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AN ASSESSMENT OF THE HOME ECONOMICS EDUCATIONAL NEEDS OF POTENTIAL BLACK CLIENTELE IN HAMILTON COUNTY, TENNESSEE

A Thesis

Presented for the

Master of Science

Degree

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June Annette Puett

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ABSTRACT

The major purpose of this study was to assess the home economics educational needs of Hamilton County black family members as perceived by potential program participants and key community leaders. Data were obtained from two separate surveys administered to 84 potential clientele and 47 key leaders in Hamilton County, Tennessee.

The major findings of this study indicated:

1. Television was perceived by both the potential clientele and the key leaders as the most effective method of keeping informed on community activities. Key leaders also ranked television as the second most effective teaching method for reaching black families.

2. The key leaders tended to perceive all 39 home economics problem areas as larger problems than did the potential clientele.

3. Both the potential clientele and key leaders ranked weight control and fitness, stress (related to health), setting financial goals, use of time, and stress management within the top seven most important problems from 39 possible problem areas.

4. Potential clientele with children living at home tended to perceive 14 problem areas as larger problems than did potential clientele without children living at home.

5. Potential clientele age 39 and under tended to perceive 10 problem areas as more important than did the potential clientele age 40 and over.

Implications were drawn and recommendations for further study were made.

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CHAPTER I

BACKGROUND AND PROBLEM

I. INTRODUCTION

From its conception the goal of the Agricultural Extension Service has been to meet the needs of the people which it serves. The first responsibilities mandated by the Smith-Lever Act of 1914 were to farm families, but because of an ever changing society, the Extension Service has been called upon to provide "more generalized educational assistance to a much broader clientele, including non-farm rural residents and urban residents" (5:20).* Today's Extension system programming efforts have been expanded to include audiences from all geographical, socioeconomic and racial groups.

The American family has undergone many changes in lifestyle since the early years of our country. Family members need assistance in recognizing and solving the problems associated with the demands of every day life. Individuals and family units are facing such issues as teen pregnancy, aging, stress, unemployment and child/spouse/elderly abuse. The black family has not been immune to these changes (23:1). Blacks, like other minorities who have a desire to improve the quality of life for themselves and their families, encounter a variety of obstacles. Poverty, lack of resources, single parent

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*Numbers in parentheses refer to alphabetically listed sources in the Bibliography, those after the colon are page numbers.

households, and low self-esteem, while in existence in white communities, are accentuated among blacks.

The Extension Service has a commitment to help black families identify needs and design programs for possible solutions (3:202). The problems associated with the black family provide evidence of the need for Extension home economics programs. Organizers of these programs require accurate information regarding the needs and interest of the potential recipient.

II. NEED FOR THE STUDY

Faced with economic reductions and governmental austerity, public service providers must address planning and resource allocation to provide efficient service delivery. Educational needs assessments should be used to identify prospective clientele and the needs of the clientele as a guide for program development.

The black family faces many obstacles which prevent participation in Extension educational activities. A better understanding of the black family can make programming more accessible and, therefore, more effective because of participation by clientele who want and need specific educational programs. Program design, content and marketability should be based on input from the potential black audience. Because of certain unique characteristics, there is still a need to study the black family from a historical perspective to present family life styles (23:1). A 1965 study by the U.S. Commission on Civil Rights found severe limitations in opportunities for blacks to receive the

services of the Extension home economics program. In most cases organized Extension home economics programs for blacks existed only in areas where black home demonstration agents were employed (5:49).

Even with contemporary efforts to provide non-discriminatory programs, blacks have not participated in Extension home economics activities. Participation by blacks in Hamilton County has been low based on participation records. A study was needed to identify the home economics educational needs of the black families in Hamilton County.

III. PURPOSE OF THE STUDY

The purpose of this study was to assess the home economics educational needs of Hamilton County black families as perceived by potential program participants and key community leaders. This information would serve as a basis for program development by Extension home economists and other service providers.

Knowledge of the needs of a selected group of representative black adult potential recipients and key community leaders will enable Extension home economists and others to provide more effective educational programs and to determine which educational teaching methods would be more effective with black clientele.

Specific objectives of the study were:

1. To determine the characteristics of the Hamilton County potential clientele and key leaders.

2. To determine the potential clientele's awareness of the Hamilton County Extension program, their Extension Service contacts and the factors influencing their participation in Extension activities.

3. To determine the key leaders perception of effective teaching methods for reaching Hamilton County black families.

4. To determine the home economics problems of Hamilton County black families as perceived by selected potential clientele and key leaders.

5. To determine relationship between having children residing in the home and the perceived needs of potential clientele.

6. To determine relationship between age and the perceived needs of potential clientele.

IV. LIMITATIONS OF THE STUDY

This study was limited to the data collected in a Needs Assessment Survey conducted by the Hamilton County Agricultural Extension Service. It was also limited to the consideration of those needs of black adults which are currently categorized under the six subject matter areas used by University of Tennessee Extension Service home economists. Another limitation of the study was the fact that the key leaders responses were based on their perception of the home economics educational needs of black families in Hamilton County.

V. METHODS AND PROCEDURES

Development of Instrument

The survey instruments were developed after review of needs assessment studies. The two audiences surveyed were potential clientele and key leaders. The surveys were similar in composition so results from both groups could be compared.

Selection of Participants

The survey was administered through a variety of methods in an attempt to reach respondents of diversified characteristics and needs. A list of potential clientele was developed through participants in Extension home economics programs and interviews with community leaders and professionals working with black families. A sample of 84 potential clientele were surveyed and used in this study.

Some surveys were conducted at group meetings with a racially mixed audience; however, only black responses were used in the study.

Nine surveys were completed during home visits in rural and urban communities. Interviews were conducted with Head Start parents, a black church group, Department of Human Services Victory program participants, housing project residents, senior citizens, black sorority members, teachers, and by mail.

Key leaders were identified as persons or organizations having direct contact with black families and their daily problems. They were asked to respond to how they perceived home economics related problems among black families. Key leaders participating in this study

included Extension agents and program assistants, school, church and community leaders, Department of Human Services personnel, Head Start teachers and administrators, black sorority members, Alton Park Health Center professionals, black church officials, Health Department nutritionist, and others.

Key leaders were interviewed through group meetings, personal interviews, and by mail. A total of 47 responses from key leaders were included in this study.

Collection of Data

Respondents (both key leaders and potential clientele) were asked to rank the seriousness of possible home economics related problems. Responses were: (1) not a problem, (2) slight problem, or (3) big problem. Space was allowed after each of the six categories for respondents to write in any other problem areas associated with the subject matter heading.

Needs were assessed in six subject matter headings: (1) food, nutrition and health, (2) clothing, (3) housing, (4) family resource management, (5) family life, and (6) interior design. These divisions were based on current Extension Program of Work reporting areas.

Potential clientele were asked if they considered each category a problem for themselves or their family. Key leaders were instructed to rank their perception of the problems as associated with black families of Hamilton County. Their perception was to be based on their professional and/or personal knowledge of black families. Key leaders

were also asked to identify educational teaching methods they felt would best reach the black families of Hamilton County.

The survey of potential clientele examined the respondents awareness of the Extension Service and Extension Homemaker Clubs.

Demographic data were collected from both the key leaders and potential clientele. Respondents answered questions pertaining to age, sex, race, income, employment, and size of household. Both groups were asked about communication methods which keep them informed on community activities.

All respondents were asked if they would attend a group meeting on home economics information and preference of location for a group meeting (choices were homes, church, public buildings, other).

While home visits were time consuming, they were a reliable, effective means of communicating with the respondent. The interviewer was able to clarify questions about the survey. Home and personal visits were an excellent marketing tool for use with a new audience. The personal contact allowed for more feedback from the participants.

Analysis of Data

After surveys were collected the data were prepared and checked for completness and accuracy and otherwise processed for statistical analysis at the University of Tennessee Computer Center.

Frequency counts and means were calculated and the chi square (x^2) test was used to determine the relationships between dependent and independent variables. A probability level of .05 was used to make decisions regarding the significance of observed relationships between variables.

The results were studied for the purpose of securing a more accurate assessment of the educational needs as perceived by the respondent. An interpretation of this data along with implications for the future implementation of the Extension programs has been presented in the following sections of this study.

CHAPTER II

REVIEW OF RELATED LITERATURE

I. NEEDS ASSESSMENT

Osborne and Lewis in their study of home economics education said, "Today's home economics educators need to focus their efforts on identifying prospective clients, designing appropriate and relevant programs for them, and on marketing their services" (18:20).

Educators realize adults are more likely to participate in programs which address their needs. A successful home economics program should be based on the needs of the clientele. Programming should address current issues which are confronting the American family.

Early attempts at needs assessment were primarily used to validate financial expenditures and to identify populations at risks with minimal emphasis on community participation in program planning (16:14). Service providers should understand the power of consumer involvement in the beginning stages of new opportunities. Early acceptance of opportunities can translate into community involvement and participation.

Professionals may have limited knowledge of community needs, especially if they do not live in the specific community (16:19). Likewise, it would be difficult for an Extension agent to plan programs for new audiences without first assessing the needs and characteristics of the intended group. The most direct method of needs assessment is to survey potential learners concerning the interest level for a particular educational topic (1:4).

Traditionally, service providers have provided programs which reflect staff interest or expertise due to lack of communication between the community and the service provider (16:16). Community participation in program planning can identify the needs of the clientele and community resource people to help carry out the programs.

Networking among volunteers and professionals would stretch tax dollars and better utilize existing resources. Community involvement also places more of the responsibility for the program with the community. Participants would have more of a self-interest in making the program successful.

One method of assuring communication between the community and the service providers is use of the Community Oriented Needs Assessment model which utilizes demographic and statistical profiles, designated key informants and individual interviews with potential consumers (16:16). This model is designed to involve the resources of the community as new programs are developed and implemented.

This type of needs assessment was used by service providers in Hamilton County. The Human Services Research System completed an Assessment of Human Service Needs in Hamilton County in 1985 in an attempt to provide a comprehensive, up-to-date profile on 11 selected areas of concern. This Needs Assessment Project involved state, county and Chattanooga city governments, the United Way of Greater Chattanooga, the Area Office on Aging, United States Department of Housing and Urban Development, the Junior League of Chattanooga, the Metropolitan Council for Community Services and various other community

organizations (19:2). Methodology included a separate Household Survey, a Key Citizen Survey, and a Service Provider Survey as well as input from an Advisory Committee, a Needs Assessment Committee and seven Task Forces (19:6). The findings of this research will be discussed under separate subject matter headings later.

Input from key leaders allows opportunity for cooperation among service provider agencies. A recommendation of the Hamilton County Research System study was: "The responsibility of meeting human needs begins in our community and can be best addressed through cooperative and collaberative services and findings. No one institution can do it alone" (19:2).

The Ralph Nadar consumer advocate movement of the 1960's and 1970's has placed an emphasis on selection of all services by individuals (16:14). Clientele demand accountability from agencies and instutitions. This demand for timely and useful programs has intensified the need for programs which reflect the needs of the intended audience.

Emphasis on accountability of services and service providers to the public is one result of the consumerism movement (16:15). Taxpayers want to know how and where tax dollars are being spent. Legislators are demanding accountability from program providers.

Each community is unique in characteristics, needs and interests. Hutchison's study on adult vocational home economics programs in Tennessee concluded that:

> The same educational program of work for adult homemakers would not be practical for the entire State. Each locality must work toward setting up its program of work as to meet the needs and interests of its own people--individuals and families (10:85).

Moore's study of Latin-American women's usage of adult educational opportunities recommend that ". . . Greater effort should be made to determine the individual needs and interests of these women and to plan ways and means whereby these needs may be met, whether it be via formal or informal methods" (14:90).

Identification of the potential participants and their needs is the first step in reaching new audiences and solving existing problems.

II. HISTORICAL BACKGROUND

When studying the history of our nation's adult home economics program ". . . a pattern clearly emerges that suggests a continuing responsiveness to the needs, desires, and motivations of the adult learner" (18:18).

The home economics professional has always worked closely with family members in applying research-based information to seek solutions to existing problems. Because Extension home economics work actually preceded research in the field, the first Extension agents had to find the answers to the problems while compiling the questions (4:190-191). The first Extension home economists received first-hand knowledge of assessing the needs of the people since research-based information was not readily available.

Elizabeth Lauderbach, a Hamilton County agent until 1943, was among the first five home demonstration agents hired in Tennessee during the

canning season of 1911 (22:15). The food shortages during World War I were among the first needs assessed by these agents. They stressed food storage and conservation and emphasized the nutritional value of food, rural health, and personal hygiene (4:191).

Maude Guthrie was employed as a city agent for Chattanooga from 1917 through 1919 to meet emergency food demands (12:24). This position was no longer funded when the influenza epidemic of 1918 ended (4:191). This was among the first attempts by Extension to reach the needs of an urban audience.

The work of the first urban home economist during World War I indicated that the needs of homemakers were affected less by place of residence than by other factors and the differences between rural and urban families was becoming less defined (8:168-169). Entire communities joined in the war effort as cooperation in learning to deal with limited availability of supplies increased.

Following the war, the purpose of Extension home economics work was re-examined by conducting a national needs assessment survey of ten thousand farm homes. Urgent problems disclosed by the survey were themselves altered by the 1920's farm depression. Home economics agents changed educational emphasis from production to conservation in order to meet the needs of the times. Homemakers were instructed to utilize labor-saving methods and equipment, budget limited incomes, improve appearance of themselves and their homes economically, market hand-crafted items, and develop leadership skills (4:191-192).

This leadership made it possible for Extension home economists to quickly assess and respond to the problems brought on by the great

depression of the thirties. Farm families were regarded as partners in building Extension educational programs such as clothing repair and renovation, low cost foods, and inexpensive recreation and entertainment. Extension agents began to emphasize habits, attitudes and philosophies of life in attempts to help clientele deal with the problems of the depression era (4:193).

Gilbert said of urban and rural audiences of the depression era (1930's):

> Differences existing between rural and urban families were gradually decreasing through means of communication, more frequent contacts, coming of electricity to rural areas, and other factors (8:76).

By the late 1930's Extension home economists realized that urban families had many of the same problems and needs of the rural families--household management, preparation and storage of food, human nutrition, family health, welfare of children, attractive homes and clothing, citizenship and community involvement (4:242-243).

Increased communication methods and transportation led to a blending of urban and rural dwellers lifestyles, so by the 1950's the Extension Service reviewed its programming efforts, subject matter and audience (8:169). A larger and more diverse audience was seeking information. Programs were adapted to meet these needs.

Following the passage of the Civil Rights Act of 1964, the Agricultural Extension Service and other Department of Agriculture agencies were directed to develop immediate programs of affirmative action in efforts to achieve compliance with the Act (5:viii).

Today, Tennessee counties develop annual plans based on the needs of local audiences. An annual civil rights compliance review report assures the availability of Extension programs to all interested persons.

III. BLACK PERSPECTIVE

The education of black adults in America can be divided into four historical periods: (1) Pre-civil War, (2) Civil War, (3) Separate But Equal, and (4) Modern Era (13:xii).

The Pre-Civil War era (1619-1860) provided blacks with little formal education. Most of the education received by blacks was of a religious nature. The Civil War and Reconstruction Period (1860-1880) saw the legislatively created Freedman's Bureau which emphasized black education. Missionary organizations were instrumental in establishing educational programs for blacks in the South. During the Separate But Equal era (1880-1930), the Federal Government gradually withdrew support of black educational programs, even though the general consensus was that blacks should be educated. The Modern Era (1930-present) saw a return of Federal support for black education. The Cooperative Extension Service has been among the most noted of government-sponsored educational programs for blacks (13:xi).

Black farmers and homemakers were involved in Extension programs from the beginning of the organization. The first black agricultural agents were employed in Alabama and Virginia in 1906, the same year the first white agents were hired (22:11).

The first black agents were employed in Tennessee in 1916--two women and three men (22:31). Their responsibilities dealt primarily with community organizations and programs for adults. The home demonstration agents focused on gardening, canning, cooking, sewing, health and home improvement programs. The number of black agents increased to five women and seven men in 1917. Black agents worked primarily with black clientele (22:32).

Mrs. C. P. Washington was appointed in April, 1919 as the first black agent in Hamilton County. She served until June of the same year. Mary Woods was the second black agent to be employed in Hamilton County. She worked from July, 1935 until December, 1952. Virginia Harrison was employed in April, 1953, followed by Alma Kidd Johnson from April, 1960 until March, 1970 (12:62).

A study issued in February, 1965 by the U. S. Commission on Civil Rights was very critical of the agencies of the Department of Agriculture including the Extension Service. The Commission states, "The Department has generally failed to assume responsibility for assuring equal opportunity and equal treatment to all those entitled to benefit from its programs. Instead, the prevailing practice has been to follow local patterns of racial segregation and discrimination in providing assistance paid for by Federal funds (5:100)." The Commission's recommendation to the President was to end discrimination and encourage full participation by blacks in programs administered by the Department of Agriculture (3:208).

Silberman states that the civil rights movement was based on the assumption that the black problem is predominately a white man's problem; and that the problem will be solved by giving blacks full civil rights. He disputes this notion because he believes the black problem is as much a black man's as a white man's problem (21:123-124). Therefore, blacks should have more input in program development.

IV. SUBJECT MATTER AREAS

Food, Nutrition and Health

In 1984, the leading cause of death for non-white Hamilton Countians was heart disease, cancer ranked second, followed by cerebrovascular disease (17:1). These diseases are all related to lifestyle, health and nutritional habits. Extension nutrition education programs could make an impact in this area.

Thirty-eight percent of all black women suffer from hypertension (2:1). Hypertension, a disease that is associated with stress, nutrition, and health is common among the black population.

