0	1199	100.0	978	100.0	57.03	.001
Consider guarantee, service, etc.								
Not so good	13	6.3	43	3.6	25	2.6		
Fair	81	39.3	413	34.6	235	24.2		
Excellent	112	54.4	739	61.8	712	73.3		
Total	206	100.0	1195	100.0	972	100.0	46.56	.001

Table VIII. (Continued)

Practice Used	Score on number of information sources used*						Probability
	6-10		11-14		15-18		
	N	%	N	%	N	%	
Inspect, ask questions							
Not so good	13	6.3	39	3.3	24	2.5	
Fair	76	36.7	415	34.6	244	25.1	
Excellent	118	57.0	745	62.1	704	72.4	
Total	207	100.0	1199	100.0	971	100.0	37.12 .001
Select stores for reputation							
Not so good	17	8.2	25	2.1	30	3.1	
Fair	71	34.3	414	34.5	258	26.6	
Excellent	119	57.5	761	63.4	683	70.3	
Total	207	100.0	1200	100.0	971	100.0	39.66 .001
Principles of Art and Design							
Objects in proportion to room size							
No	17	8.2	61	5.1	24	2.5	
Yes	112	53.8	721	60.2	604	68.1	
Somewhat	79	38.0	416	34.7	287	29.4	
Total	208	100.0	1198	100.0	975	100.0	31.45 .001
Focal point in room							
No	34	16.3	121	10.1	37	3.8	
Yes	89	42.8	591	49.4	584	60.0	
Somewhat	85	40.9	485	40.5	353	36.2	
Total	208	100.0	1197	100.0	974	100.0	64.53 .001
Object placement balanced							
No	25	12.1	78	6.5	29	3.0	
Yes	107	51.9	672	56.3	617	63.3	
Somewhat	74	35.9	443	37.1	328	33.7	
Total	206	100.0	1193	100.0	974	100.0	37.86 .001
Specific color scheme							
No	19	9.2	52	4.3	22	2.3	
Yes	125	60.4	803	67.0	700	71.7	
Somewhat	63	30.4	344	28.7	254	26.0	
Total	207	100.0	1199	100.0	976	100.0	27.97 .001

Table VIII. (Continued)

Practice Used	Score on number of information sources used*						Probability
	6-10		11-14		15-18		
	N	%	N	%	N	%	
Surface texture compatibility							
No	39	18.8	99	8.3	54	5.6	
Yes	80	38.5	550	45.9	505	52.2	
Somewhat	89	42.8	549	45.8	409	42.3	
Total	208	100.0	1198	100.0	968	100.0	47.01 .001
Care							
Follow manufacturer's recommendations							
Never	15	7.3	26	2.2	18	1.8	
Occasionally	91	44.2	422	35.3	279	28.6	
Frequently	100	48.5	746	62.5	680	69.6	
Total	206	100.0	1194	100.0	977	100.0	49.43 .001
Turn detachable pillows							
Never	14	6.7	45	3.8	36	3.7	
Occasionally	74	35.6	455	38.2	269	27.7	
Frequently	120	57.7	692	58.1	667	68.6	
Total	208	100.0	1192	100.0	972	100.0	32.40 .001
Clean with vacuum							
Never	32	15.5	74	6.2	52	5.3	
Occasionally	72	34.8	535	44.8	363	37.2	
Frequently	103	49.8	586	49.0	561	57.5	
Total	207	100.0	1195	100.0	976	100.0	44.31 .001
Wipe spills, treat stains immediately							
Never	9	4.3	15	1.3	13	1.3	
Occasionally	29	14.0	184	15.4	126	12.9	
Frequently	169	81.6	996	83.3	837	85.8	
Total	207	100.0	1195	100.0	976	100.0	14.26 .001

*Sources included: Newspaper, TV-Radio, Magazines, Information Booklets, Catalogues, Friends-Relatives.

total sources used and the use of recommended interior design practice use.

Long-Range Planning

Homemakers were asked to respond to four questions dealing with long-range planning. The score on total sources used was significantly related to each of the four practices.

Have long-range plan. Homemakers who had higher total sources had significantly higher usage of this practice ($p < .001$). Those with scores of 15-18, 65.7%, had a long-range plan compared to only 48% of those who had a score of 6-10 and 59.8% of those with scores of 11-14.

Each family member involved in plan. Score on total information sources used was significantly related ($p < .002$) to whether family members were involved in making their plan. As the score on total sources of information increased, the percentage of practice use increased.

Plan includes interests and activities of family members. Again, scores were significantly related to practice use ($p < .007$). Homemakers with scores of 6-10 reported 68.1%, those with 11-14 reported 75.9% and those with 15-18 reported 79.5% used this practice.

Plan reflect future needs and interests. Homemakers recording a score of 15-18 said that 82.8% of them were using this practice.

This compares to 77.7% of those scoring 11-14 and 69.4% of those scoring 6-10. The difference was significant ($p < .001$).

Inventory

Two practices were included in the survey related to inventory. Score on total sources used was found to be significantly related to each of the two practices.

Inventory to keep, replace, or recondition furniture. Regarding this practice use, homemakers' total score on sources used was significantly related ($p < .001$). Those homemakers scoring 15-18 recorded 84.2% yes answers while those scoring lower recorded 72.1% and 78.6% use respectively.

Inventory to plan in advance of purchase. Again, scores were significantly related ($p < .001$) in a positive manner to total scores for sources used; that is, the higher the score, the higher the percentage of practice use.

Existing Interior Design Analysis

Homemakers responded to six practices related to the existing interior design of their homes. Use of three of the six practices were found to be significantly related to the total score on sources used by homemakers.

Furnishings carry out basic theme. Those homemakers scoring 15-18 reported 78% practice use. Those scoring 11-14 reported 70.8%,

and those scoring 6-10 reported 63.1% practice use. The differences were significant ($p < .001$).

Family activities defined by areas. All groups responded positively to this practice and the percent of use increased with scores on sources used. However, differences were not enough to be significant. Percentages of usage recorded were 71.5% of those with scores of 6-10 on sources used, 74.2% for those with scores of 11-14 and 76.8% for those with scores of 15-18.

Private and group activities. Although positive responses were recorded by all three groups, differences were not significant at the .05 level. Those scoring 6-10 reported 71.4% of them had both private and group activity areas in their homes. Those with scores of 11-14 reported 76.5% usage, and 77.5% of those with 15-18 scores used the practice.

Support family activities. Significant differences ($p < .001$) were noted between the percentages of use of this practice and home-makers' score on total sources used. Percentages of use go from 76.6% for a score of 6-10, to 82.1% for a score of 11-14, and to 87% for a score of 15-18.

Adequate lighting. All groups responded positively to this practice, and the percent of use increased with their scores on total sources used. However, differences were slight, particularly between

the two lower groups, and were not observed to be significant.

Responses were as follows: 66% of those scoring 6-10, 66.1% of those scoring 11-14, and 69.5% of those scoring 15-18.

Furnishings suitable. Homemakers who had scores of 15-18 on total sources used reported that 94.6% of them felt that their furnishings were suitable. This compares with 91.5% of those with scores of 11-14, and 87.5% of those with scores of 6-10. Differences were not significant at the .05 level.

Budget

Homemakers were asked if their family planned a budget and if so, if it included a certain amount for home furnishings. Findings did not indicate a significant relationship between the homemakers' score on total sources used for interior design information and the use of practices related to budget.

Does family plan budget. The majority of homemakers surveyed did not plan a family budget (121 of 199). The score on total sources did not have a positive relationship of significance. Those scoring 6-10, 60.8%, did not plan a budget, 59% of those with scores of 11-14 and 60.9% of those with scores of 15-18 did not have a budget. Differences were not significant at the .05 level.

Allot certain amount for furnishings. Score on total sources used was not found to be significant to whether homemakers allotted

a certain amount for home furnishings in their budgets. A total of 1488 homemakers responded to this question. Of this number 76 (64.4%) had a total score of 6-10 and answered no to this question. Of those with scores of 11-14, 453 (64.3%) said no, and those with scores of 15-18 reported 364 (64.4%) did not allot a certain amount for furnishings.

Selection and Purchase

Homemakers were asked to respond to seven practices relating to their selection and purchasing skills. The table indicates that scores on total sources used was significantly related to each of the seven practices.

Check for imitation. Homemakers' scores on total sources used were significantly related ($p < .001$) to whether they checked materials for imitation. The table indicates that for those who said they always checked for imitation, 81 (38.9%) had scores of 6-10, 537 (44.9%) had scores of 11-14, and 557 (57.3%) had scores of 15-18.

Check durability and strength. Survey results indicated that 796 homemakers (81.3%) always checked furnishings for durability and strength and had a score of 15-18 on total sources used. Of those scoring 11-14, 838 (69.8%) said they always checked and of those scoring 6-10, 130 homemakers (62.5%) said they always use this practice. The difference was significant ($p < .001$).

Select appropriate finishes. A total of 2382 homemakers responded to this practice. Of this number, 709 (72.7%) had scores of 15-18 and said they always select appropriate finishes, 763 (63.6%) had scores of 11-14 and always select appropriate finishes, and 121 (58.5%) had scores of 6-10 and answered always to this practice. The differences were significant ($p < .001$).

Check joints, seams, etc. for durability. Homemakers' scores on total sources used was significantly related to whether they checked joints, seams, etc. for durability before purchasing. Percentages ranged from 55.6% for low scores to 64.6% for high scores.

Select functional, aesthetic material. Survey results show that a total of 1442 homemakers always use this practice. Of this number, 737 (75.5%) had scores of 15-18, 780 (65.1%) had scores of 11-14, and 121 (58.5%) had scores of 6-10. The difference was found to be significant ($p < .001$).

Check function with needs. Responses to the survey showed that 75.5% of those homemakers who scored 15-18 said they always checked furnishings to be sure they would function according to specific needs of the family. Those scoring 11-14 said 65.1% of them always used the practice and 58.5% of those scoring 6-10 always used the practice. The difference was significant ($p < .001$).

Consider care and cleaning. The score on total sources used was found to be significantly related ($p < .001$) to this practice use.

Homemakers scoring 15-18 on total sources used also had the high percentage of practice use (81.8%). Those scoring 11-14 had 71.4% of use and those scoring 6-10 had 61.1% of use.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying by rating themselves as not so good, fair, or excellent on each of the practices. Scores on total sources used were significant to each of the six practices.

Learn about products before purchasing. The majority (1268 of 2370) considered themselves "fair" on this practice use. Those rating themselves excellent (983) and their scores on total sources used were significantly related. Of those scoring 15-18, 40.7% rated themselves excellent, those with scores of 11-14 rated themselves excellent at 35%, and those with lower scores of 6-10 reported 32.2% were excellent on this practice.

Shop around before purchase. Of those 1522 homemakers who rated themselves excellent on shopping around before purchasing to compare price and quality, 697 (71.6%) had scores of 15-18, 712 (59.3%) had scores of 11-14, and 113 (54.3%) had scores of 6-10. These differences indicated a significant relationship between scores and practice use.

Read tags and labels. The majority (1588 of 2384) of homemakers rated themselves "excellent" when it comes to reading tags

and labels. Of those 1588 homemakers, 720 (73.6%) scored 15-18, 749 (62.5%) scored 11-14, and 119 (57.5%) scored 6-10. The differences were significant ($p < .001$).

Consider guarantees, service, etc. Regarding this practice use, the following "excellent" responses were recorded: homemakers who scored 15-18, 73.3%; 11-14 scores, 61.8%; 6-10 scores, 54.4%. Observed differences were significant ($p < .001$).

Inspect merchandise, ask questions. Responses to the survey showed that 72.4% of those homemakers who scored 15-18 on total sources used rated themselves "excellent" on inspecting merchandise and asking questions before purchase. Of those other homemakers rating themselves "excellent," 62.1% scored 11-14, and 57% scored 6-10. The difference in responses was determined to be significant ($p < .001$).

Select stores for reputation. Scores by homemakers on total sources used was found to be significantly related ($p < .001$) to whether they selected stores based on their reputation for good quality merchandise and services at reasonable prices. The table shows the following responses of "excellent" for this practice: 70.3% of those with scores of 15-18, 63.4% of those with scores of 11-14, and 57.5% of those with scores of 6-10.

Principles of Art and Design

Homemakers responded to five questions concerning their use of principles when designing their homes. Homemakers' scores on

total sources of information used was found to be significantly related to each of the five practices.

Objects in proportion to room size. Scores on total sources of information was significantly related ($p < .001$) to whether homemakers considered the size of objects in proportion to room size. Homemakers scoring 15-18 said 68.1% of them used this practice, 60.2% of those scoring 11-14, and 53.8% of those scoring 6-10 used the practice.

Main focal point in room. Responses to the survey showed that 60% of those homemakers scoring 15-18 said their rooms have a main focal point. In comparison, 49.4% of those scoring 11-14, and only 42.8% of those scoring 6-10 answered yes. The observed difference was significantly related to this practice use.

Object placement balanced. Scores on total sources used was shown to be significantly related ($p < .001$) to whether homemakers created balance by the placement or location of objects. Homemakers with higher scores (15-18) answered yes most often (63.3%). Those scoring 11-14 had 56.3% of them answering yes, and those scoring 6-8 had 51.9% of them answering yes.

Specific color scheme. The group of homemakers using this practice most often was that one composed of those with scores of 15-18 on total sources used (71.7%). In comparison, other groups

responded positively in the following order: 67% of those scoring 11-14 and 60.4% of those scoring 6-10. The relationship was significant ($p < .001$).

Surface texture compatability. Scores on total sources used by homemakers was found to be significantly related ($p < .001$) to their use of this practice. Those answering yes most often where those homemakers who scored 15-18 on total sources used (52.2%), those scoring 11-14 had 45.9% use, and those scoring 6-10 had 38.5% use.

Care

Homemakers were judged as to whether or not proper care had been provided as they responded with never or almost never, occasionally, or frequently to four practices. Scores on total scores of information was found to be significantly related to each of the four practices.

Follow manufacturer's recommendations. Homemakers with scores of 15-18 said that 69.6% of them follow manufactuer's recommendations frequently. Those scoring 11-14 said 62.5% of them and 48.5% of those scoring 6-10 followed manufacturer's recommendations frequently for care of home furnishings. The difference was significantly related to practice use.

Turn detachable pillows. All groups responded positively. Homemakers with scores of 15-18 indicated that 68.6% of them used this practice, 58.1% of those with 11-14 scores, and 57.7% of those

with scores of 6-10 used the practice. The difference was significant in relation to use of this practice.

Clean with vacuum. Scores on total sources of information used were significantly related to whether homemakers cleaned upholstered goods, cornices, etc. with a vacuum. Those with scores of 15-18 had a 57.5% of practice use, while those with scores of 11-14 had 49%, and those with scores of 6-10 had 49.8% of use.

Wipe spills, treat stains. All groups responded positively to this practice. Homemakers with scores of 15-18 reported 85.8% of practice use, those with scores of 11-14 reported 83.3% of use, and those with scores of 6-10 reported 81.6% use. Observed differences were found to be significant.

Summary

Analysis of the information provided in Table VIII determined that homemakers' scores on total sources of information used for interior design information was significantly related to their use of recommended interior design practices.

Significant relationships were not found to exist with only five of the 36 practices included in the survey. Three of these were dealing with analysis of existing interior design and two with budgeting.

Generally, it can be concluded that facts showed a positive relationship between the total score on sources of information used

and practice use. That is, the higher the total score, the higher the percentage of practice use and the lower the score, the lower the practice use.

