



STUDY GUIDE

COMMITTEE MEMBERS:

- Matthew Hibdon. Chair -- Middle Tennessee State University
- Kathy Floyd -- University of Georgia
- Lori Gallimore -- University of Tennessee
- Jamie Harris -- University of Tennessee
- Julia Hurdelbrink -- Colorado State University
- Janna Kelley -- Oklahoma State University
- Angela McCorkle -- Texas A&M University
- Cheryl Varnadoe -- University of Georgia

Athletic Wear

ATHLETIC WEAR

4-H Consumer Decision Making
Study Guide



Activewear

The activewear industry has witnessed significant growth in recent years, reflecting the increasing importance of sports and fitness in people's lives. With a worldwide market size of 303.44 billion in 2021, this sector shows no signs of slowing down. What began as clothing specifically designed for athletic pursuits has evolved into a diverse range of garments suitable for various physical activities. Today, activewear encompasses attire for sports and exercise and everyday routines that incorporate fitness elements. This surge in demand demonstrates the changing preferences and lifestyles of consumers who seek both comfort and functionality in their clothing choices. As the market continues to expand, the activewear industry is ready to offer a wide array of options to cater to the evolving needs and preferences of individuals worldwide.

Activewear or Sportswear is any apparel, including shoes, worn for physical activity or participation in sports. The fabrics and materials used in activewear are engineered to achieve the desired attributes for a particular activity. When selecting activewear, it is important to consider the type of activity you will participate in, activity impact level, your body type and if you will be using it indoors or outdoors. The right active wear can enhance your training and performance.

Brand-name activewear, including Under Armor, Nike, and Adidas, is popular with teens and adults. Private-label brands available in department and discount stores might be made of similar materials but cost less than the national brands.

CLOTHING

The right clothing can enhance your training and performance. Fabric and fit are most important when choosing clothing for specific sports or activities. Choose activewear that contains cotton, cotton blends and moisture wicking fabrics that will assist with moisture absorbency, ventilation, and comfort.

FABRIC

Fabrics are designed for different purposes. Some fabrics pull sweat away from your skin and others absorb it. When it comes to workout clothes, some choices are better than others on your workout.

Fabrics with wicking characteristics:

Wicking fabrics are breathable synthetic fabrics that provide moisture control for an athlete's skin during a mid to high intensity workout. The fabric "wicks" the sweat away from your skin which can help it evaporate quickly and keep your body cool.

Wicking fabrics tend to be soft, lightweight, and stretchy, making them an excellent choice for activewear. This broad category of fabrics is used to make garments like t-shirts, running and cycling jerseys, socks, and polo style shirts for any physical activity where the goal is to keep your skin as cool and dry as possible.

Moisture wicking fabrics are used to make apparel for outdoor activities such as hiking, fishing, mountain biking, snow skiing and mountain climbing.

There are products marketed for their wicking. Several fabrics are known for their wicking properties. Here are some common fabrics that offer wicking:

Polyester: Polyester fabrics are widely used in athletic and outdoor apparel due to their excellent moisture-wicking properties. They quickly pull moisture away from the skin and allow it to evaporate, keeping you dry during physical activities.

Nylon: Nylon is another synthetic fabric that offers good wicking properties. It is often blended with other fibers to enhance its moisture-wicking capabilities.

Merino Wool: Merino wool is a natural fiber known for its exceptional moisture-wicking properties. It can absorb a significant amount of moisture while still feeling dry to the touch. Additionally, merino wool has the advantage of being odor resistant.

Bamboo: Bamboo fabric, derived from bamboo pulp, has gained popularity for its softness and moisture-wicking abilities. It absorbs moisture from the body and allows it to evaporate quickly, making it a comfortable choice for activewear and undergarments.

Microfiber: Microfiber fabrics are made from extremely fine synthetic fibers, usually polyester or nylon. They have a high surface area, which helps in efficient moisture transport and quick drying.

Synthetic Blends: Many moisture-wicking fabrics are blends of different synthetic fibers. For example, a polyester/spandex blend can provide both moisture-wicking properties and stretch for enhanced comfort during physical activities.

It is important to note that the specific construction and treatment of the fabric, such as the addition of moisture-wicking finishes or mesh panels, can also affect the wicking performance. When selecting clothing for activities that involve sweating or moisture exposure, look for garments labeled as "moisture-wicking," "quick-dry," or "performance fabric" to ensure optimal comfort.

Cotton: Lacks the wicking properties that are found in other fabrics but can still be a good choice when choosing activewear. Cotton is breathable, soft, comfortable, and natural fiber that works well for lighter workouts. Cotton also tends to be less expensive than synthetic activewear. However, cotton is very absorbent and is slow to dry. When wet, cotton holds the moisture next to your body.

FIT

Choose activewear that fits your body and your workout. For example, if you are running or biking, avoid wide-leg or loose pants/leggings. Likewise, for activities such as yoga or Pilates, choose stretchy, fitted fabrics. Additionally, avoid fabrics that could chafe or irritate your skin during repetitive movement.

Pay close attention to fit more than size because some workout clothes tend to run smaller and more from fitting than regular clothes.

COST

There are many factors to consider when shopping for activewear. You may be surprised at how much activewear costs. Paying the top dollar does not necessarily mean that you will get the best activewear for you. Be sure that whatever price you choose to pay for activewear it is the right activewear for you and that it meets the needs you desire.

ATHLETIC SHOES

With the many types of athletic shoes that are available, it can be hard to choose the right shoes for you. There are differences in design and variations in material and weight. The American Academy of Orthopedic Surgeons says that these differences have been developed to protect the areas of the feet that encounter the most stress in a particular athletic activity. Let's review some of the several types of sports shoes available.

Athletic shoes

Athletic shoes are grouped into the following categories: **running, training, and walking**; they include shoes for hiking, jogging, and exercise walking. These shoes should have a comfortable soft upper, good shock absorption, smooth tread, and a rocker sole design that encourages the natural roll of the foot during the walking motion.

Running Shoes

Running and walking shoes might look similar, but there are significant differences. Traditional running shoes provide extra cushioning, because landing can generate a force of 1½ to 3 times your body weight. They should also provide easy flexing at the ball of the foot and enough stability. The outsoles should be durable and provide good traction on pavement or dirt. Features of a good jogging shoe should include cushioning, flexibility, control, and stability in the heel counter area, lightness, and good traction.

Be aware that longer distances typically call for more support. A shoe worn to run sprints is typically a lightweight minimalist shoe worn for its quick feedback and responsiveness. While a marathon shoe has much more cushioning and support for the longer runs. As a rule of thumb an increase in distance and or time on your feet calls for more cushion and support. Nurses typically wear marathon shoes as they must be on their feet all day moving around.

Cross-Trainers

Cross-trainers are all-purpose shoes that bridge walking shoes and sport-specific shoes like tennis or basketball shoes. They can be a money-saving alternative to several pairs of specialized shoes for people who pursue a variety of activities, but they don't provide the same flexibility or cushioning for running or other high-impact sports. A good cross trainer should have flexibility in the forefoot that you need for running, in addition to stability on the inside and outside of the shoe for the control needed for aerobics and tennis.

Walking Shoes

These are best for people who walk for fitness or who want casual shoes for everyday walking. They should provide enough cushioning to be comfortable. And their flexible soles, designed for the relatively low impact of walking, allow the foot to roll easily from heel to toe. Walking shoes should flex easily at the ball of the foot, which helps feet to push forward.

Sport Specific Shoes

Court sport shoes

Include shoes for tennis, basketball, and volleyball. Most court sports require the body to move forward, backward, and side-to-side. As a result, most athletic shoes used for court sports are subjected to heavy abuse. The key to finding a good court shoe is the sole. Another key factor is grip. A shoe worn for tennis must grip onto the clay surface while a basketball shoe must grip onto a hardwood court. You should ask a coach or shoe salesperson to help you select the best type of shoe for your sport.

Field sport shoes

Include shoes for soccer, football, and baseball. These shoes are cleated, studded, or spiked. The spike and stud formations vary from sport to sport, but they generally are replaceable or detachable cleats, spikes, or studs affixed into nylon soles. Soccer cleats are lightweight allowing the user to reach maximum speed and agility. Football and baseball cleats are heavier weight allowing the user to grip onto the turf/dirt field. Football and baseball cleats also have more spikes than soccer cleats allowing them to maintain a better grip

Track and field sport shoes

Are very specific to the sport. The needs of the individual are most important when picking the shoe. For example, foot types, gait patterns, and training styles should always be considered. It is always best to ask a coach about the type of shoe that should be selected for the event in which you are participating. Proper fitting sports shoes can enhance performance and prevent injuries.

Follow these specially designed fitting facts when purchasing a new pair of athletic shoes:

- Try on athletic shoes after a workout or run and at the end of the day. Your feet will be at their largest.
- Wear the same type of sock that you will wear for that sport.
- When the shoe is on your foot, you should be able to freely wiggle all your toes. There should be a thumb's width from the tip of the toe to the end of the shoe.
- The shoes should be comfortable as soon as you try them on. There is no break-in period. If they are not comfortable in the store, they will not be comfortable when you are exercising.
- Walk or run a few steps in the shoes. They should be comfortable. The heel of the shoe should not slip off the foot as you walk or run.
- Always re-lace the shoes you are trying on. You should lace through each top eyelet as you crisscross the lacing pattern to ensure a snugger fit and decrease slippage. Do not tie the laces too tight as this may cause injury to the nerves or tendons on the top of the foot and ankle.
- There should be a firm grip of the shoe to your heel. Your heel should not slip as you walk or run.

Athletic Shoe Features

Like other products, it is important to know the different parts and features of the shoe. This way you can appropriately identify the parts of the shoe and feel confident in knowing what you are purchasing.

The Sole

Three layers comprise the sole. The bottom layer, or outsole, is generally made of carbon rubber for durability. It is segmented for flexibility and grooved or patterned for traction. The squishy middle layer, or midsole, provides most of the cushioning. It is usually made of shock-absorbing foam and might incorporate gel or air sacs and plastic torsion supports. The layer directly underfoot, the insole or sock liner, provides some additional shock absorption and arch support. It is removable and washable in many running and walking shoes.

The Upper

This is the body of the shoe, the part above the sole. The toe box—the forward part of the upper—should be roomy enough to let your toes spread and leave a half-inch space ahead of your longest toe. The heel counter at the rear should keep your heel from slipping excessively. These days, the uppers on most running shoes are made of synthetics, though some walking shoes still use leather. The more your feet sweat, the more you will appreciate the breathability of mesh. But if you plan to be outside in the cold weather, a less porous material will provide a little more protection.

Lacing

Fabric, plastic, or metal speed-lacing loops make tightening easier. Extra top eyelets provide a snug fit at the ankle. Flat laces are less likely to loosen or come untied than round ones.

Style

If you are on your feet a lot all day long, you might want shoes that combine the comfort and support of a walking shoe with something dressy enough for the office. Unfortunately, the dressier walking shoes tested in the past did not perform as well, overall, as the ones that look like sneakers.

Reflectors

If you jog or walk at dawn or dusk, reflective tabs on the uppers can provide extra safety by reflecting cars' headlights. The reflector should be as big as possible, especially if you will be outside at dusk or dawn.

Heel to Drop

Also known as the Shoe Offset, Heel differential, or HTD. The HTD refers to the height difference between the heel and the forefoot of an athletic shoe. It is measured from the base of the heel and the middle point of the forefoot. It is measured in millimeters in running shoes. In general, a 0mm drop is called natural or barefoot running. Low drop shoes are common for trail running. The most common drop range for most running shoes is 10-12mm. A shoe with a higher drop will be easier on the lower leg, foot, ankle, Achilles, and calf while directing more stress to the knees and hips. A lower-drop shoe will typically spare the knees but put more stress on the lower leg.

Low Drop-Trail Running	1-4mm
Mid Drop- Minimalist Running	5-8mm
High Drop-Running/ Long Distance	8+mm

Pricing

In addition to being overwhelmed by all the choices of athletic shoes, you may be surprised at how much they cost. Slick ads and television commercials tout technological features, the latest gimmicks, and shoes named after sports celebrities. Paying more than \$100 does not necessarily get you a better shoe. Good quality shoes may be pricey, but don't overlook the less expensive shoes because they can outperform their costlier brandmates. Be sure that whatever price you decide to pay for the shoes, it's because the shoe has the features that meet your needs—not because it is a certain brand or has a sports celebrity's name on it.

REFERENCES

Athleticwear

Information for this study guide was compiled, with permission, from:

Texas 4-H Consumer Decision Making Categories and Descriptions Study Guide 2017-2018.

Linda Manikowske, Ph.D., *Choose Activewear for Comfort and Safety Factsheet* – North Dakota State University.

Athletic Shoes

American Academy of Orthopedic Surgeons, <http://orthoinfo.aaos.org> Consumer Reports, www.consumerreports.org American College of Foot and Ankle Surgeons, www.acfas.org.

Best Athletic Shoe Buying Guide. Consumer Reports. (n.d.. <https://www.consumerreports.org/health/athletic-shoes/buying-guide/>)

Dack, D. (2023, January 19). *The Runners Guide to the heel to toe drop* -. Runner's Blueprint. <https://www.runnersblueprint.com/heel-to-toe-drop/>

Texas 4-H Consumer decision making Categories and Study Guide 2005. Prepared by: Courtney J. Schoessow, MPH, Extension Program Specialist–Health, Texas Cooperative Extension, December 2005, Family & Consumer Sciences website: <http://fcs.tamu.edu>

What Heel-to-Toe Drop Is, and Why It Matters | Zappos.com. Consumer Reports. (n.d.-b. <https://www.consumerreports.org/health/athletic-shoes/buying-guide/>)

Bedding

Bed Sheets



Bedding

- bedsheets (2023-2025)
- mattresses (2025-2027)
- pillows (2027-2029)

The average person spends one-third of their life in bed. Properly caring for bedding will help generate a more comfortable sleep and maintain the longevity of bed sheets. While some bedding like blankets, comforters, quilts, and mattress pads can be laundered less frequently, sheets need much more attention.

TYPES OF FABRIC

COTTON

Cotton is the most common material used to make bed sheets. It's breathable and stains can be removed easily and effectively. The fabric stays cool. Cotton sheets also soften up with time and washes while maintaining their durability. When choosing these types of sheets, however, be aware that there are different types of cotton. Below is a list of types of cotton fabrics used to make sheets:

EGYPTIAN

The most luxurious and highest quality of the cotton fabrics is Egyptian cotton. Egyptian cotton features a smooth finish, incredible durability, and resistance to pilling. It's typically made with an extra-long staple — the longest cotton fiber available — and can be expensive. The longer the cotton fiber, the stronger the fabric. Each cotton fiber links to the next one via filament connections. Short-staple cotton, in contrast, has more filament connections. Thus, the resulting fabrics are somewhat weaker and more prone to wear and tear. Egyptian cotton originated along the Nile River Valley in Egypt and has been used for over 140 years. What makes this type of cotton so long and luxurious? It's the way that they cotton is processed. Unlike cotton that is picked using saw ginning or roller ginning, Egyptian cotton is hand-picked. Hand-picking does not put any stress on the fibers, leaving them straight and fully intact.

SUPIMA®

Supima® is the trademarked name for American Pima cotton is made from the *Gossypium Barbardense* species of cotton. Its name is derived from "superior Pima". It has been cultivated since antiquity, but has been especially prized since a form with particularly long fibers was developed in the 1800s. Supima® is a close second, in terms of quality, to Egyptian cotton. Supima® cotton, like Egyptian cotton, is of the long-staple variety. However, the fibers are shorter than those of Egyptian cotton. To separate the fiber from the seed, Pima cotton uses a roller gin process which is ultimately more gentle on cotton than saw ginning. The end result is a stronger fabric. This cotton is durable, high quality, and still luxuriously soft without the exuberant cost of Egyptian cotton.

UPLAND

With a lower quality than both Supima® and Egyptian, this short-staple cotton is the most common variety you'll find. Upland cotton is from the *Gossypium Hirsutum* species of cotton. It is also known as Mexican cotton. Globally, about 90% of all cotton production is of cultivars derived from this species. Labels that read "100% cotton" are typically Upland, and while still fairly durable, aren't nearly as soft as other types.

FLANNEL

Flannel has been made since the 17th century and likely originated in Wales. Though it was once made of wool using a process called carding (disentangling and softening the yarns of the surplus of sheep's wool, to allow for a softer fabric that still retained the toughness of wool). By the 20th century, flannel was more commonly made with cotton, sometimes even mixed with silk. Nowadays, flannel is 100% cotton. It features either a plain or twill weave usually brushed in either a single or double "nap" (a technique using a metal brush to rub the fabric, raising fine fibers for an even softer feel). The plain or twill weave of flannel sheets also makes them soft and pliant and great for use in colder weather.

JERSEY

Originally made of wool fibers, jersey fabric is most commonly made of cotton. While traditional cotton doesn't have a lot of flexibility, the knitting technique used to create jersey fabric gives it an elastic quality, even without the addition of blending synthetic fibers like elastane or spandex. While these sheets are soft and easy to clean, they pill with age and aren't very lavish, and due to their pliable nature. They tend to easily stretch out with time and are less durable than other cotton sheets. The first jersey material was produced on Jersey, the largest of the Channel Islands in the British Isles. The textile is thought to date back to the Middle Ages.