Sweeten and Ladewig's research indicated about 25 percent of the employed homemakers had a family member on a special diet, about one-half of which were for weight control. Respondents were questioned on areas of difficulty in the food and nutrition area. Planning nutritious meals has the highest rated area of difficulty (45.4 precent). Food buying was rated second highest with 35.4 percent, followed by food preparation (32.9 percent), food preservation (20.0 percent) and food spoilage (18.0 percent) (24:9-10). This was research conducted with

a hard to reach audience in an attempt to assess needs for improving programming.

Forty percent of the participants in the Hamilton County Women, Infants, and Children's Supplemental Food Program were non-white (19:89). To be eligible for this program, the mother or child must have a health risk and meet income requirements.

Housing

Respondents to the 1984 Extension Service Community Resource Development survey selected family living conditions as the second most frequently mentioned problem area from a list of possible Extension program opportunities (7:2).

Gladow and Ray's research indicated that low-income single parents perceived household tasks such as repairs and moving as a problem. The respondents ranked this as sixth out of a possible 20 problems and expressed interest in a course on making home repairs (9:17-18). Many low-income families lack the knowledge and resources needed for making simple home repairs. Those living in subsidized housing may experience different problems from those who own or rent their own home.

Learning housing and equipment repair was ranked high as a possible program topic in a single parents program needs assessment by Bielema and Sofranko (1:5).

Family Resource Management

Despite the positive gains of the civil rights movements of the sixties and seventies, poverty and poor economic conditions continue

to plague the black communtiy. Approximately 32 percent of all blacks in Hamilton County had income in 1979 below the poverty level. Blacks comprised 45.93 percent of all poor (19:92).

Non-white household median income for Hamilton County was $9,343 in 1979 compared with $17,061 for white households. Only 35 percent of all black families were married couple families in 1980 (19:91).

Lack of sufficient income impacts all other subject matter areas in this study. The home economics related problems of family members are intensified because of lack of financial resources to address these problems. Therefore, need for education in all subject matter areas is evident.

Financial security is a serious issue among all families. According to 1980 census data, 13.5 percent of the Hamilton County population have incomes below the poverty level, while 1 in 10 Hamilton County families live below poverty level (19:88).

Job availability was the biggest local problem according to the 1984 Extension Service Community Resource Development survey by local leaders (7:2).

In the 1985 Needs Assessment report, income insufficiency was ranked as very serious by the combined task forces and needs assessment committee. It was considered serious by both the household and key citizen survey. Black participants perceived poverty as a very serious problem, while whites ranked it as serious (19:88).

Single parents expressed family financial management as a high interest topic in Bielema and Sofrano's need assessment (1:5), while

Gladow and Ray's study of low-income single parents also revealed the most pervasive problem was handling family finances. The respondents expressed more interest in classes on money management and increasing job skills (9:17-18). Families are concerned with current economic situations and are seeking information on stretching dollars for family living expenses.

Family Life

Minorities, like most individuals, are often relieved when they find their thoughts and problems are shared by others. Minority family life issues are often similar to those of the members of their community, thus group learning processes such as Extension educational programs can readily fill this need. Family life educators should have an understanding of the environment and culture of minority audiences in order to provide the needed information for help with child rearing and family problems (11:194).

Certain cultural and historical factors are unique to the black race. Staples finds some of the more prevalent differences between white and black families:

1. Increases in sexual permissiveness seem to be greater among white Americans.

2. The black fertility rate, while still higher than that of whites, has declined faster.

3. In contrast to past years, blacks marry later than whites and a greater proportion remain unmarried past the age of thirty.

4. The proportion of children born out of wedlock is considerably larger for blacks than for whites.

5. Divorce and separation rates continue higher for Afro-Americans.

6. The imbalance in the sex ratio (more men than women) grows more marked every year (83:1).

Gladow and Ray noted that low-income single parents ranked family problems higher than personal needs. The highest rated problems or difficulties were those concerning parental responsibilities rather than the individual's personal needs. They concluded the participants may need help to realize their level of self-satisfaction can also be of benefit to their children (9:1).

The Gladow and Ray study indicated meeting children's emotional needs and handling or controlling children were the fourth and fifth most prevalent problems out of 20 problems. The respondents expressed interest in courses on coping with stress and pressure, effective child discipline, and building friendships and self-confidence. These were ranked fourth, fifth and sixth, respectively, out of a possible 11 choices (9:17).

Teaching children responsibility and discipline had the highest level of program interest in a study of single parents, while managing stress was also ranked as a high interest area (1:5).

Key citizens ranked stresses on the family as a serious problem in the Human Services Needs Assessment survey (19:186).

Black families face many stressors through daily living. Not only can stress increase the risk of health problems, but it can lead

to adverse behavior. Homicide was the sixth leading cause of death among non-whites in 1984 in Hamilton County (17:6).

Black self-esteem suffers because of discrimination and from a sense of powerlessness and impotence (21:115). Participation in program planning and implementation can give blacks a sense of involvement and power. One key to a successful family life education program for minorities is involvement of participants in establishing the content and evaluating the program (11:193).

Improved self-esteem is one of the goals in family life education. This goal can be obtained through clarification of the participants roles, rights, and responsibilities, and through learning to make institutions and systems work for them (11:189). Participant input in Extension program planning and implementation can be one means of achieving this goal.

Family size can affect the socio-economic standing in the community. Black women have more children than white women and have them at an earlier age (15:299). Low-income black families often do not have the resources or skills needed to handle these stresses and divorce and desertion are often the results. Moynihan questions whether or not this crisis among black families is creating conditions which tend to reinforce the cycle that produced the situation (15:299). In his view, the breakdown of the black family was the major reason for the lack of socioeconomic progress (6:172).

Frazier saw desertion and illegitimacy as inevitable consequences of urbanization after blacks migrated from rural areas after World War I

in search of better jobs (6:172). These conditions also led to dependency on governmental subsidized programs and ultimately back into the poverty cycle. In 1984, 70 percent of the illegitimate births in this county were non-whites (17:6).

Only 35 percent of all Hamilton County black families were married couple families in 1980, compared to 85.6 percent of white families (19:91). Females with no husband present headed 41.22 percent of the black families (19:95). Single parent households place demands on family relationships and is an increased stress factor in child rearing.

The elderly comprise 10.44 percent of all blacks below poverty level. This may indicate special problems associated with living on a fixed income (19:94). Family members who provide care for the elderly may need assistance allocating resources to meet increased demands.

Local leaders ranked citizen participation in local government as one of the top five problems facing Hamilton County in the Community Resource Development survey (7:2). Respondents also ranked community organizations as the third most frequently mentioned problem area of opportunity for Extension Service programs. This is a problem for blacks because of a vacuum of leaders among the black community (21:121).

Traditional Extension home economics programs have focused on leadership development. The benefits of leader involvement can strengthen a new program by inviting input from the community and sharing the responsibility of the success of the program.

V. PROGRAM DELIVERY

Program delivery is an important aspect of needs assessment. Potential recipients should have input on program format, use of information channels to publicize educational programs, and appropriate instructional modes or teaching methods (1:4). Superior programs may have poor participation if basic teaching methods are not suitable for the audience.

Low-income single parents often have transportation problems, lack of or cost of child care, activity expenses, or uncomfortable feeling in a primarily middle-class setting (9:18). Those obstacles should be accounted for when planning programs.

There is a tendency for black church non-members to be non-participants in other voluntary community associations and organizations (20:21). Therefore, black church members will be more likely to participate in community activities such as Extension programs. Church members could be asked to serve as leaders in program planning. Some black churches welcome outside resource people for programs aimed at meeting the needs of their congregations; others offer their facilities for community meetings.

Single parents indicated the best method to publicize educational programs was by local newspapers with 62 percent indicating they were "very likely to receive information this way" (1:6). A "school letter" was ranked second, followed by a supermarket flier placed in a grocery bag. Monthly newsletters and small group discussions were the teaching

methods preferred by 34 percent of the group, while newspaper articles and short courses were slightly less preferred.

The single parents preferred evening meetings (67 percent) over day meetings, and 70 percent indicated a need for child care during the program (1:7).

Gladow and Ray recommended the services of the Extension home economist for meeting the educational needs of low-income single parents. They suggested conducting programs in local communities as a response to child care, time, and transportation needs. Gladow and Ray recommended personal contact with low-income single parents in order to establish a trusting relationship. They believed correspondence courses, publications and newsletters would inspire motivation and have greater meaning once a bond was developed between the Extension agent and the single parents (9:19-20).

In Sweeten and Ladwig's assessment of the nutritional educational needs of employed homemakers, face-to-face contact with the Extension agent (office or home visits) was the most common teaching method used (40.6 percent). The authors indicated that although a preferred method, it would be impractical as the only teaching technique used to reach employed homemakers. They recommended a combination of methods, such as newsletters and individual contacts (24:11).

CHAPTER III

STUDY FINDINGS

Findings of this study were summarized in six tables and are presented in six major sections according to the specific objectives of the study. Results of data analysis are presented in tables and major findings are discussed in each section.

Section I presents findings regarding the general characteristics of Hamilton County potential clientele and key leaders.

Section II presents study findings regarding the potential clientele's perceived awareness of Hamilton County Extension programs, their Extension contacts, and factors influencing their participation in Extension activities.

Section III presents study findings dealing with the key leaders perception of effective teaching methods for reaching Hamilton County black families.

Section IV presents findings related to the home economics problems of Hamilton County black families as perceived by selected potential clientele and key leaders.

Section V presents study findings regarding the relationships of potential clientele with children living at home and the level of perceived needs of potential clientele.

Section VI presents study findings as to the relationship between age and the level of perceived needs of potential clientele.

I. CHARACTERISTICS OF HAMILTON COUNTY POTENTIAL CLIENTELE AND KEY LEADERS

This section contains data showing the number and frequency of responses to various characteristics of the key leaders and potential clientele. Data in Table I compares demographic data of potential clientele and key leader respondents according to age, sex, race, income, number of persons residing in household, number of children residing in household and employment status of the individual respondent. This table also compares the methods used by both groups to keep informed of community activities.

Since respondents were asked to indicate as many methods as applied, multiple responses are included for this item. Percentages were computed using the actual number of respondents.

Age of Participants

A large number of respondents in both the potential clientele and the key leader groups were in the 30 to 39 year old category or the age 50 and over category. Over a third (34.7 percent) of the potential clientele surveyed were age 50 and over, while 27.9 percent of the key leaders were in this category. One-third of the potential clientele comprised the 30 to 39 year old group while 37.2 percent of the key leaders fit this age category. Only one respondent was under age 20 (1.2 percent of the potential clientele). The 20 to 29 age category included 22.2 percent of the potential clientele and 14 percent of the key leaders. The 40 to 49 year old category included 8.6 percent of the potential clientele and 20.9 percent of the key leaders.

Table I. Characteristics of Hamilton County Potential Clientele and Key Leaders

Characteristic	Potential Clientele		Key Leaders	
	Number	Percent	Number	Percent
Age				
Under 20	1	1.2	0	0.0
20 to 29	18	22.2	6	14.0
30 to 39	27	33.3	16	37.2
40 to 49	7	8.6	9	20.9
50-over	28	34.7	12	27.9
Sex				
Female	82	97.6	40	85.0
Male	2	2.4	7	14.9
Race				
Black	84	100.0	30	65.2
White	0	0.0	16	34.8
Income				
Under $10,000	47	65.3	3	7.5
$10,000-$20,000	9	12.5	11	27.5
Over $20,000	16	22.2	26	65.0
Number of Persons in Household				
1	17	21.0	3	7.0
2-4	49	60.5	35	81.4
Over 5	15	18.5	5	11.6
Number of Children in Household				
0	34	42.0	18	42.9
1	12	14.8	9	21.4
2 to 4	32	39.5	14	33.3
5-over	3	3.7	1	2.4
Employed				
No	58	69.0	1	2.1
Full-time	21	25.0	37	78.8
Part-time	5	6.0	9	19.1
Informed on Activities*				
Friends and families	59	70.2	33	70.2
Newspaper	58	69.0	39	83.0
TV	62	73.8	40	85.1
Radio	51	60.7	36	76.6
Newsletter	36	42.9	19	40.4
Posters	19	22.6	14	29.8
Flyers	28	33.3	12	25.5

*Multiple responses are included for this item. Percentages were computed by using the actual number of respondents. Potential clientele: N = 84; key leaders: N = 47.

Sex of Participants

The majority of those surveyed were female; 97.5 percent of the potential clientele and 85.1 percent of the key leaders were female.

Race of Participants

All 84 of the potential clientele were black. The key leader respondents were 65.2 percent black and 34.8 percent white.

Income Level

Approximately two-thirds (65.3 percent) of the potential clientele had an annual income of less than $10,000, while only 7.5 percent of the key leaders were in this category. Nine (12.5 percent) of the potential clientele had an annual income of $10,000 to $20,000, while 11 (27.5 percent) of the key leaders were in this income group. Only 16 (22.2 percent) of the potential clientele received over $20,000 in annual income, while 26 (65 percent) of the key leaders had income in this category.

Number of Persons Living in Household

The majority of both groups lived in households of 2 to 4 persons. Approximately 61 percent of the potential clientele lived in households of this size compared to 81.4 percent of the key leaders. Seventeen of the potential clientele (21 percent) lived alone while only 3 (7 percent) of the key leaders lived alone. Fifteen (18.5 percent) of the potential clientele and 5 (11.6 percent) of the key leaders lived in households of 5 or more persons.

Number of Children Living in Household

Most of the respondents had 2 to 4 children living in the house or no children present. Forty-two percent of the potential clientele and 42.9 percent of the key leaders had no children living in the household. Only 3.7 percent of the potential clientele and 2.4 percent of the key leaders had 5 children or more residing in the household. Thirty-two (39.5 percent) of the potential clientele had 2 to 4 children residing in the household, while 14 (33.3 percent) of the key leaders had this number present. Twelve (14.8 percent) of the potential clientele had 1 child living in the household compared with 9 (21.4 percent) of the key leaders.

Employment

The majority (69 percent) of the potential clientele surveyed were unemployed while only 1 key leader (2.1 percent) was not employed. Only one-fourth (25 percent) of the potential clientele were employed full-time compared with 78.7 percent of the key leaders. Only 6 percent of the potential clientele had part-time employment while 19.1 percent of the key leaders were employed part-time.

Communication Methods

The most popular method of keeping informed on community activities was television, according to both groups in the survey (73.8 percent of the potential clientele and 85.1 percent of the key leaders). Friends and family members were indicated as the second source of information by 70.2 percent of the potential clientele and fourth by 70.2 percent

of the key leaders. Potential clientele (69 percent) ranked newspapers as the third most popular source for staying informed about local activities, while 83 percent of the key leaders ranked this method as second.

Radio was listed as an information source by 60.7 percent of the potential clientele and 76.6 percent of the key leaders. These were ranked fourth and third, respectively, among the methods of receiving information. Both groups ranked newsletters as the fifth most used information source (42.9 percent of the potential clientele and 40.4 percent of the key leaders).

Posters were used by 22.6 percent of the potential clientele (ranked seventh) and by 29.8 percent of the key leaders (ranked sixth), to keep informed of community activities. Flyers were used by one-third (33.3 percent) of the potential clientele and one fourth (25.5 percent) of the key leaders. These were ranked sixth and seventh by the respective groups.

Table Summary

The majority of both the potential clientele (56.7 percent) and the key leaders (51.2 percent) were under 40 years of age. Eighty-two (97.6 percent) of the potential clientele were female, compared to 40 (85.1 percent) of the key leaders. All of the 84 potential clientele were black, compared with 30 (65.2 percent) of the key leaders. Over 65 percent of the potential clientele had an annual income under $10,000, while 65 percent of the key leaders had income over $20,000.

The majority of both groups lived in households of 2 to 4 persons and had either no children present or 2-4 children at home.

Sixty-nine percent of the potential clientele were not employed, while 78.8 percent of the key leaders were employed full-time.

Both groups perceived television as the best communication method for staying informed about local activities. Friends and neighbors, newspapers and radio were among the top four communication methods as indicated by both groups.

II. POTENTIAL CLIENTELE'S PERCEIVED AWARENESS OF HAMILTON COUNTY EXTENSION PROGRAMS, THEIR EXTENSION CONTACTS, AND FACTORS INFLUENCING THEIR PARTICIPATION

This section presents data findings regarding the respondents awareness of the Agricultural Extension Service and Extension Homemakers Clubs, previous contact with Extension and the type of contact. Data in Table II presents the frequency of responses to the factors influencing potential clientele's participation in Extension activities. For four of the variables in this table multiple responses were provided by the potential clientele. However, percentages were computed using the actual number of respondents.

Awareness of Extension Services

Fifty-three (63.1 percent) of the 84 potential clientele surveyed indicated they were aware of the Hamilton County Extension Service, while only 16 (19 percent) indicated they were familiar with Extension Homemaker Clubs.

Table II. Potential Clientele's Perceived Awareness of Hamilton County Extension Programs, Their Extension Contacts, and Factors Influencing Their Participation

Selected Variables	Potential Clientele Number	Potential Clientele Percent
AWARENESS OF EXTENSION		
Aware of Extension Service		
Yes	53	63.1
No	31	36.9
Familiar with Extension Homemaker Clubs		
Yes	16	19.0
No	68	81.0
EXTENSION CONTACTS		
Previous Contacts With Extension		
Yes	52	61.9
No	32	38.1
Type of Contact*		
Newsletter	27	32.1
Telephone call	6	7.1
Group meetings	32	38.1
Personal contact	19	22.6
Radio	9	10.7
TV	10	11.9
Office visits	4	4.8
FACTORS INFLUENCING PARTICIPATION		
Would Attend Group Meetings		
Yes	72	86.7
No	11	13.3
Why Not Attend*		
Transportation	37	44.0
Lack of time	24	28.6
Work	8	9.5
Not interested	2	2.4
Baby sitter	19	22.6
Where Would You Attend*		
Homes	24	28.6
Church	30	35.7
Public building	63	75.0
Time of Day*		
Morning	33	39.3
Afternoon	23	27.4
Evening	37	44.0

*Multiple responses included. Percentages computed using the actual number of respondents (N = 84).