III. RELATIONSHIPS BETWEEN NEWSPAPER AS A SOURCE OF INTERIOR DESIGN INFORMATION AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

Table IX shows the relationships between the homemakers' use of practices in interior design and their use of newspaper as a source of interior design information. Homemakers were asked to report their frequency of use by responding never, sometimes, or often. A total of 2393 homemakers used newspaper as a source of information. Of the total, 1262 (52.7%) said they used newspaper as a source sometime, 820 (34.3%) used newspaper often, and 311 (13%) reported they never used newspaper as a source of interior design information.

Long-Range Planning

Homemakers responded to four questions with regard to their use of long-range planning practices. The use of newspaper was found to be significantly related at the .05 level to only two of the four practices.

Have long-range plan. A total of 809 homemakers indicated that they used newspaper often. Of this number 500 (61.8%) said they did have a long-range plan for home furnishings. This compares to

Table IX. Relationships Between Newspaper as a Source of Interior Design Information and Homemakers' Use of Recommended Interior Design Practices

Practice Used	Frequency of Use						Probability	
	Never		Sometime		Often		χ^2	p
	N	%	N	%	N	%		
Long-Range Planning								
Have long-range plan								
No	143	45.7	482	38.6	309	38.2		
Yes	170	54.3	768	61.4	500	61.8		
Total	313	100.0	1250	100.0	809	100.0	6.04	.05
Each family member involved								
No	98	41.0	388	38.6	266	38.5		
Yes	141	59.0	612	61.2	425	61.5		
Total	239	100.0	1000	100.0	691	100.0	.49	.78
Plan includes members' interests and activities								
No	69	29.0	219	22.4	164	24.2		
Yes	169	71.0	759	77.6	514	75.8		
Total	238	100.0	978	100.0	678	100.0	4.65	.09
Plan includes future needs and interests								
No	74	30.2	203	19.8	136	19.7		
Yes	171	69.8	822	80.2	554	80.3		
Total	245	100.0	1025	100.0	690	100.0	14.04	.001
Inventory								
Plan to keep, replace, or recondition furniture								
No	81	25.4	267	20.9	131	15.8		
Yes	238	74.6	1013	79.1	697	84.2		
Total	319	100.0	1280	100.0	828	100.0	15.47	.001
Plan in advance of purchase								
No	64	20.1	170	13.2	80	9.7		
Yes	254	79.9	1115	86.8	745	90.3		
Total	318	100.0	1285	100.0	825	100.0	22.38	.001
Existing Interior Design Analysis								
Carry out basic theme								
No	97	30.7	355	27.9	205	25.2		
Yes	219	69.3	918	72.1	610	74.8		
Total	316	100.0	1273	100.0	815	100.0	3.94	.14

Table IX. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometime		Often		χ^2	p
	N	%	N	%	N	%		
Family activities defined by areas								
No	91	29.1	300	24.1	203	25.3		
Yes	222	70.9	945	75.9	599	74.7		
Total	313	100.0	1245	100.0	802	100.0	3.30	.19
Private and group activity areas								
No	89	28.3	269	21.3	211	26.0		
Yes	225	71.7	994	78.7	601	74.0		
Total	314	100.0	1263	100.0	812	100.0	10.06	.01
Furnishings support family activities								
No	79	25.3	206	16.3	109	13.3		
Yes	233	74.7	1060	83.7	709	86.7		
Total	312	100.0	1266	100.0	818	100.0	23.7	.001
Adequate lighting								
No	106	33.9	430	33.6	245	29.7		
Yes	207	66.1	851	66.4	580	70.3		
Total	313	100.0	1281	100.0	825	100.0	3.85	.15
Furnishings suitable								
No	35	11.2	93	7.3	54	6.6		
Yes	278	88.8	1175	92.7	770	93.4		
Total	313	100.0	1268	100.0	824	100.0	7.15	.03
Budget								
Does family plan budget								
No	185	58.4	748	58.9	519	63.1		
Yes	132	41.6	523	41.1	303	36.9		
Total	317	100.0	1271	100.0	822	100.0	4.37	.11
Allot certain amount for furnishings								
No	130	69.1	477	63.3	314	64.0		
Yes	58	30.9	277	36.7	177	36.0		
Total	188	100.0	754	100.0	491	100.0	2.30	.32

Table IX. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometime		Often			
	N	%	N	%	N	%	χ^2	p
Selection and Purchase								
Check for imitation								
No	22	6.8	45	3.5	20	2.4		
Never	5	1.6	19	1.5	8	1.0		
Sometimes	156	48.4	647	49.8	315	37.8		
Always	139	43.2	587	45.2	491	58.9		
Total	322	100.0	1298	100.0	834	100.0	53.19	.001
Check for durability and strength								
No	4	1.2	11	.8	2	.2		
Never	9	2.8	17	1.3	12	1.4		
Sometimes	109	33.9	345	26.5	132	15.7		
Always	200	62.1	930	71.4	695	82.6		
Total	322	100.0	1303	100.0	841	100.0	64.90	.001
Select appropriate finishes								
No	9	2.8	15	1.2	5	.6		
Never	9	2.8	17	1.3	14	1.7		
Sometimes	96	29.8	443	34.1	208	24.9		
Always	208	64.6	825	63.5	609	37.1		
Total	322	100.0	1300	100.0	836	100.0	34.23	.001
Check joints, seams, etc., for durability								
No	11	3.4	35	2.7	16	1.9		
Never	5	1.6	24	1.8	15	1.8		
Sometimes	124	38.5	554	42.6	276	32.8		
Always	182	56.5	688	52.9	535	63.5		
Total	322	100.0	1301	100.0	842	100.0	25.48	.001
Select functional, aesthetic materials								
No	15	4.7	21	1.6	8	1.0		
Never	8	2.5	12	.9	8	1.0		
Sometimes	98	30.4	503	38.9	288	34.5		
Always	201	62.4	757	58.5	530	63.5		
Total	322	100.0	1293	100.0	834	100.0	32.42	.001

Table IX. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometime		Often			
	N	%	N	%	N	%	χ^2	p
Check function with needs								
No	6	1.9	17	1.3	3	.4		
Never	9	2.8	13	1.0	11	1.3		
Sometimes	111	34.5	394	30.3	198	23.6		
Always	196	60.9	876	67.4	626	74.7		
Total	322	100.0	1300	100.0	838	100.0	53.93	.001
Consider care and cleaning								
No	8	2.5	15	1.2	6	.7		
Never	10	3.1	12	.9	10	1.2		
Sometimes	94	29.1	329	25.2	139	16.5		
Always	211	65.3	948	72.7	687	81.6		
Total	323	100.0	1304	100.0	842	100.0	49.27	.001
Consumer Buying Practices								
Learn about products before purchase								
Not so good	36	11.1	62	4.8	39	4.7		
Fair	184	57.0	790	60.8	434	52.0		
Excellent	103	31.9	447	34.4	361	43.3		
Total	323	100.0	1299	100.0	834	100.0	41.01	.001
Shop around								
Not so good	21	6.5	37	2.8	26	3.1		
Fair	125	38.7	478	36.7	207	24.7		
Excellent	177	54.8	787	60.4	604	72.7		
Total	323	100.0	1302	100.0	837	100.0	52.13	.001
Read tags and labels								
Not so good	19	5.9	29	2.2	20	2.4		
Fair	106	32.8	439	33.8	201	26.9		
Excellent	198	61.3	832	64.0	618	73.5		
Total	323	100.0	1300	100.0	839	100.0	39.00	.001

Table IX. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometime		Often			
	N	%	N	%	N	%	χ^2	p
Consider guarantee, service, etc.								
Not so good	21	6.6	41	3.2	24	2.9		
Fair	107	33.5	452	34.8	188	22.5		
Excellent	191	59.9	804	62.0	623	74.6		
Total	319	100.0	1297	100.0	835	100.0	50.83	.001
Inspect, ask questions								
Not so good	18	5.6	33	2.5	28	3.4		
Fair	108	33.6	454	35.0	190	22.8		
Excellent	195	60.7	811	62.5	614	73.8		
Total	321	100.0	1298	100.0	832	100.0	44.41	.001
Select stores for reputation								
Not so good	21	6.5	30	2.3	24	2.9		
Fair	98	30.3	455	35.0	204	24.6		
Excellent	204	63.2	816	62.7	602	72.5		
Total	323	100.0	1301	100.0	830	100.0	40.65	.001
Principles of Art and Design								
Objects in proportion to room size								
No	26	8.0	53	4.1	26	3.1		
Yes	179	55.4	798	61.4	573	68.4		
Somewhat	118	36.5	448	34.5	239	28.5		
Total	323	100.0	1299	100.0	838	100.0	28.08	.001
Focal point in room								
No	47	14.6	111	8.5	37	4.4		
Yes	154	47.7	670	51.5	493	59.2		
Somewhat	122	37.8	519	39.9	303	36.4		
Total	323	100.0	1300	100.0	833	100.0	40.89	.001
Object placement balanced								
No	41	12.8	66	5.1	31	3.7		
Yes	181	56.4	733	56.7	526	63.2		
Somewhat	99	30.8	494	38.2	275	33.1		
Total	321	100.0	1293	100.0	832	100.0	45.09	.001

Table IX. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometime		Often		χ^2	p
	N	%	N	%	N	%		
Specific color scheme								
No	22	6.8	48	3.7	28	3.3		
Yes	213	65.9	870	67.0	598	71.4		
Somewhat	88	27.2	380	29.3	211	25.2		
Total	323	100.0	1298	100.0	837	100.0	12.44	.01
Surface texture compatibility								
No	44	13.6	106	8.2	53	6.4		
Yes	150	46.4	581	44.8	447	54.1		
Somewhat	129	39.9	611	47.1	326	39.5		
Total	323	100.0	1298	100.0	826	100.0	31.81	.001
Care								
Follow manufacturer's recommendations								
Never	16	5.0	26	2.0	21	2.5		
Occasionally	127	39.4	456	35.3	238	28.6		
Frequently	179	55.6	811	62.7	574	68.9		
Total	322	100.0	1293	100.0	833	100.0	26.43	.001
Turn detachable pillows								
Never	22	6.8	42	3.2	36	4.3		
Occasionally	114	35.4	483	37.3	226	27.4		
Frequently	186	57.8	770	59.5	572	68.6		
Total	322	100.0	1295	100.0	834	100.0	32.42	.001
Clean with vacuum								
Never	43	13.4	77	5.9	49	5.8		
Occasionally	122	37.9	580	44.7	293	35.0		
Frequently	157	48.8	640	49.3	496	59.2		
Total	322	100.0	1297	100.0	838	100.0	45.61	.001
Wipe spills, treat stains immediately								
Never	8	2.5	16	1.2	17	2.0		
Occasionally	44	13.7	196	15.1	111	13.3		
Frequently	269	83.8	1088	83.7	709	84.7		
Total	321	100.0	1300	100.0	837	100.0	4.78	.31

313 homemakers who said they never use newspaper, with 170 (54.3%) of them responding positively to the practice. The largest number of homemakers (1250) said they sometimes used newspaper and 61.4% of them have a long-range plan. Newspaper as a source of information was found to be significantly related ($<.05$) to this practice.

Each family member involved in plan. Homemakers' use of newspaper as a source was not found to be significantly related to this practice. While they tended to answer yes more often as the frequency of use increased and no as the use decreased the difference was not significant at $p<.05$ level.

Plan includes members' needs and interests. Of those homemakers having a plan, most did include the needs and interests of family members. And while the use of this practice increased with the frequency of use of newspaper as a source of information, the difference was not to be found to be significantly related. Seventy-one percent of those never using newspaper answered yes, while 77.6% of those sometimes using, and 75.8% of those often using newspaper said yes to this practice.

Plan includes future needs and interests. Homemakers' use of this practice was found to be significantly related ($p<.001$) to their use of newspaper as a source. Of those who used the newspaper often, 80.3% said their plans included future needs and interests.

Those using the newspaper sometime said 80.2% of them used the practice, while only 69.8% of those never using the newspaper responded positively.

Inventory

Two practices related to inventory were included in the survey. Homemakers' use of newspaper as a source of interior design information was found to be significantly related to each of the two practices.

Inventory to keep, replace, or recondition furniture. A total of 828 homemakers used newspaper frequently as a source of interior design information. Of this number, 697 (84.2%) answered yes to this practice. This compares to 1013 (79.1%) of those using newspaper sometime, and 238 (74.6%) of those who never used the newspaper as a source. The difference was significant ($p < .001$).

Inventory to plan in advance of purchase. Homemakers who used newspaper as a source of information were found to be more likely to use an inventory to plan in advance of purchase than those who never used newspaper. Evidence of this is found in the following percentage of use: often, 90.3%; sometimes, 74.5%; and never, 79.9%. The difference was significant ($p < .001$).

Existing Interior Design Analysis

Homemakers responded to six practices related to the existing interior design of their homes. Use of three of the six practices

were found to be significantly related to their frequency of use of newspaper as a source of interior design information.

Furnishings carry out basic theme. Although use of this practice increased with frequency of use of newspaper, the differences were not found to be significant. Percentages of usage were: 74.8% of those using the newspaper often, 72.1% of those using the newspaper sometime, and 69.3% of those never using the newspaper as a source of interior design information.

Family activities defined by areas. Frequency of use of newspaper was not found to be significantly related to the use of this practice. The largest percentage of usage was found to be among those homemakers who reported using newspaper as a source sometime, while other groups were: often, 74.7%; and never, 70.9%.

Private and group activity areas. Those homemakers using the newspaper sometime as a source of interior design information were more likely to use this practice (78.7%) than those who used it often (74%) or never (71.7%). The difference in practice use was significant at $p < .01$.

Support family activities. Significant differences ($p < .001$) were noted between the percentages of use of this practice and homemakers' use of newspaper as a source of information. Percentages of use go from 74.7% for those who never used newspaper, to 83.7%

for those who sometimes used it, and 86.7% for those who used newspaper often.

Adequate lighting. Use of this practice was positively related to homemakers' frequency of use of newspaper; however, the differences were not significantly related at the $p .05$ level. Responses were as follows: 66.1% of those never using newspaper, 66.4% of those sometimes using, and 70.3% of those often using newspaper reported having adequate lighting in their homes.

Furnishings suitable. Homemakers who used the newspaper frequently reported that 93.4% of them felt that their furnishings were suitable. This compares to 92.7% of those who sometimes used newspaper, and 88.8% of those who never used newspaper. The differences were significantly related at $p < .03$.

Budget

Homemakers were asked if their family planned a budget and if so, if it included a certain amount for home furnishings. Findings did not show a significant relationship between using newspaper as a source and the use of practices related to budgeting.

Does family plan budget. Whether homemakers used newspaper as a source of interior design information did not significantly affect their use of this practice. Use was actually negatively related with fewer percentages of practice use as the frequency of newspaper

use increased. However, differences were not significant at the .05 level.

Allot certain amount for furnishings. Homemakers' use of newspaper was not found to be significant to whether they allotted a certain amount for home furnishings in their budgets. A total of 1443 homemakers responded. Of this number, 130 (69.1%) never used newspaper for interior design information and answered no to this question. Of those who said they sometimes used newspaper, 477 (63.3%) said no, and those who often used newspaper, 314 (64%), did not allot a certain amount for furnishings.

Selection and Purchase

Homemakers were asked to respond to seven practices relating to their selection and purchasing skills. The table indicates that their use of newspaper as a source of information was significantly related to each of the seven practices.