BAMBOO

Bamboo is an environmentally friendly material that grows quickly. It is used to not only make bed sheets, but many other household goods. Bamboo sheets are made by extracting bamboo cellulose and weaving the fibers into what's called bamboo rayon. These sheets are softer than polyester or linen. They are wrinkle-resistant, durable, hypoallergenic, and breathable.

POLYESTER

Known for wrinkle-resistance and affordability, polyester sheets come in two different forms. Pure polyester sheets are rough. Polyester blends are typically much softer and provide a higher level of comfort. Both types are easy to wash. However, despite its water-resistance, polyester absorbs oil and grease and stain easily.

LINEN

Linen is a naturally cooling and hypoallergenic material. Hot sleepers and those with allergies greatly benefit from them. However, stiffness has been identified as a negative with linen sheets. The stiffness does lighten up with time and number of washes, but they never quite reach the softness level of cotton.

TENCEL™

Tencel™ is a soft, smooth and hypoallergenic material that comes from the wood pulp of eucalyptus. This environmentally-friendly material is a popular choice for eco-conscious consumers because any waste resulting from the closed-loop production process can be recycled and reused. Also known under the brand name, Lyocell, Like cotton, Tencel™ is wrinkle resistant. However, Tencel™ is not as breathable as cotton or linen fabrics.

SILK

A pricier bed sheeting option is silk. Silk is a natural fiber produced by silkworms. What makes it more expensive is the special, careful steps required in the production process. Because of their delicate nature, the care and maintenance of silk sheets tend to be laborious. However, in spite of these negatives, silk sheets are hypoallergenic, cool and perfect for adding a more luxurious feel to a room.

MICROFIBER

Microfiber is a type of polyester fabric that is woven extremely fine. Microfiber does not stain, thus making it ideal for children and people who sleep with pets or eat in their bed. Even though it is a type of polyester, it is much softer. It is less breathable than cotton, but ideal for use in cold weather.

SATIN

Satin sheets are best identified as synthetic fibers with an luxurious feel and look. When considering satin sheets, be mindful and pay special attention to how the fabric is constructed. Is the fabric woven or knit? If woven, the satin fabric will be smooth. Knit, on the other hand, will add a feeling of roughness to the fabric.

THREAD COUNT

Images: (2023). <https://casper.com/bedding/sheets/>

Thread count refers to the number of horizontal and vertical threads in one square inch of material. In general terms, the greater the number of threads, the smoother and more durable the sheet. More is more, right? That's what most people think. However, this is not necessarily the case when it comes to bedsheets. Thread count is an more important focus of the overall quality of the bed sheet. Bedding experts suggests that the best thread count when buying sheets is actually between 200 and 600. Anything higher than 600 can trap body heat, resulting in uncomfortable sleep.

Material	Best Thread Count
Bamboo	250-350
Cotton	400-600
Linen	80-150
Percale	250-300
Sateen	300-600

There are, of course, exceptions to this rule. When choosing sheets based on the thread count, there are fabrics -- such as Linen -- in which a smaller number of threads is equivalent to high quality. A good quality linen sheet can have a thread count of 120, whereas a cotton sheet would need upwards of 600 to be good quality.



Consumers should be cautious of extremely high thread counts (1,200 to 1,500). Because only so many threads can be included onto the loom at one time, manufacturers will often decrease thread quality to increase thread quantity.

BED SHEET SIZES

Bed sheets should be selected based on the size and the depth of the mattress. You can find bed sheets in all the standard mattress sizes, including twin, twin XL (often found in college residence hall rooms which are extra long beds for taller students), full, queen, king, and California king. Many mattresses today are extra thick (up to 18-inches). If you have a thick mattress, choose sheets that are labeled “deep-pocket” or “extra-deep” to ensure proper fit.

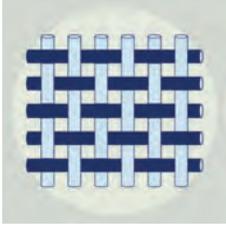
FREQUENCY OF PURCHASE

Think about it -- your sheets and pillowcases get a lot of wear and tear. After all, most of us use our bed sheets on a daily basis. If you use a bed sheet set every day of the year, experts recommend replacing bed sheets approximately every two years. Why? Bedding comes in direct contact with you skin each and every night and require washing often. Frequent washing generally breaks fabrics down quicker than other bedding materials.

Of course, bed sheet lifespan also depends on other factors. If your sheets are frayed, stained, or faded, they will need to be replaced earlier. Additionally, the fabric type and frequency of use (daily, bi-weekly or seasonally) should also be considered. Luxury cotton sheets, like percale and sateen, can last two to three years. Linen fabrics will last even longer -- three to five years — sometimes more. If you switch your sheets out every other week or use an insulating set in the winter and cooling bedding in the summer, you can expect the fabric to last twice as long.

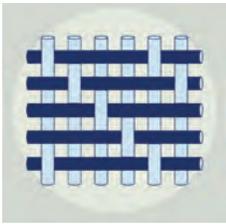
COMMON WEAVE PATTERNS

Images: (2023), <https://casper.com/bedding/sheets/>



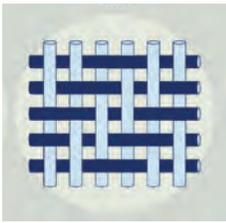
PERCALE

Percale sheets (pronounced “per-kail”) are made with cotton. These have a plain weave meaning that the pattern is a simple, one yarn over and one yarn under. Plain weave is the simplest form of weaving and features both durability and cheap manufacturing costs. To create a plain weave, every filling alternates moving over and under the weft yarn. The results of this process look like a checkerboard. The finish is a matte and crisp. Cotton bed sheets with a Percale weave will get softer with each wash. They are best for hot sleepers and warm weather. They aren’t wrinkle-resistant and must be removed from the clothes dryer immediately following the end of the cycle to prevent excessive wrinkling.



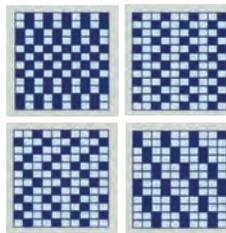
SATEEN

The satin weave structure (one under, three over) creates not only satin bed sheets, but also sateen sheets. What’s the difference? The difference is that sateen uses yarn as its fiber base rather than filament fibers. Sateen woven sheets are just as elegant and silky smooth as satin. Overall, they are less durable than percale weaved sheets but retain heat more effectively and are therefore better for cold sleepers and cooler weather. The weave has a minimum of four weft yarns hovering on one weft yarn. In some cases, it is one weft yarn that hovers over more than four weft yarns.



TWILL

The twill weave is characterized by an over two, under two pattern. This weaving method is among the most common in textile processing. Twill weave is created by alternately moving the weft yarn over and under various warp yarns. It is commonly used in the production of solid fabrics like denim and gabardine. The end result is a very distinct, diagonal design. Twill is typically wrinkle-resistant due to the thickness of the fabric. Twill woven sheets are prone to shrink more than those with a sateen weave. It is often times more affordable than sateen.



DOBBY

Dobby weaves are produced on a Dobby loom and allows for the production of prints or designs that are woven into the fabric. A Dobby Loom is an alternative to a treadle loom and offers an alternative to printing fabric. This type of floor loom controls the warp threads using a device called a dobbie. The weaver manipulates different colored yarns in the fabric by raising and lowering the vertical threads (called warps) individually to create the patterns (either small geographic or stripes) formed on the fabric. This technique dates back to the 1840s. This weave creates more texture than others, as the shapes (be it squares, diamonds, dots, or the like), have a slightly raised feel. The most common design for bed sheets is thick stripes.

PLY

Ply refers to the number of fibers used to create one thread. One-ply sheets have one fiber, two-ply sheets have two fibers wrapped together to create a single thread, etc.

While it may seem that a two-ply bed sheet would be a better choice with the greater number of fibers it contains, this isn't usually the case. Two-ply sheets are often rougher and less durable, as cheaper materials are typically used. Focus more of your efforts on finding the right material and weave, but do try to stick with one-ply sheets.

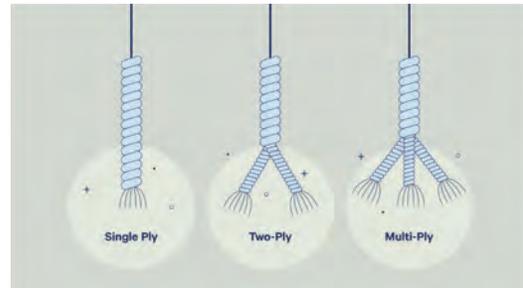


Image: (2023). <https://casper.com/bedding/sheets/>

FITTED AND FLAT SHEETS

Knowing what types of bed sheets fit your personal needs, as well as your mattress, can help you sleep better and prevent you from having to buy replacements frequently. Most sheet sets are packaged together and typically include a flat sheet, fitted sheet, and one or two pillowcases.

The purpose of the fitted sheets is to fit snug around your mattress. Fitted sheets are made with an elastic band around the edge. It wraps around the mattress to prevent it from moving too much while you sleep. These sheets protect your mattress from body oils, spills, and other things. Using a mattress protector underneath your fitted sheet is also a good idea for creating an extra layer of protection. Flat sheets lay on top of fitted sheets to protect your quilt, duvet or comforter from body oils, tearing and other damage.

LAUNDRYING

WASHING BASICS

1. Wash bed sheets separately from towels, blankets and other clothing to give them more room to circulate in the washing machine tub and get cleaner, protect them from damage caused by zippers and fasteners and limit pilling.
2. Some washing machines have agitators (center post) located in the center of the tub. The purpose of the agitator is to twist back and forth, rubbing against clothes to help break apart stains. If your washing machine features a center agitator, do not wrap your bed sheets around the agitator when loading the washer as this will cause damage over time. Instead, loosely form each sheet into a ball before dropping it into the tub.
3. Most sheets should be washed on a gentle cycle using cool or lukewarm water. Washing sheets in hot water is usually unnecessary unless you need to sanitize the sheets due to allergies or after an illness. Remove the sheets as soon as the cycle is over to reduce wrinkles. Shaking out the sheets before placing them in the dryer helps to reduce wrinkles.

WASHING BASICS *continued*

4. Check your bed sheets before washing and identify any stains. It is important to pre-treat stains before laundering sheets. Do not use bleach (even color-safe bleach) on bed linens as it can damage the fabric. If you need to brighten white sheets, add 1/4 cup of lemon juice to the wash water instead of bleach. Use a mild detergent for cotton and cotton-polyester-blend sheets. Special fabrics such as linen and silk might require a special detergent. Be sure to always check the care label before washing.
5. Clothes-lined dry sheets are the best! If you can do this, just be sure that it is out of direct sunlight. When using machine-drying, it is important to use a low heat setting to minimize damage to the fibers from high temperatures. Remove the sheets from the dryer as soon as possible after the drying cycle is complete and fold them, smoothing wrinkles with your hands. If wrinkles have been set, dry the sheets for an additional five minutes with a damp towel (some dryers have a steaming feature and can also be used) tossed into the mix to add moisture. Avoid ironing the sheets if possible because the high heat can damage the fibers. If you must iron, be sure to use a low level heat on your ironing device.
6. Bed sheets should be washed weekly according to the experts. If you live in a humid climate, it is ideal to wash them even more frequently to extend the life of your bed linens. The longer these particles (dirt, dust, skin cells, body oils and fluids and fecal material) build up on the sheets, the more stress is put on the fibers. In addition, skin cells and body oils or fluids can attract microscopic mites.
7. Pay attention to the labels as all fabrics are not washed the same way and may require special washing.

SILK

- Delicate or hand-wash cycle in cool water.
- Use Woolite detergent or any special soap suggested by the manufacturer.
- Hang sheets on an outside line out of direct sun, or dry on the lowest setting above air fluff on the dryer.

LINEN

- Wash in hotter water -- up to 104 degrees
- Use a mild detergent
- Avoid bleaches or solvents containing bleach.
- Linen dry quickly; use a cooler and shorter setting
- Linen can be ironed at a hot temperature.

BAMBOO

- Mild laundry soap or one for natural products.
- Do not use bleach or harsh cleaners.
- Use a gentle wash cycle, and prepare for fading with the first few washings.
- Air-dry or use a low or air-dry setting.

RESOURCES

Maytag. (2017, October 31). *Washing Machines with agitators vs impellers*. Maytag.com; Maytag. <https://www.maytag.com/blog/washers-and-dryers/agitator-vs-impeller-washer.html>

What is cotton jersey? What can you make with it? (n.d.) CottonBee. <https://ctnbee.com/blog/en/what-is-cotton-jersey/>

What Is Flannel? The History Of Our Favourite Fabric. (n.d.). Rocky Mountain Flannel Company. <https://www.rockymountainflannel.com/blogs/news/what-is-flannel-your-definitive-guide-to-our-favorite-fabric>

What is Flannel? | Types of Cotton Fabrics. (n.d.). Cotton. <https://thefabricofourlives.com/cotton-fabrics/flannel>

Dobby weave | textile | Britannica. (n.d.). www.britannica.com. Retrieved January 25, 2023, from <https://www.britannica.com/technology/dobby-weave>

How Often to Replace Sheets, Pillows and Other Bed Linens | Parachute Blog. (n.d.). www.parachutehome.com. <https://www.parachutehome.com/blog/how-often-to-replace-sheets>

8 Types of Bed Sheets For Every Sleeping Type. (2021, March 9). Casper Blog. <https://casper.com/blog/types-of-bed-sheets/>

Are Your Sheets and Bed Linens Really Clean? (n.d.). The Spruce. <https://www.thespruce.com/how-to-wash-bed-linens-2146290>

Bennett, J. (2022, August 19). *How to Wash Bed Sheets for Crisp, Wrinkle-Free Results* [Review of How to Wash Bed Sheets for Crisp, Wrinkle-Free Results]. Better Homes and Garden. <https://www.bhg.com/homekeeping/laundry-linens/linens/care-for-bedsheets/>



Study Guide Information Compiled by:

Lori Gallimore, Ed.D.

4-H Extension Specialists III

4-H Youth Development

University of Tennessee

Beverage Appliances

Brewing Coffee

Brewing Coffee

Coffee is always changing and evolving – whether by roast profile, seasonality, or geography, there's always something new, different, and exciting to taste. For many people, they cannot start their day until they have had their first cup of coffee. Making coffee at home has benefits – like using beans you like, adding flavoring if desired, and lets you use your favorite mug. It also saves you money!

When choosing a coffee maker for home, there are a variety of things to consider.

- **Convenience:** When choosing a coffee maker, it is important to consider how you want your coffee experience in the mornings. Some may want a more of a hands-off experience that can be made in minutes by pushing a button. And others may want to have a more hands-on experience that can turn the brewing experience into a morning ritual and allow for more control over the end result.
- **Type of Coffee:** It's important to decide on the type of coffee that you are wanting to make with the coffee maker. If you prefer an iced coffee over hot coffee, then you want to look for a coffee maker that can make a cold cup of coffee. Some coffee makers have multiple functions – like brew over ice or are a hybrid machine that includes multiple kinds of coffee.
- **Brew size:** Determining how much coffee you are wanting to make in the coffee maker will also help you decide the kind to purchase. If you don't drink a lot of coffee, then a single cup coffee maker may be what you are looking to get. Counter space may also be part of your consideration.
- **Extra Features:** Some coffee machines have added features, including programming time to brew, keep warm or auto shut off. Higher end machines might include features like milk frothing and bean grinding.
 - **Programmable settings:** Do you want to just set your coffee up to brew and leave it? As we previously mentioned, some coffee makers will let you determine the settings in advance based on what you like and automate it for future use. From the amount of coffee brewed to the time in which it gets brewed, programmable settings can come in handy for a wide variety of situations.
 - **Built-in grinder:** Do you prefer your coffee grounds fresh? Depending on who you ask, freshly ground beans produce a better tasting cup of coffee. Having a grinder ensures that you are always using the freshest ground beans. Of course, you can always buy a coffee grinder separately, but having one that is built into your coffee maker adds convenience and helps you save counter space.
 - **Automatic shutoff:** We have all experienced that early morning rush and forgot something important while running out of the house. With the auto-shutoff feature, you can ensure that your coffee pot gets turned off and is not running all day long. This allows you to focus on what is truly important for your day, all while you have a cup of coffee in hand.
 - **Multiple warmers:** For offices or commercial settings where making multiple pots at a time is often convenient, a coffee maker that has multiple warmers to keep each pot hot is worth considering.
 - **Water filter:** Some high-end coffee makers will come with a water filter to help ensure that the flavor comes out just right. This is one of the more popular features that people consider when it comes to buying a coffee maker.

- **Size and height considerations:** Factor in counter space when choosing your model. If you plan to put your coffee maker on your kitchen countertop, be sure to measure the height available in your space. Many of the coffee makers require additional space above them to allow room for pouring water into the reservoir. Another factor is how much space are you willing to dedicate to a coffee machine.
- **Temperature feature:** The ideal brewing temperature for a pot of coffee is 196°F to 205°F, therefore if you're really into (good-tasting) coffee, you will want to make sure that you buy a machine that can brew at high heat. Hint: Most top-of-the-line machines will list their brewing temps on the box or online.
- **Price consideration:** When it comes to price, there is a notable range of several hundred dollars between the most and least expensive models.