Extension Contacts

Fifty-two (61.9 percent) of those interviewed reported previous contact with the Extension Service. Thirty-two (38.1 percent) had attended a group meeting, while newsletters were received by 27 (32.1 percent) of the potential clientele. Nineteen (22.6 percent) of the respondents had personal contact with the Extension Service.

Factors Influencing Participation

Seventy-two (86.7 percent) of the clientele indicated they were interested in attending a group meeting about home economics information.

When asked what factors would keep them from attending an Extension Service sponsored activity, 44 percent of the potential clientele indicated transportation would be a problem. Approximately one-fourth (28.6 percent) of the potential clientele considered lack of time to be a factor which would prohibit or limit their attendance. Lack of child care was perceived as a problem by 22.6 percent of the potential clientele. Work would interfere with only 9.5 percent of the potential clientele, while only 2.4 percent of the potential clientele indicated they were not interested in attending an Extension activity.

Sixty-three (75 percent) of the respondents indicated they preferred to attend an Extension educational meeting in a public buildings, while approximately 35 percent preferred church facilities and only 28.6 percent preferred attending group meetings in private homes.

Thirty-seven (44.0 percent) of the respondents indicated they preferred attending group meetings in the evening while 39.3 percent preferred morning meetings and 27.4 percent indicated they would prefer to meet in the afternoon.

Table Summary

Although 63.1 percent of the potential clientele were aware of the Agricultural Extension Service, only 19 percent were familiar with Extension Homemaker Clubs. Approximately 62 percent of the potential clientele reported having had previous contact with the Extension Service. Group meetings, newsletters, and personal contact were indicated as the most frequent types of contacts.

Seventy-two (86.7 percent) of the potential clientele indicated an interest in attending an Extension home economics group meeting. Top factors which respondents indicated would hinder their attendance at Extension meetings included transportation, lack of time and the need for a baby sitter. The majority (75 percent) of the potential clientele indicated they would prefer to attend meetings at a public building, while evening (44 percent) was the preferred time of day.

III. KEY LEADERS PERCEPTION OF EFFECTIVE TEACHING METHODS FOR REACHING HAMILTON COUNTY BLACK FAMILIES

Data in Table III provides a summary of key leaders responses regarding their preception of the most effective teaching methods for reaching black families. Respondents could select multiple responses for this table. Percentages were computed using the actual number of respondents.

Personal contact was the teaching method receiving the most frequent response with 33 (70.2 percent) key leaders indicating this was an effective way to reach black families.

Table III. Key Leaders Perception of Effective Teaching Methods for Reaching Hamilton County Black Families

Teaching Methods	Key Leaders	
	Number	Percent*
Newsletters	14	29.8
Telephone calls	9	19.1
Group meetings	23	48.9
Personal contact	33	70.2
Radio	30	63.8
TV	31	66.0

*Multiple responses included. Percentages computed using the actual number of respondents (N = 47).

Television was perceived as an effective teaching method by 31 (66 percent) of the key leaders and radio was selected by 30 (63.8 percent) of the respondents. Twenty-three (48.9 percent) of the key leaders perceived group meetings as an effective teaching method for reaching black families. Fourteen key leaders (29.8 percent) indicated newsletters were an effective teaching method for reaching black families, while 9 (19.1 percent) felt that telephone calls were effective.

Personal contact and mass media were the teaching methods perceived by the key leaders as being the most effective for reaching black families.

Table Summary

The key leaders indicated personal contact, television and radio as the three most effective teaching methods for reaching black families, while newsletters and telephone calls were perceived as being less effective.

IV. SELECTED HOME ECONOMICS PROBLEMS OF HAMILTON COUNTY BLACK FAMILIES AS PERCEIVED BY SELECTED POTENTIAL CLIENTELE AND KEY LEADERS

This section presents findings regarding the importance of selected home economics problems in Hamilton County black families as perceived by selected potential clientele and key leaders.

Data in Table IV ranks each problem within subject matter areas according to a calculated mean score. To permit calculation of a mean

Table IV. Selected Home Economics Problems of Black Families as Perceived by Selected Potential Clientele and Key Leaders

Problems of Blacks	Potential Clientele: Not a Problem Number	Potential Clientele: Not a Problem Percent	Potential Clientele: Slight Problem Number	Potential Clientele: Slight Problem Percent	Potential Clientele: Big Problem Number	Potential Clientele: Big Problem Percent	$\bar{X}$	Rank	Key Leaders: Not a Problem Number	Key Leaders: Not a Problem Percent	Key Leaders: Slight Problem Number	Key Leaders: Slight Problem Percent	Key Leaders: Big Problem Number	Key Leaders: Big Problem Percent	$\bar{X}$	Rank
FOOD, NUTRITION AND HEALTH																
Weight control and fitness	26	31.0	27	32.1	31	36.9	2.06*	1	4	8.7	15	32.6	27	58.7	2.50*	2
Stress	32	38.1	34	40.5	18	21.4	1.83	2	2	4.3	14	29.8	31	66.0	2.62	1
Nutritious snacks	48	57.1	20	23.8	16	19.0	1.62	3	9	19.1	14	29.8	24	51.1	2.32	3
Improper diet	51	61.4	19	22.9	13	15.7	1.54	4	8	1.7	16	34.0	23	48.9	2.32	3
Food preparation methods	52	63.4	19	23.2	11	13.4	1.50	5	16	34.0	24	51.1	7	14.9	1.81	7
Food safety	63	77.8	11	13.6	7	8.6	1.31	8	15	32.6	17	37.0	14	30.4	1.98	6
Food preservation	56	67.5	16	19.3	11	13.3	1.46	7	22	47.8	20	43.5	4	8.7	1.61	8
Food shopping and budgeting	53	64.6	19	23.2	10	12.2	1.48	6	11	23.4	12	25.5	24	51.1	2.28	5
CLOTHING																
Construction	44	52.4	18	21.4	22	26.2	1.74	1	15	31.9	18	38.3	14	29.8	1.98	1
Selection and buying	59	70.2	18	21.4	7	8.3	1.38	3	13	27.7	28	59.6	6	12.8	1.85	2
Wardrobe planning	55	65.5	18	21.4	11	13.1	1.48	2	15	31.9	24	51.1	8	17.0	1.85	2
Care and upkeep	64	78.0	12	14.6	6	7.3	1.29	5	17	36.2	23	48.9	7	14.9	1.79	4
Grooming	63	76.8	12	14.6	7	8.5	1.32	4	24	51.1	19	40.4	4	8.5	1.57	5
HOUSING																
Household equipment	67	81.7	12	14.6	3	3.7	1.22	7	17	36.2	19	40.4	11	23.4	1.87	7
List of contents	51	62.2	20	24.4	11	13.4	1.51	2	11	23.9	10	21.7	25	54.3	2.30	1
Storage space	39	47.0	19	22.9	25	30.1	1.83	1	10	22.2	18	40.0	17	37.8	2.16	5
Housing insurance	63	75.9	13	15.7	7	8.4	1.33	5	12	26.7	8	17.8	25	55.6	2.29	3
Energy conservation	58	69.9	11	13.3	14	16.9	1.47	3	11	23.9	10	21.7	25	54.3	2.30	1
House plans	66	78.6	11	13.1	7	8.3	1.30	6	12	26.7	14	31.1	19	42.2	2.16	5
Maintenance and repairs	54	66.7	16	19.8	11	13.6	1.47	3	14	30.4	9	19.6	23	50.0	2.20	4
FAMILY RESOURCE MANAGEMENT																
Developing a budget	51	60.7	19	22.6	14	16.7	1.56	3	6	12.8	16	34.0	25	53.2	2.40	1
Recordkeeping	60	71.4	14	16.7	10	11.9	1.41	5	10	21.3	12	25.5	25	53.2	2.32	5
Setting financial goals	43	51.8	25	30.1	15	18.1	1.66	1	8	17.0	12	25.5	27	57.4	2.40	1
Use of credit	55	65.5	18	21.4	11	13.1	1.48	4	10	21.3	9	19.1	28	59.6	2.38	3
Use of time	45	55.6	20	24.7	16	19.8	1.64	2	7	14.9	15	31.9	25	53.2	2.38	3
FAMILY LIFE																
Family relationships	60	72.3	14	16.9	9	10.8	1.39	4	14	29.8	19	40.4	14	29.8	2.00	7
Communication	54	64.3	20	23.8	10	11.9	1.48	2	12	25.5	20	42.6	15	31.9	2.15	3
Child care and development	64	79.0	14	17.3	3	3.7	1.25	6	17	36.2	6	12.8	24	51.1	2.15	3
Stress management	44	53.0	22	26.5	17	20.5	1.68	1	6	12.8	16	34.0	25	53.2	2.40	1
Aging	73	89.0	8	9.8	1	1.2	1.22	7	19	40.4	15	31.9	13	27.7	1.87	8
Leadership	60	75.0	14	17.5	6	7.5	1.33	5	14	29.8	13	27.7	20	42.6	2.13	5
Citizenship	70	85.4	6	7.3	6	7.3	1.22	7	15	31.9	16	34.0	16	34.0	2.02	6
Self-esteem	55	67.1	18	22.0	9	11.0	1.44	3	12	25.5	11	23.4	24	51.1	2.26	2
INTERIOR DESIGN																
Selection of furnishings	58	69.9	18	21.7	7	8.3	1.39	3	18	40.9	15	34.1	11	25.0	1.84	5
Long range planning	50	61.7	25	30.9	6	7.4	1.46	2	14	31.1	14	31.1	17	37.8	2.07	1
Buying furnishings	59	71.1	16	19.3	8	9.6	1.39	3	12	27.3	18	40.9	14	31.8	2.05	2
Arts and crafts	57	70.4	17	21.0	7	8.6	1.38	5	9	20.5	25	56.8	10	22.7	2.02	3
Design principles	55	67.9	21	25.9	5	6.2	1.38	5	17	38.6	18	40.9	9	20.5	1.81	6
Do-it-yourself activities	48	59.3	18	22.2	15	18.5	1.59	1	14	31.8	15	34.1	15	34.1	2.02	3

*Means were computed using the following values: 1 = not a problem, 2 = slight problem, and 3 = big problem.

score, numerical values were assigned as follows: 1 = not a problem; 2 = slight problem, and 3 = big problem.

Food, Nutrition and Health

Weight control and fitness. Thirty-one percent of the potential clientele did not consider weight control and fitness a problem, compared to only 8.7 percent of the key leaders. Approximately 32 percent of the potential clientele perceived weight control and fitness as a slight problem, while 32.6 precent of the key leaders considered it a slight problem. Approximately 37 percent of the potential clientele considered weight control as a big problem, compared to 58.7 percent of the key leaders. Key leaders tended to see weight control and fitness as a more important problem for Hamilton County blacks than did potential clientele

Stress. Approximately 38 percent of the potential clientele did not perceive stress a problem, while only 4.3 percent of the key leaders did not consider it a problem. Thirty-four (40.5 percent) potential clientele and 14 (29.8 percent) key leaders considered stress a slight problem. Approximately 21 percent of the potential clientele perceived stress a big problem compared to two-thirds (66 percent) of the key leaders. Therefore, key leaders perceived stress to be a larger problem for Hamilton County blacks than did potential clientele.

Nutritious snacks. Approximately 57 percent potential clientele did not perceive nutritious snacks to be a problem, compared to 19.1

percent of the key leaders. Twenty (23.8 percent) potential clientele perceived nutritious snacks as a slight problem, compared to 14 (29.8 percent key leaders. Nineteen percent of the potential clientele considered nutritious snacks a big problem, while 51.1 percent of the key leaders perceived it as such. According to a calculated mean score, key leaders perceived nutritious snacks as more of a problem for Hamilton County black families than did potential clientele.

Improper diet. Approximately 61 percent of the potential clientele did not consider improper diet a problem for black families, compared to only 1.7 percent of the key leaders. Almost 23 percent of the potential clientele perceived improper diet as a slight problem, while 34 percent of the key leaders considered it a slight problem. Thirteen (15.7 percent) potential clientele and 23 (48.9 percent) key leaders perceived improper diet as a big problem for black families. Key leaders tended to see improper diet as a larger problem for Hamilton County blacks than did potential clientele.

Food preparation methods. Fifty-two (63.4 percent) potential clientele and 16 (34 percent) key leaders did not consider methods used to prepare food a problem. Approximately 23 percent of the potential clientele perceived this as a slight problem, compared to 51.1 percent of the key leaders. Approximately 13 percent of the potential clientele considered food preparation methods a big problem, while 14.9 percent of the key leaders perceived it as such. Key leaders perceived methods used to prepare food a larger problem for Hamilton County black families than did potential clientele.

Food safety. A majority (77.8 percent) of the potential clientele did not consider food safety a problem, compared to 32.6 percent of the key leaders. Approximately 14 percent of the potential clientele perceived this as a slight problem, while 37 percent of the key leaders saw it as such. Only 8.6 percent of the potential clientele considered food safety a big problem compared to 30.4 percent of the key leaders. Key leaders tended to view food safety as a larger problem for Hamilton County black families than did potential clientele.

Food preservation. Approximately 67 percent of the potential clientele did not perceive food preservation as a problem, compared to 47.8 percent of the key leaders. Sixteen (19.3 percent) potential clientele and 20 (43.5 percent) key leaders considered food preservation a slight problem. Approximately 13 percent of the potential clientele perceived this as a big problem, compared to 8.7 percent of the key leaders. Key leaders perceived the problem of food preservation to be more important than did potential clientele.

Food shopping and budgeting. Approximately 65 percent of the potential clientele did not consider food shopping and budgeting a problem, compared to 23.4 percent of the key leaders. Nineteen (23.2 percent) potential clientele and 12 (25.5 percent) key leaders perceived this as a slight problem. Approximately 12 percent of the potential clientele considered food shopping and budgeting a big problem, compared to 51.1 percent of the key leaders. Therefore, key leaders perceived food budgeting as a larger problem for Hamilton County black families than did potential clientele.

Summary. Weight control and fitness, stress, and nutritious snacks were perceived as the top three problem areas in food, nutrition and health by both potential clientele and key leaders. In the food, nutrition and health category, key leaders perceived each area to be a bigger problem for black families than did potential clientele.

Clothing

Construction. Over half (52.4 percent) of the potential clientele did not consider clothing construction to be a problem, compared to 31.9 percent of the key leaders. Approximately 21 percent of the potential clientele perceived this as a slight problem, compared to 38.3 percent of the key leaders. Twenty-two (26.2 percent) potential clientele considered clothing construction a big problem, while 14 (29.8 percent) key leaders saw it as such. According to a calculated mean score, key leaders perceived clothing construction as more of a problem for black families than did potential clientele.

Selection and buying. Approximately 70 percent of the potential clientele did not perceive clothing selection and buying a problem, compared to 27.7 percent of the key leaders. Eighteen (21.4 percent) potential clientele considered this a slight problem, compared to 59.6 percent of the key leaders. Only 8.3 percent potential clientele perceived clothing selection and buying a big problem, compared to 12.8 percent of the key leaders. Key leaders tended to see clothing selection and buying as more of a problem for black families than did potential clientele.

Wardrobe planning. Two-thirds (65.5 percent) of the potential clientele did not consider wardrobe planning a problem, compared to 31.9 percent of the key leaders. Eighteen (21.4 percent) potential clientele considered wardrobe planning a slight problem, while 51.1 percent of the key leaders indicated it was a slight problem. Approximately 13 percent of the potential clientele perceived wardrobe planning as a big problem compared to 17.0 percent of the key leaders. Wardrobe planning was perceived to be a larger problem by key leaders than by potential clientele.

Care and upkeep. Seventy-eight percent of the potential clientele did not perceive care and upkeep of clothing as a problem, compared to 36.2 percent of the key leaders. Approximately 15 percent of the potential clientele and 48.9 percent of the key leaders considered clothing care and upkeep a slight problem. Only 7.3 percent of the potential clientele and 14.9 percent of the key leaders perceived this area as a big problem. Key leaders indicated clothing care and upkeep to be more of a problem than did potential clientele.

Grooming. Approximately 77 percent of the potential clientele did not consider grooming to be a problem, while 51.1 percent of the key leaders perceived it as such. Twelve (14.6 percent) potential clientele perceived grooming as a slight problem, while 40.4 percent considered it as a slight problem. Only 8.5 percent of both groups considered grooming a big problem. Therefore, key leaders indicated personal grooming to be more of a problem than did potential clientele.

Summary. Clothing construction, clothing selection and buying, and wardrobe planning were ranked as three problem areas in the clothing category by both potential clientele and key leaders. Key leaders considered each of the clothing areas to be a greater problem for black families than did potential clientele.

Housing

Household equipment. Approximately 82 percent of the potential clientele did not perceive the selection, use and care of household equipment as a problem, compared to 36.2 percent of the key leaders. Twelve (14.6 percent) potential clientele and 19 (40.4 percent) key leaders perceived household equipment as a slight problem. Only 3.7 percent of the potential clientele considered this area a big problem as compared to 23.4 percent of the key leaders. According to a calculated mean score, key leaders perceived the selection, use and care of household equipment as more of a problem than did potential clientele.

List of contents. Fifty-one (62.2 percent) potential clientele did not consider maintaining a list of household contents as a problem, compared to 11 (23.9 percent) key leaders. Approximately 24 percent of the potential clientele perceived this as a slight problem, while 21.7 percent of the key leaders saw it as such. Only 13.4 percent of the potential clientele considered maintaining a list of household contents as a big problem, compared to 54.3 percent of the key leaders. Therefore, key leaders indicated maintaining a list

of household contents to be a larger problem for Hamilton County blacks than did potential clientele.

Storage space. Forty-seven percent of the potential clientele did not consider storage space a problem, compared to 22.2 percent of the key leaders. Approximately 23 percent of the potential clientele and 40 percent of the key leaders perceived storage space as a slight problem. Twenty-five (30.1 percent) potential clientele considered this a big problem, compared with 37.8 percent of the key leaders. Key leaders tended to view storage space as a larger problem than did potential clientele.