Check for imitation. Homemakers' use of newspaper for information was significantly related ($p < .001$) to whether they checked furnishings for imitation. Of the 834 homemakers who said they often used newspaper as a source of information, 58.9% of them said they always check for imitation. This compares to 45.2% of those who sometimes used it and 43.2% of those who never used newspaper as a source of interior design information.

Check durability and strength. Survey results indicated that 695 (82.6%) homemakers always checked furnishings for durability and strength and often used newspaper as a source of interior design information. Of those who indicated they sometimes used the newspaper, 45.2% always checked, and 43.2% of those who never used the newspaper checked for durability and strength. The difference was significant ($p < .001$).

Select appropriate finishes. A total of 2459 homemakers responded to this practice. Of the number, 64.6% always selected appropriate finishes but never used newspaper as a source of information. Also, 63.5 sometimes used newspaper, and 37.1% often used newspaper and responded always to this practice. This shows a negative relationship, that is, the more use of newspaper, the less practice use. The difference was significant ($p < .001$).

Check joints, seams, etc. for durability. Homemakers' use of newspaper as a source of information was significantly related to whether they always checked joints and seams for durability before purchasing ($p < .001$). Percentages ranged from 63.5% of those who often used newspaper to 52.9% of those who sometimes used it, and 56.5% of those who never used newspaper.

Select functional, aesthetic materials. The frequency of use of newspaper was found to be significantly related ($p < .001$) to

this practice use. Homemakers using newspaper often showed 63.5% of them always used this practice compared to 62.4% of those never using newspaper and 58.5% of those sometimes using newspaper.

Check function with needs. Responses to the survey showed that 74.7% of those homemakers who used the newspaper often always used this practice. This compares to 67.4% of those who sometimes used the newspaper and 60.9% of those who never used the newspaper. The difference was significant ($p < .001$).

Consider care and cleaning. Homemakers' use of newspaper was significantly related ($p < .001$) to this practice use. Homemakers using newspaper often as a source of information indicated that 81.6% of them always considered care and cleaning of home furnishings before purchasing. This compares to 72.7% of those who sometimes used newspaper, and 65.3% who never used newspaper.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying by rating themselves as not so good, fair, or excellent on each of the practices. Homemakers' use of newspaper as a source of information was found to be significantly related to each of the six practices.

Learn about products before buying. A total of 911 homemakers rated themselves excellent on the use of this practice. Of this

number, 43.3% used newspaper often, 34.4% used newspaper sometimes, and 31.9% never used it. The difference was significantly related ($p < .001$).

Shop around before purchase. Of those 1578 homemakers who rated themselves excellent on this practice, 72.7% used the newspaper often, 60.4% used it sometime, and 54.8% never used it for information on interior design. These differences indicated a significant difference ($p < .001$) between practice use and use of newspaper as a source of information.

Read tags and labels. The majority (1648 of 2462) of homemakers rated themselves excellent when it came to reading tags and labels. Of those 1648 homemakers, 618 (73.5%) used newspaper often, 832 (64%) used newspaper sometime, and 198 (61.3%) never used newspaper as a source of interior design information. The differences were significant ($p < .001$).

Consider guarantee, service, etc. Regarding this practice use, the following excellent responses were recorded: homemakers who used newspaper often, 74.6%; those who used newspaper sometime, 62%; and those who never used newspaper, 59.9%. The difference in responses was found to be significant ($p < .001$).

Inspect merchandise, ask questions. Responses to the survey showed that 73.8% of those homemakers using the newspaper often,

rated themselves excellent on this practice. Of the other homemakers surveyed and rating themselves excellent, 62.5% used newspaper sometimes, and 60.7% never used newspaper as a source of information. The difference was found to be significantly related ($p < .001$).

Select stores for reputation. Homemakers' use of newspaper as a source was found to be significantly related ($p < .001$) to how they rated themselves on the use of this practice. The table shows the following responses of excellent for this practice: 72.5% of those who used newspaper often, 62.7% of those who used newspaper sometime, and 63.2% of those who never used newspaper as a source of information on interior design.

Principles of Art and Design

Homemakers responded to five questions concerning their use of principles when designing their homes. Use of newspaper as a source of information was found to be significantly related to each of the five practices.

Objects in proportion to room size . Frequency of use of newspaper was found to be significantly related ($p < .001$) to this practice use. Of the 1550 homemakers who indicated they used this practice, 68.4% used the newspaper often, 61.4% used the newspaper sometime, and 55.4% never used the newspaper as a source of interior design information.

Main focal point in room. Responses to the survey showed that 68.4% of those who often used newspaper as a source said their

rooms had a main focal point. In comparison, 51.5% of those who sometime used newspaper, and 47.7% of those who never used newspaper had focal points in their rooms. The observed difference was significantly related to practice use ($p < .001$).

Object placement balanced. Frequency of use of newspaper as a source of interior design information was found to be significantly related ($p < .001$) to use of this practice. Homemakers using newspaper sometime reported 56.7% use and those never using newspaper reported 56.4% practice use.

Specific color scheme. Homemakers' use of this practice was significantly related ($p < .01$) to their use of newspaper as a source of information. Those answering yes most often (71.4%) said they used newspaper often, while 67% answering yes used the newspaper only sometime. Fewest yes answers were given (65.9%) by those homemakers who reported never using newspaper as a source of interior design information.

Surface texture compatability. Practice use by homemakers was significantly related ($p < .001$) to their use of newspaper as a source of information. Percentage of usage was as follows: often, 54.1%; sometime, 44.8%; and never, 46.4% use.

Care

Homemakers were judged as to whether or not proper care had been provided for their home furnishings as they responded with never

or almost never, occasionally, or frequently to four practices. Frequency of use of newspaper as a source of information was found to be significantly related to three of the four practices.

Follow manufacturer's recommendations. A total of 1564 homemakers reported they frequently followed manufacturer's recommendations when caring for interior home furnishings. Of this number, 574 (68.9%) used newspaper often, 811 (62.7%) used newspaper sometime, and 179 (55.6%) never used newspaper as a source of interior design information. The difference was significantly related ($p < .001$).

Turn detachable pillows. Use of newspaper was found to be significantly related ($p .001$) to homemakers' use of this practice. A total of 1508 homemakers indicated they turned detachable pillows frequently. Of that number, 572 (68.6%) used newspaper often, 770 (59.5%) used newspaper sometime, and 186 (57.8%) never used newspaper as a source of information.

Clean with vacuum. The number of homemakers reporting frequent use of this practice were significantly related to their use of newspaper as a source of interior design information with the frequency of practice use increasing as use of newspaper increased. Percentages of practice use were: used newspaper often, 59.2%; used sometime, 49.3%; and never used, 48.8%.

Wipe spills, treat stains. The frequency of use of newspaper was not found to be significantly related to the use of this practice.

Homemakers using newspaper as a source often reported frequent usage of the practice at 84.7%. Those never using newspaper as a source reported that 83.8% of them frequently wiped spills and treated stains.

Summary

Table IX showed a positive relationship at significant levels between the frequency of newspaper use as a source of interior design information and homemakers' use of recommended interior design practices. Significant relationships were found to exist with 28 of the 36 practices. Only those practices dealing with budgeting, including family members and future needs and interests in long-range planning, having furnishings carry out a basic theme, having family activities defined by areas, having adequate lighting, and treating spills and stains immediately were found not to be related to frequency of newspaper use.

IV. RELATIONSHIPS BETWEEN TV-RADIO AS A SOURCE OF INTERIOR DESIGN INFORMATION AND HOMEMAKERS' USE OF RECOMMENDED INTERIOR DESIGN PRACTICES

This section presents information concerning homemakers using TV-Radio as a source of interior design information. A total of 2375 homemakers responded to this survey question. Of the total number responding, 1954 (82.3%) indicated that they used TV-Radio as a source for interior design information.

Table X presents facts concerning the use of TV-Radio as a source of interior design information in an effort to determine if significant relationships exist between homemakers' use of TV-Radio and their use of interior design practices.

Long-Range Planning

A homemaker who purchases wisely uses a plan for selecting and buying home furnishings. Homemakers responded to four questions dealing with long-range planning. The use of TV-Radio as a source of interior design information was found to be significantly related to only two of the four practices.

Have long-range plan. A total of 1428 homemakers indicated they had a long-range plan for the interior design of their homes. Of this number, 759 (62.1%) used TV-Radio often, 436 (61.8%) used TV-Radio sometime, and 233 (55.2%) never used TV-Radio as a source of interior design information. The difference was found to be significant ($p < .04$).

Each family member involved in plan. Homemakers' use of TV-Radio was found to be significantly related ($p < .001$) to their use of this practice. Of those who answered yes, 63.6% used TV-Radio often, 62.4% used them sometime, and 52% reported never using TV-Radio as a source of information.

Plan includes members' needs and interests. Homemakers' use of TV-Radio as a source of interior design information was not found

Table X. Relationships of TV-Radio as a Source of Interior Design Information and Homemakers' Use of Recommended Interior Design Practices

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often		χ^2	p
	N	%	N	%	N	%		
Long-Range Planning								
Have long-range plan								
No	189	44.8	464	37.9	270	38.2		
Yes	233	55.2	759	62.1	436	61.8		
Total	422	100.0	1223	100.0	706	100.0	6.61	.04
Each family member involved								
No	153	48.0	376	37.6	217	36.4		
Yes	166	52.0	624	62.4	379	63.6		
Total	319	100.0	1000	100.0	596	100.0	13.28	.001
Plan includes members' interests and activities								
No	79	24.4	227	23.3	141	24.2		
Yes	245	75.6	746	76.7	442	75.8		
Total	324	100.0	973	100.0	583	100.0	.23	.89
Plan includes future needs and interests								
No	81	24.0	208	20.5	122	20.5		
Yes	256	76.0	807	79.5	474	79.5		
Total	337	100.0	1015	100.0	596	100.0	2.11	.35
Inventory								
Plan to keep, replace, or recondition furniture								
No	87	20.5	261	20.8	129	17.7		
Yes	338	79.5	992	79.2	601	82.3		
Total	425	100.0	1253	100.0	730	100.0	3.04	.22
Plan in advance of purchase								
No	67	15.7	172	13.7	75	10.3		
Yes	360	84.3	1082	86.3	656	89.7		
Total	427	100.0	1254	100.0	731	100.0	8.14	.02
Existing Interior Design Analysis								
Carry out basic theme								
No	126	29.6	360	28.9	167	23.3		
Yes	300	70.4	884	71.1	551	76.7		
Total	426	100.0	1244	100.0	718	100.0	8.69	.01

Table X. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often		χ^2	p
	N	%	N	%	N	%		
Family activities defined by areas								
No	97	23.2	309	25.3	184	26.1		
Yes	322	76.8	911	74.7	522	73.9		
Total	419	100.0	1220	100.0	706	100.0	1.22	.54
Private and group activity areas								
No	101	23.9	288	23.3	180	25.3		
Yes	322	76.1	946	76.7	531	74.7		
Total	423	100.0	1234	100.0	711	100.0	.97	.61
Furnishings support family activities								
No	82	19.4	209	16.9	102	14.1		
Yes	340	80.6	1025	83.1	621	85.9		
Total	422	100.0	1234	100.0	723	100.0	5.80	.05
Adequate lighting								
No	155	36.5	417	33.4	209	28.6		
Yes	268	63.4	830	66.6	522	71.4		
Total	423	100.0	1247	100.0	731	100.0	8.90	.01
Furnishings suitable								
No	40	9.5	90	7.3	51	7.0		
Yes	380	90.5	1150	92.7	675	93.0		
Total	420	100.0	1240	100.0	726	100.0	2.76	.25
Budget								
Does family plan budget								
No	233	55.3	740	59.2	466	64.5		
Yes	188	44.7	509	40.8	256	35.5		
Total	421	100.0	1249	100.0	722	100.0	10.29	.006
Allot certain amount for furnishings								
No	151	59.7	490	64.8	278	66.8		
Yes	102	40.3	266	35.2	138	33.2		
Total	253	100.0	756	100.0	416	100.0	3.58	.17

Table X. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often			
	N	%	N	%	N	%		
Selection and Purchase								
Check for imitation								
No	25	5.8	42	3.3	16	2.2		
Never	6	1.4	17	1.3	9	1.2		
Sometimes	200	46.5	615	48.5	303	40.9		
Always	199	46.3	595	46.9	412	55.7		
Total	430	100.0	1269	100.0	740	100.0	24.98	.001
Check for durability and strength								
No	4	.9	11	.9	1	.1		
Never	5	1.2	23	1.8	9	1.2		
Sometimes	117	27.1	332	26.1	139	18.6		
Always	305	70.8	906	71.2	598	80.1		
Total		100.0		100.0		100.0	24.81	.001
Select appropriate finishes								
No	11	2.6	13	1.0	6	.8		
Never	7	1.6	23	1.8	9	1.2		
Sometimes	125	29.0	437	34.4	181	24.5		
Always	288	66.8	799	62.8	544	73.5		
Total	431	100.0	1272	100.0	740	100.0	32.10	.001
Check joints, seams, etc., for durability								
No	18	4.2	33	2.6	13	1.7		
Never	7	1.6	24	1.9	11	1.5		
Sometimes	160	37.2	544	42.8	245	32.8		
Always	245	57.0	670	52.7	478	64.0		
Total	430	100.0	1271	100.0	747	100.0	29.72	.001
Select functional, aesthetic materials								
No	10	2.3	27	2.1	6	.8		
Never	6	1.4	16	1.3	5	.7		
Sometimes	136	31.6	515	40.7	235	32.0		
Always	278	64.7	708	55.9	489	66.5		
Total	430	100.0	1266	100.0	735	100.0	30.26	.001

Table X. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often			
	N	%	N	%	N	%	χ^2	p
Check function with needs								
No	11	2.6	9	.7	5	.7		
Never	5	1.2	21	1.7	5	.7		
Sometimes	128	29.8	402	31.7	176	23.7		
Always	285	66.4	838	66.0	557	75.0		
Total	429	100.0	1270	100.0	743	100.0	32.02	.001
Consider care and cleaning								
No	9	2.1	12	.9	6	.8		
Never	9	2.1	17	1.3	6	.8		
Sometimes	117	27.1	312	24.5	133	17.8		
Always	296	68.7	932	73.2	602	80.6		
Total	431	100.0	1273	100.0	747	100.0	27.40	.001
Consumer Buying Practices								
Learn about products before purchase								
Not so good	36	8.4	60	4.7	38	5.2		
Fair	230	53.5	765	60.1	404	54.8		
Excellent	164	38.1	447	35.1	295	40.0		
Total	430	100.0	1272	100.0	737	100.0	14.84	.005
Shop around								
Not so good	18	4.2	41	3.2	24	3.2		
Fair	150	34.9	458	36.0	195	26.3		
Excellent	262	60.9	773	60.8	523	70.5		
Total	430	100.0	1272	100.0	742	100.0	22.69	.001
Read tags and labels								
Not so good	16	3.7	29	2.3	24	3.2		
Fair	140	32.6	426	33.5	177	23.8		
Excellent	270	63.7	818	64.3	542	72.9		
Total	430	100.0	1273	100.0	743	100.0	24.23	.001
Consider guarantee, service, etc.								
Not so good	18	4.2	40	3.2	27	3.7		
Fair	145	33.7	415	32.8	184	24.9		
Excellent	267	62.1	809	64.0	528	71.4		
Total	430	100.0	1264	100.0	739	100.0	17.41	.002