Types of Coffee Makers

Drip coffee makers can come in a variety of shapes and sizes, but when you hear someone talk about making a pot of coffee (e.g., several cups at once), they are usually going to be using a coffee brewer. Their simplicity makes them easy to use, durable and capable of quenching a caffeine thirst for a large family of coffee drinkers, or the college student studying for exams.

Parts of the Drip Coffee Maker

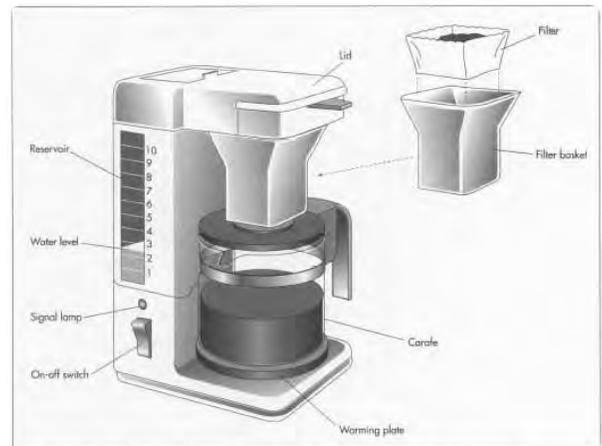
There is a **reservoir** that holds the water when you pour it into the pot at the start of the coffee-making cycle. Then the water flows through the one-way valve, into the aluminum tube in the heating element, and then partially up through the tube.

In the **shower head**, water arrives here from the hot-water tube and is sprayed over the coffee grounds. In some coffee makers, the water comes out of the hose onto a perforated plastic disc, called the drip area, and simply falls through the holes into the coffee grounds. The hot water flows through the ground coffee beans, picking up their oil essence on the way down into the coffee pot. This coffee oil, released during the roasting process, is called **caffeol**.

The **filter basket** holds the filter and the desired amount of coffee grounds. At the bottom of the filter basket there is a hole, which allows the water to drain through into the **carafe**.

The **carafe**, which is usually glass or insulated, holds the coffee on the warmer to keep the coffee at a desired temperature.

On the base of the coffee maker is the **heating element**. This component is comprised of an aluminum extrusion with two parts: a resistive heating element and a tube for water to flow through. When you turn on the switch, the resistive heating element starts heating the aluminum tube and eventually the water in the tube boils.



In an automatic drip coffee maker, a measured amount of cold water is poured into a reservoir. Inside the reservoir, a heating element heats the water to boiling. The steam rises through a tube and condenses. The condensed water is distributed over the ground coffee in the filter through a device like a shower head. The water flows through the filter, infusing with the coffee, and falls into a

<http://www.madehow.com/Volume-3/Automatic-Drip-Coffee-Maker.html>

The resistive heating element and the aluminum tube heat the water. The heating element has two jobs: When you first put the water in the coffee maker, the heating element heats it. Once the coffee is made, the heating element keeps the coffee warm.

Benefits:

- Extremely easy to use
- Affordable to buy and use on a daily basis
- Very convenient, as it makes a whole pot of coffee at once
- Lots of options for different models, shapes, sizes and brands
- Offers easy flexibility in brewing the best-tasting coffee for your taste buds

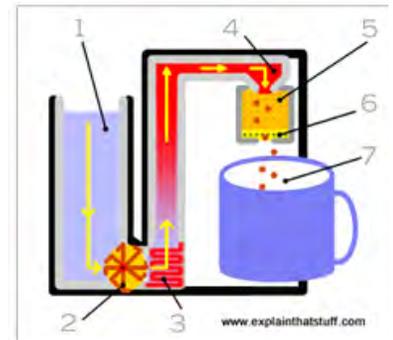
To Keep in Mind:

- Only makes basic coffee. Nothing fancy, and likely will not be satisfactory for those that prefer espresso drinks.
- Makes a lot at once. While a benefit, there may be instances where you end up wasting a lot of coffee.

Single-serve pod coffee machines have gained popularity due to their efficiency and ease in using. They rely on grounds held inside “pods” or “capsules,” which are usually produced by the same company that makes the machine. These force water through a small packet, either a hard-shelled capsule (also called pods) or a soft packet resembling a tea bag. Some brewers accept an adapter that takes your favorite loose grounds. Pod machines are more expensive to operate than other types because you need to buy special coffee refills. With plastic pods, there is also a lot of unrecyclable waste.

Parts of the **single-serve pod coffee** machine:

1. The **water reservoir** is what holds the water when you pour it into the pot at the start of the coffee-making cycle.
2. The **pump** at the bottom of the machine sucks the water and pumps it through the machine.
3. The water heats up to the perfect temperature as it flows up past the **heating element**.
4. The water is pumped through a narrow **needle sprayer** to increase its pressure.
5. The hot, high-pressure water pumps through the ground coffee in the **pod**, releasing the flavor.
6. A piece of **filter paper** at the bottom of the pod stops the coffee grounds from falling through into the coffee.
7. Coffee drips through into your **personal coffee cup**.



Benefits:

- Extremely easy to use and clean
- This type of coffee maker is usually very affordable
- Coffee pods come in many flavors
- Less waste of coffee if you only want to drink one cup at a time
- Great for offices, as co-workers can brew coffee precisely to their taste Will also brew tea or other hot beverages (cider pods, hot chocolate pods, etc.)

To Keep in Mind:

- Buying individual pods will get expensive over time
- Not great for the environment, because constant use and disposal of K-cups will produce a lot of plastic trash over time

French Press coffee makers have a smaller footprint as they don't take up as much space and can be stored in a cabinet when they aren't being used. French presses brew coffee by pouring hot water over coffee grounds, then plunging the grounds to filter them out. They don't use a paper filter so more of the oils inside the coffee bean are in the brew. The oils are what gives the coffee its taste. With a French Press you are in control of the water temperature and brewing time. This gives the user more freedom to experiment to find the kind of coffee they prefer. These type of coffee makers are simple to use and don't require a lot of skill to get a great result.



<https://thedarkestroast.com/how-to-use-a-french-press/>

Benefits:

- Don't require electricity to brew a cup of coffee.
- Coffee can be made anywhere with hot water
- Brewing method yields a rich and delicious tasting coffee
- Compact and portable which makes it easy to travel with, if desired
- Easy to use

To Keep in Mind:

- Can be more time consuming than other methods
- In most French Press models, the coffee grounds are in the bottom when you will have to empty out and clean. Compared with other kinds of coffee makers that have a filter to make removing the grounds easier.
- Sometimes coffee grounds will end up in the bottom of the cup.

Espresso Machines open the various options of craft coffee at home. You get to explore coffees from any roaster you want and decide on your favorites. Espresso machines can range from inexpensive models to high-end models, so it is a matter of what you are looking to purchase. There are machines that are dedicated to making espresso, but there are also hybrid machines that can brew both regular coffee as well as espresso. While the hybrid models aren't usually the best espresso machines, the advantage is that you don't need two separate machines for your coffee needs.

With an espresso machine, you can enjoy a straightforward shot of espresso or create your favorite drinks, like cappuccinos, lattes, and macchiatos. These machines typically control the pressure of the brew but allow you to control the amount of water you brew with, among a few other factors depending on the model.

When purchasing an espresso machine, you want to consider budget, types of espresso drinks, frequency and quantity of drinks, kitchen space and grinder selection.

Budget: Home espresso machines are an investment that can save you money in the long run. If you enjoy these types of specialty coffee drinks, a home espresso machine can give you that specialty drink at a lower cost.

Types of espresso drinks: The type of espresso machine you may purchase will depend on the types of drinks you enjoy. If you prefer large milk drinks, then you may want to purchase an espresso machine that has a dual boiler or heat exchanger machine whereas if you just prefer straight espresso then a single boiler machine would work.

- In a *single boiler machine*, the boiler has one heating element with two thermostats. One thermostat is set for a temperature range that is ideal for brewing coffee. The other is set at a temperature meant to boil water and produce steam.
 - Benefits
 - Relatively low cost
 - To keep in mind:
 - You cannot pull shots and steam milk at the same time.
 - You'll always have to wait for the water to come to the correct temperature when changing from espresso to steaming and vice versa
- *Heat Exchanger Machine*. Instead of using a boiler to heat water for both brewing and steaming, the water in the boiler is only used to make steam. An additional water line is run from the pump and connects to a copper tube, or heat exchanger. This passes through the body of the boiler. The steaming water in the steam boiler heats the water in the heat exchanger without bringing it to a boil. In an heat exchanger machine, the brew water will never come in direct contact with the boiler water
 - Benefits:
 - The brew water is separate from the steam boiler
 - The machine is able to steam milk and pull shots simultaneously
 - To keep in mind:
 - The temperature of the brew water is hard to control
 - The brew water in the exchange coil can overheat if left too long
 - Requires a cooling flush. It is important to bleed or purge a small amount of water immediately before brewing an espresso, a practice called temperature surfing.
- *Thermoblock Machine*. A thermoblock is a thick piece of metal with a small coil machined into it. The whole block is heated by a built-in heating element. Small bursts of water are sent from the pump through the coil. These bursts are rapidly heated to past boiling, turning them into steam. There is a separate brew boiler, but since the steam and brew water are heated separately, the machine is able to do both at the same time.
 - Benefits:
 - Less expensive
 - Can brew and steam simultaneously
 - More temperature control of brew water
 - To keep in mind:
 - Not recommended for producing lots of drinks or large milk drinks
- The *Dual Boiler machine* has a pump that sends the water to two separate boilers. One heats water to boiling and the other heats water to brew temperature. Most dual boiler machines feature a digital temperature controller, so temperatures for both boilers can be carefully controlled.
 - Benefits:
 - Can brew and steam simultaneously
 - Precise temperature control
 - Most consistent brew and steam temperatures

- To keep in mind:
 - More expensive than other options

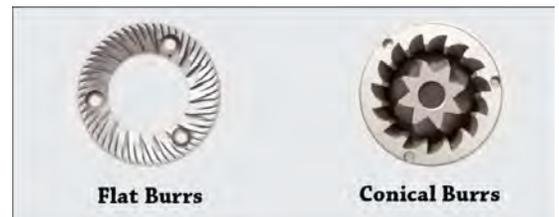
Frequency: How often will you use the espresso machine? Will it be a single morning cup of coffee or will you want multiple cups throughout the day? If you are single cup drinker, purchasing a single boiler would meet your needs whereas if you drink multiple cups in a day, you may want to get a larger dual boiler machine.

Space: Figuring out how much space the machine will take on your counter is essential to figuring out what kinds of machine to purchase. Making sure that the cabinet clearance for an espresso machine is important as some have a top filling reservoir.

Grinder Selection: The most important part of getting an espresso machine is choosing the right grinder. The espresso grinder is what determines how we unlock the flavor hidden within the beans. The criteria for selecting a grinder is simple – uniform particle size without excess heat or static.

There are three elements of a grinder that will determine the best outcome for a grinder: burr size, burr shape and motor power.

- **Burr Size** is what is used to explain the difference between grinders. The larger the burr size, the more cutting area available. A greater diameter burr means that for any quantity of beans, there will be fewer rotations of the burr set to grind them thoroughly, which leads to a faster dose of ground coffee. The more rapid the dose, the less chance for static electricity to build between the grinds, which leads to clumping, uneven distribution and channeling.
- **Burr Shape** often goes hand in hands with burr size, as conical burr grinders have far more cutting surface than a flat burr for the same given diameter. Burr shape is a personal preference. Conical burr grinders can create more “fines” than flat burr grinders. “Fines” are smaller coffee particles that dissolve more quickly in the cup, bringing out the lighter, more floral flavors. The flat burr grinders tend to have a more uniform particle size which allows the coffee particles to extract at a more consistent rate. This absorption allows for a more balanced, traditional type of espresso.
- **Motor Size** will determine the power of the grinder. The bigger the motor means it will have more power and make better espresso.



<https://clivecoffee.com/blogs/learn/what-makes-a-grinder-great>

Cold Brew Coffee, or cold brew, is coffee made by steeping ground coffee in water for several hours (usually 12 to 18 hours) then straining out the grounds and chilling it before serving it as-is, over ice, or diluted with water. Like other coffee, additional add-ins like milk, cream flavoring, and sugar are used.

There are two brewing methods for cold brew coffee.

- The first style is called immersion brewing. Immersion is the process of placing coffee grounds in water and letting them steep for a period of time. Coffee solubles are slowly extracted by the water over 12 to 24 hours and then the grounds are filtered out to create the coffee.

- The second is a drip process that also takes several hours. The drip process separates the cold water from the coffee grounds completely. This technique requires a cold drip apparatus or drip tower that allows the iced water to slowly drip over freshly ground coffee. The ground coffee absorbs the water, which then drops into a separate container at the bottom of the tower. Cold drip coffee is usually served over ice as an espresso-sized shot.

Cold brew coffee is not done in the refrigerator. Cold temperatures actually slow down the extraction process. If done in the refrigerator, it will taste weak by comparison with one that is steeped for the same amount of time at room temperature.

Benefits:

- Easy to make
- Stays fresh for several days
- Less acidic and tastes less bitter than conventionally brewed coffee
- The strength can be adjusted between a concentrated or diluted brew
- The immersion method can be done with a jar you have at home or you can buy a special cold coffee brewer

To keep in mind:

- Long steeping time
- Need to plan ahead of time for your coffee

References:

Automatic Drip Coffee Maker. (n.d.). Retrieved from <http://www.madehow.com/Volume-3/Automatic-Drip-Coffee-Maker.html>.

Coffee Maker Buying Guide. (n.d.). Retrieved from <https://www.consumerreports.org/cro/coffee-makers/buying-guide/index.htm>.

Gold, B., & Papantoniou, N. (2020, January 7). 10 Best Coffee Makers, According to Kitchen Appliance Pros. Retrieved from <https://www.goodhousekeeping.com/appliances/coffee-maker-reviews/g2083/top-rated-coffeemakers/>.

Hicks, K., Lannister, R., Lannister, R., Cortez, E., Cortez, E., Webb, D., ... Jakub. (2017, November 1). How to Choose the Best Coffee Maker :: Buyer's Guide. Retrieved from <https://learn.compactappliance.com/coffee-makers-buyers-guide/>.

Lecky, J. L. P., Reviews.com, & Reviews.com. (n.d.). The Best Coffee Makers. Retrieved from <https://www.reviews.com/home/kitchen-and-dining/best-coffee-maker/>.

The Best Drip Coffee Maker of 2020. (2019, August 28). Retrieved from <https://www.yourbestdigs.com/reviews/best-drip-coffee-maker/>.

Toothman, J. (2006, November 29). How Coffee Makers Work. Retrieved from <https://home.howstuffworks.com/coffee-maker4.htm>.

Wroclawski, D. (n.d.). Best Pod Coffee Makers From Consumer Reports' Tests. Retrieved from <https://www.consumerreports.org/single-serve-coffee-makers/best-pod-coffee-makers/>.

Wroclawski, D. (n.d.). The Ultimate Guide to Recycling K-Cups, Nespresso Capsules, and Other Coffee Pods. Retrieved from <https://www.consumerreports.org/recycling/recycle-k-cups-nespresso-capsules-coffee-pods/>.

Everything Your Need to Know About Buying a Coffee Maker: <https://www.thespruceeats.com/coffee-maker-buying-guide-4175074>

How to Choose a Home Espresso Machine: <https://clivecoffee.com/blogs/learn/how-to-choose-a-home-espresso-machine>

Espresso Machine Types by Boiler: <https://clivecoffee.com/blogs/learn/espresso-machine-types-by-boiler>

How to Choose a Grinder: <https://clivecoffee.com/blogs/learn/what-makes-a-grinder-great>

The Beginner's Guide to Immersion Cold Brew Coffee: <https://handground.com/grind/beginners-guide-immersion-cold-brew-coffee>

The 10 Best Cold Brew Coffee Makers of 2023: <https://www.thespruceeats.com/best-cold-brew-coffee-makers-4120089>

What is Cold Brew Coffee: <https://www.thespruceeats.com/what-is-cold-brew-coffee-5112590>

Buying a Coffee Maker Guide: <https://www.kitchenaid.com/pinch-of-help/countertop-appliances/coffee-maker-buying-guide.html>

Cold Brew vs. Cold Drip Coffee: What's the difference?: <https://www.taste.com.au/articles/cold-brew-vs-cold-drip-coffee-whats-difference/dkuzovzo>

Traditional or automatic coffee machine? Here are the pros and cons?: <https://pontevecchiosrl.it/en/traditional-or-automatic-coffee-machine-here-are-the-pros-and-cons/>

Carry-On Luggage

CARRY ON LUGGAGE

4-H Consumer Decision Making
Study Guide



Carry-on Luggage and Personal Item Bags

Heading out on a trip? Looking to purchase luggage that meets all airline guidelines? There are lots of items to choose from. With high demands on luggage comes higher competition, which means innovation, creativity and lots of choices. To ensure that you get from point A to point B smoothly, choosing the best carry-on luggage will make travel less stressful. Be prepared by knowing the airline guidelines and be knowledgeable of available options.