Housing insurance. Over three-fourths (75.9 percent) of the potential clientele did not perceive housing insurance a problem, compared to 26.7 percent of the key leaders. Approximately 16 percent of the potential clientele perceived this as a slight problem, compared to 17.8 percent of the key leaders. Only 8.4 percent of the potential clientele perceived housing insurance as a big problem, compared to 55.6 percent of the key leaders. Key leaders perceived housing insurance as a bigger problem for Hamilton County blacks than did potential clientele.

Energy conservation. Approximately 70 percent of the potential clientele did not consider energy conservation a problem, compared to 23.9 percent of the key leaders. Eleven (13.3 percent) potential clientele perceived this as a slight problem, while 10 (21.7 percent) key leaders considered it as such. Fourteen (16.9 percent) potential

clientele considered energy conservation a big problem, compared to 54.3 percent of the key leaders. Key leaders tended to see energy conservation as a bigger problem for black families than did potential clientele.

House plans. Sixty-six (78.6 percent) potential clientele did not perceive selection of house plans a problem, compared to 26.7 percent of the key leaders. Approximately 13 percent of the potential clientele and 31.1 percent of the key leaders considered this a slight problem. Only 8.3 percent of the potential clientele perceived selection of house plans as a big problem, compared to 42.2 percent of the key leaders. Therefore, the key leaders indicated the selection of house plans as a larger problem for Hamilton County blacks than did potential clientele.

Maintenance and repairs. Over two-thirds (66.7 percent) of the potential clientele did not consider housing maintenance and repairs a problem, compared to 30.4 percent of the key leaders. Sixteen (19.8 percent) potential clientele perceived this as a slight problem, while 9 (19.6 percent) key leaders considered it as such. Approximately 14 percent considered maintenance and repairs a big problem, compared to 50 percent of the key leaders. Key leaders perceived maintenance and repairs as a bigger problem for Hamilton County blacks than did potential clientele.

Summary. Storage space, maintaining list of household contents, energy conservation and housing maintenance and repairs were the

greatest problem areas in the housing category as perceived by potential clientele. Key leaders identified the top problem areas as energy conservation, maintaining list of household contents, and housing insurance. Key leaders perceived each of the housing areas to be a greater problem for black families than did potential clientele.

Family Resource Management

Developing a budget. Fifty-one (60.7 percent) potential clientele did not consider developing a budget a problem, compared to 6 (12.8 percent) key leaders. Approximately 23 percent of the potential clientele perceived this as a slight problem, compared to 34 percent of the key leaders. Fourteen (16.7 percent) potential clientele considered developing a budget a big problem, while 53.2 percent perceived it as such. Key leaders tended to see the ability to develop a budget as a larger problem for black families than did potential clientele.

Recordkeeping. Sixty (71.4 percent) potential clientele did not consider recordkeeping a problem as compared to 21.3 percent of the key leaders. Approximately 17 percent of the potential clientele perceived this as a slight problem, compared to 25.5 percent of the key leaders. Only 11.9 percent of the potential clientele considered recordkeeping a big problem, compared to 53.2 percent of the key leaders. According to a calculated mean score, key leaders perceived recordkeeping as more of a problem for black families than did potential clientele.

Setting financial goals. Approximately 52 percent of the potential clientele did not perceive setting financial goals as a problem, compared to 17 percent of the key leaders. Twenty five (30.1 percent) potential clientele considered this a slight problem, compared to 12 (25.5 percent) key leaders. Approximately 18 percent of the potential clientele perceived financial goals as a big problem, while 57.4 percent of the key leaders perceived it as such. Key leaders perceived setting financial goals to be more of a problem for black families than did potential clientele.

Use of credit. Fifty-five (65.5 percent) potential clientele did not consider proper use of credit a problem, compared to 10 (21.3 percent) key leaders. Approximately 21 percent of the potential clientele perceived this as a slight problem compared to 19.1 percent of the key leaders. Eleven (13.1 percent) potential clientele considered use of credit a big problem, compared to 29 (59.6 percent) key leaders. Key leaders indicated that the proper use of credit was a more important problem for black families than did potential clientele.

Use of time. Forty-five (55.6 percent) potential clientele did not consider use of time a problem, compared to 7 (14.9 percent) key leaders. Approximately 25 percent of the potential clientele perceived use of time as a slight problem, compared to 31.9 percent of the key leaders. Sixteen (19.8 percent) potential clientele indicated use of time as a big problem, while 25 (53.2 percent) key leaders perceived it as such. Key leaders indicated the better use of time was a larger problem for black families than did potential clientele.

Summary. Potential clientele perceived setting financial goals and better use of time as the top two problems in the area of family resource management. Key leaders considered setting financial goals and developing a budget the top two problems. In family resource management, key leaders perceived each of the areas to be a bigger problem for Hamilton County blacks than did potential clientele.

Family Life

Family relationships. Sixty (72.3 percent) potential clientele did not consider family relationships a problem compared to 14 (29.8 percent) key leaders. Approximately 17 percent of the potential clientele perceived this as a slight problem, compared to 40.4 percent of the key leaders. Nine (10.8 percent) potential clientele and 14 (29.8 percent) key leaders perceived family relationships as a big problem. According to a calculated mean score, the key leaders perceived family relationships (getting along with family members) as a larger problem for black families than did potential clientele.

Communication. Fifty-four (64.3 percent) potential clientele did not perceive communication with family members as a problem, compared to 12 (25.5 percent) key leaders. Twenty (23.8 percent) potential clientele considered communication a slight problem, while 20 (42.6 percent) key leaders perceived it as such. Approximately 12 percent of the potential clientele and 32 percent of the key leaders considered communication a big problem. Therefore, key leaders indicated

communication with family members to be a more serious problem for Hamilton County blacks than did potential clientele.

Child care and development. Seventy-nine percent of the potential clientele did not perceive child care and development as a problem, compared with 36.2 percent of the key leaders. Fourteen (17.3 percent) potential clientele and 6 (12.8 percent) key leaders considered child care and development a slight problem. Only 3.7 percent of the potential clientele perceived child care and development as a big problem, compared with 51.1 percent of the key leaders. Key leaders tended to view child care and development as a larger problem for black families than did potential clientele.

Stress management. Fifty-three percent of the potential clientele did not consider stress management a problem, compared with 12.8 percent of the key leaders. Twenty-two (26.5 percent) potential clientele perceived stress management as a slight problem, while 34 percent of the key leaders indicated it as a slight problem. Approximately 21 percent of the potential clientele and 53.2 percent of the key leaders considered this a big problem. Key leaders tended to see stress management as more of a problem for Hamilton County blacks than did potential clientele.

Aging. Eighty-nine percent of the potential clientele did not consider aging a problem, compared with 40.4 percent of the key leaders. Only 9.8 percent of the potential clientele perceived aging as a slight problem, compared with 31.9 percent of the key leaders. Only

1.2 percent of the potential clientele considered aging a big problem, while 27.7 percent of the key leaders considered this a big problem. Key leaders perceived the problem of aging to be more important for Hamilton County blacks than did potential clientele.

Leadership. Seventy-five percent of the potential clientele did not perceive leadership as a problem, compared with 29.8 percent of the key leaders. Fourteen (17.5 percent) potential clientele and 13 (27.7 percent) key leaders perceived this as a slight problem. Only 7.5 percent of the potential clientele considered leadership a big problem, while 42.6 percent of the key leaders perceived it as a big problem. Key leaders perceived leadership (community involvement) as a larger problem for blacks than did potential clientele.

Citizenship. Approximately 85 percent of the potential clientele did not consider citizenship a problem, compared to 31.9 percent of the key leaders. Only 7.3 percent of the potential clientele indicated this as a slight problem, compared to 34 percent of the key leaders. Only 7.3 percent of the potential clientele perceived citizenship as a big problem, compared to 34 percent of the key leaders. Key leaders tended to see citizenship as a larger problem for Hamilton County blacks than did potential clientele.

Self-esteem. Fifty-five (67.1 percent) potential clientele did not perceive self-esteem as a problem, compared to 12 (25.5 percent) key leaders. Twenty-two percent of the potential clientele and 23.4 percent of the key leaders considered self-esteem a slight problem.

Eleven percent of the potential clientele perceived self-esteem as a big problem, while 51.1 percent of the key leaders perceived it as such. Key leaders indicated self-esteem to be a more important problem for black families than did potential clientele.

Summary. Both potential clientele and key leaders indicated stress management as the biggest problem in the family life area. Communication and self-esteem were also considered top problem areas by both groups, while child care was rated high by the key leaders. Key leaders tended to perceive each of the family life areas as larger problems for Hamilton County blacks than did the potential clientele.

Interior Design

Selection of furnishings. Approximately 70 percent of the potential clientele did not perceive the selection of home furnishings as a problem, compared to 40.9 percent of the key leaders. Eighteen (21.7 percent) potential clientele considered this a slight problem, while 15 (34.1 percent) perceived it as such. Only 8.3 percent of the potential clientele perceived selection of home furnishings a big problem, compared to 25 percent of the key leaders. According to a calculated mean score, key leaders perceived selection of furnishings as a larger problem than did potential clientele.

Long-range planning. Fifty (61.7 percent) potential clientele did not consider long-range planning for interior design a problem, compared to 14 (31.1 percent) key leaders. Approximately 31 percent of both

groups perceived this as a slight problem. Only 7.4 percent of the potential clientele considered long-range planning a big problem, compared with 37.8 percent of the key leaders. Key leaders indicated interior design long-range planning as a greater problem for black families than did potential clientele.

Buying furnishings. Fifty-nine (71.1 percent) potential clientele did not consider buying home furnishings a problem, compared to 27.3 percent of the key leaders. Sixteen (19.3 percent) potential clientele and 18 (40.9 percent) key leaders perceived this as a slight problem. Only 9.6 percent of the potential clientele considered buying home furnishings a big problem, compared with 31.8 percent of the key leaders. Key leaders tended to view buying furnishings as a bigger problem for blacks than did potential clientele.

Arts and crafts. Approximately 70 percent of the potential clientele did not perceive decorating with arts and crafts as a problem, compared to 20.5 percent of the key leaders. Twenty-one percent of the potential clientele considered this a slight problem, compared with 56.8 percent of the key leaders. Only 8.6 percent of the potential clientele perceived arts and crafts as a big problem, while 22.7 percent of the key leaders considered it a big problem. Key leaders tended to perceive decorating with arts and crafts as a bigger problem than did potential clientele.

Design principles. Fifty-five (67.9 percent) potential clientele and 17 (31.8 percent) key leaders did not consider design principles

a problem. Approximately 26 percent of the potential clientele perceived this a slight problem, compared with 41 percent of the key leaders. Only 6.2 percent of the potential clientele considered design principles a big problem, compared with 20.5 percent of the key leaders. Key leaders perceived design principles a larger problem for Hamilton County blacks than did potential clientele.

Do-it-yourself activities. Approximately 59 percent of the potential clientele did not consider do-it-yourself activities a problem compared with 31.8 percent key leaders. Eighteen (22.2 percent) potential clientele perceived this a slight problem, while 15 (34.1 percent) key leaders considered it a slight problem. Fifteen (18.5 percent) potential clientele considered this a big problem, compared with 15 (34.1 percent) key leaders. Key leaders tended to see do-it-yourself activities as a greater problem for Hamilton County blacks than did potential clientele.

Summary. Long-range planning was ranked as an interior design problem area by both groups. Do-it-yourself activities was ranked as the top problem by potential clientele, while buying home furnishings was viewed as the top problem by key leaders. Key leaders tended to see each of the interior design areas as a larger problem for Hamilton County blacks than did potential clientele.

Table Summary

Key leaders tended to see each of the home economics subject matter areas a larger problem than did potential clientele.

The most important problem areas, as perceived by potential clientele, were weight control and fitness, stress (related to health), clothing construction, use of storage storage space, setting financial goals, use of time and stress management.

The most important problem areas, as indicated by key leaders, were stress (related to health), weight control and fitness, developing a budget, setting financial goals, use of credit, use of time, and stress management.

V. RELATIONSHIP BETWEEN HAVING CHILDREN AT HOME AND THE LEVEL OF PERCEIVED NEEDS OF POTENTIAL CLIENTELE

This section is to present findings regarding the relationship between having children at home and the level of perceived needs by potential clientele as related to home economics subject matter areas. These findings are summarized in Table V.

Food, Nutrition and Health

Weight control and fitness. Only 21.3 percent of those with children at home indicated they did not consider weight control and fitness a problem, as compared to nearly one-half (47 percent) of those without children at home. Over one-third (36.2 percent) of potential clientele with children at home considered weight control and fitness a slight problem, compared with 26.5 percent of those without children at home. Almost 43 percent of the potential clientele with children at home perceived weight control and fitness as a big problem, compared to 26.5 percent of the potential clientele without children at home.

Table V. Relationship Between Having Children at Home and the Level of Perceived Needs of Potential Clientele

Problem	Children at Home: No Number	No Percent	Yes Number	Yes Percent
FOOD, NUTRITION AND HEALTH				
Weight Control and Fitness				
Not a problem	16	47.0	10	21.3
Slight problem	9	26.5	17	36.2
Big problem	9	26.5	20	42.5
Total	34	100.0	47	100.0
Chi square test $x^2 = 6.09$; $p = .0476$				
Stress				
Not a problem	16	47.1	15	31.9
Slight problem	16	47.1	18	38.3
Big problem	2	5.8	14	29.8
Total	34	100.0	47	100.0
Chi square test $x^2 = 7.25$; $p = .0260$				
Nutritious Snacks				
Not a problem	27	79.5	20	42.5
Slight problem	6	17.6	13	27.7
Big problem	1	2.9	14	29.8
Total	34	100.0	47	100.0
Chi square test $x^2 = 13.14$; $p = .0014$				
Improper Diet				
Not a problem	25	73.5	25	53.2
Slight problem	9	26.5	10	21.3
Big problem	0	0.0	12	25.5
Total	34	100.0	47	100.0
Chi square test $x^2 = 10.22$; $p = .0060$				
Food Preparation				
Not a problem	24	72.7	27	58.7
Slight problem	7	21.2	11	23.9
Big problem	2	6.1	8	17.4
Total	33	100.0	46	100.0
Chi square test $x^2 = 2.59$; $p = .2730$				
Food Safety				
Not a problem	25	80.6	36	76.6
Slight problem	4	12.9	7	14.9
Big problem	2	6.5	4	8.5
Total	31	100.0	47	100.0
Chi square test $x^2 = .19$; $p = .9073$				
Food Preservation				
Not a problem	26	78.8	29	61.8
Slight problem	6	18.2	9	19.1
Big problem	1	3.0	9	19.1
Total	33	100.0	47	100.0
Chi square test $x^2 = 4.86$; $p = .0879$				
Food Shopping and Budgeting				
Not a problem	20	62.4	31	66.0
Slight problem	10	31.3	9	19.1
Big problem	2	6.3	7	14.9
Total	32	100.0	47	100.0
Chi square test $x^2 = 2.44$; $p = .2948$				
CLOTHING				
Construction				
Not a problem	23	67.7	21	44.6
Slight problem	5	14.7	13	27.7
Big problem	6	17.6	13	27.7
Total	34	100.0	47	100.0
Chi square test $x^2 = 4.24$; $p = .1195$				
Selection and Buying				
Not a problem	26	76.5	31	66.0
Slight problem	7	20.6	11	23.4
Big problem	1	2.9	5	10.6
Total	34	100.0	47	100.0
Chi square test $x^2 = 1.95$; $p = .3757$				

Table V (Continued)

Problem	Children at Home: No Number	No Percent	Yes Number	Yes Percent
Wardrobe Planning				
Not a problem	25	73.5	28	59.6
Slight problem	7	20.6	11	23.4
Big problem	2	5.9	8	17.0
Total	34	100.0	47	100.0
Chi square test $x^2 = 2.64$;	$p = .2671$			
Care and Upkeep				
Not a problem	28	87.5	34	72.4
Slight problem	4	12.5	8	17.0
Big problem	0	0.0	5	10.6
Total	32	100.0	47	100.0
Chi square test $x^2 = 4.21$;	$p = .1214$			
Grooming				
Not a problem	26	76.5	35	77.7
Slight problem	5	14.7	7	15.6
Big problem	3	8.8	3	6.7
Total	34	100.0	45	100.0
Chi square test $x^2 = .13$;	$p = .9361$			
HOUSING				
Household Equipment				
Not a problem	27	84.4	37	78.7
Slight problem	5	15.6	7	14.9
Big problem	0	0.0	3	6.4
Total	32	100.0	47	100.0
Chi square test $x^2 = 2.2$;	$p = .3457$			
List of Contents				
Not a problem	24	72.7	25	54.3
Slight problem	3	9.1	16	34.8
Big problem	6	18.2	5	10.9
Total	33	100.0	46	100.0
Chi square test $x^2 = 7.05$;	$p = .0293$			
Storage Space				
Not a problem	15	45.5	23	49.0
Slight problem	10	30.3	9	19.1
Big problem	8	24.2	15	31.9
Total	33	100.0	47	100.0
Chi square test $x^2 = 1.46$;	$p = .4814$			
Housing Insurance				
Not a problem	27	79.4	35	76.1
Slight problem	5	14.7	6	13.0
Big problem	2	5.9	5	10.9
Total	34	100.0	46	100.0
Chi square test $x^2 = .62$;	$p = .7324$			
Energy Conservation				
Not a problem	27	79.4	29	63.0
Slight problem	3	8.8	8	17.4
Big problem	4	11.8	9	19.6
Total	34	100.0	46	100.0
Chi square test $x^2 = 2.52$;	$p = .2831$			
House Plans				
Not a problem	29	85.3	34	72.3
Slight problem	4	11.8	7	14.9
Big problem	1	2.9	6	12.8
Total	34	100.0	47	100.0
Chi square test $x^2 = 2.77$;	$p = .2501$			
Maintenance and Repairs				
Not a problem	25	73.5	28	63.6
Slight problem	6	17.6	9	20.5
Big problem	3	8.8	7	15.9
Total	34	100.0	44	100.0
Chi square test $x^2 = 1.10$;	$p = .5752$			