Table X. (Continued)

Practice Used	Frequency of Use						Probability
	Never		Sometimes		Often		
	N	%	N	%	N	%	
Inspect, ask questions							
Not so good	13	3.0	37	2.9	29	3.9	
Fair	136	31.6	433	34.2	180	24.4	
Excellent	281	65.3	796	62.9	530	71.7	
Total	430	100.0	1266	100.0	739	100.0	21.92 .001
Select stores for reputation							
Not so good	18	4.2	36	2.8	21	2.8	
Fair	149	34.7	428	33.8	181	24.4	
Excellent	263	61.2	803	63.4	539	72.7	
Total	430	100.0	1267	100.0	741	100.0	25.33 .001
Principles of Art and Design							
Objects in proportion to room size							
No	21	4.9	61	4.8	24	3.2	
Yes	245	57.0	782	61.6	508	68.4	
Somewhat	164	38.1	426	33.6	211	28.4	
Total	430	100.0	1269	100.0	743	100.0	17.66 .002
Focal point in room							
No	46	10.7	118	9.3	35	4.7	
Yes	199	46.2	660	52.1	442	59.6	
Somewhat	186	43.2	490	38.6	265	35.7	
Total	431	100.0	1268	100.0	742	100.0	30.04 .001
Object placement balanced							
No	40	9.3	67	5.3	30	4.1	
Yes	228	53.1	734	58.1	465	63.0	
Somewhat	161	37.5	462	36.6	243	32.9	
Total	429	100.0	1263	100.0	738	100.0	20.75 .001
Specific color scheme							
No	33	7.7	42	3.3	23	3.1	
Yes	281	65.2	853	67.3	531	71.1	
Somewhat	117	27.1	373	29.4	187	25.2	
Total	431	100.0	1268	100.0	741	100.0	22.36 .001

Table X. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often			
	N	%	N	%	N	%	χ^2	p
Surface texture compatibility								
No	51	11.8	104	8.2	46	6.3		
Yes	184	42.7	592	46.7	390	53.2		
Somewhat	196	45.5	572	45.1	297	40.5		
Total	431	100.0	1268	100.0	733	100.0	19.86	.001
Care								
Follow manufacturer's recommendations								
Never	15	3.5	31	2.5	14	1.9		
Occasionally	152	35.5	431	34.1	231	31.2		
Frequently	261	61.0	801	63.4	496	66.9		
Total	428	100.0	1263	100.0	741	100.0	6.41	.17
Turn detachable pillows								
Never	22	5.1	46	3.6	31	4.2		
Occasionally	143	33.3	468	37.0	208	28.2		
Frequently	265	61.6	751	59.4	499	67.6		
Total	430	100.0	1265	100.0	738	100.0	31.05	.001
Clean with vacuum								
Never	44	10.2	71	5.6	47	6.3		
Occasionally	166	38.6	571	45.1	256	34.5		
Frequently	220	51.2	623	49.2	440	59.2		
Total	430	100.0	1265	100.0	743	100.0	33.22	.001
Wipe spills, treat stains immediately								
Never	10	2.3	19	1.5	10	1.3		
Occasionally	49	11.4	202	15.9	97	13.0		
Frequently	370	86.2	1046	82.6	637	85.6		
Total	429	100.0	1267	100.0	744	100.0	8.33	.08

to significantly influence homemakers' use of this practice. Of those answering yes to this practice, 75.8% used TV-Radio often, 76.7% used them sometime, and 75.6% never used them.

Plan includes future needs and interests. Of homemakers who answered yes, 79.5% said they used TV-Radio as a source of interior design information sometime or often, while 76% said they never used them as a source. Homemakers' use of TV-Radio was not found to significantly influence their use of this practice.

Inventory

Inventory can be useful in determining future furnishing needs. Two practices were included in the survey related to inventory. Homemakers' use of TV-Radio was found to be significantly related to one of the two practices.

Inventory to keep, replace, or recondition furniture. Homemakers who used TV-Radio often were more likely (82.3%) to have a plan for updating existing home furnishings than those who sometimes (79.2%) or never (79.5%) used them as a source of interior design information. However, the difference was not found to be significant at the $<.05$ level.

Plan in advance of purchase. A total of 2098 homemakers indicated that they use an inventory to plan in advance of purchase. Of this number, 89.7% indicated they often use TV-Radio as a source,

86.3% sometime used them, and 84.3% never used them as a source of interior design information. The difference was determined to be significant ($p < .02$).

Existing Interior Design Analysis

Part of the home decorating process deals with expressing a certain mood and providing areas and furnishings which support family activities. Homemakers were asked to answer yes or no to six questions related to the existing interior design of their homes. Three of the six practices were found to be significantly related to homemakers' use of TV-Radio as a source of interior design information.

Furnishings carry out basic theme. Significant difference ($p < .01$) existed between use of TV-Radio as a source of information and whether homemakers carried out a basic theme in their interior furnishings. Homemakers using TV-Radio often had the highest percentage (76.7%) of use, those using them sometime had 71.1% and those never using them had 70.4% of practice use.

Family activities defined by areas. Use of TV-Radio was not found to be significantly related. Of those homemakers answering yes, 73.9% said they used TV-Radio often, 74.7% used them sometime, and 76.8% never used them as a source of interior design information.

Private and group activity areas. Again, TV-Radio use was not found to significantly influence practice use. While 74.7% of

those who used TV-Radio often answered yes, 76.7% of those who used them sometime and 76.1% of those who never used them for information answered yes.

Support family activities. Homemakers' frequency of use of TV-Radio was found to be significantly related ($p < .05$). Of homemakers who used TV-Radio often, 85.9% reported their furnishings did support family activities. This compares to 83.1% of those who used them sometime, and 80.6% of those who never used them as a source of interior design information.

Adequate lighting. Significant difference ($p < .01$) exists between homemakers' use of TV-Radio and whether their homes had adequate lighting. Of those homemakers answering yes, 71.4% used TV-Radio often as a source of information, 66.6% used them sometime, and 63.4% said they never used them.

Furnishings suitable. Although results indicate a high percentage of use for this practice, differences were not found to be significantly related. Homemakers using TV-Radio often reported 93% practice use, 92.7% of those using them sometime, and 90.5% of those who never used TV-Radio felt their furnishings were suitable.

Budget

Homemakers were asked if their family planned a budget for interior furnishings and if they did, whether they included a certain amount for furnishings. Findings showed a significant

relationship between use of TV-Radio as a source of information and only one of two budgeting practices.

Does family plan budget. A total of 953 homemakers indicated that their family planned a budget. Of this number, 256 (35.5%) used TV-Radio often, 509 (40.8%) used them sometime, and 188 (44.7%) never used TV-Radio as a source of interior design information. The differences were found to be significantly related ($p .006$).

Allot certain amount for furnishings. Of those homemakers who had a budget, most did not include a certain amount for home furnishings. Homemakers' use of TV-Radio was not found to be significantly related to this practice use. Of the homemakers who did allot a certain amount for furnishings, 40.3% never used TV-Radio as a source of interior design information, 35.2% used TV-Radio sometime, and 33.2% used TV-Radio often.

Selection and Purchase

Homemakers responded to seven practices related to their selection and purchasing skills by answering no, never, sometimes, or always. Facts indicated that homemakers' use of TV-Radio was significantly related to each of the seven practices.

Check for imitation. Homemakers' use of TV-Radio for information was significantly related ($p < .001$) to whether they checked furnishings for imitation. Of the 740 homemakers who said they used

TV-Radio often, 55.7% of them said they always checked for imitation. This compared to 46.9% of those who sometimes used them and 46.3% of those who never used TV-Radio as a source of interior design information.

Check durability and strength. Survey results indicated that 139 (18.6%) homemakers always checked furnishings for durability and strength and often used TV-Radio as a source of interior design information. Of those who indicated they sometimes used TV-Radio, 332 (26.1%) always checked and 117 (27.1%) who never used TV-Radio always checked. The difference was found to be significant ($p < .001$).

Select appropriate finishes. Homemakers' use of TV-Radio was shown to positively influence their use of this practice. Of those homemakers who said that they always selected appropriate finishes for home furnishings, 73.5% used TV-Radio often, 62.8% sometimes used them, and 66.8% never used them as a source of interior design information. The difference was significant ($p < .001$).

Check joints, seams, etc. for durability. Homemakers' use of TV-Radio as a source of information was significantly related ($p < .001$) to whether they always checked joints and seams for durability before purchasing. Percentages ranged from 64% of those who used TV-Radio often to 52.7% of those who used them sometime, and 57% of those who never used TV-Radio.

Select functional, aesthetic material. The frequency of use of TV-Radio was found to be significantly related ($p<.001$) to practice use. Homemakers using TV-Radio often showed 66.5% of them always used this practice compared to 64.7% of those never using TV-Radio and 55.9% of those sometimes using TV-Radio as a source of interior design information.

Check function with needs. Responses to the survey showed that 75% of homemakers who used TV-Radio often always use this practice. This compared to 66% of those who sometimes used TV-Radio and 66.4% of those who never used TV-Radio as a source of information. The difference was significant ($p<.001$).

Consider care and cleaning. Homemakers' practice use was significantly related ($p<.002$) to their use of TV-Radio as a source of information. Homemakers using TV-Radio often indicated that 80.6% of them always considered care and cleaning of home furnishings before purchasing. This compared to 73.2% of those who sometimes used TV-Radio and 68.7% of those who never used TV-Radio as a source of information.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying by rating themselves as not so good, fair, or excellent on each of the practices. Homemakers' use of TV-Radio as a source of information was found to be significantly related to each of the six practices.

Learn about products before buying. A total of 906 homemakers rated themselves excellent on the use of this practice. Of this number, 40% used TV-Radio often, 35.1% sometime, and 38.1% never. The difference was significantly related ($p < .005$).

Shop around before purchase. Of 1558 homemakers who rated themselves excellent on this practice, 70.5% used TV-Radio often, 60.8% used them sometime, and 60.9% never used it for information on interior design. These differences indicated a significant difference ($p < .001$) between practice use and use of TV-Radio as a source of information.

Read tags and labels. The majority (1630 of 2446) of the homemakers rated themselves excellent when it came to reading tags and labels. Of those 1630 homemakers 542 (72.9%) used TV-Radio often, 818 (64.3%) used the sometime, and 270 (63.7%) never used them as a source of interior design information. The differences were significant ($p < .001$).

Consider guarantee, service, etc. Regarding this practice use, the following excellent responses were noted: homemakers who used TV-Radio often, 71.4%; those who used TV-Radio sometime, 64%; and those who never used TV-Radio, 62.1%. The difference in responses was found to be significant ($p < .002$).

Inspect merchandise, ask questions. Responses to the survey showed that 71.7% of those homemakers using TV-Radio often rated

themselves excellent on this practice. Of the other homemakers surveyed, and rating themselves excellent, 62.9% used TV-Radio sometime, and 65.3% never used TV-Radio as a source of information. The difference was found to be significant ($p < .001$).

Select stores for reputation. Homemakers' use of TV-Radio as a source was found to be significantly related ($p < .001$) to how they rated themselves on the use of this practice. The table shows the following responses of excellent for this practice: 72.7% of those who used TV-Radio often, 63.4% of those who used TV-Radio sometime, and 61.2% of those who never used TV-Radio as a source of interior design information.

Principles of Art and Design

When adequately understood and used by homemakers, principles of art and design can create harmony in the appearance of their homes. Homemakers responded to five survey questions concerning their use of principles of art and design in their homes. Use of TV-Radio as a source of information was found to be significantly related to each of the five practices.

Objects in proportion to room size. Frequency of use of TV-Radio was found to be significantly related ($p < .002$) to this practice use. Of the 1535 homemakers who indicated they used this practice, 68.4% used TV-Radio often, 61.6% used TV-Radio sometime, and 57% never used TV-Radio as a source of interior design information.

Main focal point in room. Responses to the survey showed that 59.6% of those who often used TV-Radio as a source said their rooms had a main focal point. In comparison, 52.1% of those who sometime used TV-Radio, and 46.2% of those who never used TV-Radio had focal points in their rooms. The observed difference was significantly related to practice use ($p < .001$).

Object placement balanced. Frequency of use of TV-Radio as a source of interior design information was found to be significantly related ($p < .001$) to the use of this practice. Homemakers using TV-Radio often reported 63% practice use. Homemakers using TV-Radio sometime reported 58.1% use and those never using TV-Radio reported 53.1% practice use.

Specific color scheme. Homemakers' use of this practice was significantly related ($p < .001$) to their use of TV-Radio as a source of information. Those answering yes most often (71.1%) said they used TV-Radio often, while 67.3% answering yes used TV-Radio sometime, and fewest yes answers were given (65.2%) by those homemakers who reported never using TV-Radio as a source of information.

Surface texture compatability. Practice use by homemakers was significantly related ($p < .001$) to their use of TV-Radio as a source of information. Percentage of usage was as follows: often, 53.2%; sometime, 46.7%; and never 42.7%.

Care

Homemakers were judged as to whether or not they provided proper care for their home furnishings as they responded with never or almost never, occasionally, or frequently to four practices. Frequency of use of TV-Radio as a source of information was found to be significantly related to two of the four practices.

Follow manufacturer's recommendations. A total of 1558 homemakers reported they frequently follow manufacturer's recommendations when caring for interior home furnishings. Of this number, 66.9% used TV-Radio often, 63.4% used TV-Radio sometime, and 61% never used TV-Radio as a source of interior design information. However, the differences were not significant at the .05 level.

Turn detachable pillows. Use of TV-Radio was found to be significantly related ($p < .001$) to homemakers' use of this practice. A total of 1515 homemakers indicated they turn detachable pillows frequently. Of that number, 499 (67.6%) used TV-Radio often, 751 (59.4%) used TV-Radio sometime, and 265 (61.6%) never used TV-Radio as a source of information.

Clean with vacuum. The number of homemakers reporting frequent use of this practice were significantly related ($p < .001$) to their use of TV-Radio as a source of interior design information with the frequency of practice use increasing as use of TV-Radio increased. Percentage of practice use were: used TV-Radio often, 59.2%; used sometime, 49.2%; and never used, 51.2%.

Wipe spills, treat stains. The frequency of use of TV-Radio was not found to be significantly related to the use of this practice. Homemakers using TV-Radio as a source often reported frequent use of this practice at 85.6%. Those using TV-Radio sometime reported 82.6%, and those who never used TV-Radio as a source reported that 86.2% of them frequently wiped spills and treated stains.

Summary

Table X showed a positive relationship at significant levels between the frequency of TV-Radio use as a source of interior design information and homemakers' use of recommended interior design practices. Significant relationships were found to exist with 28 of 36 practices. Those practices found not to be related were only those related to: long-range plan, including family members needs and interests and future needs and interests of the family; whether the home had private and group activity areas; if furnishings were suitable; whether they allotted a certain amount for furnishings; following manufacturer's recommendations for care; and whether homemakers wiped spills and treated stains immediately.

Generally, the more frequent the use of TV-Radio as a source of information the higher the percentage of practice use was.

V. RELATIONSHIPS BETWEEN INFORMATION BOOKLETS AS A SOURCE OF INTERIOR DESIGN INFORMATION AND HOMEMAKERS' USE OF INTERIOR DESIGN PRACTICES

This section presents information concerning homemakers using information booklets as a source of interior design information.

A total of 2377 homemakers responded. Of the total, 1187 (49.9%) used information booklets frequently, 994 (41.8%) used them often, and 196 (8.2%) never used them as a source of interior design information.