Carry-on bags are convenient for air travel because it avoids the cost and hassle of checking a bag. The golden rule is that the bag must either fit under the seat or in the overhead bin. For domestic flights, your carry-on can be no larger than 22 inches high by 14 inches wide by 9 inches deep. (The maximum linear size is 45 inches, but none of the dimensions can exceed the measurements above.)

Measure the height of your luggage from the floor to the top of the handle in its lowered position — but even rule-abiding luggage is not a guarantee that your bags will not be relegated to the plane's underbelly, because the flight crew can impose further restrictions even after boarding has begun. Most airlines do not have a weight limit for carry-on luggage, and if they do most do not actually weigh carry-on bags. The exception is for small commuter planes.



Figure 1. Airline carry-on rules
Consumerreports.com



Figure 2 Sample Personal Item
<https://thewirecutter.com/guides/best-personal-item-carry-ons/>

Personal item bags must fit underneath the seat in front of you on the plane. This type of bag can include a backpack, laptop bag, tote bag, brief case or camera bag. But to get the most out your personal item, it is beneficial to buy a bag specifically for this purpose. For U.S. domestic flights, the measurement rules range from 18 X 8 X 14 inches to 17 X 9 X 10 inches, but there is no standard size for these bags. The size also varies based on the location of the seat on the same aircraft. A growing number of airlines offer a lowest-class base-price that only includes one personal item. A few items that are important when looking to purchase a personal item bag for air travel includes durability, organization and multiple carrying options.

When purchasing a new carry-on or personal item, it would be beneficial to look at one of the sites that includes the sizes and limits for multiple airlines. One such site is:
<https://www.smartertravel.com/personal-item-vs-carry-on/>.

Comparing Transportation Security Administration (TSA) vs. the Airlines

The airline will determine how large or heavy bags may be to be able to board a flight. TSA does not enforce any rules regarding luggage size and weight; therefore, just because it makes it through security does not mean it will make it on the plane. The job of TSA is to screen the contents of the luggage, not to approve or reject the luggage itself. All checked bags are subject to screening and TSA agent may be required to cut off any non-TSA-approved locks. TSA has collaborated with many companies to make travel locks that can be opened by a TSA master key. At TSA security check points, passengers are required to remove any electronic device larger than a cellphone from their carry-on. TSA encourages travelers to pack their electronics in

security-checkpoint-friendly bags or cases. These bags have dedicated compartments that hold laptops or tablets, which zip open to lay flat on the X-ray conveyor belt. These compartments do not have metal zippers or pockets that block the scanner's view of the items within.

The Anatomy of a Bag

Every bag comes with its own pros and cons. Take time prior to purchasing a bag to determine what your needs are and find the best travel bag that meets those needs.

Soft-Sided or Hard-Sided

Soft-Sided luggage is usually made of a woven nylon fabric, such as Cordura or ballistic nylon, which are designed for maximum durability and abrasion resistant. If you select a suitcase made from ripstop nylon, or "parachute" material, make sure that it is a high-denier fabric, which means that it is heavier.

Pros: Lightweight and can conform into tight spaces

Cons: Not as protective as hard-sided suitcases and is vulnerable to ripping

Hard-Sided Luggage

Hard-sided luggage is made from high-tech plastics, such as ABS (acrylonitrile-butadiene-styrene) and polycarbonate, which are lightweight and durable. ABS is the lighter of the two, but polycarbonate is more durable. Hard-sided luggage is usually designed like a clamshell, which features a 50/50 split, allowing you to pack an equal amount on each side.

Pros: Protects breakable contents and can be stacked

Cons: Scratch and scuff easily; No outside pockets

Pro/Con: Limited amount of space; Helps avoid overpacking

Wheels or No Wheels?

No Wheels

There are a few occasions where "no wheels" luggage proves to be the best choice.

Pros: Ensures maximum interior space and traveling to locations where wheels are difficult to manage due to uneven surfaces

Cons: Can be heavy and burdensome to carry

Two-wheel luggage

These are called "rollers" since they utilize the same type of wheels that are found on in-line skates, which only roll forward and backward, not side-to-side. This requires the suitcase to be rolled behind you as you pull it.

Pros: Wheels are recessed, which protects them — two-wheelers are better for clearing curbs.

Cons: Can be hard to drag a two-wheel bag in a crowded space. Recessed wheels take up interior storage space.

Four-Wheel Luggage

These have wheels that swivel 360 degrees and are known as “spinners.” They can either be pushed or pulled.

Pros: Easy to navigate in tight spaces. Large or heavy suitcases are easier to manage on four wheels and are ergonomically better for shoulders when maneuvering them.

Cons: External mounted wheels are more likely to break off. According to experts, the wheels attached with screws are more secure than those with rivets. Carry-ons with spinners may have less room inside since the maximum allowable dimensions includes the wheels.

Zipper

There are two types of zippers: chain and coil. The chain zipper, which slides on two sets of interlocking teeth, can be made of metal or plastic. A chain zipper is much stronger than a coil zipper, which has slides on two parallel coils that is usually made of polyester. A “YKKK” zipper is widely believed in the industry to be the most reliable zipper on the market.

Handles

For maximum comfort, look for an adjustable-length and soft-grip handle. Many travelers use the two-post handle system because of its ability to piggyback a smaller bag.

Compartments

The number, size, and configuration of compartments can be an important consideration.

Weight

Consider the weight of your empty suitcase. For airline travel, most of the weight you lug around should be your belongings and not the bag.

Smart Features

Luggage now includes built-in electronics to help you stay connected. Some of the new “connected” suitcases help you know where it is, how much it weighs, and control who can access it by virtue of such functions as location tracking, built-in digital scales, digital locks and fingerprint recognition. (Federal airline safety rules prohibit lithium-ion batteries in checked bags, so you need to look for a bag that has the option to remove them or “pop-out” batteries. Pack the battery in your carry-on with the terminal contacts covered to prevent short circuits.)

Locks

For domestic travel within the United States, luggage locks have to be TSA-compliant, which means that security agents can use a universal master key to open your lock without breaking it. If you are buying an aftermarket lock, check the packaging to see if it is TSA-compliant.

Shopping Tips

Measure it Yourself

Measure the dimensions yourself and make sure that they account for all parts of the bag, including wheels, outer pouches and handles. Do not trust the labels or tags that proclaim, “official carry-on size luggage.”

Check the Interior Capacity

Many manufacturers do not disclose the interior volume. Look for features that maximize the interior space if that is what you need.

- Squared edges vs. curved corners
- Integrated outer compartments
- No wheels or handles (this opens every inch of interior space)

Warranty

If you want to keep your bag for a long time, get one with a manufacturer’s warranty. A lifetime warranty to repair or replace the bag is, of course, the best option.

References:

Best Under Seat Personal Items to Pair With your Carry-On Bag. (n.d.). Retrieved from:

<https://thewirecutter.com/guides/best-personal-item-carry-ons/>.

Ditaranto, J. (2020, February 4). Carry-on and Personal Item Size Limits for 32 Major

Airlines. Retrieved from: <https://www.smartertravel.com/personal-item-vs-carry-on/>.

Luggage Buying Guide. (n.d.). Retrieved from:

<https://www.consumerreports.org/cro/luggage/buying-guide/index.htm>.

Travel Leisure Staff. (2020, January 4). The Best Carry-on Luggage of 2020, According to

Travel Editors. Retrieved from: [https://www.travelandleisure.com/style/travel-](https://www.travelandleisure.com/style/travel-bags/best-carry-on-luggage)

[bags/best-carry-on-luggage](https://www.travelandleisure.com/style/travel-bags/best-carry-on-luggage).

Dental Products

Toothbrushes and Dental Floss

2023

Dental Products

FCS CONSUMER DECISION MAKING STUDY GUIDE



TOOTHBRUSHES AND FLOSS

Brushing your teeth is a vital part of a daily routine that our parents teach us from a young age. But there's one lesson many of us have yet to learn from our parents or dentists: how to choose the right toothbrush.

Have you ever stopped to think about how to choose the best toothbrush? It is such an everyday item that most people have not. They either use the toothbrush their dentist provided or select one based on color or price. Every store has many different toothbrush options, and it can be overwhelming. It is essential to consider the most important factors before choosing a toothbrush to ensure good dental health.

While brushing correctly daily is the most important consideration, your toothbrush matters. New toothbrushes have been shown to remove 30% more plaque than older ones. Dentists recommend purchasing a new toothbrush or replacing the brush head on an electric toothbrush every three months or when the bristles show wear to maintain good oral hygiene and dental care. Always look for specific features best suited to your unique dental needs and dentist recommendations.

Manual or Electric: Which One Should I Use?

Manual toothbrushes have been on the market for years, but electric toothbrushes are increasing in popularity. The good news is it doesn't matter which type of toothbrush you use; as long as you brush your teeth effectively twice a day for two minutes using fluoride toothpaste, the effect on your oral health is the same.

Electric and manual toothbrushes each have multiple benefits. As long as the American Dental Association (ADA) has placed the seal of approval on the toothbrush, it is safe and effective.

Electric Toothbrushes

Electric toothbrushes can be powered by a rechargeable or removable battery that, when turned on, has rotating, moving, or vibrating bristles that clean the plaque as you move the toothbrush across your teeth and gum line. The vibrations allow for micro-movements as you move the brush through the mouth.

Electric toothbrushes clean teeth and gums much better than manual toothbrushes, according to a study by the



Oral Health Foundation. Scientists found that people who use an electric toothbrush have healthier gums, less tooth decay, and keep their teeth longer than those who use a manual toothbrush. The following factors should be considered if you are considering an electric toothbrush.

Types of Electric Toothbrushes:



- **Oscillating rotary toothbrushes.** These toothbrushes have small circular heads that rotate back and forth to clean each tooth. Some models combine this rotating feature with vibrating and pulsing to help dislodge more plaque. Studies have indicated that oscillating toothbrushes are the most effective at removing plaque.
- **Sonic toothbrushes.** Sonic toothbrushes have vibrating brush heads that move bristles side-to-side at high speeds. To be classified as a sonic toothbrush, the vibration has to be fast enough to produce an audible hum. Sonic toothbrushes today offer frequencies up to over 50,000 movements per minute.
- **Ultrasonic toothbrushes.** Instead of relying on physical motion to clean your teeth, ultrasonic

toothbrushes use a high frequency of vibration called ultrasound to remove plaque and food debris.

Ultrasound generates waves at a frequency beyond human hearing, and existing ultrasonic toothbrushes use operating frequencies from 20 kHz up to 10 MHz, according to Dentistry Journal. Though ultrasonic brushes can break up plaque without movement, most models also provide a sonic vibration to remove plaque and food debris remnants further.

Things to Consider Before Purchasing:

1 Cost

Electric toothbrushes are more expensive than manual ones and range in price from \$25 for a model with replaceable batteries to more than \$250 for a model with rechargeable lithium-ion batteries, multiple brushing modes, Bluetooth connectivity, and other features. In addition to the initial expense of an electric toothbrush, you will need to replace the removable toothbrush head as often as you replace your manual toothbrush.

Toothbrush heads range in price from \$5 to \$30, depending on the brand and number in the pack. Not all stores carry the same brand, so you might have issues finding the head to match your toothbrush, especially when you travel.

2 Bristle Stiffness

When a toothbrush is labeled "extra soft," "soft," "medium," or "hard," this relates to bristle stiffness. The ADA advises brushing with soft bristles because stiff bristles can damage and remove enamel and root surfaces.

3 Timer

If you're thinking about an electric toothbrush, one feature to consider is a 2-minute timer. According to the ADA, most people brush for an average of only 45 seconds, so a timer may encourage you to brush longer. Many newer toothbrushes include a timer to help you make sure that you are brushing your teeth as long as you should be.

You probably know that you should brush your teeth for at least 2 minutes, but did you know that the average time most people brush their teeth is less than a minute? This could be a massive advantage if you are one of those people. Some brushes will buzz and beep every 30 seconds to remind you to spend equal time brushing all quadrants of your mouth.

4 Cleaning Modes

Toothbrushes are equipped with a variety of modes that meet every need. Modes will vary per toothbrush, with the default mode being Clean. Other brushing modes that may be found on electric toothbrushes are:

- **Deep Clean:** allows extra time to work on trouble spots
- **Whitening:** works to remove surface stains
- **Polish:** smooths the surface layer of your teeth
- **Gum Care:** Cleans and massages your gums. Best for those with sore, inflamed, or bleeding gums.
- **Sensitive:** gentle vibrations perfect for sensitive teeth
- **Tongue Care:** cleans the tongue

The extra modes allow for customization of your brushing experience to best suit your needs. It is better to have a toothbrush with one cleaning mode that you use regularly and correctly than to have a brush with multiple modes you may not use. The evidence that extra modes significantly benefit dental health care is limited.



5 Pressure Sensor

Placing too much pressure on your teeth doesn't help remove more plaque; instead, you are probably harming your teeth and irritating your gums. A pressure sensor will let you know you are using too much pressure and will use a light indicator, buzzer, or beeper as an indicator. Some models will even slow the rotating speed if you brush too hard.

6 Range of Motion

Older adults, especially those with arthritis, might not have the dexterity to maneuver a manual toothbrush, but an electric toothbrush will do the work for them and have a more oversized handle, making them much easier to hold.

Kids often have an easier time using an electric toothbrush as well. Some toothbrushes, designed explicitly for kids, will play music or connect to timer apps to encourage longer brushing sessions.

An electric toothbrush can also be a plus for anyone with braces. Since the brush head moves faster, it's easier to dislodge any trapped food or bacteria without any complicated maneuvers. Brush heads may be purchased that are designed specifically for people with braces.

7 Battery Life

The life of an electric toothbrush depends on how often it's used and the type of battery in the toothbrush.

- **Alkaline Batteries:** Depending on the battery, these should last 4-6 weeks.
- **NiMH Rechargeable Batteries:** Can last up to two weeks on a full charge.
- **Lithium-Ion Batteries:** Full charge can last more than two weeks.

Using your electric toothbrush twice a day for 2 minutes each, the rechargeable battery will last about three years before it will need replacing. If you use it once daily for the same amount of time, the battery should last about five years before needing replacement. So, the average life span is between three to five years before they stop working or require a replacement.

Some brushes will last longer, depending on the care and use of the toothbrush. Keeping the toothbrush off the charging stand at night and only charging when the battery light indicates will save electricity and maximize operational life.

Most electric toothbrushes offer a one to a two-year warranty. In most cases, the battery

is covered as part of the warranty, but check the specific terms for your toothbrush.

Choosing an electric toothbrush comes down to one factor: likability. The best toothbrush for you is the one you're most likely to use. If you like your toothbrush, you're more likely to brush for two minutes and clean all the tooth surfaces, as dental professionals recommend. Before purchasing an electric toothbrush, factor in your oral health, lifestyle, and budget, and if you're still unsure, consult your dental professional for recommendations.

Manual Toothbrush



A manual toothbrush is a hand-held brush made of hard plastic with bristles for cleaning the gums and between teeth. A manual toothbrush has no moving parts and is not powered by anything. When purchasing a manual toothbrush, there are two factors to consider. The first is a personal preference. The best manual toothbrush is the one you will regularly use that does not harm your teeth or gums. The second factor to consider is which toothbrush removes germs and bacteria effectively. If the toothbrush is the wrong size or has damaging bristles, it will do more harm to your teeth than good. Not all manual brushes are created the same. Ensure that the brand and type you buy will help your oral health.

Some Things To Look For Are:

Cost

Manual toothbrushes are less expensive than electric ones and more portable. It is easy to bring a manual toothbrush to the office, carry one in your purse, or for traveling. The average manual toothbrush costs less than \$10 and is widely available at most pharmacies or grocery stores. A manual toothbrush should be replaced every three months, when the bristles show wear, or when you have been ill.

Size

A toothbrush with a smaller head will help clean hard-to-reach back teeth. A standard-size toothbrush with a 1/2 to a 1-inch head works best for most people, but those with a larger mouth might prefer a larger head for a better fit.

The toothbrush should have an ergonomic handle long enough to hold it comfortably in your hand. If you have dexterity issues, a thicker handle will make brushing your teeth easier.

Bristles

The American Dental Association (ADA) recommends soft-bristle toothbrushes with angled or multi-layer bristles, allowing the toothbrush to lift plaque and bacteria off the tooth without harming your teeth. Medium and hard bristles can damage your teeth and gums while brushing, and this is especially true if you brush too hard, leading to abrasion, loss of enamel, and gum irritation.