Table V (Continued)

Problem	Children at Home: No Number	No Percent	Yes Number	Yes Percent
FAMILY RESOURCE MANAGEMENT				
Developing a Budget				
Not a problem	25	73.5	24	51.1
Slight problem	6	17.6	13	27.7
Big problem	3	8.8	10	21.3
Total	34	100.0	47	100.0
Chi square test $x^2 = 4.39$; $p = 0.1111$				
Recordkeeping				
Not a problem	28	82.4	30	63.8
Slight problem	5	14.7	9	19.1
Big problem	1	2.9	8	17.0
Total	34	100.0	47	100.0
Chi square test $x^2 = 4.69$; $p = .0958$				
Setting Financial Goals				
Not a problem	20	58.9	21	45.6
Slight problem	13	38.2	12	26.1
Big problem	1	2.9	13	28.3
Total	34	100.0	46	100.0
Chi square test $x^2 = 8.74$; $p = .0126$				
Use of Credit				
Not a problem	26	76.5	27	57.4
Slight problem	8	23.5	10	21.3
Big problem	0	0.0	10	21.3
Total	34	100.0	47	100.0
Chi square test $x^2 = 8.37$; $p = .0152$				
Use of Time				
Not a problem	25	78.1	19	41.3
Slight problem	4	12.5	15	32.6
Big problem	3	9.4	12	26.1
Total	32	100.0	46	100.0
Chi square test $x^2 = 10.40$; $p = .0055$				
FAMILY LIFE				
Family Relationships				
Not a problem	29	87.9	29	61.7
Slight problem	3	9.1	10	21.3
Big problem	1	3.0	8	17.0
Total	33	100.0	47	100.0
Chi square test $x^2 = 6.97$; $p = .0305$				
Communication				
Not a problem	28	82.4	24	51.1
Slight problem	5	14.7	14	29.8
Big problem	1	2.9	9	19.1
Total	34	100.0	47	100.0
Chi square test $x^2 = 9.11$; $p = .0105$				
Child Care and Development				
Not a problem	27	87.1	35	74.5
Slight problem	4	12.9	9	19.1
Big problem	0	0.0	3	6.4
Total	31	100.0	47	100.0
Chi square test $x^2 = 2.79$; $p = .2477$				
Stress Management				
Not a problem	24	72.7	18	38.3
Slight problem	6	18.2	16	34.0
Big problem	3	9.1	13	27.7
Total	33	100.0	47	100.0
Chi square test $x^2 = 9.49$; $p = .0087$				
Aging				
Not a problem	25	78.1	45	95.8
Slight problem	7	21.9	1	2.1
Big problem	0	0.0	1	2.1
Total	32	100.0	47	100.0
Chi square test $x^2 = 8.67$; $p = .0130$				

Table V (Continued)

Problem	Children at Home: No Number	No Percent	Yes Number	Yes Percent
Leadership				
Not a problem	28	87.5	30	65.2
Slight problem	3	9.4	11	23.9
Big problem	1	3.1	5	10.9
Total	32	100.0	46	100.0
Chi square test $x^2 = 4.95$; $p = .0840$				
Citizenship				
Not a problem	32	97.0	36	78.3
Slight problem	1	3.0	4	8.7
Big problem	0	0.0	6	13.0
Total	33	100.0	46	100.0
Chi square test $x^2 = 6.06$; $p = .0483$				
Self-esteem				
Not a problem	29	87.9	24	52.1
Slight problem	4	12.1	13	28.3
Big problem	0	0.0	9	19.6
Total	33	100.0	46	100.0
Chi square test $x^2 = 12.43$; $p = .0020$				
INTERIOR DESIGN				
Selection of Furnishings				
Not a problem	27	81.8	29	61.7
Slight problem	3	9.1	15	31.9
Big problem	3	9.1	3	6.4
Total	33	100.0	47	100.0
Chi square test $x^2 = 5.79$; $p = .0551$				
Long-Range Planning				
Not a problem	25	78.1	23	50.0
Slight problem	6	18.8	18	39.1
Big problem	1	3.1	5	10.9
Total	32	100.0	46	100.0
Chi square test $x^2 = 6.44$; $p = .0399$				
Buying Furnishings				
Not a problem	28	84.8	29	61.7
Slight problem	3	9.1	12	25.5
Big problem	2	6.1	6	12.8
Total	33	100.0	47	100.0
Chi square test $x^2 = 5.12$; $p = .0771$				
Arts and Crafts				
Not a problem	23	74.2	32	68.1
Slight problem	8	25.8	9	19.1
Big problem	0	0.0	6	12.8
Total	31	100.0	47	100.0
Chi square test $x^2 = 4.43$; $p = .1088$				
Design Principles				
Not a problem	26	83.9	27	57.5
Slight problem	4	12.9	16	34.0
Big problem	1	3.2	4	8.5
Total	31	100.0	47	100.0
Chi square test $x^2 = 5.98$; $p = .0501$				
Do-It-Yourself Activities				
Not a problem	20	64.5	26	55.3
Slight problem	7	22.6	11	23.4
Big problem	4	12.9	10	21.3
Total	31	100.0	47	100.0
Chi square test $x^2 = 1.00$; $p = .6056$				

According to the chi square (x^2) test, children living at home was significantly related to the problem of weight control and fitness. Potential clientele with children at home tended to see weight control as more of a problem than those without children at home.

Stress. Approximately 32 percent of the potential clientele with children at home did not consider stress to be a problem, compared to 47.1 percent of those with no children at home. Eighteen (38.3 percent) respondents with children at home thought stress was a slight problem, while 16 (47.1 percent) of those without children at home perceived stress as a slight problem. Almost 30 percent of those with children at home rated stress as a big problem, while only 5.8 percent without children at home indicated stress as a big problem.

As tested by the chi square (x^2) test using the .05 level of probability, having children at home was significantly related to the problem of stress. Potential clientele with children at home tended to consider stress a larger problem than those without children at home.

Nutritious snacks. Twenty, or 42.5 percent of the potential clientele with children at home did not consider selecting and preparing nutritious snacks as a problem, as compared to almost 80 percent of those without children at home. Approximately 28 percent of those with children at home indicated nutritious snacks as a slight problem, compared to 17.6 percent of those with no children at home. Approximately 30 percent of the respondents with children at home perceived selecting

and preparing nutritious snacks as a big problem, as compared to only 2.9 percent of those with no children at home.

When tested by the chi square test (x^2) test, children living at home was significantly related to the potential clientele's perception of the problem of selecting and preparing nutritious snacks. Potential clientele with children at home considered selecting and preparing nutritious snacks a larger problem than those without children at home.

Improper diet. Over one-half (53.2 percent) of those with children at home did not consider improper diet a problem compared to nearly three-fourths (73.5 percent) of those without children at home. Approximately 21 percent of those with children at home did consider this a slight problem compared to 26.5 percent of those without children at home. One-fourth of the respondents with children at home felt that improper diet was a big problem, while none of the group without children at home considered it as such.

When tested by the chi square (x^2) test, there was a significant relationship between having children at home and potential clientele's perception of the problem concerning improper diet. Respondents with children at home tended to consider improper diet as more of a problem than those without children at home.

Food preparation methods. Over one-half (58.7 percent) of the potential clientele with children at home did not consider food preparation methods a problem, compared to 72.7 percent of those without children at home. Nearly one-fourth (23.9 percent) of those with

children at home reported it as a slight problem, compared to 21.2 percent of those without children at home. Eight (17.4 percent) of those with children at home and 2 (6.1 percent) of those without children at home rated food preparation methods as a big problem.

Whether or not the potential clientele had children at home was not significantly related to the problem of food preparation methods.

Food safety. Over three-fourths (76.6 percent) of those with children at home did not consider food safety to be a problem for their families, compared to 80.6 percent without children at home. The number considering food safety a slight problem was similar in both groups--14 percent of those with children and 12.9 percent of those without children at home. A small percentage of both groups rated food safety as a big problem--8.5 percent of those with children at home and 6.5 percent of those without children at home.

When evaluated by the chi square (x^2) test, no significant relationship was found between having children at home and clientele's perception of the problem of food safety.

Food preservation. Food preservation was not considered to be a problem for 61.8 percent of those with children at home and 78.8 percent of those without children at home. Approximately 19 percent of those with children at home considered it a slight problem compared to 18.2 percent of those without children at home. Food preservation was seen as a big problem by a higher percent of those with children at home (19.1 percent) than those with no children at home (3 percent).

No significant relationship was found between having children at home and clientele's perception of the problem of food preservation.

Food shopping and budgeting. Nearly two-thirds of both groups did not consider shopping and budgeting for food to be a problem. This was considered a slight problem for 19.1 percent of those with children and 31.1 percent of those without children at home. Seven (14.9 percent) participants with children at home rated shopping and budgeting for food as a big problem, compared to only 2 (6.3 percent) of those without children at home.

When tested by the chi square test, no significant relationship existed between children living at home and the potential clientele's perception of the problem of shopping and budgeting for food.

Clothing

Construction. Clothing construction was not considered to be a problem by 44.6 percent of those with children at home and 67.7 percent of those without children at home. Approximately 28 percent of those with children at home considered it to be a slight problem, compared to 14.7 percent of those without children at home. Approximately 28 percent of those with children at home considered construction a big problem, compared to 17.6 percent of those without children at home.

The chi square (x^2) test did not show a significant relationship between children living at home and respondents perceived problem level of clothing construction.

Selection and buying. Two-thirds of those with children at home did not see clothing selection and buying as a problem, compared to 76.5 percent of those without children at home. Selection and buying was considered a slight problem by 23.4 percent of those with children at home and 20.6 percent of those without children at home. Approximately 11 percent of those with children at home considered it to be a big problem, compared to only 2.9 percent of those without children at home.

There was no significant relationship between children living at home and the problem of selecting and buying of clothing. However, potential clientele with children at home did tend to indicate that clothing selection and buying was a slightly bigger problem than those without children at home.

Wardrobe planning. Nearly 60 percent of those with children at home and 73.5 percent of those without children at home did not consider wardrobe planning to be a problem. It was viewed as a slight problem by 23.4 percent of those with children at home and 20.6 percent of those without children at home. Seventeen percent of those with children at home perceived it as a big problem, compared to 5.9 percent of those without children at home.

According to the chi square (x^2) test, no significant relationship existed between children living at home and the respondents perception of the problem of wardrobe planning.

Care and upkeep. Approximately 72 percent of those with children at home did not consider care and upkeep of clothing as a problem, compared to 87.5 percent of those without children at home. Seventeen percent of those with children at home perceived it as a slight problem, compared to 12.5 percent of those without children at home. Ten percent of those with children at home saw it as a big problem, while none of those without children at home considered it a big problem.

When tested by the chi square (x^2) test, no significant relationship was found between children living in the household and respondents level of perceived need for care and upkeep of clothing.

Grooming. More than three-fourths of both groups did not consider grooming a problem. Approximately 16 percent of those with children at home considered it a slight problem, compared with 14.7 percent of those without children at home. Nearly 7 percent with children at home considered grooming a big problem, compared to 8.8 of the other group.

According to the chi square (x^2) test, no significant relationship was found between children living at home and the problem of grooming.

Housing

Household equipment. Approximately 79 percent of those with children at home did not consider the selection, care and use of household equipment a problem, compared with 84.4 percent of those without children at home. It was viewed as a slight problem for 14.9 percent of those with children at home and 15.6 percent of those without children at home. Only 6.4 percent of those with children at home perceived it as a big

problem, while none of those without children at home considered household equipment a big problem.

When tested by the chi square (x^2) test, there was no significant relationship between children living at home and the problem of selection, care and use of household equipment.

List of contents. The issue of listing the contents of the home for insurance purposes was not considered a problem by 54.3 percent of those with children and 72.7 percent of those without children at home. It was rated as a slight problem by over one-third of the group with children at home and by only 9.1 percent of those without children at home. Approximately 11 percent of those with children at home perceived it as a big problem, compared to 18.2 percent of those without children at home.

When tested by the chi square (x^2) test, the presence of children in the household was significantly related to the problem of listing household contents. Those with children at home tended to consider listing the household contents more of a problem than those who did not have children at home.

Storage space. Forty-nine percent of those with children at home did not perceive storage space a problem, compared with 45.5 percent of those without children at home. Storage space was viewed as a slight problem by 19.1 percent of those with children at home and 30.3 percent of those not having children at home. Nearly one-third of those without children at home saw storage space as a big problem, compared with 24.2 percent of those without children at home.

There was no significant relationship between children at home and the problem of storage space.

Housing insurance. Approximately 76 percent of those with children at home did not perceive housing insurance as a problem compared to 79.4 percent of those without children at home. Thirteen percent of those with children at home considered housing insurance a slight problem, compared with 14.7 percent of those without children at home. It was perceived as a big problem by 10.9 percent of those with children at home, while only 5.9 percent of the other group indicated it as a big problem.

When tested by the chi square (x^2) test, having children at home was not significantly related to the potential clientele's perception of the problem of housing insurance.

Energy conservation. Sixty-three percent of those with children at home and 79.4 percent of those without children at home did not consider energy conservation a problem. It was considered a slight problem by 17.4 percent of those with children at home and 8.8 of the other group. Almost 20 percent of those with children at home thought energy conservation was a big problem compared with 11.8 percent of those without children at home.

According to the chi square (x^2) test, the presence of children in the household was not significantly related to the problem of energy conservation.

House plans. Seventy-two percent of those with children at home did not perceive selecting house plans for building or remodeling their home a problem, compared to 85.3 percent of those without children at home. Approximately 15 percent of the group with children at home perceived it as a slight problem, compared to 11.8 percent of the other group. Nearly 13 percent with children at home perceived it as a big problem, compared with only 2.9 percent without children at home.

Having children at home was not significantly related to the selection of house plans for building or remodeling.

Maintenance and repairs. Housing maintenance and repairs was not perceived as a problem for 63.6 percent of the group with children at home and 73.5 percent of those without children at home. Approximately 21 percent of those with children at home considered it a slight problem, compared to 17.6 percent of those without children at home. Almost 16 percent of those with children at home saw maintenance and repairs as a big problem, compared to 8.8 percent of those with children at home.

There was not a significant relationship between having children at home and the problem of housing maintenance and repairs.

Family Resource Management

Developing a budget. Over one-half of the potential clientele with children at home did not perceive developing a budget as a problem, compared with 73.5 percent of those without children at home. It was considered a slight problem by 27.7 percent of those with children at home and 17.6 percent of those without children at home. Twenty-one

percent of those with children at home perceived it as a big problem, compared to 8.8 percent of those without children at home.

When tested by the chi square test, no significant relationship existed between having children at home and the problem of developing a budget.

Recordkeeping. Approximately 64 percent of those with children at home did not consider recordkeeping a problem, compared to 82.4 percent of those with no children at home. It was perceived as a slight problem by 19.1 percent of those with children at home and 14.7 percent of those without children at home. Seventeen percent with children at home considered recordkeeping a big problem, compared to just 2.9 percent of those without children at home.

According to the chi square (x^2) test, having children at home and the problem of recordkeeping were not significantly related.

Setting financial goals. Approximately 46 percent of those with children at home did not perceive setting financial goals as a problem, compared to 58.9 percent of those without children at home. It was considered a slight problem by 26.1 percent of those with children at home and 38.2 percent of those without children at home. Over 28 percent of those with children at home considered financial goals as a big problem compared with only 2.9 percent of those without children at home.

Children living at home and the problem of setting financial goals was significantly related when tested by the chi square (x^2) test.

Those with children at home tended to perceive setting financial goals as a greater problem than those with no children at home.

Use of credit. Approximately 57 percent of those with children at home did not perceive the proper use of credit as a problem, compared to 76.5 percent of those without children at home. It was considered a slight problem by 21.3 percent of those with children at home and 23.5 percent of those without children at home. The proper use of credit was perceived as a big problem by 10 (21.3 percent) of those with children at home while none of the other group considered it a big problem.

Having children at home was significantly related to the problem of proper use of credit. Those with children at home considered the proper use of credit to be a larger problem than those without children at home.

Use of time. Better use of time was not considered a problem by 41.3 percent of those with children at home and 78.1 percent of those with no children at home. Almost one-third of those with children at home perceived time as a slight problem compared to 12.5 percent of those without children at home. It was considered a big problem by 26.1 percent of those with children at home compared to 9.4 percent of the other group.

When tested by the chi square (x^2) test, there was a significant relationship between children at home and the problem of better utilization of time. Clientele with children at home tended to perceive the need for better utilization of time as a larger problem than those without children at home.

Family Life

Family relationships. Getting along with family members was not considered a problem by 61.7 percent of those with children at home and 87.9 percent of those without children at home. Approximately 21 percent of those with children at home perceived relationships as a slight problem, compared to 9.1 percent without children at home. It was perceived as a big problem by 17 percent of those with children and only 3 percent of those without children at home.

When tested by the chi square (x^2) test, there was a significant relationship between having children at home and the problem of family relationships. Those potential clientele with children at home tended to perceive family relationships as a larger problem than those potential clientele without children at home.

Communication. Over one-half of those with children at home and 82.4 percent of those without children at home did not perceive communication with family members as a problem. Approximately 30 percent of those with children at home perceived communication as a slight problem, compared to 14.7 percent of those without children at home. It was considered a big problem by 19.1 percent of those with children at home and only 2.9 percent of those without children at home.

According to the chi square (x^2) test, there was a significant relationship between the presence of children in the home and the problem of communication. Those with children at home tended to perceive communication with family members as a larger problem than those without children at home.