Table XI presents facts concerning the use of information booklets in an effort to determine if significant relationships exist between homemakers' use of these booklets and their use of recommended interior design practices.

Long-Range Planning

Homemakers responded to four questions dealing with long-range planning. The use of information booklets as a source of interior design information was found to be significantly related to each of the four practices.

Have long-range plan. A total of 1427 homemakers indicated they had a long-range plan for the interior design of their home. Of this number, 662 (66.9%) used booklets frequently, 691 (59%) used booklets sometime, and 74 (38.1%) never used booklets as a source of interior design information. The difference was found to be significant ($p < .001$).

Each family member involved in plan. Homemakers' use of information booklets was found to be significantly related ($p .001$) to their use of this practice. Of those who answered yes, 556 (66%) used booklets often, 549 (59.4%) used them sometime, and 69 (46.6%) reported never using information booklets for interior design facts.

Table XI. Relationships Between Information Booklets as a Source of Interior Design Information and Homemakers' Use of Recommended Interior Design Practices

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often		χ^2	p
	N	%	N	%	N	%		
Long-Range Planning								
Have long-range plan								
No	120	61.9	480	41.0	328	33.1		
Yes	74	38.1	691	59.0	662	66.9		
Total	194	100.0	1171	100.0	990	100.0	58.50	.001
Each family member involved								
No	79	53.4	376	40.6	286	34.0		
Yes	69	46.6	549	59.4	556	66.0		
Total	148	100.0	925	100.0	842	100.0	22.87	.001
Plan includes members' interests and activities								
No	62	43.7	221	24.3	159	19.2		
Yes	80	56.3	687	75.7	671	80.8		
Total	142	100.0	908	100.0	830	100.0	41.16	.001
Plan includes future needs and interests								
No	59	41.0	203	21.2	147	17.4		
Yes	85	59.0	755	78.8	698	82.6		
Total	144	100.0	958	100.0	845	100.0	41.24	.001
Inventory								
Plan to keep, replace, or recondition furniture								
No	64	32.2	254	21.2	160	15.7		
Yes	135	67.8	942	78.8	857	84.3		
Total	199	100.0	1196	100.0	1017	100.0	31.28	.001
Plan in advance of purchase								
No	42	21.0	169	14.2	100	9.8		
Yes	158	79.0	1023	85.8	919	90.2		
Total	200	100.0	1192	100.0	1019	100.0	22.05	.001
Existing Interior Design Analysis								
Carry out basic theme								
No	77	39.3	336	28.3	235	23.4		
Yes	119	60.7	852	71.7	769	76.6		
Total	196	100.0	1188	100.0	1004	100.0	22.48	.001

Table XI. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often			
	N	%	N	%	N	%	χ^2	p
Family activities defined by areas								
No	65	34.0	310	26.6	211	21.3		
Yes	126	66.0	854	73.0	780	78.7		
Total	191	100.0	1164	100.0	991	100.0	17.24	.001
Private and group activity areas								
No	68	35.2	282	23.9	214	21.3		
Yes	125	64.8	897	76.1	790	78.7		
Total	193	100.0	1179	100.0	1004	100.0	17.36	.001
Furnishings support family activities								
No	48	24.7	210	17.7	131	13.1		
Yes	146	75.3	977	82.3	870	86.9		
Total	194	100.0	1187	100.0	1001	100.0	19.36	.001
Adequate lighting								
No	64	32.8	399	33.4	313	31.0		
Yes	131	67.2	797	66.6	697	69.0		
Total	195	100.0	1196	100.0	1010	100.0	1.43	.48
Furnishings suitable								
No	25	13.0	101	8.5	55	5.4		
Yes	168	87.0	1082	91.5	957	94.6		
Total	193	100.0	1183	100.0	1012	100.0	16.15	.001
Budget								
Does family plan budget								
No	125	64.1	728	61.3	582	57.5		
Yes	70	35.9	459	38.7	431	42.5		
Total	195	100.0	1187	100.0	1013	100.0	4.97	.08
Allot certain amount for furnishings								
No	79	73.8	458	66.1	377	60.2		
Yes	28	26.2	235	33.9	249	39.8		
Total	107	100.0	693	100.0	626	100.0	9.68	.008

Table XI. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often			
	N	%	N	%	N	%	χ^2	p
Selection and Purchase								
Check for imitation								
No	14	6.9	47	3.9	22	2.1		
Never	8	3.9	19	1.6	5	.5		
Sometimes	117	57.4	612	50.6	387	37.6		
Always	65	31.9	531	43.9	614	59.7		
Total	204	100.0	1209	100.0	1028	100.0	98.53	.001
Check for durability and strength								
No	5	2.5	10	.8	2	.2		
Never	4	2.0	27	2.2	7	.7		
Sometimes	72	35.3	318	26.2	913	18.7		
Always	123	60.3	861	70.8	829	80.4		
Total	204	100.0	1216	100.0	1031	100.0	59.80	.001
Select appropriate finishes								
No	8	3.9	15	1.2	6	.6		
Never	5	2.5	24	2.0	11	1.1		
Sometimes	86	42.4	418	34.4	237	23.1		
Always	104	51.2	758	62.4	773	75.3		
Total	203	100.0	1215	100.0	1027	100.0	75.94	.001
Check joints, seams, etc., for durability								
No	16	7.8	33	2.7	16	1.6		
Never	4	2.0	23	1.9	17	1.6		
Sometimes	85	41.7	523	43.1	338	32.8		
Always	99	48.5	634	52.3	661	64.1		
Total	204	100.0	1213	100.0	1032	100.0	58.07	.001
Select functional, aesthetic materials								
No	7	3.2	27	2.3	9	.9		
Never	5	2.3	15	1.3	7	.7		
Sometimes	72	36.1	449	38.4	359	34.1		
Always	126	58.3	678	58.0	679	64.4		
Total	216	100.0	1169	100.0	1054	100.0	21.54	.002

Table XI. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often			
	N	%	N	%	N	%	χ^2	p
Check function with needs								
No	10	4.9	13	1.1	3	.3		
Never	3	1.5	21	1.7	8	25.0		
Sometimes	82	40.2	398	32.8	224	21.8		
Always	109	53.4	780	64.4	793	77.1		
Total	204	100.0	1212	100.0	1028	100.0	92.38	.001
Consider care and cleaning								
No	8	3.9	15	1.2	5	.5		
Never	5	2.5	21	1.7	6	.6		
Sometimes	70	34.3	310	25.5	181	17.5		
Always	121	59.3	870	71.5	841	81.4		
Total	204	100.0	1216	100.0	1033	100.0	68.26	.001
Consumer Buying Practices								
Learn about products before purchase								
Not so good	29	14.3	69	5.7	39	3.8		
Fair	120	59.1	780	64.1	497	48.6		
Excellent	54	26.6	367	30.2	486	47.6		
Total	203	100.0	1216	100.0	1022	100.0	108.33	.001
Shop around								
Not so good	19	9.4	32	2.6	33	3.2		
Fair	85	41.9	451	37.1	265	25.8		
Excellent	99	48.8	731	60.2	731	71.0		
Total	203	100.0	1214	100.0	1029	100.0	68.96	.001
Read tags and labels								
Not so good	16	7.9	36	3.0	18	1.7		
Fair	85	42.1	423	34.8	237	22.9		
Excellent	101	50.0	755	62.2	778	75.3		
Total	202	100.0	1214	100.0	1033	100.0	82.11	.001

Table XI. (Continued)

Practice Used	Frequency of Use						Probability	
	Never		Sometimes		Often		χ^2	p
	N	%	N	%	N	%		
Consider guarantee, service, etc.								
Not so good	17	8.4	45	3.7	26	2.5		
Fair	79	39.1	424	35.1	242	23.6		
Excellent	106	52.5	739	61.2	758	73.9		
Total	202	100.0	1208	100.0	1026	100.0	65.07	.001
Inspect, ask questions								
Not so good	22	10.8	37	3.1	22	2.1		
Fair	80	39.4	427	35.2	239	23.3		
Excellent	101	49.8	748	61.7	764	74.5		
Total	203	100.0	1212	100.0	1025	100.0	93.27	.001
Select stores for reputation								
Not so good	16	7.8	30	2.5	30	2.9		
Fair	70	34.3	438	36.1	244	23.8		
Excellent	118	57.8	744	61.4	752	73.3		
Total	204	100.0	1212	100.0	1026	100.0	59.02	.001
Principles of Art and Design								
Objects in proportion to room size								
No	24	11.8	58	4.8	23	2.2		
Yes	107	52.7	723	59.7	717	69.2		
Somewhat	72	35.5	430	35.5	294	28.6		
Total	203	100.0	1211	100.0	1029	100.0	58.13	.001
Focal point in room								
No	36	17.7	121	10.0	39	3.8		
Yes	94	46.3	581	48.0	628	61.1		
Somewhat	73	36.0	509	42.0	360	35.1		
Total		100.0		100.0		100.0	80.07	.001
Object placement balanced								
No	26	12.9	76	6.3	34	3.3		
Yes	108	53.7	660	54.6	664	64.9		
Somewhat	67	33.3	472	39.1	325	31.8		
Total	201	100.0	1208	100.0	1023	100.0	49.37	.001

Table XI. (Continued)

Practice Used	Frequency of Use						Probability
	Never		Sometimes		Often		
	N	%	N	%	N	%	
Specific color scheme							
No	24	11.9	47	3.9	25	2.4	
Yes	113	55.9	802	66.2	753	73.1	
Somewhat	65	32.2	363	30.0	252	24.5	
Total	202	100.0	1212	100.0	1030	100.0	54.77 .001
Surface texture compatibility							
No	43	21.2	114	9.4	44	4.3	
Yes	70	34.5	544	44.9	554	54.3	
Somewhat	90	44.3	554	45.7	423	41.4	
Total	203	100.0	1212	100.0	1021	100.0	83.18 .001
Care							
Follow manufacturer's recommendations							
Never	15	7.5	27	2.2	21	2.0	
Occasionally	97	48.3	450	37.2	268	26.1	
Frequently	89	44.3	732	60.5	739	71.9	
Total	201	100.0	1209	100.0	1028	100.0	79.79 .001
Turn detachable pillows							
Never	18	8.9	44	3.6	39	3.8	
Occasionally	67	33.0	470	38.9	279	27.2	
Frequently	118	58.1	693	57.4	707	69.0	
Total	203	100.0	1207	100.0	1025	100.0	47.17 .001
Clean with vacuum							
Never	31	15.4	88	7.3	45	4.4	
Occasionally	88	43.8	542	44.8	359	34.9	
Frequently	82	40.8	580	47.9	626	60.8	
Total	201	100.0	1210	100.0	1030	100.0	69.16 .001
Wipe spills, treat stains immediately							
Never	7	3.5	14	1.2	19	1.8	
Occasionally	27	13.4	202	16.7	116	11.3	
Frequently	168	83.2	994	82.1	895	86.9	
Total	202	100.0	1210	100.0	1030	100.0	19.33 .001

Plan includes members' needs and interests. Of homemakers who answered yes, 80.8% said they used booklets as a source of interior design information often, 75.7% said they sometime used them, and 56.3% said they never used them as a source. Use of information booklets was found to significantly influence ($p < .001$) the use of this practice.

Inventory

Two practices were included in the survey relative to inventory. Homemakers' use of information booklets was found to be significantly related to each of the two practices.

Inventory to keep, replace, or recondition furniture. Homemakers who used information booklets often were more likely (84.3%) to have a plan for updating existing home furnishings than those who sometime (78.8%) or never (67.8%) used them as a source of interior design information. The differences noted were significant ($p < .001$).

Plan in advance of purchase. A total of 2100 homemakers indicated that they used an inventory to plan in advance of purchase. Of this number, 919 (90.2%) indicated they often used booklets as a source, 1023 (85.8%) sometime used them, and 158 (7.9%) never used them as a source of interior design information. The difference was determined to be significant ($p < .001$).

Existing Interior Design Analysis

Part of the home decorating process deals with expressing a certain mood and providing areas and furnishings which support family activities. Homemakers were asked to answer yes or no to six questions related to the existing interior design of their homes. Five of the six practices were found to be significantly related to homemakers' use of booklets as a source of interior design information.

Furnishings carry out basic theme. Significant difference ($p < .001$) existed between use of booklets as a source of information and whether homemakers carried out a basic theme in their interior furnishings. Homemakers using information booklets often had the highest percentage (76.6%) of use, those using them sometime had 71.7%, while 60.7% of those never used them.

Family activities defined by areas. Use of information booklets was found to be significantly related ($p < .001$). Of those answering yes, 78.7% said they used booklets often, 73% used them sometime, and 66% never used them as a source of interior design information.

Private and group activity areas. Again, the use of information booklets was found to significantly influence ($p < .001$) practice use. While 78.7% of those who used booklets often answered yes, and 76.1% of those who used them sometime, only 64.8% of those who never used them for information answered yes.

Support family activities. Homemakers' frequency of use of booklets was found to be significantly related ($p < .001$). Of the homemakers who used booklets often, 86.9% reported that their furnishings did support family activities. This compared to 82.3% of those who used them sometime, and 75.3% of those who never used them as a source of interior design information.

Adequate lighting. Of those homemakers answering yes to this practice, 69% used booklets often, 66.6% used them sometime, and 67.2% said they never used them as a source of interior design information. The difference was not found to be significant at the $p < .05$ level.

Furnishings suitable. Significant difference ($p < .001$) existed between homemakers' use of information booklets and whether they felt their interior furnishings were suitable. Homemakers using booklets often reported 94.6% practice use, 91.5% of those using them sometime. Only 87% of those who never used booklets felt their furnishings were suitable.

Budget

Homemakers were asked if their family planned a budget for interior furnishings, and if they did, whether they included a certain amount for furnishings. Findings showed a significant relationship between the use of information booklets and only one of the two budgeting practices.

Does family plan budget. A total of 960 homemakers indicated that their family planned a budget. Of this number, 431 (42.5%) used booklets often, 459 (38.7%) used them sometime, and 70 (35.9%) never used booklets as a source of interior design information. Although results indicated a positive relationship to practice use, differences were not found at a significant level.

Allot certain amount for furnishings. Of those homemakers who had a budget, most did not include a certain amount for home furnishings. Homemakers' use of information booklets was found to be significantly related ($p < .008$) to practice use. Of the 512 homemakers who did allot a certain amount for furnishings, 39.8% often used booklets, 33.9% sometime used them, and 26.2% never used booklets as a source of interior design information.

Selection and Purchase

Homemakers responded to seven practices related to their selection and purchasing skills by answering no, never, sometimes, or always. Facts indicated homemakers' use of information booklets was significantly related to each of the seven practices.

Check for imitation. Homemakers' use of information booklets was significantly related ($p < .001$) to whether they checked furnishings for imitation. Of the 614 homemakers who said they used booklets often, 59.7% of them said they always checked for imitation. This compared to 43.9% of those who sometimes used them, and 31.9%

of those who never used them as a source of interior design information.

Check durability and strength. Survey results indicated that 829 (80.4%) homemakers always checked furnishings for durability and strength and often used booklets as a source of interior design information. Of those who indicated they sometime used booklets, 861 (70.8%) always checked, and 123 (60.3%) who never used booklets always checked. The difference was found to be significant ($p < .001$).

Select appropriate finishes. Homemakers' use of information booklets was shown to positively influence their use of this practice. Of those 1635 homemakers who said that they always select appropriate finishes for home furnishings, 773 (75.3%) used booklets often, 758 (62.4%) used them sometime, and 104 (51.2%) never used them as a source of interior design information. The difference was significant ($p < .001$).