Once you figure out the type of bristles you are working with, there are a few other questions you want to answer before making a decision:

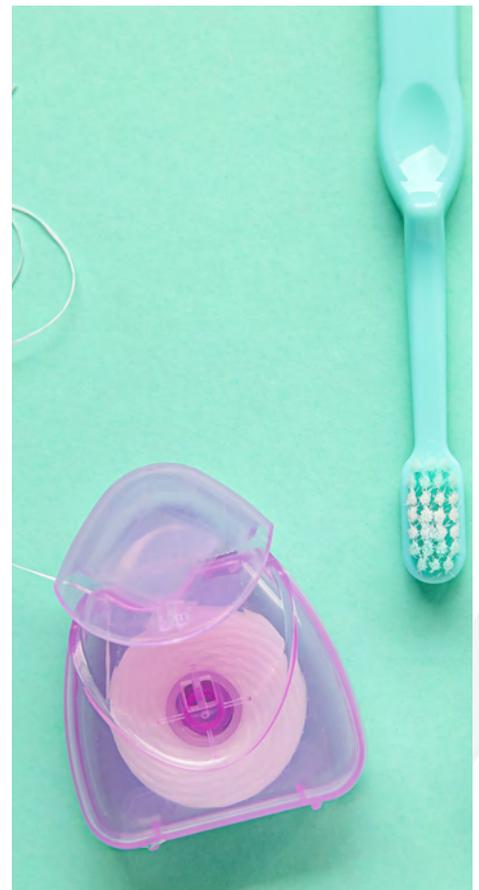
- Are you focusing on polishing and whitening the teeth?
- Do you have sensitive teeth and gums?
- Are you looking for an eco-friendly option?
- Do you wear braces or other orthodontic appliances?
- Do you need a Tongue and Cheek Cleaner on the toothbrush?
- Do you want a bristle indicator to know when the toothbrush should be replaced?

Flossing

Dental floss is a cord of thin filaments that removes food and plaque between teeth or places a toothbrush cannot reach. The American Dental Association recommends flossing daily to prevent cavities, tooth decay, and gum disease.

How often should you floss? Taking your time and flossing correctly is more important than flossing often. Dentists recommend flossing at least once a day. Flossing after every meal removes any debris stuck between your teeth and prevents plaque buildup. There is no such thing as too much flossing - unless you do it incorrectly and apply too much pressure, which can damage your gums.

There are many types of dental floss, and there is no one right floss that will suit everyone. Some people have more than one type of dental floss for different scenarios. Let's explore some common types of dental floss to enable you to choose the right kind.



Types of Dental Floss

- **Unwaxed floss** is one of the most common floss types used. It's constructed of a nylon material crafted by twisting multiple strands together. Unwaxed floss comes with no artificial flavoring, which means that this type of floss is free from chemicals. This floss is perfect for those with small gaps between their teeth, as unwaxed floss is much thinner
- **Waxed floss** is constructed similarly to unwaxed floss, with a waxed layer applied. This waxed layer strengthens the floss, so it doesn't shred or break on the user. In addition, it allows the floss to glide better between teeth than unwaxed floss. Due to the added layer of wax to this type of dental floss, it's thicker than unwaxed floss. This makes it more challenging to get into small gaps. The waxy nature of the floss also makes it harder to grip for the average user.
- **Flavored and Unflavored:** Any floss may be flavored. Flavored floss can make the process of cleaning between your teeth more enjoyable. With flavors ranging from cinnamon, mint, and peppermint to coconut and strawberry, it can make your breath smell fresher and cleaner and incentivize kids to floss their teeth. Choosing a flavored or unflavored floss is a personal preference based on an individual needs.
- **PTFE Floss (Polytetrafluorethylene Floss):** PTFE floss is made from the same material as Gore-Tech fabric. The floss is very strong, slippery, and will not shred. People with very tight spaces between their teeth prefer this floss. This floss does have Teflon in it and has caused health concerns, so dentists do not recommend extended use of this product.
- **Dental Tape:** Similar to regular dental floss but thicker. Dental tape is perfect for people with wide gaps between teeth, requiring thicker floss. This floss is not ideal for most people because it can be challenging to get between teeth.
- **Biodegradable and natural floss:** Patients can opt for locally manufactured all-natural flosses made from biodegradable silk or other raw materials. Products with threads infused in tea tree oil or other natural antimicrobial oils exist.
- **Superfloss:** The floss is used by patients with traditional braces, bonded wire retainers, and bridges. Each piece of Superfloss has three different parts—a stiff end for easy threading, a thicker spongy section, and a "regular" floss section. The threader allows the user to easily maneuver the floss under bridges and other dental fixtures to remove debris.

- **Disposable Flossers:** Floss picks hold the floss for you, so you only have to use one hand. Most also have a dental pick at the opposite end. Floss picks are convenient and comfortable but are not as effective as regular floss because they do not allow you to reach all angles and clean your teeth effectively. Disposable flossers are ideal for people with limited dexterity who have difficulty manipulating the floss around the teeth.
- **Water Flossers** - Water flossers are hand-held cleaning devices that shoot thin streams of water between your teeth or gums. The water is pressurized, making removing plaque and food buildup easy. A water flosser is easy to use and does not have any waste. It works well for individuals with dental work in the mouth and those with difficulty flossing. According to research published by Dentistry Journal, a water flosser's pulsation motion can reduce gum inflammation and bleeding while cleaning this area gently. A water flosser is challenging outside the home because it relies on electricity and water.

American Dental Association (ADA)

Whichever dental products you purchase, look for the ADA seal. The American Dental Association Seal of Acceptance, has been the leading mark of dental product safety and efficacy for 90 years. A dental product earns the ADA Seal when the manufacturer provides scientific evidence demonstrating safety and effectiveness in removing plaque and reducing gingivitis.

Ultimately, the best dental products are the ones you'll use regularly and adequately. All dental products are useless if you don't use them, so pick the ones that work best for you. Contact a professional with any questions or concerns about dental products or your dental health.



Resources

Khorsandi, J. (2022, April 5). Choosing the Right Toothbrush for You: Things to Consider. Byte.com. <https://www.byte.com/community/resources/article/best-toothbrush/>.

Parker, H. (2021, October 31). Choosing a Toothbrush: The Pros and Cons of Electric and Disposable. Web MD. <https://www.webmd.com/oral-health/guide/choosing-a-toothbrush-the-pros-and-cons-of-electric-and-disposable>.

Edwards, S (2020, May 28) How to Choose the Right Toothbrush. <https://www.scottedwardsdds.com/how-to-choose-the-right-toothbrush/>

Choosing the Right Toothbrush. (n.d.). Colgate. <https://www.colgate.com/en-us/oral-health/selecting-dental-products/choosing-the-right-toothbrush#>

Dena. F. (n.d.) How to Choose the Right Toothbrush. <https://www.drdena.com/post/how-to-choose-the-right-toothbrush.html>

Wadyka, S. (2022, January 19). Should You Use an Electric Toothbrush or a Manual Toothbrush? <https://www.consumerreports.org/health/toothbrushes/electric-toothbrush-or-manual-a3193343159/>

Khazaie, R. (2022, April 18). Best Manual Toothbrush for 2022. <https://willowpassdentalcare.com/best-manual-toothbrush/>

Types of Dental Floss: Which Is Right For You? Dental Blog. <https://www.batesondentistry.com/types-of-dental-floss/>

Consumer Decision Making Study Guide Information Compiled by:

Jamie Harris
Assistant State 4-H Program Leader/State Specialist
4-H Youth Development
University of Tennessee

Event Venues



Selecting an Event Venue

When planning an in-person event, one of the most important decisions you'll make is where to host it. There are many factors to consider when choosing a venue, from the size of the space and the event date to the cost.

This guide covers the essentials that should be considered when choosing the perfect venue to host your special occasion. Whether you are planning a party, prom, club or business conference, festival, or anything in between, use this helpful advice to find the perfect venue for your next event.

Location

There are a few factors to consider when narrowing down your choices, but choosing the right location is key to a successful event.

Before you start reaching out to venues, take some time to figure out what's important to you and your guests. If proximity to major transportation hubs is a priority, then you'll want to look for venues in or near city centers. If easy parking is a must-have, then suburban areas might be a better fit for you.

When deciding which type of venue will work best for your event, there are a few questions you need to ask yourself, such as:

- What is the purpose of the event?
- What type of event is it?
- What type of atmosphere am I trying to create? Can I create the theme, ambiance or mood that I want in this venue?

- How many attendees am I expecting?
- Do I need a seated or a standing venue?
- What is the layout of the venue? Will it work for your event?
- What are the technology needs for the event?

Accessibility

A great venue must be accessible to your attendees. If they're not easily able to find it and enter, you could end up with an empty room or space. First, make sure you make it clear on when and how to attend. Second, you may want to consider your transportation options if your guests are coming from far away. Good public transportation will make it easier for them to get there, which means they are more likely to attend. Next, have clear signage to and at your location. Consider if the location/setting is indoor/outdoor, formal/casual, closer or further to a specific location.

Also consider if the location is easy to find and accessible for your guests. (For example, some outdoor locations may require a short walk).

Capacity

When choosing an ideal place or spot for an event, you should consider how many attendees the venue can accommodate. There should be adequate space for open mingling. Technically, it should have enough space for attendees and all the equipment you will be using. Attendees include the guests, speakers, caterers, performers, support personnel, volunteers, and anyone who will have a part in your event.

If you have more attendees than the venue can accommodate, things could get chaotic. If the venue is too small, you will not be able to accommodate everyone who wants to participate. On the other hand, you can pay for extra space to fit more people but this will equal extra costs. The maximum occupancy is usually set based on fire and safety codes, so it is important not to exceed this amount.

A larger space is ideal, but if it is too big, it may seem impersonal. It is also more expensive. At the same time, a space that's too small can make attendees feel cramped or restricted and less comfortable or safe. An ideal venue should be large enough to accommodate everyone, but not so big that it fails to create the atmosphere you're hoping to achieve.

Also, consider any special equipment you might need in the space, such as a stage, speakers, or special lighting. The venue should accommodate anything you require to carry out your event successfully.

Be certain to make note of where guests will register or check-in and where the emergency exits are located.

Parking

Choose a venue with ample parking and make sure the attendees can access the space easily and safely. There is nothing worse than when guests arrive at a venue only to find that there is no parking or the parking is full.

The last thing you want is attendees having to look for parking elsewhere, which can take time and increase the chances of them arriving late or forgoing the event entirely. Therefore, make sure there are more parking spaces than you expect you will need, as it is better to have too many than too few.

Budget

It's no secret that planning an event can be expensive. Between catering, decorations, and renting a venue, costs can add up quickly. That's why it's important to choose a venue you can afford.

Here are some tips for finding an affordable venue for an event:

- Consider hosting your event within your organization. For example, are you part of a school district where a school would be a good option to host your event?
- Check out local community centers or church halls. Often, these facilities offer lower rental rates than a full-service venue.
- Consider sharing your venue with another group. If there are two events being held at the same time, your rental rates will go down. Plus, if you are hosting an event for a charitable cause, sharing the space with another group can help raise awareness.
- Ask about discounts. If you are renting the venue during off-hours, inquire about a possible discount.

Function Spaces and Services Offered

It is important to find out what services a venue can offer. These can include catering, live entertainment, room set-up, high-speed internet, clean-up, and more. If you need a service that the venue does not provide, it is important to find out if the venue will charge for the service if you hire it separately. Also, check to see what function spaces are available, whether it be outdoor space, indoor space, or both, and if the venue provides tables, chairs, or any other items you might need for your event.

Questions you should ask include:

- Does this venue have good acoustics and sound?
- What type of insurance is necessary and who is expected to provide it?
- Do you offer any additional services that might interest me? (such as a conference center with added technology, etc.)
- If the venue is providing food and beverages, what is the minimum number of guests for which you will be charged?
- Can you give us sample menus and a quotation?
- Can we experience a food tasting?
- Can you accommodate vegetarians or other special dietary requirements?
- Do you offer menus according to themes?
- Does the venue have a wedding or alcohol license?
- If the venue is not providing food and beverages, is there a kitchen used by you and your team?
- Does the venue have any partnerships with food vendors?
- Are the restrooms easily accessible?
- Is security offered and/or necessary?
- Will a cleaning crew make sure the venue is clean before the event and clean up afterwards?
- Does the have adequate tables, chairs, linens, silverware, etc.?
- Are there sufficient audio and video capabilities?
- Is there a stage available?
- Are there restrictions in place regarding noise or photography?
- Is there a music curfew around the venue?
- Are there any extra fees such as corkage fee, overtime fee or cancellation fee?

- If the event is planned outdoors, what is the rain plan in case of inclement weather?

Event Date and Time

Before you rush to book a venue, check availability. You may find a perfect event space, but it may be reserved on the date you need it. It is best to check availability months before the actual date of the event, just in case the date is already booked.

If you are keen about a particular place or space and it's available on the date of your event, make sure to book it as far in advance as possible. This way, you don't have to worry about the venue and you can focus your attention on other things.

Venue Experience

It's important to look at references for prospective venues before making a final decision. You can get references from past clients or even ask your friends, family, and co-workers if they have ever attended any events there.

You could also check out their website, if they have one, to see pictures or attendee reviews and ratings of any recent events that have been hosted there. This can give you a good idea of what the venue has to offer and what you can expect from it.

If the place has a restaurant, for example, you'll know if their food is well received or if they are known for being overpriced. If the venue is outside, you'll know what amenities it has and if its facilities are well maintained.

By seeing what other events have been hosted there, you can see if the venue's description matches what they actually have to offer.

Furthermore, you might want to ask if they have hosted events similar to what you are planning on hosting. Event venues often hold different types of events and you want to make sure that it has experience with hosting your type of event.

Tips for Booking an Event Venue

Are you still unsure how to choose the best venue for your event? You'll find a couple of useful tips below:

- Outdoors or indoors? If you are looking for a place that will hold at least 100 people, then it is best to stick with an indoor venue. It has better amenities and is more secure. However, outdoor venues are cheaper and offer better scenery for your photos.
- Book early. In-person events are usually planned way in advance, so be sure to book a spot at least six months ahead of your event. This will give you ample time to set up for it.
- Do your research on the venue's policies beforehand. While some venues are flexible with their rules, others are strict. Be sure to read over the contract and ask for a few changes if you are not comfortable accepting all their terms.
- Practice your negotiating skills. If you don't like the venue's terms, then negotiate. Add specifics to why you are not comfortable with their terms and ask them if they can change them for you. Remember that this is all about getting the best deal for yourself too.
- Book according to your needs. If you are hosting a small event of 20-30 people, then it's more efficient to book a small space than a large space. If you are hosting an event of more than 100 people, then it's best to book a large space.
- Alternative options. If you cannot find a suitable venue that agrees with your terms and conditions, then get creative. Loop in your networks to see what options you have available to you.

Event App or Website

It is also helpful if you can provide attendees with an event app or website. Today, it is more common than ever for events to have a website or an event app. These are used more frequently for large events because they enhance event experiences. Using one or both can help your attendees save time when searching for event information, such as schedules and maps.

Wrapping Up

Choosing the right venue for an event can be a lot of work, but it's well worth it to pick the right spot. Plan ahead and plan well, and do your research thoroughly. Don't hesitate to think outside the box when it comes to finding a place to hold your next event, big or small. Compare different venues to get the best possible deal, but make sure the place you choose is flexible and suitable for your event needs.

Sources: Whova; Event Solutions; J. Shay; Tagvenue; Sched; Superevent

Study Guide Written and Compiled By:
Cheryl Varnadoe
University of Georgia / National Consumers League - LifeSmarts

Invitations



*You are
cordially
invited ...*

Invitations

FCS Consumer Decision Making Judging Team Study Guide

A History of Invitations

Traditionally, written invitations are used for larger scale “life events” such as weddings, anniversaries, graduations, birthdays or baby showers. Invitations, however, are not a modern concept. Here is a brief overview of the history of invitations:

The first, written invitations to formal events dates back to the middle ages. They were considered a luxury item. At that time, only the wealthiest of families could afford this type of service. They would employ monks, who were skilled in the art of calligraphy, to handwrite each invitation.

Later, in the middle of the 1600's, most invitations were created by engraving. The engraving process involved hand engraving the text -- in reverse -- on a metal plate. The invitations would then be printed from the metal plate. However, the ink used in the engraving process would easily smudge. So, to protect the ink from doing this, it became a necessary custom to place a piece of tissue-like paper on the top of the invitation. This tradition carries on today whereby a small piece of tissue paper and/or vellum are placed on top of the invitation before placing it in the envelope.

Of course, in the 1600 and 1700's, the postal system was new and all deliveries were made by horse. To protect the invitation throughout its travels, an outer envelope was used to ensure that the invitation and envelope were safe from outside elements. This is where the double envelope tradition began that is still used today for formal invitations.

By the middle of the 20th century, thermography was used to print invitations. Thermography is a special type of printing process that produces raised letters without etching or engraving. This process made invitations affordable to the masses.

Today, formal, printed invitations are still used. However, it is also very popular to select and/or create and buy invitations from an online vendor.

Ordering Invitations from an Online Source

While online invitations can result in a much quicker turn-around time and in many instances allow you the freedom to create your own design work, there are many things to consider when selecting and ordering invitations from an online source. Consider the following:

Ordering Invitations from an Online Source continued

Printing Processes

- Type of printing process(es) used include:
 - **Digital Printing (also known as Flat Printing)** -- the most common and cost effective printing method available. Much like our home inkjet or laser printers except that the large, professional printers result in high quality prints.
 - **Foil Stamped Wedding Invitations** -- Foil invitation add elements of sparkle and shine to part of an invitation by pressing shiny metallic paper (comes in a variety of colors besides gold) into the invitation to create a deep impression. Most often used to create high-end wedding invitations.
 - **Digital Foil Printing (Scodix Printing)** -- Digital foil is a new digital printing method that uses heat to adhere foil to paper. For small print jobs, it is less expensive to use than traditional stamped foil. However, it costs much more for a larger quantity. Unlike stamped foil, digital foil has an embossed (raised) effect.
 - **Screen Printing** -- Like digital printing, screen printing is also an affordable print technique. It is also a budget-friendly print alternative to gold foil. Screen printing comes in both flat and raised options.
 - **Embossing** -- This is a good method for creating a monogram or large-scale text. Blind embossing is an ink-free method that uses metal plates to stamp letters into the paper and create a raised-relief surface. This method is not typically used for printing invitations, but rather is used for a reply card or thank-you note.