Child care and development. Approximately three-fourths of those with children at home and 87.1 percent of those without children at home did not perceive child care and development as a problem. It was perceived as a slight problem by 19.1 percent of the group with children and 12.9 percent of those without children. Only 6.4 percent of those with children considered child care and development a big problem, while none of those without children at home considered such.

According to the chi square (x^2) test, there was no significant relationship between having children at home and potential clientele's perception of the problem of child care and development.

Stress management. Stress management was not perceived as a problem by only 38.3 percent of those with children at home, compared to 72.7 percent of those without children at home. Thirty-four percent with children considered it a slight problem, while 18.2 percent of those without children at home considered it a slight problem. Approximately 28 percent of those with children at home considered stress management a big problem, compared to 9.1 percent of those without children at home.

When tested by the chi square (x^2) test, there was a significant relationship between children at home and potential clientele's perception of the problem level of stress management. Those with children at home tended to consider stress as a greater problem than those without children at home.

Aging. Aging was not considered a problem by a majority of both groups--95.8 percent of those with children at home and 78.1 percent of those without children at home. Only 2.1 percent with children at home perceived aging as a slight problem, compared to 21.9 percent of those without children at home. A small percent of those with children at home (2.1 percent) considered aging a big problem, while none of those without children at home perceived it as such.

When tested by the chi square test, there was a significant relationship between the presence of children in the household and the problem of aging. Those without children at home tended to perceive aging as more of a problem than those with children at home.

Leadership. Leadership was not perceived as a problem by 65.2 percent of those with children at home and 87.5 percent of those without children at home. Approximately 24 percent of those with children at home considered it a slight problem, compared to 9.4 percent of those without children at home. Approximately 11 percent of those with children at home indicated it as a big problem, as compared to only 3.1 percent of those without children at home. According to the chi square (x^2) test, there was not a significant relationship between children at home and clientele's perception of the problem of leadership.

Citizenship. Citizenship was not considered a problem for 78.3 percent of those with children at home and 97 percent of those without children at home. Approximately 9 percent of those with children at home perceived it as a slight problem, compared to only 3 percent of

the other group. Thirteen percent of those with children at home perceived it as a big problem, while none of those without children at home saw citizenship as a big problem.

There was a significant relationship between having children at home and the problem of citizenship. Those with children at home tended to perceive the area of citizenship as a larger problem than those without children at home.

Self-esteem. Over one-half of those with children did not perceive self-esteem as a problem, compared to 87.9 percent without children living at home. It was considered a slight problem by 28.3 percent of those with children and by 12.1 percent of those without children living at home. Approximately 20 percent of those with children at home perceived self-esteem as a big problem, while none of those without children at home considered it a big problem.

When tested by the chi square (x^2) test, having children at home was significantly related to the problem of self-esteem. Those with children at home tended to see self-esteem as a larger problem than those without children at home.

Interior Design

Selection of furnishings. Furnishing selection was not considered a problem by 61.7 percent of those with children at home compared to 81.8 percent of those without children at home. Approximately 32 percent of those with children at home perceived it as a slight problem, compared to 9.1 percent of those without children at home. Only 6.4 percent of

those with children at home rated furnishing selection as a big problem, compared to 9.1 percent of those without children at home.

According to the chi square (x^2) test, there was no significant relationship between having children at home and respondents perception of the problem of furnishing selection.

Long-range planning. One-half of the potential clientele with children at home and 78.1 percent of those without children at home did not consider long-range planning for the home to be a problem. It was perceived as a slight problem by 39.1 percent of those with children at home and 18.8 percent of those without children at home. Ten percent of those with children at home indicated long-range planning as a big problem, compared to only 3.1 percent of those without children at home.

When tested by the chi square (x^2) test, there was a significant relationship between having children at home and the problem of long-range planning for the home. The potential clientele with children at home tended to view long-range planning as more of a problem.

Buying furnishings. Approximately 62 percent of the potential clientele with children at home did not consider buying home furnishings a problem, compared to 84.8 percent of the potential clientele without children. One-fourth of those with children at home perceived this as a slight problem, compared to 9.1 percent of those without children at home. Six (12.8 percent) of those with children at home perceived buying home furnishings as a big problem, compared to 2 (6.1 percent) of those without children at home.

There was not a significant relationship between children living in the household and buying home furnishings.

Arts and crafts. Construction and decorating with handmade items was not viewed as a problem by 68.1 percent of those with children and 74.2 percent of those without children at home. Approximately 19 percent of those with children at home considered it a slight problem, compared to 25.8 percent of those without children at home. Six (12.8 percent) of those with children at home perceived this as a big problem, compared to none of the other group.

When tested by the chi square (x^2) test, there was not a significant relationship between whether or not the potential clientele had children at home and the problem of arts and crafts.

Design principles. Recognizing design principles was not a problem for 57.5 percent of those with children at home, compared to 83.9 percent of those without children at home. Over one-third of those with children at home considered this a slight problem, compared to 12.9 percent of those without children at home. This issue was perceived as a big problem by 8.5 percent of those with children at home and 3.2 percent of those without children at home.

According to the chi square (x^2) test there was not a significant relationship between children at home and recognition of design principles.

Do-it-yourself activities. Do-it-yourself improvement activies were not considered a problem by 55.3 percent of the potential clientele with children at home, compared to 64.5 percent of those without children

at home. Approximately 23 percent of those with children at home considered it a slight problem compared to 22.6 percent of those without children at home. This was indicated as a big problem area by 21.3 percent of those with children at home and 12.9 percent of those without children at home.

There was not a significant relationship between children at home and the problem of do-it-yourself activities.

Table Summary

Analysis of data in Table V indicated there was a significant relationship between whether or not children lived at home and 15 home economics problem areas.

Children living at home was significantly related to four of the food, nutrition and health problems which were weight control and fitness, stress (related to health), nutritious snacks, and improper diet.

There was no significant relationship between whether or not there were children living at home and the problems in the clothing area.

Children living at home was significantly related to one housing problem which was listing of household contents.

Children living at home was significantly related to three of the family resource management problems which were setting financial goals, use of credit and use of time.

Whether or not there were children at home was significantly related to six family life problems. There was a significant relationship between having children living at home and family relationships, communication, stress management, citizenship, self-esteem, and aging. Those with children at home tended to perceive family relationships, communication,

stress management, citizenship and self-esteem as greater problems than those without children living at home. The potential clientele without children at home considered aging more of a problem than those with children at home.

The presence of children at home was significantly related to the interior design problem area of long-range planning.

Those with children at home tended to perceive all of the significantly related problems as greater problems than those without children at home, except for the problem of aging. Those without children at home indicated aging as more of a problem than those with children at home.

VI. RELATIONSHIP BETWEEN AGE AND THE LEVEL OF PERCEIVED NEEDS OF POTENTIAL CLIENTELE

This section presents the findings of Table VI which compares the age of the respondent and the level of perceived needs of potential clientele as related to selected home economics subject matter areas.

Food, Nutrition and Health

Weight control and fitness. Approximately 17 percent of those potential clientele age 39 and under did not consider weight control and fitness a problem, compared to 51.4 percent of those 40 and over. Nineteen (41.3 percent) of the younger group perceived weight control and fitness as a slight problem, compared to 5 (14.3 percent) of the older group. Weight control and fitness was considered a big problem by more of the 39 and under group (41.3 percent) than by the 40 and over group (34.3 percent).

Table VI. Relationship Between Age and Level of Perceived Needs of Potential Clientele

Problem	Age: 39-Under Number	39-Under Percent	40-Over Number	40-Over Percent
FOOD, NUTRITION AND HEALTH				
Weight Control and Fitness				
Not a problem	8	17.4	18	51.4
Slight problem	19	41.3	5	14.3
Big problem	19	41.3	12	34.3
Total	46	100.0	35	100.0
Chi square test $x^2 = 12.32$; $p = .0021$				
Stress				
Not a problem	16	34.8	14	40.0
Slight problem	16	34.8	17	48.6
Big problem	14	30.4	4	11.4
Total	46	100.0	35	100.0
Chi square test $x^2 = 4.30$; $p = .1162$				
Nutritious Snacks				
Not a problem	20	43.5	26	74.3
Slight problem	14	30.4	6	17.1
Big problem	12	26.1	3	8.6
Total	46	100.0	35	100.0
Chi square test $x^2 = 8.03$; $p = .0180$				
Improper Diet				
Not a problem	22	47.8	26	76.5
Slight problem	11	23.9	8	23.5
Big problem	13	28.3	0	0.0
Total	46	100.0	34	100.0
Chi square test $x^2 = 12.28$; $p = .0022$				
Food Preparation				
Not a problem	25	55.5	24	70.6
Slight problem	12	26.7	7	20.6
Big problem	8	17.8	3	8.8
Total	45	100.0	34	100.0
Chi square test $x^2 = 2.11$; $p = .3467$				
Food Safety				
Not a problem	34	73.9	26	81.2
Slight problem	7	15.2	4	12.5
Big problem	5	10.9	2	6.3
Total	46	100.0	32	100.0
Chi square test $x^2 = .67$; $p = .7119$				
Food Preservation				
Not a problem	26	56.6	28	82.4
Slight problem	10	21.7	5	14.7
Big problem	10	21.7	1	2.9
Total	46	100.0	34	100.0
Chi square test $x^2 = 7.47$; $p = .0238$				
Food Shopping and Budgeting				
Not a problem	30	65.2	20	60.6
Slight problem	9	19.6	10	30.3
Big problem	7	15.2	3	9.1
Total	46	100.0	33	100.0
Chi square test $x^2 = 1.55$; $p = .4594$				
CLOTHING				
Construction				
Not a problem	21	45.7	21	60.0
Slight problem	12	26.1	6	17.1
Big problem	13	28.3	8	22.9
Total	46	100.0	35	100.0
Chi square test $x^2 = 1.72$; $p = .4214$				
Selection and Buying				
Not a problem	29	63.0	27	77.1
Slight problem	11	24.0	7	20.0
Big problem	6	13.0	1	2.9
Total	46	100.0	35	100.0
Chi square test $x^2 = 3.09$; $p = .2128$				

Table VI (Continued)

Problem	Age: 39-Under Number	39-Under Percent	40-Over Number	40-Over Percent
FAMILY RESOURCE MANAGEMENT				
Developing a Budget				
Not a problem	23	50.0	25	71.4
Slight problem	14	30.4	5	14.3
Big problem	9	19.6	5	14.3
Total	46	100.0	35	100.0
Chi square test $x^2 = 4.07$; $p = .1306$				
Recordkeeping				
Not a problem	28	60.9	29	82.9
Slight problem	10	21.7	4	11.4
Big problem	8	17.4	2	5.7
Total	46	100.0	35	100.0
Chi square test $x^2 = 4.78$; $p = .0915$				
Setting Financial Goals				
Not a problem	21	46.7	19	54.3
Slight problem	13	28.9	12	34.3
Big problem	11	24.4	4	11.4
Total	45	100.0	35	100.0
Chi square test $x^2 = 2.19$; $p = .3344$				
Use of Credit				
Not a problem	26	56.5	26	74.3
Slight problem	11	23.9	7	20.0
Big problem	9	19.6	2	5.7
Total	46	100.0	35	100.0
Chi square test $x^2 = 3.92$; $p = .1407$				
Use of Time				
Not a problem	21	45.6	21	65.6
Slight problem	13	28.3	7	21.9
Big problem	12	26.1	4	12.5
Total	46	100.0	32	100.0
Chi square test $x^2 = 3.39$; $p = .1830$				
FAMILY LIFE				
Family Relationships				
Not a problem	26	56.5	31	91.2
Slight problem	12	26.1	2	5.9
Big problem	8	17.4	1	2.9
Total	46	100.0	34	100.0
Chi square test $x^2 = 11.48$; $p = .0032$				
Communication				
Not a problem	22	47.8	29	82.9
Slight problem	15	32.6	5	14.3
Big problem	9	19.6	1	2.9
Total	46	100.0	35	100.0
Chi square test $x^2 = 11.07$; $p = .0039$				
Child Care and Development				
Not a problem	32	69.6	29	90.6
Slight problem	11	23.9	3	9.4
Big problem	3	6.5	0	0.0
Total	46	100.0	32	100.0
Chi square test $x^2 = 5.37$; $p = .0679$				
Stress Management				
Not a problem	17	37.0	24	70.6
Slight problem	15	32.6	7	20.6
Big problem	14	30.4	3	8.8
Total	46	100.0	34	100.0
Chi square test $x^2 = 9.63$; $p = .0081$				
Aging				
Not a problem	44	95.7	26	78.8
Slight problem	2	4.3	6	18.2
Big problem	0	0.0	1	3.0
Total	46	100.0	33	100.0
Chi square test $x^2 = 5.64$; $p = .0595$				

Table VI (Continued)

Problem	Age: 39-Under Number	39-Under Percent	40-Over Number	40-Over Percent
Wardrobe Planning				
Not a problem	25	54.3	27	77.2
Slight problem	12	26.1	6	17.2
Big problem	9	19.6	2	5.6
Total	46	100.0	35	100.0
Chi square test $x^2 = 5.13$; $p = .0768$				
Care and Upkeep				
Not a problem	30	65.3	31	93.9
Slight problem	10	21.7	2	6.1
Big problem	6	13.0	0	0.0
Total	46	100.0	33	100.0
Chi square test $x^2 = 9.46$; $p = .0088$				
Grooming				
Not a problem	33	73.3	27	79.4
Slight problem	8	17.8	4	11.8
Big problem	4	8.9	3	8.8
Total	45	100.0	34	100.0
Chi square test $x^2 = .55$; $p = .7576$				
HOUSING				
Household Equipment				
Not a problem	37	80.5	27	81.8
Slight problem	6	13.0	6	18.2
Big problem	3	6.5	0	0.0
Total	46	100.0	33	100.0
Chi square test $x^2 = 2.49$; $p = .2878$				
List of Contents				
Not a problem	27	60.0	22	64.7
Slight problem	12	26.7	7	20.6
Big problem	6	13.3	5	14.7
Total	45	100.0	34	100.0
Chi square test $x^2 = .39$; $p = .8217$				
Storage Space				
Not a problem	25	54.3	12	35.3
Slight problem	7	15.2	11	32.4
Big problem	14	30.4	11	32.4
Total	46	100.0	34	100.0
Chi square test $x^2 = 4.10$; $p = .1282$				
Housing Insurance				
Not a problem	32	71.1	29	82.9
Slight problem	7	15.6	5	14.3
Big problem	6	13.3	1	2.9
Total	45	100.0	35	100.0
Chi square test $x^2 = 2.84$; $p = .2409$				
Energy Conservation				
Not a problem	27	60.0	28	80.0
Slight problem	9	20.0	2	5.7
Big problem	9	20.0	5	14.3
Total	45	100.0	35	100.0
Chi square test $x^2 = 4.43$; $p = .1089$				
House Plans				
Not a problem	33	71.7	30	85.7
Slight problem	6	13.0	5	14.3
Big problem	7	15.2	0	0.0
Total	46	100.0	35	100.0
Chi square test $x^2 = 5.84$; $p = .0537$				
Maintenance and Repairs				
Not a problem	24	55.8	27	77.1
Slight problem	12	27.9	4	11.4
Big problem	7	16.3	4	11.4
Total	43	100.0	35	100.0
Chi square test $x^2 = 4.21$; $p = .1213$				

Table VI (Continued)

Problem	Age: 39-Under Number	39-Under Percent	40-Over Number	40-Over Percent
Leadership				
Not a problem	29	64.5	28	87.5
Slight problem	11	24.4	3	9.4
Big problem	5	11.1	1	3.1
Total	45	100.0	32	100.0
Chi square test $x^2 = 5.20$; $p = .0739$				
Citizenship				
Not a problem	36	80.0	31	91.2
Slight problem	3	6.7	3	8.8
Big problem	6	13.3	0	0.0
Total	45	100.0	34	100.0
Chi square test $x^2 = 4.93$; $p = .0847$				
Self-esteem				
Not a problem	23	50.0	29	87.9
Slight problem	14	30.4	4	12.1
Big problem	9	19.6	0	0.0
Total	46	100.0	33	100.0
Chi square test $x^2 = 13.47$; $p = .0012$				
INTERIOR DESIGN				
Selection of Furnishings				
Not a problem	28	60.9	27	79.4
Slight problem	14	30.4	4	11.8
Big problem	4	8.7	3	8.8
Total	46	100.0	34	100.0
Chi square test $x^2 = 4.0$; $p = .1349$				
Long-Range Planning				
Not a problem	22	48.9	25	75.8
Slight problem	18	40.0	7	21.2
Big problem	5	11.1	1	3.0
Total	45	100.0	33	100.0
Chi square test $x^2 = 5.99$; $p = .0499$				
Buying Furnishings				
Not a problem	28	60.8	28	82.4
Slight problem	13	28.3	3	8.8
Big problem	5	10.9	3	8.8
Total	46	100.0	34	100.0
Chi square test $x^2 = 5.06$; $p = .0795$				
Arts and Crafts				
Not a problem	29	63.0	25	78.1
Slight problem	11	24.0	6	18.8
Big problem	6	13.0	1	3.1
Total	46	100.0	32	100.0
Chi square test $x^2 = 2.91$; $p = .2323$				
Design Principles				
Not a problem	27	58.7	25	78.1
Slight problem	15	32.6	6	18.8
Big problem	4	8.7	1	3.1
Total	46	100.0	32	100.0
Chi square test $x^2 = 3.32$; $p = .1893$				
Do-It-Yourself Activities				
Not a problem	26	56.5	19	59.4
Slight problem	10	21.7	8	25.0
Big problem	10	21.7	5	15.6
Total	46	100.0	32	100.0
Chi square test $x^2 = .48043$; $p = .7865$				

When tested by the chi square (x^2) test, the age of the respondent was significantly related to the problem of weight control and fitness. The 39 and under age group considered weight control and fitness more of a problem than did the 40 and over group.