Check joints, seams, etc. for durability. Homemakers' use of booklets as a source of information was significantly related ($p < .001$) to whether they always checked joints and seams for durability. Percentages ranged from 64.4% of those who used booklets often, to 58% of those who used them sometime, and 58.3% of those who never use them.

Check function with needs. Responses to the survey showed that 793 (77.1%) homemakers who used booklets often always used this practice. This compared to 780 (64.4%) of those who sometime used them, and 109 (53.4%) of those who never used booklets as a source of information. The observed differences were significant ($p < .001$).

Consider care and cleaning. Homemakers' practice use was significantly related ($p < .001$) to their use of booklets as a source of information. Homemakers using booklets often indicated that 81.4% of them always considered care and cleaning of home furnishings before purchasing. This compared to 71.5% of those who sometimes used booklets and 59.3% of those who never used booklets as a source of information.

Consumer Buying Practices

Homemakers responded to six practices related to consumer buying by rating themselves as not so good, fair, or excellent on each of the practices. Homemakers' use of booklets as a source of information was found to be significantly related to each of the six practices.

Learn about products before buying. A total of 907 homemakers rated themselves excellent on the use of this practice. Of this number, 778 (75.3%) used booklets often, 755 (62.2%) used them sometime, and only 101 (50%) never used booklets as a source of information. The differences on practice use were significant ($p < .001$).

Consider guarantee, service, etc. Regarding this practice use, the following excellent responses were noted: 758 homemakers used booklets often (73.9%), 739 used them sometime (61.2%) and 106 homemakers never used them (52.5%). The differences in responses were found to be significant ($p < .001$).

Inspect merchandise, ask questions. Responses to the survey showed that 764 (74.5%) of those using booklets often, rated themselves excellent on this practice. Of the other homemakers surveyed, 748 (61.7%) used booklets sometime, and 101 (49.8%) never used booklets as a source of interior design information. The difference was found to be significant ($p < .001$).

Select stores for reputation. Homemakers' use of booklets as a source was found to be significantly related ($p < .001$) to how they rated themselves on the use of this practice. The table shows the following responses of excellent for this practice: 73.3% of those who used booklets often, 61.4% of those who used them sometime, and 57.8% of those who never used booklets.

Principles of Art and Design

Homemakers responded to five survey questions concerning their use of principles of art and design in their homes. Use of information booklets was found to be significantly related to each of the five practices.

Objects in proportion to room size. Frequency of use of booklets was found to be significantly related ($p < .001$) to this practice use. Of the 1547 homemakers who indicated they used this practice, 717 (69.2%) were those who used booklets often, 723 (59.7%) were those who used booklets sometime. Only 107 (52.7%) were those who never used booklets as a source of interior design information.

Main focal point in room. Responses to the survey showed that 61.1% of those who often used booklets as a source said their rooms had a main focal point. In comparison, 48% of those who sometime used booklets and 46.3% of those who never used booklets as a source of information had focal points in their rooms. The observed difference was significantly related to practice use ($p < .001$).

Object placement balanced. Frequency of use of information booklets was found to be significantly related ($p < .001$) to homemakers' use of this practice. Homemakers using booklets sometime reported 54.6% use and those never using booklets reported 53.7% practice use.

Specific color scheme. Homemakers' use of this practice was significantly related ($p < .001$) to their use of booklets as a source of interior design information. Those answering yes most often (73.1%) said they use booklets often, while 66.2% of those using booklets sometime answered yes, and 55.9% of those never using booklets answered yes.

Surface texture compatability. Practice use by homemakers was significantly related ($p < .001$) to their use of booklets as a source of information. Percentage of usage was as follows: often, 54.3%; sometime, 44.9%; and never, 34.5%.

Care

Homemakers were judged as to whether or not they provided proper care for their home furnishings as they responded with never or almost never, occasionally, or frequently to four practices. Frequency of use of booklets as a source of information was found to be significantly related to each of the four practices.

Follow manufacturer's recommendations. Sixty-nine percent of the homemakers who used booklets frequently for information said they followed manufacturer's recommendations when caring for interior home furnishings. Of the others reporting frequent practice use, 57.4% were those using booklets sometime, and 58.1% never used booklets. Differences in practice use was significant ($p < .001$).

Turn detachable pillows. Use of information booklets was found to be significantly related ($p < .001$) to homemakers' use of this practice. A total of 1518 homemakers indicated they turned detachable pillows frequently. Of that number, 707 reflected 69% of those who use booklets often, 693 (57.4%) used booklets sometime, and 118 (58.1%) never used booklets as a source of information.

Clean with vacuum. The number of homemakers reporting frequent use of this practice were significantly related ($p < .001$) to their use of booklets as a source of interior design information. With the frequency of practice use there was an increase in the use of booklets. Percentages of practice use were: used booklets often, 60.8%; used booklets sometime, 47.9%; and never used booklets, 40.8%.

Wipe spills, treat stains. The frequency of use of booklets as a source of interior design information was found to be significantly related ($p < .001$) to homemakers' use of this practice. Homemakers using information booklets as a source often reported frequent use of the practice at 86.9%. Of those using booklets sometime, 82.1% reported frequent use. And of those never using booklets as a source, 83.2% reported frequent use.

Summary

Table XI showed a positive relationship at significant levels between the frequency of use of information booklets for interior design information and homemakers' use of recommended interior design practices. Significant relationships were found to exist with 36 of 38 practices. The only two practices found not to be related were those dealing with adequate lighting in homes, and whether the family planned a budget.

VI. RELATIONSHIPS BETWEEN THE KINDS AND NUMBER OF EXTENSION
CONTACTS AND THE NUMBER OF RECOMMENDED INTERIOR
DESIGN PRACTICES USED BY HOMEMAKERS

This section presents data relating the numbers of reported Extension contacts to the use of recommended interior design practices. The purpose was to determine whether or not contacts influenced the use of practices. Types of Extension contacts included for study were: 1) Extension meetings, 2) office and home visits, 3) telephone calls, and 4) newsletters.

Table XII shows the mean number of each kind of Extension contact, the mean total number of contacts, and their relationship to the number of practices homemakers were found to be using. A total of 52 practices were included. For study purposes the practices were broken down into the following broad headings: 1) long-range planning, 2) existing interior design, 3) principles of art and design, 4) selection and purchase, 5) consumer practice self rating, and 6) use of, care and maintenance self rating score. Influence on total practices was also calculated.

Long-Range Planning

The total number of Extension contacts was not found to be significantly related at the $<.05$ level to homemakers' use of the four long-range planning practices. Office and home visits showed the most positive relationship with a direct increase in the number

Table XII. Relationships Between the Kinds and Numbers of Extension Contacts and the Number of Recommended Interior Design Practices used by Homemakers

Number of Practices Used	Number Responding*	Mean Number of Extension Contacts				
		Ext Meetings	Office & Home Visits	Phone Calls	News Letters	Total
Long-Range Planning:						
None	766	8.76	2.17	3.58	8.66	23.55
One	204	8.94	2.39	3.85	8.58	24.04
Two	175	8.55	2.60	3.76	7.14	22.62
Three	385	8.97	2.80	4.42	7.99	23.80
Four	978	8.82	3.37	5.16	8.16	25.35
Total	2508	8.82	2.78	4.36	8.25	24.30
Amt Variance		F=.17 p=.95	F=10.12 p=.001	F=7.68 p=.001	F=3.74 p=.005	F=2.08 p=.08
Existing Interior Design:						
None	51	5.98	1.69	3.27	7.94	19.31
One	80	8.71	2.22	3.48	9.03	23.82
Two	154	7.88	1.98	3.03	7.96	20.99
Three	283	8.37	2.51	4.01	8.74	23.54
Four	452	8.57	2.51	3.90	8.21	23.36
Five	666	9.34	2.91	5.09	8.34	25.67
Six	822	9.05	3.19	4.55	8.02	24.93
Total	2508	8.82	2.78	4.36	8.25	24.30
Amt Variance		F=3.71 p=.001	F=3.94 p=.001	F=3.83 p=.001	F=1.15 p=.33	F=3.48 p=.002
Principles of Arts & Design:						
None	36	6.89	2.25	4.19	6.49	20.75
One	33	7.58	1.27	2.48	10.30	21.64
Two	64	8.42	2.64	3.73	6.66	23.59
Three	98	7.30	2.78	3.49	8.16	22.01
Four	205	8.42	2.26	3.51	7.79	21.98
Five	2075	8.99	2.87	4.54	8.34	24.76
Total	2508	8.82	2.78	4.36	8.25	24.30
Amt Variance		F=2.68 p=.02	F=1.90 p=.09	F=2.17 p=.05	F=3.51 p=.004	F=2.25 p=.05

Table XII. (Continued)

Number of Practices Used	Number Responding*	Mean Number of Extension Contacts				
		Ext Meetings	Office & Home Visits	Phone Calls	News Letters	Total
Selection and Purchase:						
None	22	10.52	1.95	4.45	9.45	26.36
One	4	6.00	2.50	4.25	9.00	21.75
Two	14	4.00	1.36	1.79	4.42	11.57
Three	13	7.00	.46	1.15	6.85	15.46
Four	29	7.30	2.37	5.27	7.57	19.34
Five	51	7.69	1.84	2.94	7.49	19.96
Six	184	8.18	1.97	3.04	7.08	21.03
Seven	2191	8.95	2.91	4.53	8.39	24.85
Total	2508	8.82	2.78	4.36	8.25	24.30
Amt Variance		F=2.63 p=.01	F=2.77 p=.007	F=2.64 p=.01	F=3.21 p=.002	F=4.50 p=.001
Consumer Practice Self Rating Score:						
Six	10	11.80	2.00	4.00	9.33	30.20
Seven	7	5.00	.14	1.00	4.43	10.57
Eight	18	5.67	1.33	2.94	6.56	16.50
Nine	17	5.65	.71	2.06	7.41	15.82
Ten	29	7.03	.93	1.83	9.38	19.17
Eleven	51	7.16	1.53	2.92	8.59	20.19
Twelve	245	8.26	2.24	3.64	8.29	22.64
Thirteen	134	7.81	2.19	3.96	7.50	21.47
Fourteen	214	8.33	2.75	3.40	8.21	22.62
Fifteen	320	9.25	2.86	4.24	8.31	24.56
Sixteen	376	8.98	2.51	4.49	8.41	24.57
Seventeen	424	9.37	3.17	4.87	8.11	25.67
Eighteen	589	9.27	3.42	5.38	8.53	26.60
Total	2434	8.85	2.80	4.42	8.28	24.42
Amt Variance		F=2.91 p=.001	F=4.08 p=.001	F=3.24 p=.001	F=1.12 p=.341	F=4.05 p=.001

Table XII. (Continued)

Number of Practices Used	Number Responding*	Mean Number of Extension Contacts				Total
		Ext Meetings	Office & Home Visits	Phone Calls	News Letters	
Use of, Care and Maintenance Self Rating Score:						
Four	13	7.00	1.08	4.38	7.00	19.46
Five	7	9.71	1.29	2.43	6.86	20.28
Six	15	6.20	2.27	3.53	6.13	18.13
Seven	61	8.26	1.80	2.85	7.85	20.77
Eight	196	8.30	2.55	3.99	8.50	23.07
Nine	261	8.68	2.40	3.96	8.42	24.16
Ten	535	8.60	2.71	3.92	7.92	23.9
Eleven	543	9.33	2.74	4.41	8.42	25.27
Twelve	819	9.00	3.25	5.10	8.41	25.63
Total	2450	8.85	2.81	4.40	8.27	24.42
Amt Variance		F=1.36 p=.21	F=2.57 p=.008	F=2.48 p=.01	F=1.05 p=.395	F=2.40 p=.013
Total Interior Design Practices Used:						
15-29	44	7.05	1.34	2.70	7.44	19.27
30-40	479	8.08	2.04	3.46	8.40	22.01
41-45	741	8.95	2.63	4.06	8.40	24.31
46-49	748	9.15	3.08	4.73	8.12	25.23
50-52	387	9.33	3.79	5.98	8.29	27.01
Total	2399	8.87	2.82	4.44	8.28	24.46
Amt Variance		F=3.80 p=.004	F=12.70 p=.001	F=10.44 p=.001	F=.618 p=.65	F=7.37 p=.001

*Number responding may vary somewhat due to missing cases in Extension contacts.

of practices used according to a proportionate increase in the mean number of Extension contacts. The number of Extension meetings was not found to be significantly related ($p < .95$) while the number of telephone calls ($p < .001$) and newsletters ($p < .005$) were. A total of 2508 homemakers responded. Of this number, 978 reported using each of the four long-range planning practices. They had a mean total of 25.35 contacts compared to 23.55 for the 766 homemakers who used none of the practices.

Existing Interior Design

The majority (822) of homemakers were using each of the six practices under this heading with a mean of 24.93 total contacts. Newsletters was the only contact not found to be significantly related to practice use. The 2508 homemakers who responded to these survey questions attended 8.82 Extension meetings, had 2.78 office or home visits, made 4.36 telephone calls and received 8.25 newsletters. They had a total of 24.30 Extension contacts. The difference in practice use ranged from 19.31 total contacts for the 51 homemakers using none of the practices to 24.93 contacts for those using all six practices. The differences in practice use were found to be significant ($p < .002$).

Principles of Art and Design

By far, the majority of homemakers (2075 of 2508) were using all of the five practices related to principles of art and design. Each of the kinds of Extension contacts was found to significantly

relate, except office and home visits. The total number of contacts was significantly related ($p < .05$) to total practice use. Homemakers had a mean total of 24.30 Extension contacts. They attended 8.82 Extension meetings, had 2.78 office and home visits, made 4.36 telephone calls, and received 8.25 newsletters.

Selection and Purchase

A total of 2508 homemakers responded to the practices related to selection and purchase. Of this number, 2191 were found to be using all seven practices. Each of the four kinds of Extension contacts was found to be significantly related to practice use as was the total number of contacts.

Consumer Practice Self Rating Score

The majority of homemakers scored from 12 to 18 on their use of consumer practices, with the largest number scoring 17 and 18. Only the number of newsletters received was not found to be significantly related to scores. Extension meetings, office and home visits, and telephone calls were significantly related, with each being at the $p < .001$ level. The total number of contacts was also significantly related ($p < .001$).

Use of, Care, and Maintenance Self Rating Score

High percentages of homemakers had scores of 8-12 on the four practices related to use, care, and maintenance of interior furnishings. Extension meetings and newsletters were not found to be

significantly related to their scores; while office and home visits and telephone calls were significantly related. A total of 2450 homemakers responded. They had a mean total of 24.42 contacts with Extension during the previous year. This total was found to be significantly related to the homemakers' scores on practice use.

Total Interior Design Practices Used

The majority of homemakers were found to be using 41-49 total practices, with 741 homemakers using 41-45 and 748 using 46-49 practices. When total practices were considered, only newsletters were found not to be significantly related to practice use. Other kinds of contacts were significantly related in a positive manner.

Summary

Table XII shows the mean number of each kind of Extension contact, the mean total number of contacts and their relationship to the number of recommended interior design practices homemakers were found to be using. The practices were divided into six broad headings. The relationship between Extension contacts and homemakers' total number of practices used was also calculated.

The mean total number of contacts was found to be significantly related to five of the six groups of practices. It was found to be not related to long-range planning practices.