Ordering Invitations from an Online Source continued

Printing Processes *continued*

- **Laser-cut Printing** -- Used to create fine art paper artwork such as intricate floral designs, mesh pattern or any other art cut into the paper. The end result is a delicate look. Cost depends on how long each piece takes to cut -- the more intricate the design, the more it will cost.
- **Letterpress Printing** -- Even though this is a old printing technique, the most luxurious invitations printed today are created using letterpress printing. This type of printing creates exquisite textures on thick, soft, cotton paper.

Services Provided

- Photo retouching options
- Conversion of photos to black and white, grayscale or sepia
- Eco-friendly options -- such as recycled paper, soy inks
- Rush order availability
- Invitation addressing service -- available to address all types of cards such as save the dates, invitations and thank you cards. Your guest names and addresses will be printed in ink on the front of the envelopes, using fonts that match your chosen design.
- Invitation assembly services -- puts the invitation, RSVP cards, etc... in envelopes and will add postage and mail them on your behalf for a fee.

Company Reputation:

- How long has the company been in business
- Number and type of reviews
- Contact information

Product Options:

- Options for: color, paper type (including artisan and handmade options), font, ink
- Character limits -- a limit to the number of words or letters that can be used

Ordering Invitations from an Online Source continued

Product Options

continued

- Options for budgets and styles
- Use of images including formats
- Availability of new trends in colors and styles
- Invitation sizes (Are non-standard sizes available?)
- Availability of envelopes and inserts
- Lettering styles available for addressing
- Flat or foiled options

Printing, Shipping Options and Delivery Time

- Printing time
- Delivery time
- Shipping methods
- If the invitation involves multiple pieces and invitation assembly is used, how will the invitation assembly time affect the delivery date?
- Will the lettering push back my delivery date?
- Payment type and due date
- Proofing -- An opportunity to review and make changes before it goes to print. If changes are required, how does this affect delivery time? Is there an extra fee for making changes?
- If my printed invitations do not match my approved proof, will my invitations be reprinted with corrections at no additional cost? How does this affect the delivery time? If a rush order results, will you pay for the expedited shipping costs?
- How much additional time will it take to redo my order if there is a problem?

Costs

- Do you have a refund policy if for some reason I need to cancel my order?
- Is there a minimum required?
- Is there a price break -- less cost for certain amounts
- Any additional extra fees -- for extras? reprinting? foiling? lettering? assembly? expedited shipping?
- Preferred payment type? Is a deposit required?

Useful Tips:

- **Proofs:** Insist on getting a proof. Have at least two other people review all your proofs before you sign off on them to ensure that you catch all errors.
- **Color Resolution:** If ordering online, remember that color resolution can vary drastically between screens. To guarantee the exact color you want, ask that a sample be snail-mailed to you.
- **Contracts:** If you order your invitations from an online company, make sure your contract states that they will correct mistakes they make for free.
- **Extras:** Order 20–30 extra save-the-dates and/or invitations with envelopes in case you have to add to the guest list or you make a mistake when assembling or addressing the envelopes. Don't forget, you will want a keepsake for yourself!
- **Consolidate for Consistency:** Consider working with one stationer or graphic designer for all of your printed materials to ensure that all of the components convey a consistent design concept.
- **Evites:** Evites create an electronic invitation that are great to use for more casual events. They are also ideal for supporting events -- like a bachelorette party for a wedding. They especially work great if you are not going to have time to order and mail traditional invitations. One of the best features of evites is that they allow for guests to automatically RSVP. No wait time is needed for snail-mail.

Invitation Etiquette

Graduation:

- Send announcements a month before the ceremony if you want them to attend or a month after if you want them to be aware.
- Include the name of the graduate, the date and year of the event, and the name of the college or high school from which the student is graduating.
- Use black or blue ink if you're sending handwritten announcements.
- Address the envelopes using the formal Miss, Mrs., Ms., Mr., Dr., etc... before the surname.

Invitation Etiquette continued

Birthday parties:

- Generally 4-6 weeks is fine for birthday parties. For a milestone birthday event (think sweet 16, 21st, 39 and holding, 40 and over the hill, etc...) and you want to make sure certain people can be there, you may want to clear the date with them ahead of time, or at least give them a longer lead time with your invitations.
- For a child's birthday party, be sure to include the following information:
 - Child's name and age
 - Identify if the party is a drop-off event or whether parents and siblings can attend
- All birthday party invitations should include the following:
 - Party theme (if applicable)
 - Preferences regarding gifts if you have them -- such as no gifts, bring a canned food donation for charity instead of gift, educational gifts only, etc.)
 - Party duration -- provide both a start time and an end time
 - Dress code, if applicable. For instance, if it is a swim party, invitees will need to be reminded to bring such things as a swimsuit, towel, flip flops, sunscreen, etc...
 - Directions and instructions regarding where to/how to park, if applicable

Weddings:

- Send Save the Date cards 8 to 12 months prior to the wedding (or send them earlier for a destination or holiday weekend).
- For a local wedding, it is appropriate to send invitations out two (2) months in advance. For destination weddings, your guests will need more time to book accommodations, so sending out invites three (3) to four (4) months in advance is more appropriate.

Formal Parties:

- Parties like formal dinners, debutante, or charity balls require a little more time because guests typically bring a guest and need to plan special attire! Four (4) to six (6) weeks prior to the event is the appropriate time to send invitations.

Invitation Etiquette continued

Holiday Parties:

- Holidays are always busy, so invitations for Christmas or New Years Eve parties should be mailed at least a month before to be safe.
- If your holiday party is more informal, it is appropriate to mail your invitations three (3) weeks or less.

Others:

- Other parties such as teas, going-away, retirements, anniversaries, cocktails and/or housewarmings can follow the three (3) weeks or less rule as these events are typically more informal.

Resources

The history of the invitation (n.d.) Purple Rose Graphics; <https://www.purplerosegraphics.com/the-history-of-the-invitation/>.

Farias, S. (2023, May). *The most used wedding invitations printing methods*. VS Invitations.com; <https://www.vsinvitations.com/blog/the-most-used-wedding-invitation-printing-methods>.

Getting to Know Your Invitation professional (n.d.) Here Comes the Guide <https://www.herecomestheguide.com/wedding-ideas/questions-to-ask-when-ordering-your-wedding-invitations>.

Shutterfly Community (2019, December 6). *When to send party invitations*. <https://www.shutterfly.com/ideas/when-to-send-party-invitations/>



Study Guide Information Compiled by:

Lori Gallimore, Ed.D.
4-H Extension Specialist III
4-H Youth Development
University of Tennessee

Fast Food

Fast Food



2023 Revised Edition By:
Kathy Floyd
Matthew Hibdon

FAST FOOD MEALS

Fast foods are quick and easy substitutes for home cooking, and a reality with the busy schedules many families maintain. However, fast foods are almost always high in calories, fat, sugar, and salt.

Fast food used to mean fried food. However, today there are many more healthy alternatives available at fast food restaurants. Some restaurants still use hydrogenated vegetable oils for frying. These oils contain trans fats, which increase your risk for heart disease. Some cities have banned or are trying to ban the use of these fats. Now, many restaurants are preparing foods using other types of fat.

Even with these changes, it is hard to eat healthy when you eat out often. Many foods are still cooked with a lot of fat, and many fast-food restaurants do not offer any lower-fat foods. Large portions also make it easy to overeat, and few restaurants offer many fresh fruits and vegetables.

Before heading out, it is important to know your personal calorie limit. Staying within yours can help you get to or maintain a healthy weight. Most adolescents need 1800 (girls) to 2200 (boys) calories; however, knowing how many calories one needs is based upon age, sex, height, weight, and activity level. When choosing what to eat and drink, it's important to get the right mix – enough nutrients, but not too many calories.

In general, eat at places that offer salads, soups, and vegetables. Select a fast-food restaurant that you know offers a variety of food selections that fit in your healthy eating plan. Along with that, the following tips can help you make healthier selections when dining at fast-food restaurants.

Check and compare nutrition information. Knowing the amount of calories, fat, and salt in fast foods can help you eat healthier. Many restaurants now offer information about their food. This information is much like the nutrition labels on the food that you buy. If it is not posted in the restaurant, ask an employee for a copy.

Have it your way. Remember you don't have to settle for what comes with your sandwich or meal – not even at fast-food restaurants. Ask for healthier options and substitutions. Adding bacon, cheese, or mayonnaise will increase the fat and calories. Ask for vegetables instead, such as lettuce or spinach, and tomatoes. With pizza, get less cheese. Also pick low-fat toppings, such as vegetables. You can also dab the pizza with a paper napkin to get rid of a lot of the fat from the cheese.

Keep portion sizes small. If the fast-food restaurant offers several sandwich sizes, pick the smallest. Bypass hamburgers with two or three beef patties, which can pack close to 800 calories and 40 grams of fat. Choose instead a regular- or children's-sized hamburger, which has about 250-300 calories. Ask for extra lettuce, tomatoes, and onions, and omit the cheese and sauce. If a smaller portion is not available, split an item to reduce calories and fat. You can always take some of your food home, and it is okay if you leave extra food on your plate.

Skip the large serving of french fries or onion rings and ask for a small serving instead. This switch alone saves 200 to 300 calories. Or, ask if you can substitute a salad or fruit for the fries.

Strive to make half your plate fruits and vegetables. Take advantage of the healthy side dishes offered at many fast-food restaurants. For example, instead of french fries choose a side salad with low-fat dressing or a baked potato, or add a fruit bowl or a fruit and yogurt option to your meal. Other healthy choices include apple or orange slices, corn on the cob, steamed rice, or baked potato chips.

When choosing an entrée salad, go with grilled chicken, shrimp, or vegetables with fat-free or low-fat dressing on the side, rather than regular salad dressing, which can have 100 to 200 calories per packet. Vinegar or lemon juice are also healthier substitutes for salad dressing. Watch out for high-calorie salads, such as those with deep fried shells or those topped with breaded chicken or other fried toppings. Also skip extras, such as cheese, bacon bits and croutons, which

quickly increase your calorie count. If you forgo the dressing, you can find salads for around 300 calories at most fast food chains.

Opt for grilled items. Fried and breaded foods, such as crispy chicken sandwiches and breaded fish fillets, are high in fat and calories. Select grilled or roasted lean meats – such as turkey or chicken meat, lean ham, or lean roast beef. Look for meat, chicken, and fish that are roasted, grilled, baked, or broiled. Avoid meats that are breaded or fried. If the dish you order comes with a heavy sauce, ask for it on the side and use just a small amount.

Go for whole grains. Select whole-grain breads or bagels. Croissants and biscuits have a lot of fat. People who eat whole grains as part of a healthy diet have a reduced risk of some chronic diseases.

Slow down on sodium. Americans have a taste for salt, but salt plays a role in high blood pressure. Everyone, including kids, should reduce their sodium intake to less than 2,300 milligrams of sodium a day (about 1 tsp of salt). Adults age 51 and older, African Americans of any age, and individuals with high blood pressure, diabetes, or chronic kidney disease should further reduce their sodium intake to 1,500 mg a day.

When eating at a fast food restaurant, pay attention to condiments. Foods like soy sauce, ketchup, pickles, olives, salad dressings, and seasoning packets are high in sodium. Choose low-sodium soy sauce and ketchup. Have a carrot or celery stick instead of olives or pickles. Use only a sprinkling of flavoring packets instead of the entire packet.

Watch what you drink. What you drink is as important as what you eat. Teenagers often drink more carbonated and caffeinated beverages and eat more fast foods. This, along with peer pressure related to eating and exercise, make teenagers particularly vulnerable to becoming sedentary, overweight, and obese. An obese teenager has a greater than 70% risk of becoming an obese adult.

Many beverages are high in calories, contain added sugars and offer little or no nutrients, while others may provide nutrients but too much fat and too many calories. For example, a large regular soda (32 ounces) has about 300 calories. Instead, order diet soda, water, unsweetened iced tea, sparkling water or mineral water. Also, skip the shakes and other ice cream drinks. Large shakes can contain more than 800 calories and all of your saturated fat allotment for the day.

Drink water. This is a better choice over sugary drinks. Regular soda, energy or sports drinks, and other sweet drinks usually contain a lot of added sugar, which provides more calories than needed. Water is usually easy on the wallet. You can save money by drinking water from the tap when eating out. When water just won't do, enjoy the beverage of your choice, but just cut back, avoiding the supersized option.

Don't forget dairy. Many fast food restaurants offer milk as an option for kids' meals, but you can request it! Dairy products provide calcium, vitamin D, potassium, protein, and other nutrients needed for good health throughout life. When you choose milk or milk alternatives, select low-fat or fat-free milk or fortified soymilk. Each type of milk offers the same key nutrients such as calcium, vitamin D, and potassium, but the number of calories are very different. Older children, teens, and adults need 3 cups of milk per day, while children 4 to 8 years old need 2 ½ cups, and children 2 to 3 years old need 2 cups.

The American Heart Association recommends some examples of healthier alternatives to common fast food picks.

Instead of...	Try...
Danish	Small bagel
Jumbo cheeseburger	Grilled chicken, sliced meats or even a regular 2 oz. hamburger on a bun with lettuce, tomato and onion
Fried chicken or tacos	Grilled chicken or salad bar (but watch out for the high-calorie dressing and ingredients)
French fries	Baked potato with vegetables or low-fat or fat-free sour cream topping

Potato chips	Pretzels, baked potato chips
Milkshake	Juice or low-fat or fat-free milk or a diet soft drink (Limit beverages that are high in calories but low in nutrients, such as soft drinks.)

References

American Heart Association www.heart.org/HEARTORG/GettingHealthy?nutritionCenter/DiningOut/Tips-for-Eating-Fast-Food_UCM_308412_Article.jsp

Choose My Plate Nutrition Education Series <http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html>

- Choose My Plate
- Make Half Your Grains Whole
- Salt and Sodium
- Make Better Beverage choices
- Enjoy Your Food, But Eat Less

Choose My Plate – Calories: How Many Can I Have?

<http://choosemyplate.gov/weight-management-calories/calories/empty-calories-amount.html>

Mayo Clinic

www.mayoclinic.com/health/fast-food/MY01268

National Institutes of Health – Medline Plus

www.nlm.nih.gov/medlineplu/ency/patientinstructions/000105.htm

US Department of Health & Human Services - Office on Women’s Health

www.girlshealth.gov/nutrition/fsatfood/fastfood_tips.cfm –

Wright JA, Pepe MS, Seidel KD, Dietz, WH. Predicting obesity in young adulthood from childhood and parental obesity. *New England Journal of Medicine* 1997; 37 (13): 869-873.

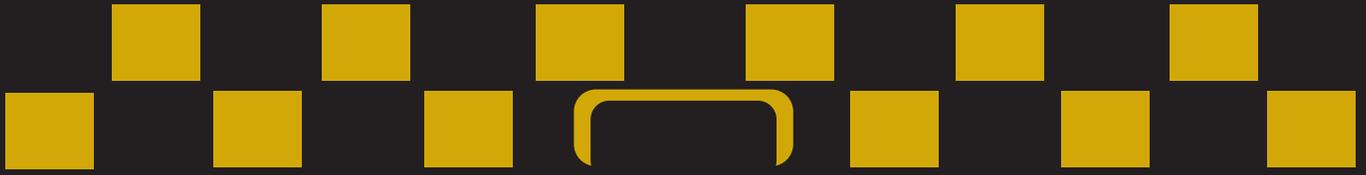
Fast Food Mobile Apps

Cost is a consideration when buying fast food and many these restaurants frequently offer specials, combos, or reduced price menus. Many fast food restaurants have mobile apps and offer deals exclusively through these apps. By consumers simply downloading an app to their devices, they can easily save money at their favorite restaurants. Consumers should be alert though of tactics that create target coupons for their favorite menu items to entice them to order more often and that apps collect user data. Be aware of the privacy policies of each app. Increasingly, loyalty programs and reward points are being used by more fast food mobile apps. These programs often offer exclusive discounts or even free menu items. These fast food deals may last for a limited time, so make sure you check the app's current promotions before you order. Here are some examples of offers that may be available to consumers through apps:

Restaurant	Sample Offer
Burger King	\$2 Whopper Wednesdays
Chick-fil-A	Chick-fil-A One members earn points for purchases.
Domino's Pizza	Any large specialty pizza for \$12.99
McDonald's	Free breakfast biscuit with minimum purchase of \$1
Popeye's	Free regular side, small drink or apple pie with email sign-up
Sonic	Half-off drinks and Slushies for app orders
Wendy's	\$2 off any Premium Combo

These apps often allow consumers to place orders ahead of time and can reduce the amount of time that people have to wait on their food. Consumers must be aware of additional fees that can be added to their meal cost by opting for delivery verses in-person pick-up. Fast food apps can offer their own delivery service in select markets, and many restaurants work with third-party food delivery apps like Postmates, UberEats, DoorDash, and Grubhub. When ordering fast food for delivery through third-party apps, consumers must also be aware of delays that may occur during delivery that could have impacts on the taste and quality of their meals as well as food safety if the food is not transported in a method that keeps it at the ideal temperature.