Stress. Approximately 35 percent of the 39 and under age group did not perceive stress as a problem, compared to 40 percent of the 40 and over group. Approximately 35 percent of those 39 and under considered stress a slight problem, compared to 48.6 percent of the age 40 and over group. Thirty percent of the younger group rated stress as a big problem, compared to only 11.4 percent of the older group.

The age of the potential clientele was not significantly related to the problem of stress.

Nutritious snacks. Approximately 44 percent of those age 39 and under did not perceive the selection of nutritious snacks as a problem, compared to almost three-fourths (74.3 percent) of the older group. Approximately 30.4 percent of the 39 and under respondents considered nutritious snacks a slight problem, compared to 17.1 percent of the 40 and over group. Over one-fourth (26.1 percent) of the 39 and under age group rated nutritious snacks as a big problem, compared to only 8.6 percent of the 40 and over group.

When tested by the chi square (x^2) test, there was a significant relationship between age and the respondents perception of the problem of nutritious snacks. Those in the age 39 and under group tended to see nutritious snacks as a larger problem than those in the 40 and over age group.

Improper diet. Almost half (47.8 percent) of the 39 and under age group did not consider improper diet a problem, compared to over three-fourths (76.5 percent) of the 40 and over group. Improper diet was viewed as a slight problem by the same percentage of both groups (23.9 percent of the younger group and 23.5 percent of the older group). None of those age 40 and over considered improper diet as a big problem, while 28.3 percent of those 39 and under perceived it as such.

According to the chi square (x^2) test there was a significant relationship between age and the potential clientele's level of perceived need for the improper diet problem. The 39 and under group was more concerned with the problem of improper diet than the 40 and over age group.

Food preparation methods. Over half (55.5 percent) of those age 39 and under did not consider food preparation methods a problem, compared with 70.6 percent of those age 40 and over. Approximately 27 percent of the younger group and 20.6 percent of the older group considered food preparation a slight problem. Nearly 18 percent of the 39 and under respondents perceived preparation methods as a big problem compared to only 8.8 percent of the 40 and over respondents.

There was not a significant relationship between age and the problem of food preparation methods.

Food safety. Approximately 74 percent of the age 39 and under group did not consider food safety a problem, compared to 81.2 percent of the age 40 and over group. Seven (15.2 percent) of the younger respondents and 4 (12.5 percent) of the older respondents considered food safety

a slight problem. Food safety was perceived as a big problem by 10.9 percent of the 39 and under age group and 6.3 percent of the 40 and over age group.

The age of the respondents was not significantly related to the problem of food safety.

Food preservation. Approximately 57 percent of those age 39 and under did not regard food preservation a problem, compared to 82.4 percent of those age 40 and over. It was considered as a slight problem by 21.7 percent of the 39 and under group and 14.7 percent of the 40 and over age group. Nearly 22 percent of the younger group saw food preservation as a big problem, compared to only 2.9 percent of the older group.

When tested by the chi square (x^2) test, the age of the respondent was significantly related to the problem of food preservation. The age 39 and under respondents tended to see food preservation as a larger problem than did the older group.

Food shopping and budgeting. Over 65 percent of those age 39 and under did not consider food shopping and budgeting for food a problem, compared to 60.6 percent of those age 40 and over. This area was regarded as a slight problem by 19.6 percent of the younger group and 30.3 percent of the older group. Over 15 percent of those age 39 and under perceived food shopping and budgeting as a big problem, compared to 9.1 percent of those age 40 and over.

Age of respondents was not significantly related to the problem of shopping and budgeting for food.

Clothing

Construction. Forty-five percent of those age 39 and under did not perceive clothing construction as a problem, compared to 60 percent of those age 40 and over. More of the younger group (26.1 percent) considered clothing construction a slight problem than did the older group (17.1 percent). Approximately 28 percent of the 39 and under group perceived this as a big problem while 22.9 percent of the 40 and over age group considered it a big problem.

There was not a significant relationship between age and the problem of clothing construction.

Selection and buying. Sixty-three percent of those 39 and under did not consider selection and buying clothes a problem, compared to 77.1 percent of those age 40 and over. Twenty-four percent of the younger group and 20 percent of the older group considered it a slight problem. Thirteen percent of the 39 and under group perceived selection and buying clothes a big problem, compared to only 2.9 percent of the 40 and over group.

When tested with the chi square (x^2) test, there was not a significant relationship between age and the problem of selecting and buying clothes.

Wardrobe planning. Approximately 54 percent of those age 39 and under did not consider wardrobe planning a problem compared to 77.2 percent of those 40 and over. Twenty (26.1 percent) of the younger group perceived it as a slight problem, compared to 6 (17.2 percent)

of the older group. Nearly 20 percent of the 39 and under group perceived wardrobe planning as a big problem, compared to only 5.6 percent of the 40 and over age group.

There was not a significant relationship between age and the problem of wardrobe planning.

Care and upkeep. Thirty (65.3 percent) of those age 39 and under did not consider care and upkeep a problem, compared to 31 (93.9 percent) of those age 40 and over. It was perceived as a slight problem by 21.7 percent of the younger group and only 6.1 percent of the older group. Thirteen percent of those age 39 and under considered care and upkeep of clothing as a big problem, while none of those 40 and over considered it a big problem.

The chi square (x^2) test found a significant relationship between age and the care and upkeep of clothing. Those age 39 and younger considered the care and upkeep as a larger problem than those age 40 and older.

Grooming. Approximately 73 percent of the 39 and under age group did not consider grooming a problem, compared to 79.4 percent of the 40 and over age group. Eight (17.8 percent) of those 39 and under perceived it as a slight problem, while 4 (11.8 percent) of those 40 and over saw it as such. Almost 9 percent of both groups indicated grooming as a big problem.

According to the chi square (x^2) test, there was not a significant relationship between age and the problem of grooming.

Housing

Household equipment. Over 80 percent of both groups did not perceive selection, care and use of household equipment as a problem. Thirteen percent of those age 39 and under considered it as a slight problem, compared to 18.2 percent of those 40 and over. Only 6.5 percent of the younger group perceived household equipment as a big problem, as compared to none of the older group.

When tested by the chi square (x^2) test, there was not a significant relationship between age and the selection, care and use of household equipment.

List of contents. Sixty percent of the 39 and under age group did not consider maintaining a list of household contents for insurance purposes a problem, compared to 64.7 percent of the 40 and over age group. Approximately 27 percent of the younger group 39 and under considered it a slight problem while 20.6 percent of those age 40 and older perceived it as such. Approximately 13 percent of the 39 and under group perceived listing household contents as a big problem, compared to 14.7 percent of the 40 and older group.

The age of respondents was not significantly related to the problem of maintaining a list of household contents for insurance purposes.

Storage space. Over half (54.3 percent) of the 39 and under age group did not perceive storage as a problem, compared to 35.3 percent of the 40 and over age group. Approximately 15 percent of those age 39 and under considered it as a slight problem, while 32.4 percent of those age 40 and over perceived it as a slight problem. Approximately 30 percent of the younger group perceived storage space as a big problem, compared to 32.4 percent of the older group.

There was not a significant relationship between age and the problem of storage space.

Housing insurance. Approximately 71 percent of the 39 and under age group did not perceive housing insurance as a problem, compared to 82.9 percent of the 40 and over age group. Seven (15.6 percent) of the younger group considered it a slight problem compared to 5 (14.3 percent) of the older group. Six (13.3 percent) of the 39 and under age group perceived housing insurance as a big problem, compared to only 1 (2.9 percent) of the 40 and over age group.

According to the chi square (x^2) test, there was not a significant relationship between age and the problem of housing insurance.

Energy conservation. Sixty percent of those age 39 and under did not consider energy conservation a problem compared to 80 percent of those age 40 and older. Twenty percent of the younger group perceived it as a slight problem, while only 5.7 percent of the older group perceived it as such. Twenty percent of the 39 and under age group and 14.3 percent of the 40 and under age group considered energy conservation a big problem.

When tested by the chi square (x^2) test, there was not a significant relationship between age and the problem of energy conservation.

House plans. Approximately 72 percent of those 39 and under did not consider the selection of house plans for the purpose of building or remodeling a problem, compared to 85.7 percent of those age 40 and over. Thirteen percent of the younger group perceived house plans selection as a slight problem, compared to 14.3 percent of the older group. Selection of house plans was considered a big problem by 15.2 percent of those age 39 and under while none of those age 40 and over perceived it as such.

The age of the respondent was not significantly related to the problem of selecting house plans.

Maintenance and repairs. Approximately 56 percent of the 39 and under age group did not perceive housing maintenance and repairs a problem, compared to 77.1 percent of the 40 and over age group. Twelve (27.9 percent) of the younger group perceived it as a slight problem, compared to 4 (11.4 percent) of the older group. Approximately 16 percent of those age 39 and under considered maintenance and repairs a big problem, compared to 11.4 percent of those age 40 and over.

There was not a significant relationship between age and the problem of housing and maintenance and repairs.

Family Resource Management

Developing a budget. One-half of the respondents in the 39 and under age group did not consider developing a budget a problem,

compared to 71.4 percent of those age 40 and over. Over 30 percent of those age 39 and under perceived it as a slight problem, compared to 14.3 percent of the 40 and older age group. Almost 20 percent of the younger group considered developing a budget a big problem, compared to 14.3 percent of those in the older group.

The age of the respondent was not significantly related to the problem of developing a budget.

Recordkeeping. Approximately 61 percent of those age 39 and under did not perceive recordkeeping a problem, compared to 82.9 percent of those age 40 and over. Ten (21.7 percent) of the younger group considered it a slight problem, compared to 4 (11.4 percent) of the older group. Approximately 17 percent of the younger group perceived recordkeeping as a big problem, while only 5.7 percent of the older group considered it a big problem.

When tested by the chi square (x^2) test, there was not a significant relationship between age and the problem of recordkeeping.

Setting financial goals. Approximately 47 percent of those age 39 and under did not perceive setting financial goals as a problem, compared to 54.3 percent of those age 40 and over. Thirteen (28.9 percent) of the younger group considered it a slight problem, compared to 12 (34.3 percent) of the older group. Almost a fourth of the 39 and under age group perceived setting financial goals as a big problem, compared to 11.4 percent of the 40 and over age group.

There was not a significant relationship between age and the problem of setting financial goals.

Use of credit. Over half of those age 30 and under (56.5 percent) did not consider the proper use of credit to be a problem, compared to 74.3 percent of those age 40 and over. Approximately 24 percent of the younger group perceived it as a slight problem, while 20 percent of the older group perceived it as a slight problem. Approximately 20 percent of the younger group considered use of credit as a big problem, compared to only 5.7 percent of the older group.

There was not a significant relationship between age and the problem of proper use of credit.

Use of time. Approximately 46 percent of the younger group did not consider better use of time a problem, compared to 65.6 percent of the older group. Thirteen (28.3 percent) of the younger group perceived it as a slight problem, compared to 7 (21.9 percent) of the older group. Over one-fourth (26.1 percent) of those age 39 and under considered time management a big problem, compared to 12.5 percent of those age 40 and over.

When tested by the chi square test, there was no significant relationship between age and the problem of time management.

Family Life

Family relationships. Approximately 57 percent of those age 39 and under did not consider getting along with family members as a problem, compared to a large percentage (91.2 percent) of the older group. Twelve

(26.1 percent) of those ages 39 and under considered family relations a slight problem, compared to only 2 (5.9 percent) of those 40 and over. It was considered a big problem by 17.4 percent of the younger group and only 2.9 percent of the older group.

There was a significant relationship between age and the problem of family relationships when tested by the chi square test. Those respondents in the age 39 and under category tended to see family relationships as a larger problem than those age 40 and over.

Communication. Twenty-two (47.8 percent) of the 39 and under age group did not consider communication with family members a problem, compared to 29 (82.9 percent) of the 40 and over age group. Approximately one-third of the younger group perceived communication as a slight problem, compared to 14.3 percent of the older group. Nine (19.6 percent) of the 39 and under age group considered it a big problem, compared to only 2.9 percent of the 40 and over age group.

When tested by the chi square test, there was a significant relationship between the age of the respondent and the problem of communication with family members. The younger respondents tended to perceive family communication as more of a problem than did the older respondents.

Child care and development. Approximately 70 percent of those 39 and under did not perceive child care and development as a problem, compared to 90 percent of those 40 and over. Eleven (23.9 percent) of the younger group considered it a slight problem compared to 3 (9.4 percent) of the older group. Only 6.5 percent of those ages 39 and

under considered child care development a big problem, while none of those age 40 and over perceived it as such.

There was not a significant relationship between age and the problem of child care and development.

Stress management. Thirty-seven percent of those respondents age 39 and under did not consider stress management as a problem, compared to 70.6 percent of those age 40 and over. Approximately 33 percent of the younger group perceived stress as a slight problem, compared to 20.6 percent of the older group. It was considered a big problem by 30.4 percent of the younger group and by only 8.8 percent of the older group.

When tested by the chi square test, there was a significant relationship between age and the problem of stress management. Those respondents age 39 and under tended to perceive stress management as more of a problem than those 40 and over.

Aging. Approximately 96 percent of the 39 and under age group did not consider aging a problem, compared to 78.8 percent of the 40 and over age group. Only 4.3 percent of the younger group perceived aging as a slight problem, compared to 18.2 percent of the older group. None of the respondents in the age 39 and under category considered aging a big problem, while only 3 percent of the older group perceived it as such.

The age of the respondents was not significantly related to the perceived problem of aging when tested by the chi square test.

Leadership. Approximately 65 percent of those age 39 and under did not perceive leadership as a problem, compared to 87.5 percent of those age 40 and over. Approximately 24 percent of the younger group considered it a slight problem compared to 9.4 percent of those in the older group. Five (11.1 percent) of the 39 and under age group perceived leadership to be a big problem, while 3.1 percent of the 40 and over age group considered it a big problem.

There was not a significant relationship between age and the perceived problem of leadership.

Citizenship. Eighty percent of those age 39 and under did not consider citizenship involvement a problem, compared with 91.2 percent of those age 40 and over. Only 6.7 percent of the younger group and 8.8 percent of the older group perceived citizenship as a slight problem. Thirteen percent of the younger group considered it a big problem, while none of the older group considered citizenship as a big problem.

When tested by the chi square test, there was not a significant relationship between age and the problem of citizenship involvement.

Self-esteem. One-half of those age 39 and under did not perceive self-esteem as a problem, compared to 87.9 percent of the older group. Approximately 30 percent of the younger group considered it a slight problem, compared to 12.1 percent of the older group. Approximately 20 percent of the younger group perceived self-esteem as a big problem, while none of the older group perceived it as such.

According to the chi square (x^2) test, there was a significant relationship between age and the perceived level of self-esteem. The 39 and under age group tended to consider self-esteem more of a problem than the 40 and over age group.

Interior Design

Selection of furnishings. Twenty-eight (60.9 percent) of those 39 and under did not consider the selection of furnishings for the home a problem, compared to 27 (79.4 percent) of those age 40 and over. Fourteen (30.4 percent) of the younger group perceived this as a slight problem, compared to 4 (11.8 percent) of the older group. Similar percentages of both groups considered furnishing selection a big problem (9.7 percent for the younger group compared to 8.8 percent for the older group).

There was not a significant relationship between age and the problem of furnishing selection.

Long-range planning. Approximately 49 percent of those age 39 and under did not perceive long-range planning for the home as a problem, compared to three-fourths of the older group. Forty percent of the younger group considered long-range planning a slight problem, compared to 21.2 percent of the older group. Long-range planning was considered a big problem by 11.1 percent of the 39 and under age group and only 3 percent of the 40 and over age group.

When tested by the chi square (x^2) test, there was a significant relationship between the age of respondents and the perceived problem

level of long-range planning. The younger group tended to perceive long-range planning as a larger problem than the older group.

Buying furnishings. Approximately 61 percent of the 39 and under age group did not perceive buying home furnishings a problem, compared to 82.4 percent of those age 40 and over. It was perceived as a slight problem by 28.3 percent of the younger group and by only 8.8 percent of the older group. Approximately 11 percent of the 39 and under age group considered buying home furnishings a big problem, compared to 8.8 percent of the 40 and over age group.

There was not a significant relationship between age and the problem of buying home furnishings.

Arts and crafts. Sixty-three percent of those 39 and under did not perceive constructing and decorating with handmade items as a problem, compared to 78.1 percent of those 40 and over. Twenty-four percent of the younger group considered this a slight problem, compared to 18.8 percent of the older group. Thirteen percent of the 39 and under age group perceived it as a big problem, while only 3.1 percent of the 40 and over age groups perceived it as such.

When tested by the chi square (x^2) test, there was no significant relationship between age and constructing and decorating with handmade items.

Design principles. Twenty-seven (58.7 percent) of those age 39 and under did not consider recognizing design principles a problem, compared to 25 (78.1 percent) of those 40 and over. Approximately one-third of

the younger group perceived it as a slight problem, compared to 18.8 percent of the older group. Only 8.7 percent of the younger group and 3.1 percent of the older group considered the recognition of design principles a big problem.

A significant relationship did not exist between age and the problem of recognition of design principles when tested by the x^2 test.

Do-it-yourself. Approximately 57 percent of those age 39 and under did not perceive do-it-yourself home improvement activities a problem, compared to 59.4 percent of those age 40 and over. Approximately 22 percent of the younger group perceived this as a slight problem, while one-fourth of the older group perceived it as such. Ten (21.7 percent) of the younger group considered it a big problem, compared to 5 (15.6 percent) of the older group.

There was not a significant relationship between age and the problem of do-it-yourself home improvement activities.

Table Summary

Table VI suggests that the age of the potential clientele was significantly related to 10 problem areas. Those potential clientele age 39 and under perceived all of the significantly related problems as more important than did those in the age 40 and over group.

Age was significantly related to four of the problems in the food, nutrition and health category which were weight control and fitness, nutritious snacks, improper diet and food preservation.