The mean number of telephone calls was significantly related to each of the six groups of practices.

Office and home visits were significantly related to homemakers' use of five of the six groups. They were not found to be related to the group of practices related to principles of art and design.

Extension meetings were significantly related to four of the six groups. They were not related to use of long-range planning and use, care, and maintenance practices.

The number of newsletters received was found to have less significance to practice use than the other kinds of Extension contacts. Significant difference was found to exist only in those practices dealing with long-range planning, principles of interior design, and selection and purchase.

When total practices used was looked at, newsletters was the only kind of contact that was not found to be related to total number of practices used. Extension meetings, office and home visits, and telephone calls were significantly related.

Generally speaking, the number of Extension contacts was found to positively influence practice use at a significant level.

CHAPTER VI

SUMMARY OF MAJOR FINDINGS

I. PURPOSES AND SPECIFIC OBJECTIVES

The major purpose of this study was to determine some factors associated with the use and adoption of recommended interior design practices by Tennessee homemakers.

Specific Objectives

The specific objectives of the study were:

1. To characterize the interior design homemaker audiences in selected Tennessee counties.
2. To determine the relationships between homemaker characteristics and their use of recommended interior design practices.
3. To determine the relationships between homemaker characteristics and the number of contacts they had with Extension.
4. To determine the relationships between the number of Extension contacts homemakers reported and the use of recommended interior design practices.
5. To determine sources of interior design information used by homemakers, and the relationships between these sources of information and their use of recommended interior design practices.

This study was formulated to give Extension Home Economists a better understanding of their clientele and their interior design needs. Findings are to serve as a basis for planning and conducting educational programs for the people of Tennessee.

II. METHOD OF INVESTIGATION

Data for the study were obtained through personal interviews with approximately 30 homemakers in each of 81 Tennessee counties. An interview schedule was used to record personal information about each homemaker and her responses to survey questions regarding the use of interior design practices. A total of 2347 homemakers participated.

III. METHOD OF ANALYSIS

County survey responses were forwarded to the State Extension Office where computer data cards were punched for statistical analysis by the University of Tennessee Computer Center. Information was tabulated by frequency counts. Chi (χ^2) and the one-way analysis of variance statistics were used to determine relationships between selected dependent and independent variables. The .05 probability level was accepted as being statistically significant.

IV. MAJOR FINDINGS REGARDING RELATIONS OF RESPONDENT PRACTICE
USE AND RESPONDENT CHARACTERISTICS AND EXTENSION
CONTACTS

Characteristics of Homemakers in the Study

The average homemaker interviewed for the interior design study:

1. Was married and living at home with her husband.
2. Was a full-time homemaker.
3. Was 50 years of age or older.
4. Had completed high school.
5. Was a member of an established Home Demonstration Club.
6. Was a homeowner with no plans to move, build or remodel.

Relationships Between Family Structure
and Practice Use

1. Homemakers who were married and had children at home were more likely to have a long range plan, include needs and interests of family members, and future needs and interests in their plans. Married homemakers with no children at home scored higher on including each family member in the planning process.
2. Family structure was not found to be significantly related to whether homemakers had an inventory of home furnishings or used an inventory to plan future needs or purchases.

3. Married homemakers were more likely to use practices related to having their furnishings carry out a basic theme, having furnishings which supported and were suitable for family activities, and had adequate lighting in their homes.
4. Family structure was not significantly related to homemakers having family activities defined by areas.
5. Married homemakers with no children were most likely to plan a family budget; those married with children at home showed least usage. There was a significant difference.
6. While single homemakers were most likely to include a certain amount in their budgets for home furnishings, the variance of differences was not significant.
7. Family structure was not significantly related to selection and purchasing of home furnishings.
8. Significant differences were observed with regard to homemakers reading tags and labels, inspecting merchandise and asking questions before purchasing, and selecting stores based on their reputation for good quality merchandise and reasonable prices.
9. Family structure of homemakers was significantly related to two practices dealing with principles of art and design; those concerning rooms having a focal point, and surface texture compatability. Married homemakers were more likely to be using these practices than other homemaker groups.

10. Homemakers who were married and had children were more likely to care for home furnishings according to recommendations at a significantly higher level than other homemaker groups.

Relationships Between Employment and

Practice Use

1. Employment was shown to have a positive relationship with practice use dealing with long range planning. Married homemakers with both husband and wife working tended to have higher practice use on all practices.
2. Although positive responses were noted for all homemakers on inventory practices, employment status was not found to be significantly related.
3. Four practices related to existing interior design of homes were significantly related to employment. Married homemakers with both husband and wife employed tended to have a higher percentage of usage. Homemakers who were single and employed generally had least practice use.
4. Findings indicated a significant relationship between homemakers' employment status and budget practices. Married homemakers who had both husband and wife working were more likely to plan a budget and allot a certain amount in it for home furnishings.
5. The majority of homemakers did not plan a family budget.

6. Employment was significantly related to only one of seven practices on selection and purchasing home furnishings; that being whether homemakers checked joints, seams, zippers, etc. for durability. While positive responses were reported for the other practices, differences were not significant.
7. Married homemakers with one person employed had significantly higher usage of the practice dealing with their ability to learn about products before purchasing.
8. A significant relationship was found to exist between employment and having a specific color scheme.
9. Homemakers who were married with both husband and wife working said they "frequently" followed manufacturer's care recommendations at a significantly higher level than other employment groups.
10. Employment was a significant factor in whether homemakers cleaned upholstered furniture with a vacuum.
11. In most cases, married homemakers with one or both husband and wife working were observed to be using the highest percentage of practices.

Relationship of Age and Practice Use

1. Homemakers aged 20-29 had long range plans and those plans reflected the needs and interests of family members at a significantly higher percentage than other groups.

2. Age was a significant factor affecting whether homemakers had a plan for replacing or purchasing furniture, but not in whether they planned in advance of purchase. Younger homemakers tended to have a higher percentage of use on both practices.
3. Homemakers in the age group 30-49 were found to have a significantly higher use of those practices dealing with the existing interior design of homes.
4. Young homemakers, aged 20-29, were found to have a family budget at a significantly higher level than other ages.
5. There was no significant difference in whether homemakers included a certain amount in their budget for furnishings and their age.
6. Age of respondents was significantly related to three of the seven selection and purchase practices. Older homemakers were more likely to check furnishings for imitation, while those in the 30-49 age group were using the other practices at a significantly higher level.
7. Homemakers aged 50 years and older were found to be using those practices dealing with learning about products before purchase, reading tags and labels, considering guarantees, and selecting stores based on reputation, while those in the 30-49 group were using those concerned with shopping around, inspecting merchandise and asking questions more often.

8. Although younger homemakers, aged 30-49, tended to have higher use of practices related to principles of art and design, observed differences were significantly related to that practice dealing with having a specific color scheme.
9. Homemakers aged 30-49 were using practices dealing with care of furnishings at a higher rate than other groups.
10. Generally younger homemakers (less than 50 years of age) were shown to be using more of the recommended interior design practices.

Relationship Between Educational Level

and Practice Use

1. Those achieving higher levels of education reported significantly higher use of long range planning practices.
2. Educational level was significantly related to whether homemakers had an inventory and used an inventory for purchasing home furnishings.
3. Respondents' educational level was significantly related to five of the six practices dealing with an analysis of their existing interior design. Only the practice dealing with adequate lighting was not significantly related to the homemakers' level of education.
4. Although most homemakers did not have a budget, those with post-graduate education were found to have a budget more often, but not at a significantly higher level.

5. Significant differences were found to exist between educational level and whether homemakers allotted a certain amount for furnishings.
6. Homemakers with college or post-graduate educational levels reported significantly higher usage of selection and purchase practices.
7. The higher the level of education achieved, the more likely homemakers were to use practices dealing with consumer purchasing. Only that practice determining whether homemakers shopped around before purchase was not significantly related to educational level.
8. Homemakers with college or post-graduate educational level had a significantly higher level of practice use concerning principles of art and design than those with other educational levels.
9. Educational level was found to be significantly related to whether homemakers followed manufacturer's care recommendations and wiping spills and treating stains immediately. Those having higher levels of education used these practices most often.
10. The educational level achieved by homemakers was significantly related to their use of recommended interior design practices. The higher the educational level, the higher the percentage of practice use.

Relationships Between the Number of
Extension Contacts and Homemaker
Characteristics

1. The total number of contacts homemakers had with Extension tended to increase with the age of the homemaker. A significant relationship was found to exist between the homemaker's age and her total number of Extension contacts, the number of Extension meetings attended, office and home visits, and newsletters received.
2. Family structure was not as highly related to Extension contacts as other homemaker characteristics.
3. Family structure was found to be significantly related to the total number of contacts and the number of Extension meetings they attended.
4. The educational level achieved by homemakers was found to have a significant relationship with only one type of Extension contact. Those homemakers with higher levels of education tended to make more phone calls to the county Extension office.
5. The number of Extension contacts was related to the audience type with HDC members having significantly more total Extension contacts, including Extension meetings, newsletters and phone calls.
6. Home ownership was found to be significantly related to the total number of Extension contacts with those who owned their home having more contacts than those who rented or owned a mobile home.

7. Future housing plans were not found to be significantly related to the total number of contacts homemakers had with Extension.
8. Future housing plans were found to be significantly related to the numbers of office and home visits with those planning to remodel reporting the highest number.
9. Employment was significantly related to the number of Extension contacts. Homemakers who were single and unemployed tended to have more Extension contacts.

V. MAJOR FINDINGS REGARDING RELATIONS OF RESPONDENT
INFORMATION SOURCES, EXTENSION CONTACTS
AND PRACTICE USE

Relationships Between Total Sources of
Information and Practice Use

1. Homemakers' scores on total sources of information used for interior design information, as a variable, was significantly related to their use of recommended interior design practices.
2. Significant relationships did not exist between total scores and the practices dealing with the analysis of existing interior design and budgeting.

Relationships Between Use of Newspaper as a
Source of Information and Practice Use

1. A positive relationship at significant levels was found between the frequency of newspaper use as a source of

interior design information and homemakers' use of recommended interior design practices.

2. Significant relationships were found to exist with 28 of the 36 practices.
3. The use of newspaper was not significantly related to homemakers' use of budgeting practices.
4. Whether homemakers had furnishings which carried out a basic theme was not related to their use of newspaper.
5. Considering future needs and interests in long range planning was not related to their use of newspaper.
6. Use of newspaper was not significantly related to homemakers' having family activities defined by areas.
7. The use of newspaper was not significantly related to homemakers having adequate lighting.
8. Homemakers' care of furnishings was not related to their use of newspaper as a source of interior design information.

Relationships Between Use of TV-Radio as a

Source of Information and Practice Use

1. A positive relationship at significant levels was found to exist between the frequency of use of TV-Radio as a source of interior design information and homemakers' use of some recommended interior design practices.
2. The use of TV-Radio was found to be significantly related to whether homemakers had a long range plan and whether each family member was involved in the plan.

3. Homemakers' use of TV-Radio was found to be significantly related to whether they planned in advance of purchase.
4. Significant difference existed between use of TV-Radio and whether homemakers carried out a basic theme in their interior furnishings, if furnishings supported family activities, and if homes had adequate lighting. The more often TV-Radio had been used as a source of information the higher the incidence of practice use.
5. Findings showed a significant relationship between use of TV-Radio and whether the family planned a budget but not to whether they included a certain amount of furnishings.
6. Homemakers' use of TV-Radio was significantly related to each of the seven practices dealing with selection and purchase.
7. Homemakers' use of TV-Radio as a source of information was found to be significantly related to each of the six practices relating to homemakers' consumer buying practices.
8. Use of TV-Radio was found to be significantly related to each of the five practices dealing with principles of art and design.
9. Frequency of use of TV-Radio was found to be significantly related to whether homemakers turned detachable pillows and cleaned with a vacuum.

Relationships Between Information Booklets as
a Source of Information and Practice Use

1. Data showed positive relationships at significant levels between the frequency of use of information booklets for interior design information and homemakers' use of recommended interior design practices.
2. Significant relationships were found to exist with 36 of the 38 total practices. Only two practices were found not to be related--those dealing with adequate lighting in homes, and whether the family planned a budget.

Relationships Between the Kinds and Number
of Extension Contacts and Practice Use

1. The mean total number of Extension contacts was found to be significantly related to five of the six broad groups of practices. It was not related to long range planning practices.
2. The mean number of phone calls was significantly related to each of the six groups of practices.
3. Office and home visits were significantly related to homemakers' use of five of the six groups. They were not found to be related to the group of practices related to principles of art and design.
4. Extension meetings were significantly related to four of the six groups. They were not found to be related to use of long range planning, and use, care, and maintenance practices.

5. The number of newsletters received was found to have least significance to practice use of all the kinds of Extension contacts.
6. When the total number of practices used was considered, newsletters was the only kind of contact that was not found to be related at significant levels.
7. Generally speaking, the number of Extension contacts was found to be positively associated with practice use at significant levels.

VI. IMPLICATIONS AND RECOMMENDATIONS

Findings of this study indicate that Tennessee Extension agents are making notable contributions in the area of interior design education. The significant relationships between Extension contacts and practice use are evidence of Extension's successful efforts to bring about desired change.

The following implications and recommendations are based on findings of this study and the researcher's experiences and opinions.

From the study results, it is implied that relationships do exist between homemaker characteristics and their use of recommended practices. Since characteristics of audiences differed significantly, it is implied that Extension agents should consider those differences when planning interior design programs.

Evidence points to the fact that although certain individuals reported more contacts with Extension, they did not necessarily have a greater percentage of practice use. For example, more contacts were made with older homemakers, but fewer of those older homemakers were found to be using most practices. Younger homemakers, although they reported less contact with Extension, exhibited a greater tendency to follow recommendations in the use of interior design practices.

It is recommended that agents make a concerted effort to target and reach the younger, working, and better educated homemaker. To do this, teaching methods beyond the traditional ones must be emphasized. Agents must find ways to get information to targeted audiences other than through meetings. Making better use of mass media, including newspaper and TV-radio, may be one answer. Agents must become more technically competent to carry out their job in the best manner. One of those competency areas relates to computer technology. As more user software becomes available, there will be more widespread use of personal computers in homes. Extension agents must strive to develop and apply new creative methods and strategies in disseminating research based information to audiences targeted in this study.

VII. RECOMMENDATIONS FOR FURTHER STUDY

Comparative studies conducted at regular intervals in conjunction with the Plan of Work Projection will continue to indicate Extension's progress in the area of interior design education. In addition,

further efforts should be made to identify, characterize, and study appropriate Extension home economics audiences and concerns. Two possible topics for further study are suggested here.

It was noted in Table III, page 50, of this study that where both husband and wife were employed the use of the practices related to planning was significantly higher. One suggestion for further study would be to look more closely at employment and family structure as they relate specifically to planning practices. Do households where the homemaker is married and both are employed make a more conscious effort to insure that all family members' needs are met than do single employed homemakers? If so, why?

One other finding that came out of this study was the significance of the use of informational booklets and practice use. Another study possibility would be to look at Extension publications and their effectiveness. Included might be a study of which publications are distributed to and used most by homemakers and why. A comparison between out-of-date and current publications might be one consideration.