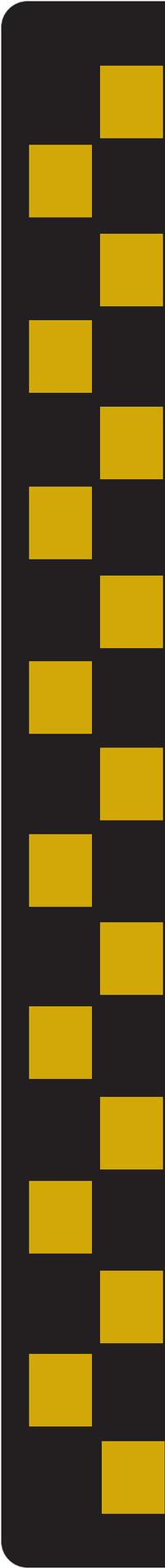
Ground Transportation



Study Guide

GROUND TRANSPORTATION

2023 - 2025 FCS Consumer Decision Making



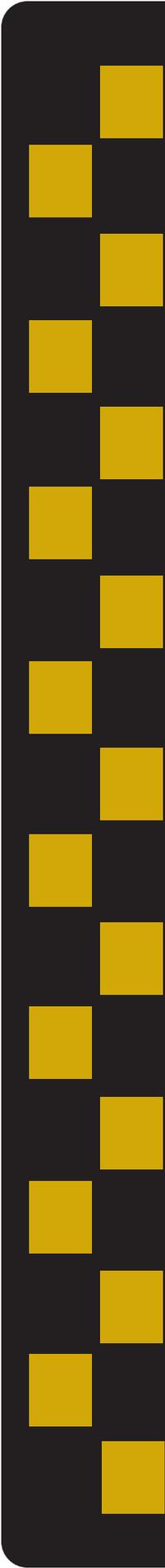
When traveling, every consumer must decide which form of ground transportation to use. Whether traveling for business or personal reasons, there are several modes of transportation to consider. Consumers can use a combination of these modes during trips or even day-to-day if they live in a larger urban area. In addition to the recommended guidelines below, consumers should always try to plan ahead for travel delays/emergencies, stay aware of their surroundings, and utilize common sense.

Rental Vehicle

Renting a vehicle is a common practice for when consumers need flexible and on-demand transportation during travel. Rental arrangements can be made in advance of travel or on the same day, if vehicles are available. This makes it ideal for larger groups that might require a large van or sports utility vehicle.

Renting a vehicle provides flexibility for consumers who must travel outside of urban areas, where some other modes may not be available. When consumers rent, they are paying for the vehicles, even while not in use. Parking and fuel costs also must be considered when using a rental vehicle. Overnight or multiple hourly parking rates can greatly increase the cost of this transportation mode. Often times, variable vehicle sizes are available to accommodate different group sizes and/or space needs; however, there is no guarantee that a certain make or model of vehicle is available at a given location. These vehicles can be picked up and returned to any of a rental company's locations (airports or freestanding stores), but extra fees may apply if the vehicle is returned to a location other than the original rental site.

In addition to location-based fees, consumers can also face charges for navigation equipment, going out of state in the vehicle, mileage overages, roadside assistance services, toll roads, supplemental insurance coverage, refueling, early/late returns, additional driver(s), and damage to the vehicle. Most rental companies will only rent to consumers age 21 and older, and many charge premium fees to drivers who are between 21-24 years old.



Ride Sharing

While the concept of ride sharing is not new, the latest revolution in this mode of transportation happened because of technological advancements and the increased availability of smart phones that support electronic payments and serve as Global Positioning System (GPS) receivers. Uber and Lyft have emerged as two of the most popular digital ridesharing platforms amongst consumers. Unlike vehicle rentals, this mode of transportation is only paid for on a “per use” basis and there are no additional fuel or parking charges directly to the consumer.

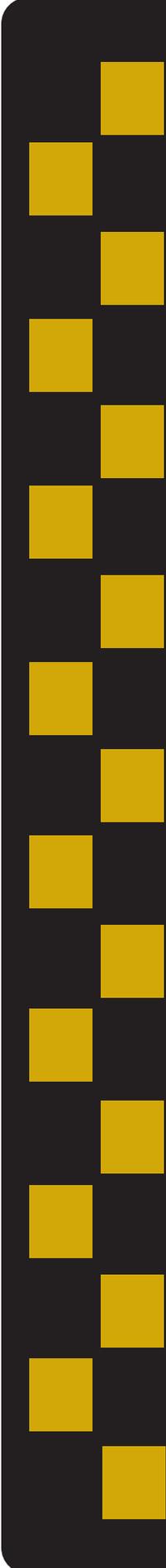
Even though the use of digital ridesharing platforms over the years has expanded, the services are still not readily available in many rural areas. This mode of transportation is best for solo travelers or small groups in larger urban areas. However, many ride sharing companies offer varying sizes of vehicles to accommodate up to four to six passengers.

“One (1) in three (3) parents say their 18-year-old has used a ride sharing services, either alone or with another teen.”

Michigan State University Study

Ride sharing services are generally available twenty-four hours a day, seven days a week, but consumers may have to wait on a ride if there is a high demand for drivers. Some companies allow consumers to schedule pick-ups at specified times and locations using a mobile application, but most consumers use the services in a less planned manner.

Consumers should carefully pay attention to an industry practice called “surge pricing” which can increase the price of their rides during high-demand times or in busy areas (after a sporting event, concert, etc.) There is no additional charge to consumers under the age of 25, but some younger consumers may be limited in their ability to use ridesharing. It requires the use of a smart device with data connection, a mobile application, and a form of pre-payment authorization (credit card, debit card, and/or company-specific gift card) just for a ride pick-up.



Ride Sharing *continued*

Ride sharing comes with its own set of concerns. Insurance liability is one as personal vehicles are used to transport customers. Personal safety is another. According to the C.S. Mott Children's Hospital National Poll on Children's Health at the University of Michigan, one (1) in three (3) parents say their 18-year-old has used a ride sharing service, either alone or with another teen. And despite rules prohibiting unaccompanied minors from getting a lift through such services, one in eight parents (13 percent) reported their teenager -- 14-17 -- had used one. Parents' top concerns involved driving safety and risk of sexual assault by a driver.

Specifically, the concerns were that the driver would not be driving safely,

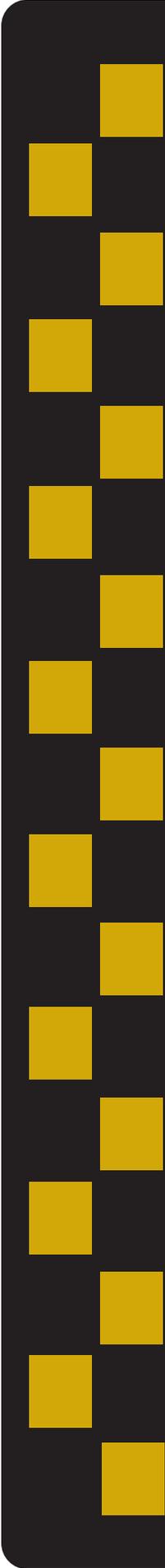
“Despite rules prohibiting unaccompanied minors from getting a lift through ride share services, 13% of parents reported their teenager (ages 14 to 17) had used one.”

Michigan State University Study

with three in four parents polled worried about issues such as speeding or a driver being distracted by a phone. Over half of parents were also worried about the ride share driver being impaired from alcohol or drugs while half were concerned that their teen would not wear a seat belt.

Two thirds of parents also shared concerns that a ride share driver might sexually assault their teen. This concern was more common among parents for their

daughters than for their sons (79 percent versus 55 percent) and for teens aged 14-17 compared with 18-year-olds (69 percent versus 58 percent.)



Metered Taxi Cab

Taxi services have been a part of the ground transportation lineup since the early days of automobiles. Depending on the city, this mode of service can be accessed by calling a taxi company, using a mobile application, using a taxi cab stand at a hotel or airport, and by simply waving one down on the street.

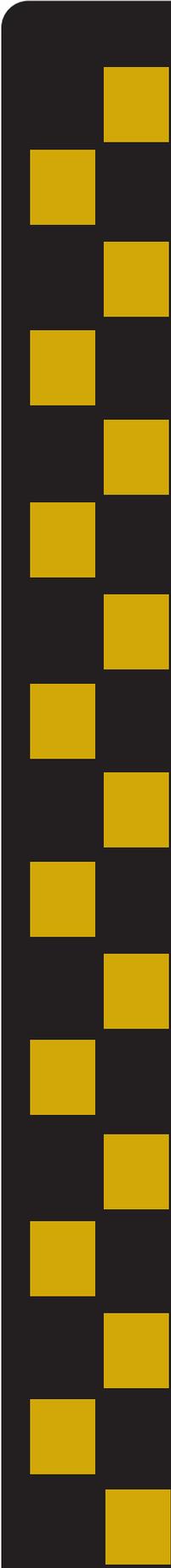
Taxis are usually subject to state and/or local regulations, including but not limited to metered fare restrictions. These standardized fare rates allow for easier budgeting by consumers because they can plan for charges based on initial rates, distance, and any location surcharges. Unlike ride sharing companies, taxi companies allow cash payments instead of only electronic payments. This mode of transportation is best for solo travelers or small groups. While most taxi cabs are smaller passenger cars or vans, taxi companies in some locations may offer varying sizes of vehicles to accommodate more than four passengers.

Taxi cabs are only paid for on a “per use” basis with no extra fuel or parking charges to the consumer. There are no additional charges for customers under the age of 25. They are often available 24 hours a day, seven days a week.

Shuttle Services

A shuttle is a mode of transportation, often in a 12-passenger or larger vehicle, used to carry groups of passengers from one destination to another. For consumers traveling alone, this could mean less privacy since several other consumers will be sharing the same vehicle. For consumers traveling in groups, shuttles can offer an inexpensive alternative to renting a larger vehicle when going to popular destinations (downtown areas, theme parks, etc.).

These hired shuttles can offer fixed rates per seat/per person in the vehicle and generally must be arranged prior to the date of travel. Both solo and group travelers who are staying at a hotel in a city should check with local hotels about complimentary shuttle service to/from the airport and destinations within a certain distance from the hotel. Even though it is a complimentary service to hotel guests, consumers who opt for this will incur the costs of the hotel room. One major drawback to both hired and complimentary shuttles is that there are usually limits due to hours of service, number of available shuttles,



Shuttle Services *continued*

and distance of destinations. Although there are no direct parking or fuel fees for consumers, this is the least flexible ground transportation option.

Public Transportation

Public transportation includes, but is not limited to, buses, ferries, trains, trolleys, trams, and rapid public transit systems. The consumer's cost for this mode of transportation is often lower other ground transportation options. Travel can be incentivized through discounted or free fares for certain groups of consumers such as students, senior citizens, or persons with disabilities.

By using fixed routes with multiple access points, public transportation makes it easy for small or large groups of consumers to travel between destinations. There may be multiple payment options: online, mobile application, credit card, debit card, multi-trip passes, and cash. There are no additional fuel costs to the consumer, but fares may vary depending on distance traveled or time of day. Limited hours of service may exist on weekends and holidays. Alternate routes due to weather, and delays/closures due to maintenance issues in part of the transit system are possible. Unlike other forms of ground transportation, this is generally not always "door-to-door" service. Consumers may have to rely on navigating routes based on transit maps, time schedules, and connections to another bus, train, etc.

Sources

"Renting a car." Consumer Information. Federal Trade Commission. Accessed from <https://www.consumer.ftc.gov/articles/0208-renting-car> on 3 March 2018.

Hahn, R. & Metcalfe, R. (2017). The ridesharing revolution: Economic survey and synthesis. *More Equal by Design: Economic design and responses to inequality*. <https://www.brookings.edu/wp-content/uploads/2017/01/ridesharing-oup-1117-v6-brookings1.pdf>

Wyman, K. (2017). Taxi regulation in the age of uber. *New York University Journal of Legislation & Public Policy* 20(1). <http://www.nyujlpp.org/wp-content/uploads/2017/04/Wyman-Taxi-Regulation-in-the-Age-of-Uber-20nyujlpp1.pdf>

Lehmann, R. J. (2014, October). Blurred Lines: Insurance Challenges in the Ride Share Market. Retrieved March 16, 2020, from https://www.ftc.gov/system/files/documents/public_comments/2015/05/01717-96147.pdf

Umichmedicine. (2019, April 15). National poll: Most parents concerned about safety of teens using ride-sharing services. Retrieved March 17, 2020, from https://www.eurekalert.org/pub_releases/2019-04/mm-u-npm040919.php

Lighting



Lighting

Consumer decisions about lighting have become more complicated in recent years. There are many things to consider when choosing lighting options for the home or workplace including the type of fixture available, the type of lighting needed, the amount of light needed, and the degree to which the choice is energy efficient.

Types of Fixtures

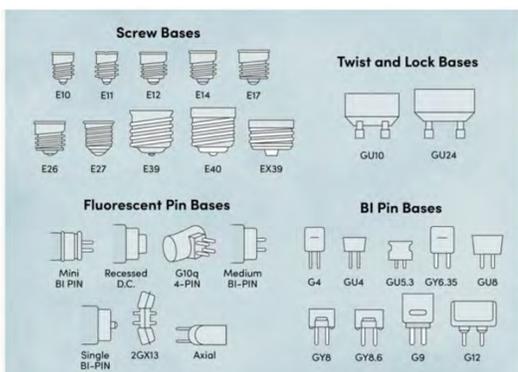
A *lighting fixture* is the part of a light that is attached to the wall, ceiling, or lamp (which is a portable fixture) that receives the light bulb or other lighting element. Light bulbs rely on fixtures to provide the necessary electricity to operate. The type of fixture available will dictate the choice of light bulb. There are a large variety of fixtures, and each accepts a different type of light bulb. It is important to know what the fixture accepts before purchasing a bulb for it.

A few of the many fixture types include ceiling fixtures, recessed fixtures, pendant lights, chandeliers, track lights, sconce fixtures, and floor and table lamps. Each of these fixture types will have different bulb requirements that include such things as base type and base size. The base of the bulb is the portion that fits into the fixture. The type of fitting and size of the bulb must match that of the fixture's receptacle.

Light Bulb Bases

Some of the many base types include screw base, pin base, twist and lock base, and bayonet base. The most common base for general use bulbs is the screw type base. There are three common base sizes in screw type bases. The most common being the medium base E26 (Edison 26mm) followed by the candelabra base E12 (Edison 12mm) and the least common being the intermediate base E17 (Edison 17mm).

Other base types may be specific to the fixture. For example, fluorescent tubes often have pin type bases, and the bayonet base is often used for landscape and automotive lighting.



Light Bulb Types

There are many types of light bulbs including:

Incandescent— a light bulb whose light is produced by the glow of a wire heated by an electric current.

Fluorescent— a tubular electric light having a coating of fluorescent material on its inner surface and containing mercury vapor. Bombardment of electrons from the cathode provide ultraviolet light which causes the material to emit visible light.

CFL (Compact Fluorescent Light Bulb)— a tightly coiled fluorescent bulb designed to fit into a standard household light fixture rather than a typical fluorescent fixture.

Halogen lamps— This bulb type has a tungsten filament sealed in a compact space that is filled with an inert gas and a small amount of halogen gas.

LED (Light emitting diode)— This bulb contains a semiconductor diode that emits light when voltage is applied to it.



How much energy does the light bulb use versus how much light energy it produces?

Lumens vs. Wattage

Wattage refers to the amount of energy used or required by the light bulb to produce light. Traditionally, as in the case of incandescent bulbs, a higher wattage indicates the production of more or brighter light. Light bulbs with a higher wattage are typically brighter than bulbs with a lower one. However, many LED bulbs have lower wattage than an incandescent bulb but produce more or brighter light.

Lumens refer to the amount of light energy produced or radiated. Similar to watts, the higher the lumen, the brighter the light. Using lumens to measure light output is much more accurate than wattage because of the difference in bulb types.

Be aware some light bulb types may be less available in the future.

Recent legislation

Legislation and concerns about energy and the environment from the Department of Energy (DOE) have led to manufacturing restrictions that have affected the availability of certain types of light bulbs.

This legislation is a move toward more energy-efficient light bulbs. The current legislation requires general use light bulbs to produce more light energy than they use. The current standard states that a general use bulb must produce 45 lumens per watt which exceeds the amount most incandescent bulbs can produce. Incandescent bulbs and halogens consume more energy than they produce and will eventually be phased out as they will no longer be manufactured. These bulbs are being replaced by LED light bulbs which easily meet the new DOE criterion.