Care and upkeep was the only significantly related problem in the clothing category.

Age was not significantly related to any of the selected housing or family resource management problems.

Age was significantly related to four of the family life problems which were family relationships, communication, stress management and self-esteem.

There was a significant relationship between age and one problem area in the interior design area which was long-range planning.

CHAPTER IV

SUMMARY OF MAJOR FINDINGS

I. PURPOSE AND SPECIFIC OBJECTIVES

Purpose

The purpose of this study was to assess the home economics educational needs of Hamilton County black family members as perceived by potential clientele and key community leaders.

The specific objectives of the study were:

1. To determine the characteristics of the Hamilton County potential clientele and key leaders.

2. To determine the potential clientele's perceived awareness of Hamilton County Extension programs, their Extension contacts and the factors influencing participation in Extension activities.

3. To determine the key leaders perception of effective teaching methods for reaching Hamilton County black families.

4. To determine the home economics problems of Hamilton County black families as perceived by selected potential clientele and key leaders.

5. To determine relationship between having children at home and the level of perceived needs of potential clientele.

6. To determine relationship between age and the level of perceived needs of potential clientele.

II. METHOD OF INVESTIGATION

The population for this study included potential black Extension program participants and key community leaders. Two survey instruments were developed and administered by a variety of methods to Hamilton County, Tennessee residents.

The sample consisted of 84 potential clientele and 47 key leaders. Surveys were completed by personal interview, at group meetings and by mail.

III. METHOD OF ANALYSIS

Completed survey responses were forwarded to the Agricultural Extension Education office for computer processing. Descriptive statistics including frequencies, percents, means and cross tabulations were used to summarize and analyze the survey data. The chi square (x^2) test was used to determine relationships between selected dependent and independent variables. The 0.05 probability level was accepted as statistically significant.

IV. MAJOR FINDINGS

Characteristics of Hamilton County Potential Clientele and Key Leaders

Findings indicated that 56.7 percent of the potential clientele and 51.1 percent of the key leaders were under age 40. Eighty-two (97.6 percent) potential clientele and 40 (85.1 percent) key leaders were female. All of the 84 potential clientele were

black, compared to 30 (65.2 percent) of the key leaders. Over 65 percent of the potential clientele had income under $10,000, while 65 percent of key leaders had income over $20,000.

The majority of both groups lived in households of two to four persons. Sixty-nine percent of the potential clientele were unemployed while 78.8 percent of the key leaders were employed full-time.

Television was selected by both groups as the most effective information source, followed by friends and family, newspaper, and radio.

Potential Clientele's Perceived Awareness of Hamilton County Extension Programs, Their Extension Contacts, and Factors Influencing Participation

While 63.1 percent of the potential clientele were aware of the Extension Service, only 19 percent were familiar with Extension Homemaker Clubs. Group meetings, newsletters, and personal contact were the most frequent type of contacts as indicated by the 62 percent of potential clientele who reported having previous contact with Extension.

The majority of the potential clientele (86.7 percent) indicated an interest in attending Extension home economics group meetings. Transportation, lack of time and baby sitter services were the top three factors which would prevent clientele from participating in Extension educational programs. Three-fourths of the respondents preferred to attend a group meeting in a public building, while 44 percent indicated that they would prefer evening meetings.

Key Leaders Perception of Effective Teaching Methods for Reaching Hamilton County Black Families

The three most effective teaching methods for reaching black families, as perceived by key leaders, were personal contact, television, and radio. Group meetings, newsletters and telephone calls were indicated least effective.

Selected Home Economics Problems of Hamilton County Black Families as Perceived by Selected Potential Clientele and Key Leaders

Key leaders tended to perceive each of the subject matter areas as a larger problem than did potential clientele. The top rated problems perceived by potential clientele were weight control and fitness, stress (related to health), clothing construction, storage space, setting financial goals, use of time, and stress management.

The most critical problems perceived by key leaders were stress (as it relates to health), weight control and fitness, developing a budget, setting financial goals, use of credit, use of time, and stress management. According to a calculated mean score, both potential clientele and key leaders ranked weight control and fitness, stress (related to health), setting financial goals, use of time and stress management within the top seven most important problems from 39 possible problem areas.

Relationship Between Having Children at Home and the Level of Perceived Needs of Potential Clientele

There was a significant relationship between whether or not children lived at home and 15 home economics problem areas. Potential clientele with children at home tended to perceive all 15 of these areas as larger problems than did those without children at home, except for the problem of aging. Those without children at home considered aging as more of a problem than those with children at home. The 15 problem areas included weight control and fitness, stress (related to health), nutritious snacks, improper diet, housing contents list, financial goals, use of credit, use of time, family relationships, communications, stress management, aging, citizenship, self-esteem, and long-range planning.

Relationship Between Age and the Level of Perceived Needs of Potential Clientele

There was a significant relationship between the age of potential clientele and 10 home economics problem areas. Potential clientele age 39 and under perceived all 10 of these significantly related problems as more important than did those in the age 40 and over group.

The 10 problem areas included weight control and fitness, nutritious snacks, improper diet, food preservation, clothing care and upkeep, family relationships, communication, stress management, self-esteem, and long-range planning for the home.

V. IMPLICATIONS AND RECOMMENDATIONS

Television was perceived by both potential clientele and key leaders as the most effective method of keeping informed of community activities. Television was also rated by key leaders as the second most effective teaching method for reaching black families. However, only 11.9 percent of the potential clientele who reported previous contact with Extension had used this method.

While television was perceived as an important method of promoting community programs, Hamilton County Extension Service did not seem to be effectively utilizing television to promote educational activities. Television could be studied as a potential means for providing in-home educational programs.

Therefore, it is recommended that Hamilton County Extension staff better utilize television for promoting Extension activities and for delivering educational programs.

Study findings indicated that key leaders tended to perceive all 39 problem areas as larger problems than did the potential clientele. This would seem to imply that the potential clientele did not consider their problems to be as serious as did the key leaders.

As cited in the review of literature, it is difficult to reach adults unless their problems and needs are identified and addressed. Therefore, it is imperative that Extension assess the needs of the potential audience when planning programs. Not only should the subject matter needs of potential clientele be addressed, but other factors which could effect

program participation should also be taken into account when planning programs. Appropriate teaching methods, meeting place and time, as well as other factors which may hinder attendance should be analyzed.

Survey results indicated that both the potential clientele and key leaders perceived five out of the seven highest ranked problems (from a total of 39 problem areas) as important problems. Weight control and fitness, stress (related to health), developing a budget, setting financial goals, use of time and stress management were ranked as the most critical problems of the Hamilton County blacks as perceived by both potential clientele and key leaders.

There were several subject matter areas which were identified by both potential clientele and key leaders as problem areas. This would seem to imply that key leaders perception of the problems of black families are similar to the problems perceived by the potential black audience. Therefore, it is recommended that Hamilton County Extension staff continue to secure key leader input as one method of identifying the program needs of Hamilton County black families.

Study findings indicated that there was a significant relationship between potential clientele having children at home and 15 home economics problem areas. In all cases except one, the potential clientele with children at home tended to perceive these problems as more important than did those without children at home. This would seem to imply that blacks with children at home tend to have more of the studied problems than blacks without children at home. Therefore, there is a special need to reach more parents of young children through Extension programs.

Hamilton County Extension Service should make a special effort to offer educational activities designed to meet the needs of more parents with children living at home.

Study findings indicated that there was a significant relationship between the age of the potential clientele and 10 of the home economics problem areas. The younger potential clientele (age 39 and under) tended to perceive all 10 problems as more important than did the age 40 and over group. This would seem to indicate that younger blacks had greater problems in selected home economics related areas than older blacks. This also indicates special efforts need to be made for reaching a younger audience. It is recommended that Hamilton County Extension agents strengthen their efforts to assess the educational needs of younger blacks, include them in planning activities, and ultimately in the educational programs.

VI. RECOMMENDATIONS FOR FURTHER STUDY

Future studies should be conducted comparing the perceived needs of traditional Extension clientele and non-traditional Extension clientele in order to evaluate present Extension programming efforts to determine if there is a need to redirect future programming efforts.

Further studies should be made with minorities who have children living at home to determine effective educational teaching methods and program objectives which would help address specific needs of this group.

Future studies should be conducted with young homemakers to determine appropriate educational teaching methods and program objectives which would best meet the specific needs unique to young homemakers, especially minorities.

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APPENDIX

HAMILTON COUNTY

POTENTIAL CLIENTELE

NEEDS ASSESSMENT SURVEY

NAME _____

(1) Are you aware of the Hamilton County Extension Service? Yes _____ No _____

(2) Have you had any previous contact with the Extension Service? Yes _____ No _____

If YES, what type? (Check all that apply)

_____ newsletter
_____ telephone call
_____ attended group meeting
_____ personal contact
_____ radio
_____ TV
_____ visit to Extension office

(3) Are you familiar with Extension Homemakers Clubs? Yes _____ No _____

(4) What social, church or civic groups and/or organizations are you a member?

_____

_____

(5) List leadership roles held in these groups (offices, committees, etc.)

_____

_____

FOOD, NUTRITION AND HEALTH

Do you consider this a problem area with you or your family? (Circle the most appropriate response?	Not a Problem	Slight Problem	Big Problem
(6) Weight control & fitness	1	2	3
(7) Stress	1	2	3
(8) Nutritious snacks	1	2	3
(9) Improper diet (lack of nutrients)	1	2	3
(10) Food preparation methods (microwave, etc.)	1	2	3
(11) Food safety (spoilage, additives)	1	2	3
(12) Food preservation (canning, freezing)	1	2	3
(13) Food shopping & budgeting	1	2	3
(14) Other (please list) _____	1	2	3

_____

CLOTHING	Not a Problem	Slight Problem	Big Problem
(15) Construction (sewing)	1	2	3
(16) Selection and buying	1	2	3
(17) Wardrobe planning	1	2	3
(18) Care and upkeep (laundry, stain removal)	1	2	3
(19) Grooming (make-up, hair care)	1	2	3
(20) Other (please list) _____	1	2	3

_____

HOUSING			
(21) Household equipment and selection, care & use	1	2	3
(22) List of contents for insurance purposes	1	2	3
(23) Storage space	1	2	3
(24) Housing insurance (homeowners or rented)	1	2	3
(25) Energy conservation (fuel bills,storm doors, etc.)	1	2	3
(26) House plans for building or remodeling	1	2	3
(27) Maintenance and repairs	1	2	3
(28) Other (please list) _____	1	2	3

_____

FAMILY RESOURCE MANAGEMENT			
(29) Developing a budget	1	2	3
(30) Financial and household record keeping	1	2	3
(31) Setting financial goals	1	2	3
(32) Proper use of credit	1	2	3
(33) Better use of time	1	2	3
(34) Other (please list) _____	1	2	3

_____

FAMILY LIFE			
(35) Family Relationships-getting along with family members	1	2	3
(36) Communication with family members	1	2	3
(37) Child care and development	1	2	3
(38) Stress management	1	2	3
(39) Aging	1	2	3
(40) Leadership - Community involvement	1	2	3
(41) Citizenship - Voting, community involvement)	1	2	3
(42) Self-esteem - Developing self confidence	1	2	3
(43) Other (please list) _____	1	2	3

_____

INTERIOR DESIGN	Not a Problem	Slight Problem	Big Problem
(44) Selection of furnishings	1	2	3
(45) Long range planning for home	1	2	3
(46) Buying home furnishings	1	2	3
(47) Arts & Crafts - Decorating with handmade items	1	2	3
(48) Design principles (balance, texture, color, etc)	1	2	3
(49) Do-it-yourself home improvement activities	1	2	3
(50) Other (please list) _____	1	2	3

_____

(51) AGE:
_____ Under 20
_____ 20 - 29
_____ 30 - 39
_____ 40 - 49
_____ 50 - over

(52) SEX:
_____ Female
_____ Male

(53) RACE:
_____ Black
_____ White
_____ Other

(54) Residence:

_____ Chattanooga (city)
_____ Collegedale
_____ East Ridge
_____ Lakesite
_____ Red Bank
_____ Ridgeside
_____ Sale Creek
_____ Soddy-Daisy
_____ Summit
_____ Other (specify community) _____

(55) Income level:
_____ Under $10,000
_____ $10,000 - $20,000
_____ Over $20,000

(56) Include yourself, how many persons live in your household?
_____ 1
_____ 2 - 4
_____ Over 5

(57) How many children 18 years of age or younger live in your household?
_____ 1
_____ 2 - 4
_____ Over 5

(58) Are you employed?
_____ No
_____ Yes, full-time
_____ Yes, part-time

(59) How do you keep informed on community activities? (Check all that apply)

_____ Friends & family
_____ Newspaper
_____ TV
_____ Radio - Which station? _____
_____ Newsletter
_____ Posters
_____ Flyers

(60) Would you attend a group meeting on home economics information? _____ Yes
_____ No

(61) What factors would keep you from attending an Extension activity?

_____ transportation
_____ lack of time
_____ work
_____ not interested
_____ baby sitter
_____ Other (please list) _____

_____

(62) Where would you attend a group meeting on home economics information?

_____ homes
_____ church
_____ public building
_____ Other (please list) _____

_____

(63) What time of day would be convenient?

_____ morning
_____ afternoon
_____ evening

ADDRESS _____

_____

HAMILTON COUNTY

KEY LEADER

NEEDS ASSESSMENT SURVEY

NAME _____

ADDRESS _____

Which educational teaching method do you feel would best reach the black families of Hamilton County? (Check all that apply)

_____ newsletter
_____ telephone call
_____ group meetings
_____ personal contact
_____ radio
_____ TV
_____ Other (please list) _____

_____

Please review the following list of topics and circle the appropriate responses.

Are these areas a big problem, slight problem or not a problem for the black family of Hamilton County?

FOOD, NUTRITION AND HEALTH

Do you consider this a problem area with you or your family? (Circle the most appropriate response)	Not a Problem	Slight Problem	Big Problem
Weight control & fitness	1	2	3
Stress	1	2	3
Nutritious snacks	1	2	3
Improper diet (lack of nutrients)	1	2	3
Food preparation methods (microwave, etc.)	1	2	3
Food safety (spoilage, additives)	1	2	3
Food preservation (canning, freezing)	1	2	3
Food shopping & budgeting	1	2	3
Other (please list) _____	1	2	3

_____

CLOTHING	Not a problem	Slight Problem	Big Problem
Construction (sewing)	1	2	3
Selection and buying	1	2	3
Wardrobe planning	1	2	3
Care and upkeep (laundry, stain removal)	1	2	3
Grooming (make-up, hair care)	1	2	3
Other (please list) _____	1	2	3
_____			

HOUSING			
Household equipment and selection, care & use	1	2	3
List of contents for insurance purposes	1	2	3
Storage space	1	2	3
Housing insurance (homeowners or rental)	1	2	3
Energy conservation (fuel bills,storm doors,etc.)	1	2	3
House plans for building or remodeling	1	2	3
Maintenance and repairs	1	2	3
Other (please list) _____	1	2	3
_____			

FAMILY RESOURCE MANAGEMENT			
Developing a budget	1	2	3
Financial and household record keeping	1	2	3
Setting financial goals	1	2	3
Proper use of credit	1	2	3
Better use of time	1	2	3
Other (please list) _____	1	2	3
_____			

FAMILY LIFE			
Family Relationsips-getting along with family members	1	2	3
Communication with family members	1	2	3
Child care and development	1	2	3
Stress management	1	2	3
Aging	1	2	3
Leadership - Community involvement	1	2	3
Citizenship - Voting, community involvement	1	2	3
Self esteem - Developing self confidence	1	2	3
Other (please list) _____	1	2	3
_____			

INTERIOR DESIGN	Not a Problem	Slight Problem	Big Problem
Selection of furnishings	1	2	3
Long range planning for home	1	2	3
Buying home furnishings	1	2	3
Arts & Crafts - Decorating with handmade items	1	2	3
Design principles (balance, texture, color, etc.)	1	2	3
Do-it-yourself home improvement activities	1	2	3
Other (please list) _____	1	2	3

_____

AGE: _____ Under 20
_____ 20 - 29
_____ 30 - 39
_____ 40 - 49
_____ 50 - over

SEX: _____ Female
_____ Male

RACE: _____ Black
_____ White
_____ Other

INCOME LEVEL: _____ Under $10,000
_____ $10,000 - $20,000
_____ Over $20,000

Include yourself, how many persons live in your household? _____ 1
_____ 2 - 4
_____ Over 5

How many children 18 years of age or younger live in your household? _____ 1
_____ 2 - 4
_____ over 5

Are you employed? _____ No
_____ Yes, full-time
_____ Yes, part-time

How do you keep informed on community activities? (Check all that apply)

_____ Friends & family
_____ Newspaper
_____ TV
_____ Radio - Which station? _____
_____ Newsletter
_____ Posters
_____ Flyers

Would you attend a group meeting on home economics information? _____ Yes
_____ No

What factors would keep you from attending an Extension activity?

_____ transportation
_____ lack of time
_____ work
_____ not interested
_____ baby sitter
_____ Other (please list) _____

_____

Where would you attend a group meeting on home economics information?

_____ homes
_____ church
_____ public building
_____ Other (please list) _____

_____

What time of day would be convenient?

_____ morning
_____ afternoon
_____ evening

VITA

June Annette Puett was born in Athens, Tennessee on August 24, 1957 to Joyce and Dean Puett. She attended public school in Kingston, Tennessee and graduated from Roane County High School in 1975. She graduated from Roane State Community College in Harriman, Tennessee in 1977 and from Middle Tennessee State University in Murfreesboro, Tennessee in 1979 with a Bachelor of Science degree in Vocational Home Economics Education.

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She is a member of the National Association of Extension Home Economists, Epsilon Sigma Phi, Gamma Sigma Delta, Chattanooga Area Home Economists, American Home Economics Association and is a certified home economist.