BIBLIOGRAPHY

1. *Journal of the Royal Society of Medicine*
2. *Journal of the Royal Society of Medicine*
3. *Journal of the Royal Society of Medicine*
4. *Journal of the Royal Society of Medicine*
5. *Journal of the Royal Society of Medicine*
6. *Journal of the Royal Society of Medicine*
7. *Journal of the Royal Society of Medicine*
8. *Journal of the Royal Society of Medicine*
9. *Journal of the Royal Society of Medicine*
10. *Journal of the Royal Society of Medicine*

BIBLIOGRAPHY

1. Andrews, Mary. "Evaluation: An Essential Process," Journal of Extension, Sept/Oct, 1983, pp. 8-13.
2. Arnett, Melvin Haskel. "Influence of Selected Factors on Numbers of Office Visits and Telephone Calls Made to the Wilson County Extension Office, Lebanon, Tennessee." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1973.
3. Beal, George M. and Everett M. Rogers. "Informational Source in the Adoption of Process of Fabrics," Journal of Home Economics, 49:630-634, Oct. 1957.
4. Bonser, Howard J. Better Homemaking Practices Through Rural Organizations, University of Tennessee Agricultural Experiment Station Bulletin 287, The University of Tennessee, Knoxville, May, 1958.
5. Carey, Thomas E. "Description and Evaluation of the Tennessee Agricultural Extension Service Practice Checklist Survey Approach to Establishing Educational Priorities and Evaluating Progress." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1975.
6. Freeman, Pat Perkins. "Relationship Between Characteristics of Grade A Dairy Producers, Their Farming Operation and Their Use of Management Practices and the Number of Contacts They Had With Extension." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1978.
7. Gordon, Michael E. "Relationship Between Number of Contacts Haywood County, TN Feeder Pig Producers Had With the Agricultural Extension Service and the Management of Their Feeder Pig Operations." The University of Tennessee, Knoxville, 1977.
8. Henry, Madeline. "Relationship Between Participation in a Clothing Construction Workshop and Selected Characteristics and Sewing Skills of Low-Income Homemakers in Macon County, Tennessee." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1972.
9. How Farm People Accept New Ideas. Farm Foundations and Federal Extension Service Cooperating, North Central Regional Publication No. 1. Ames Iowa: Agricultural Extension Service, Iowa State College, Special Report No. 15, Nov., 1955.

10. Klaeser, Susan M. "A Comparative Summary of Selected Data From 1972 and 1977 Tennessee Extension Clothing Practice Checklist Surveys and amounts of Tennessee Extension Supervisory District I Staff Time and Clientele Contacts Made by Counties in Fiscal Year 1972 and Fiscal Year 1975." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1978.
11. Lionberger, Herbert F. Adoption of New Ideas and Practices. Ames Iowa: Iowa State University press, 1960.
12. McLemore, Marcus F. "Selected Farm Characteristics of Swine Producers in Tennessee and Their Use of Recommended Production Practices in Relationship to the Number of Contacts Producers Had With County Extension Agents." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1979.
13. Miller, P. A. Cooperative Extension Service Today. The Federal Extension Service, Extension Committee on Organization and Policy, and the U.S. Department of Agriculture, Washington: Government Printing Office, April, 1985.
14. Pigg, Kenneth E. "Program Evaluation: Extension Needs to Get Serious About It," Journal of Extension, Sept/Oct, 1980, pp. 7-13.
15. Rogers, E. M. "Characteristics of Agriculture Innovators and Other Adopter Categories," Review of Extension Research, USDA, Federal Extension Service, Washington: Government Printing Office, ESC544, 1963.
16. Rogers, Everett M. and George M. Beal. "The Importance of Personal Influence in the Adoption of Technological Changes," Social Forces 36:329, May, 1958.
17. Rutter, Floyd David. "Relationships Between Characteristics of Beef Producers, Their Production Operations and Their Use of Management Practices and the Number of Contacts They Had With Extension." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1982.
18. Speer, Julia F. "Relationships Between Selected Tennessee Homemaker Personal and Family Characteristics, Number of Extension Contacts, and Use of Recommended Interior Design Practices." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1979.
19. Sweeten, Mary K. and Ladewig, Howard. "Programming for Employed Homemakers," Journal of Extension, Jan/Feb., 1981, pp. 8-13.

20. Udall, Gerald G. "Yes, a Change Agent Can Evaluate!" Journal of Extension, Sept/Oct., 1975, pp. 14-21.
21. Webb, Betty Ray. "Relationships Between Selected Characteristics of Home Demonstration Club Members and Employment and Numbers of Contacts They Had With Extension Agents in Tennessee." Unpublished Master's Thesis, The University of Tennessee, Knoxville, 1979.
22. Wilson, Meredith C. and Gladys Gallup. Extension Teaching Methods, Federal Extension Service, USDA. Washington: Government Printing Office, Extension Service Circular 495, August, 1955.

APPENDIX

1. *Chelodactylus*
2. *Chelodactylus*
3. *Chelodactylus*
4. *Chelodactylus*
5. *Chelodactylus*
6. *Chelodactylus*
7. *Chelodactylus*
8. *Chelodactylus*
9. *Chelodactylus*
10. *Chelodactylus*
11. *Chelodactylus*
12. *Chelodactylus*
13. *Chelodactylus*
14. *Chelodactylus*
15. *Chelodactylus*
16. *Chelodactylus*
17. *Chelodactylus*
18. *Chelodactylus*
19. *Chelodactylus*
20. *Chelodactylus*
21. *Chelodactylus*
22. *Chelodactylus*
23. *Chelodactylus*
24. *Chelodactylus*
25. *Chelodactylus*
26. *Chelodactylus*
27. *Chelodactylus*
28. *Chelodactylus*
29. *Chelodactylus*
30. *Chelodactylus*
31. *Chelodactylus*
32. *Chelodactylus*
33. *Chelodactylus*
34. *Chelodactylus*
35. *Chelodactylus*
36. *Chelodactylus*
37. *Chelodactylus*
38. *Chelodactylus*
39. *Chelodactylus*
40. *Chelodactylus*
41. *Chelodactylus*
42. *Chelodactylus*
43. *Chelodactylus*
44. *Chelodactylus*
45. *Chelodactylus*
46. *Chelodactylus*
47. *Chelodactylus*
48. *Chelodactylus*
49. *Chelodactylus*
50. *Chelodactylus*
51. *Chelodactylus*
52. *Chelodactylus*
53. *Chelodactylus*
54. *Chelodactylus*
55. *Chelodactylus*
56. *Chelodactylus*
57. *Chelodactylus*
58. *Chelodactylus*
59. *Chelodactylus*
60. *Chelodactylus*
61. *Chelodactylus*
62. *Chelodactylus*
63. *Chelodactylus*
64. *Chelodactylus*
65. *Chelodactylus*
66. *Chelodactylus*
67. *Chelodactylus*
68. *Chelodactylus*
69. *Chelodactylus*
70. *Chelodactylus*
71. *Chelodactylus*
72. *Chelodactylus*
73. *Chelodactylus*
74. *Chelodactylus*
75. *Chelodactylus*
76. *Chelodactylus*
77. *Chelodactylus*
78. *Chelodactylus*
79. *Chelodactylus*
80. *Chelodactylus*
81. *Chelodactylus*
82. *Chelodactylus*
83. *Chelodactylus*
84. *Chelodactylus*
85. *Chelodactylus*
86. *Chelodactylus*
87. *Chelodactylus*
88. *Chelodactylus*
89. *Chelodactylus*
90. *Chelodactylus*
91. *Chelodactylus*
92. *Chelodactylus*
93. *Chelodactylus*
94. *Chelodactylus*
95. *Chelodactylus*
96. *Chelodactylus*
97. *Chelodactylus*
98. *Chelodactylus*
99. *Chelodactylus*
100. *Chelodactylus*

Selection & Purchase

	No	Never	Some- times	Always	
(18)	☐ 1	☐ 2	☐ 3	☐ 4	Do you check the materials used to see that they are not imitation or made to simulate something else?
(19)	☐ 1	☐ 2	☐ 3	☐ 4	When shopping, do you check furnishings for durability and strength?
(20)	☐ 1	☐ 2	☐ 3	☐ 4	Do you select furnishings with protective finishes if appropriate?
(21)	☐ 1	☐ 2	☐ 3	☐ 4	Do you check joints, seams, zippers, etc., to make sure they are durable and secure?
(22)	☐ 1	☐ 2	☐ 3	☐ 4	Do you select materials and detailing which are functional and aesthetically pleasing?
(23)	☐ 1	☐ 2	☐ 3	☐ 4	Do you check furnishings to be sure they function well to fulfill your specific needs?
(24)	☐ 1	☐ 2	☐ 3	☐ 4	When shopping, do you consider the care and cleaning requirements of furnishings and finishes?

Consumer Buying Practices

Rate Yourself: 1 - Not so Good; 2 - Fair; 3 - Excellent on following these buying guides.

(25)	☐ 1	☐ 2	☐ 3	Learn about products before deciding to purchase them.
(26)	☐ 1	☐ 2	☐ 3	Shop around to compare price and quality.
(27)	☐ 1	☐ 2	☐ 3	Read tags and labels.
(28)	☐ 1	☐ 2	☐ 3	Consider guarantees, installation, servicing, & delivery policies.
(29)	☐ 1	☐ 2	☐ 3	Inspect merchandise and ask questions.
(30)	☐ 1	☐ 2	☐ 3	Select stores based on their reputation for good quality merchandise and services at reasonable prices.

Principles of Art and Design

Do you consider the following principles when designing your home?

	No	Yes	Some- what	
(31)	☐ 1	☐ 2	☐ 3	The size of the objects in proportion to room size.
(32)	☐ 1	☐ 2	☐ 3	The main focal point in the room.
(33)	☐ 1	☐ 2	☐ 3	Balance created by placement or location of objects.
(34)	☐ 1	☐ 2	☐ 3	Specific color scheme.
(35)	☐ 1	☐ 2	☐ 3	Compatibility of surface textures with each other.

Which of the following activities have you done, could do, or would like to know how to do?					
	No interest	Would like know-how	Could do	Have done	Activity
(36)	1	2	3	4	Paint a room
(37)	1	2	3	4	Refinish wood furniture
(38)	1	2	3	4	Decorate a room
(39)	1	2	3	4	Build a book shelf or simple item
(40)	1	2	3	4	Shampoo a rug
(41)	1	2	3	4	Make drapery, shades, etc.
(42)	1	2	3	4	Hang drapery
(43)	1	2	3	4	Install a floor covering
(44)	1	2	3	4	Hang wallcovering

Rate yourself either: 1 - Never or almost never; 2 - Occasionally; 3 - Frequently			
(45)	☐ 1	☐ 2	☐ 3 Do you follow manufacturer's recommendations in the care of your home furnishings?
(46)	☐ 1	☐ 2	☐ 3 Do you turn detachable cushions on upholstered furniture?
(47)	☐ 1	☐ 2	☐ 3 Do you clean upholstered goods, cornices, valances, etc., with a vacuum cleaner?
(48)	☐ 1	☐ 2	☐ 3 Do you wipe spills and treat stains immediately?

Design Sources

Have you ever used information and/or advice on interior design from the following sources?		
	No	Yes
(49)	☐ 1	☐ 2 Professional interior designer
(50)	☐ 1	☐ 2 Retail store designer/decorator
(51)	☐ 1	☐ 2 Paint store decorator
(52)	☐ 1	☐ 2 Agricultural Extension Service

Topics of Interest

What topics would you be interested in receiving instruction?		
	No	Yes
(53)	☐ 1	☐ 2 Space Planning
(54)	☐ 1	☐ 2 Purchasing
(55)	☐ 1	☐ 2 Lighting
(56)	☐ 1	☐ 2 Color
(57)	☐ 1	☐ 2 Repair &/or Recondition
(58)	☐ 1	☐ 2 Construction
(59)	☐ 1	☐ 2 Maintenance

Where do you look for specific information? How often do you use each source?				
	Sources	Never	Sometimes	Often
(59)	Newspapers	1	2	3
(60)	Magazines	1	2	3
(61)	Catalogs	1	2	3
(62)	Information Booklets	1	2	3
(63)	TV-Radio	1	2	3
(64)	Friends - Relatives	1	2	3

2. SUBJECT IDENTIFICATION

- (66) Extension Audience
☐ HDCM
☐ Special Interest
☐ Other
- (67) Age
☐ 20-29
☐ 30-39
☐ 40-49
☐ 50-Over
- (68) Family Structure
☐ Married, no children
☐ Married, children at home
☐ Single, no children
☐ Single, children at home
- (69) Educational Level
☐ No response
☐ Elementary
☐ High School
☐ College
☐ Vocational School
☐ Post graduate
- (70) Housing
☐ Own home
☐ Rent home
☐ Own mobile home
- (71) Future housing plans
☐ Same as present
☐ Remodel within five years
☐ Build within five years
☐ Move to another location within five years
- (72) Employment
☐ Married, both employed
☐ Married, one employed
☐ Married, both unemployed
☐ Single, employed
☐ Single, both unemployed
- How many extension contacts have you had in the past 12 months?
 (73) - (74) _____ Extension meetings
 (75) - (76) _____ Office and/or home visits
 (77) - (78) _____ Telephone calls
 (79) - (80) _____ Newsletters

III. SURVEY PROCEDURES

1. Date Due - December 1, 1983
2. Disposition - Mail completed survey forms to the Associate District Supervisor.
3. Counties to conduct survey - All except Lake.
4. Sample Size - Thirty (30).
5. Survey Population - All homemakers.
6. Sampling Procedures - Use the Nth number technique. All Civil and Equal Rights Laws and Amendments must be strictly adhered to in all respects. Counties having mailing lists of homemakers which meet Civil and Equal Rights guidelines may use all up-to-date listings of homemakers including 4-H enrollment cards to identify individuals to be interviewed during the survey. Thirty-six (36) homemakers should be identified. The six extra people will be used as alternates to replace individuals who for good reasons can not be interviewed.
7. Interviewing - The survey is designed for personal interviews (i.e. the agent should ask each question and record appropriate response on the interview schedule). In preparation for the interview, the agent should:
 - a) Become thoroughly familiar with the survey content
 - b) Try-out the interview on two or three cooperators to perfect interview techniques
 - c) Schedule interviews ahead to save time and mileage.

Interviews may be scheduled in the County Extension Office or other convenient places.



The Agricultural Extension Service offers its programs to all eligible persons regardless of race, color, national origin, sex or handicap and is an Equal Opportunity Employer

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

The University of Tennessee Institute of Agriculture, U.S. Department of Agriculture, and county governments cooperating in furtherance of Acts of May 8 and June 30, 1914.
 Agricultural Extension Service
 M. Lloyd Downen, Dean

VITA

Nancy Carolyn Norton Fox, daughter of Mr. and Mrs. Charles Earl Norton, was born in Jackson County, Tennessee, on December 28, 1946. She grew up in a small rural community in Putnam County, Tennessee, where she attended elementary school and was graduated from Cookeville Central High School in 1964. She entered Tennessee Technological University, Cookeville, Tennessee, majoring in Home Economics Education and received a Bachelor of Science degree, graduating With Honors in June 1968.

She was employed in February 1969 as Assistant Extension Agent in Jackson County, Tennessee, responsible for the youth and adult home economics programs. She was promoted to Associate Extension Agent in 1978 and to Extension Agent in 1985.

She is a member of Gamma Sigma Delta, national Agricultural honorary society; Epsilon Sigma Phi, national Extension fraternity; Phi Delta Kappa, national honorary educational fraternity; the Association of Extension 4-H Agents; and the Association of Extension Home Economists. She has been active in these associations and has held various leadership positions.

She was married to Hulon Fox in 1966. They have two sons, Brooks, age 15 and Brent, age 14.