Even more recent legislation is being proposed that will require general use bulbs to produce at least 120 lumens per watt and, if enacted, will phase out the manufacturing of CFLs (Compact Fluorescent Light bulbs) as those bulbs are unable to achieve that level of efficiency.

Efficiency	Least Most			
Bulb Type	 Standard	 Halogen	 CFL	 LED
450 Lumens	40W	29W	9W	6W
800 Lumens	60W	42W	14W	9W
1100 Lumens	75W	53W	18W	11W
1600 Lumens	100W	72W	23W	14W

Efficiency

The efficiency of a light bulb is determined by the ratio of lumens to wattage. Lower wattage and higher lumens indicate a more efficient bulb. To determine the specific efficiency of a light bulb, divide the number of lumens (light output) by the wattage required to power it.

Example: How efficient is a 60-watt standard incandescent bulb?

In order to find out, see the chart above.

Divide 800 lumens by 60 watts.

$800 \div 60 = 13.3\%$ efficient.

Next compare the 60W standard incandescent bulb to the 9-watt LED bulb.

Divide 800 lumens by 9 watts.

$800 \div 9 = 88.8\%$ efficient

The more efficient light bulbs save money in electricity and typically last longer.



ENERGY STAR Energy Star Certification

Energy Star is a designation and label given to consumer products when they meet energy efficiency standards set by the U.S. Environmental Protection Agency (EPA). ENERGY STAR is a voluntary program established in 1992 with the aim of helping businesses and individuals save money and protect our climate through superior energy efficiency.

The ENERGY STAR label was established to:

- Reduce greenhouse gas emissions and other pollutants caused by the inefficient use of energy.
- Make it easy for consumers to identify and purchase energy-efficient products that offer savings on energy bills without sacrificing performance, features, and comfort.

Light bulbs that have this certification will have the Energy Star logo on the packaging to be easily identified as an energy efficient choice.

Color Temperature

Color temperature is a way to describe the light appearance provided by a light bulb and is not related to either lumens or wattage. The Kelvin color temperature scale is used to describe the way various light temperatures appear visually. Each bulb has a color temperature which is usually described on the packaging as anything from warm white to daylight. It is measured in degrees of Kelvin (K) on a scale from 1,000 to 10,000. Typically, Kelvin temperatures for commercial and residential lighting applications fall somewhere on a scale from 2000K (warm) to 6500K (daylight). The lower Kelvin temperature, the warmer the white light appears, while a higher Kelvin will appear cooler.



How much, how bright, how to determine what is needed for a room.

Lighting choices are highly dependent on the purpose of the lighting. Is the lighting for a work or study area? Or is it intended for a quieter area that is used for relaxation?

Determining the type, color, and amount or brightness of the lighting needed is an important part of the decision-making process.

Types of Lighting

Both the fixture and the bulb contribute to the type of lighting in the home or office. Purchasing decisions regarding lighting need to take purpose into account. Why and where is the light needed? There are four main types of lighting: ambient lighting, task lighting, accent lighting, and decorative lighting.

Ambient lighting is the general lighting that's used to evenly light up a room. This could be natural light from windows, or overhead lighting like chandeliers or track lighting. Providing a space with overall illumination and allowing you to see and move around safely, it's the foundation for any interior lighting scheme.

Placement options for ambient lighting:

- Every room in your home
- Towards the center of the room.
- Closer to the ceiling to diffuse light more effectively.

Task lighting is used to help with specific activities, like reading, cooking or studying. It's usually brighter than ambient lighting and directed towards where it's needed most. This type of lighting may come from a variety of sources, including desk or table lamps.

Placement options for task lighting:

- Study or office: Desk lamps
- Kitchen: Under cabinets

- Bedroom: Reading lamps
- Bathroom: Vanity lighting

Accent lighting is used to highlight specific features in a room, like entrances, plants, artworks or fireplaces. It can play an integral part in adding drama and character to a room.

Placement options for accent lighting:

- Highlight and draw attention to a feature such as artwork or plants.
- Highlight architectural elements.
- As decorative lighting.

Decorative lighting is used purely for aesthetic purposes, to add an extra touch of style. It can include lighting fixtures like wall sconces, chandeliers, or pendant lights.

Placement options for decorative lighting:

- In an entrance
- Over a dining room table
- In a living room

What color temperature?

Aside from the type of the light bulb itself, using Kelvin temperature can also help guide you in determining which fixture is right for each room. Different color temperatures are good for different types of lighting situations. After choosing the type of lighting needed, see the chart below to choose the color temperature appropriate to the space.

Color temperature	Description
Less than 2000K	A dim glow similar to candlelight; best for ambient illumination
2000K-3000K	A soft white glow, often a little yellow; best for living rooms, dining rooms, bedrooms, and outdoor spaces
3100K-4500K	A bright white light, best for kitchens, offices, workspaces, vanities, and other task-focused areas
4600K-6500K	A bright blue-white light, similar to daylight; best for display and work areas
6500K +	A bright bluish light often found in commercial settings; best for task lighting

How bright or how many lumens?

To understand how many lumens are needed for the room, first find the square footage of the room that needs lighting. To find the square footage, multiply the room's length by the width.

It is recommended that the light provides 20 lumens per square foot for most rooms. However, if you have dark rooms or dark wall paneling, the room may require 30 lumens per square foot. Remember, that the total number of lumens can be spread across a few different light fixtures throughout the room. One light fixture doesn't have to handle all the lumens required to light the space.

Example: How to determine the number of lumens needed for a room.

The room is a kitchen that measures 15 feet long by 15 feet wide.

Multiply 15ft x 15ft = 225 square feet.

This kitchen needs to be well-lit so from the chart below the choice would be 40 lumens per square foot.

40 lumens x 225 square feet = 9,000 lumens

Looking back to the efficiency chart, the 9-watt LED produces 1600 lumens.

If that bulb is chosen, 5-6 bulbs would be needed to provide the amount of light necessary for the kitchen. (Lumens needed 9,000 ÷ 1600 lumens provided by each bulb = 5.6)

Room	Lumens Recommended Per Square Foot
Living Rooms and Bedrooms	20
Hallways	10
Kitchens and Dining	30-40
Bathrooms	70-80

Conclusion

There are five main things to consider when choosing lighting:

- The fixture that is available.
- The energy efficiency of the light bulb.
- The type of lighting needed for the space.
- The number of lumens needed for the type of lighting and the size of the space.
- The color temperature of the light that works with the setting or the room.

Price is always a consideration for consumers as prices may vary considerably across manufacturers and merchandisers. Be sure to consider the various choices and purchasing options carefully before making a decision.

References

Lighting Glossary/Definitions

<https://usa.flos.com/glossary>

<https://www.lampsplus.com/ideas-and-advice/glossary-of-lighting-terms/>

Light Bulb Types

<https://www.lohas-led.com/art/led-bulb-base.html>

<https://www.nostalgicbulbs.com/pages/bulb-reference-chart>

<https://www.wayfair.com/sca/ideas-and-advice/renovation/types-of-lightbulbs-how-to-choose-the-right-one-T5256>

<http://www.denverlighting.co/Education.htm>

Types of Lighting

[https://blocc.co.uk/the-4-main-types-of-lighting-and-how-best-to-use-them-in-your-](https://blocc.co.uk/the-4-main-types-of-lighting-and-how-best-to-use-them-in-your-home/#:~:text=contact%20form&text=There%20are%20four%20main%20types,task%2C%20accent%2C%20a)

[home/#:~:text=contact%20form&text=There%20are%20four%20main%20types,task%2C%20accent%2C%20and%20decorative.](https://blocc.co.uk/the-4-main-types-of-lighting-and-how-best-to-use-them-in-your-home/#:~:text=contact%20form&text=There%20are%20four%20main%20types,task%2C%20accent%2C%20and%20decorative.)

Energy legislation (Light bulbs)

<https://www.gelighting.com/inform/halogen-and-incandescent-light-bulb-ban-explained>

<https://www.smithsonianmag.com/smart-news/the-us-is-phasing-out-incandescent-light-bulbs-180979992/>

<https://www.cnn.com/2022/12/19/politics/led-cfl-light-bulb-rule-biden-climate/index.html>

Energy Star information

<https://www.energystar.gov/products/how-product-earns-energy-star-label>

https://www.energystar.gov/products/light_bulbs

Color Temperature information

<https://www.energyrating.gov.au/lighting/colour-temperature#:~:text=appears%20slightly%20bluer.->

[,Colour%20temperature%20is%20measured%20in%20Kelvin%20\(K\)%20%E2%80%93%20the%20lower,\)%20%E2%80%93%20and%206500K%20is%20daylight.](https://www.energyrating.gov.au/lighting/colour-temperature#:~:text=appears%20slightly%20bluer.-,Colour%20temperature%20is%20measured%20in%20Kelvin%20(K)%20%E2%80%93%20the%20lower,)%20%E2%80%93%20and%206500K%20is%20daylight.)

<https://www.lumens.com/the-edit/the-guides/understanding-kelvin-color-temperature/>

<https://www.westinghouselighting.com/color->

[temperature.aspx#:~:text=What%20is%20color%20temperature%3F,scale%20from%202000K%20to%206500K](https://www.westinghouselighting.com/color-temperature.aspx#:~:text=What%20is%20color%20temperature%3F,scale%20from%202000K%20to%206500K)

Prepared by Marci Hethmon M.Ed., Family and Consumer Sciences, University of Tennessee Extension

Subscription Shopping

A stack of several brown cardboard boxes is shown against a teal background. The top box is tilted and has a white label. The label features the text 'Subscription Shopping' in a large, black, cursive font, and '2023-2025 CDM STUDY GUIDE' in a smaller, black, sans-serif font below it. The boxes are stacked in a way that shows their edges and flaps, suggesting they are ready for shipping or storage.

Subscription Shopping

2023-2025 CDM STUDY GUIDE

Subscription shopping is defined as a recurring delivery of niche-products that are generated by subscription-based, e-commerce businesses. This market has exponentially increased over the last decade, going from a mere 57 million shoppers in 2011 to 22.7 billion shoppers in 2021.

The market is projected to hit 65 billion consumers by the year 2027. This business includes a wide range of categories. The most popular categories in 2021 included the following:

- Fashion
- Food, beverages, and mealkits/mealboxes
- Health and fitness
- Wellness
- Pet products
- Plants and flowers
- Collectibles
- Hobbies
- B2B (*business-to-business – one is the manufacturer and one is the wholesaler*) subscriptions

In 2021, customers spent \$273 -- on average each month -- on all subscription services. This is an increase of 15% since 2018. One of the newest trends in subscription services is in the global marketing arena. International sales are now a new normal, It is estimated that 90% of the subscription shopping brands have international customers for their boxes.



TYPES OF SUBSCRIPTION BOXES

Subscription products and boxes offer a convenient, personalized and cost-efficient way to buy what you want and need. Clothing is the most popular choice of subscription box, with 59.60% of consumers surveyed having ordered one. Food and hygiene products make up the three most popular types of subscription boxes. There are three types of subscription services:

ACCESS

- Gives access to particular products through automated purchase of commodity items
- Make up 13% of subscription shopping
- Examples include laundry detergent, diapers, pet food, deodorant, razors, etc...
- Have highest customer satisfaction rating of all three box types

CURATION

- Contains items selected by the seller and designed to surprise and delight by providing new items or highly personalized experiences
- Make up 55% of all subscription shopping
- Examples include clothing, shoes and accessories, beauty products, etc...
- Have the highest bounce rate, despite popularity, if service or product is deemed to be poor value for the money

REPLENISHMENT

- Automates the ordering of a particular product to arrive at regular intervals, so you'd never run out of the product.
- Offer subscribers lower prices or members-only perks
- Make up 31% of subscription shopping
- Examples include television or music streaming services, apparel and foods
- Have longest retention rate of any subscription box type

Replenishment (65%) services have a higher conversion rate than other service types -- curation (52%) and access (51%). The replenishment model also has particularly high long-term subscription rates with 45% of members having subscribed for at least one year.

DEMOGRAPHICS

- Majority of consumers are younger, affluent urbanites, between the ages of 25 and 44, with incomes between \$50K and \$100K
 - Over 60% of women make up the majority of the market, although men are rapidly increasing in their participation of this type of shopping experience
 - 15% of online shoppers are now subscribed to at least one box service
 - 42% of men have more than three subscriptions versus 28% for women
 - 86% of subscription boxes are purchased by people as a gift for themselves.
- Other popular reasons for signing up to a subscription box include:

- one** Receiving a discount code
- two** Trying something new
- three** Buying as a trial
- four** Flexibility to pause or cancel subscriptions
- five** Save time on purchases
- six** Unique products not available in stores

- 36.7% of 18 to 24-year-olds subscribed to a box, with 6.9% of those were subscribing to multiple boxes
- Older generations are less likely to subscribe, but market research shows that around 5% of 55-64 and 65+ are interested
- 12.7% of millennials surveyed subscribed to more than nine (9) boxes. The research found that they were the only generation to do so
- 82.9% of those surveyed reported that they subscribed to one (1) -to-three (3) subscriptions, including 100% of generation X respondents

THE APPEAL OF SUBSCRIPTION SHOPPING

Waste Reduction

Subscription services allow customers to fully manage how much they use from month to month, which reduces waste.

Time Saver

Subscription services take the hassle and time out of having to remember. Instead, customers are guaranteed it every week or month, so they never run out!

Flexibility

Subscription services are super easy to manage. Most feature “skip a month”, easier sign-in and update options.

Gifting

Subscription services are a unique idea that can be tailored to the person being treated.

Try-Before-You-Buy Option

Many subscription services offer a try-before-you-buy package. This means customers can give the product a good test before committing to a full subscription but, most importantly, showcases to them that providers stand behind their products or service.

Mystery

Some subscription services offer monthly mystery boxes, which means customers get a new product each month to try and one that they may not usually buy. The mystery box often brings a sense of excitement with the unknown.

Niche Products

Some subscription services are niche and can include some very refined products with many options from which to choose.

Low Costs

Subscription services are now very competitive, offering lower prices and discounts or special incentives to loyal, regular customers.

THE PSYCHOLOGY OF SUBSCRIPTION SERVICES

Convenience

The National Retail Federation found that 83% of shoppers say that convenience is a bigger priority now than it was five years ago, and 52% of shoppers say half or more of their purchases are influenced by convenience. The whole concept of subscription revolves around making things simple. People are time-poor, and appreciate services that save valuable hours. With a subscription, not only do you benefit from a single, neat payment, but you have one point of contact too – just one phone call or email when you need to contact your provider. Streamlining these areas delivers that all-important convenience, saving both time and mental energy.

Product Tangibility

Research suggests that tangible items leave a much deeper impression on us than digital services. Physically receiving a product is more compelling, which is why we enjoy watching ‘unboxing’ videos. Physical product subscriptions are so popular because they provide that unboxing feeling at regular intervals throughout a person’s week, month or year.

Control and Choice

As humans, it is important to have a choice. However, choice can be a tricky balance sometimes as humans can also get easily overwhelmed by having too many choices. When this happens, people are often left with feelings of unfulfillment and loss of control. Subscription companies usually give consumers just the right amount of options to choose from, plus the ability to control, stop or restart their subscription at all times.

Sense of Community

Belonging is a basic human need. It is important to connect with others. A subscription box offers an opportunity to become a part of something because of a shared experience with other subscribers. It extends beyond the singular, traditional “time-of-purchase” cash register interaction. Additionally, the subscription relationship provides a level of trust and connection between the brand and the consumer.

Finally, there are important triggers that must be experienced by the consumer in order to instigate and continue a subscription shopping experience.

ACCESS

- Recommendations (word-of-mouth) is the trigger to instigate a subscription
- The gain of exclusive access and “VIP perks” from membership is the perceived, key consumer value for this category.

CURATION

- “I thought I would try something new” is the trigger to instigate a subscription
- A good personalized experience and surprise by product variety are the most important reasons for continuing to subscribe, according to 28% of those surveyed.

REPLENISHMENT

- Financial incentive is the trigger to instigate a subscription
- Convenience (saving time) and saving money are the most important considerations to continue the subscription experience

According to a 2022 report by Deloitte, conveniences delivered by the service is NOT the most important factor for customers to decide on using a subscription service. Rather, financial incentives are the most important factor inducing customers to subscribe, followed by convenience and access to premium offerings.

CHURNING

Churning is the cancellation of services that do not deliver a superior experience, including getting value for the money spent. Consumers are much more likely to cancel for the following reasons:

More Focus on Attracting New Customers; Less on Loyalty

Many subscription services offer discounts to new customers for the first couple of months but neglect to provide any incentivizing deals for their loyal subscribers. Customers want to be rewarded for their loyalty with impactful deals.

Don't Deliver the Same Value as Time Goes By

Product value is not perceived to match the dollar value paid. As a result of the pandemic, many subscription boxes have had to increase their prices. However, if the value of the product no longer matches or exceeds the dollar amount paid, customers will often cancel their subscription.

No Options to Change or Edit their Subscription

The needs of customers change over time. Subscribers want flexibility to make changes to their subscriptions when it is convenient for them. Having a flexible customer portal that gives customers options around products, delivery schedule and how they pay are now the norm. If customers don't have the option or aren't aware of the ability to skip a shipment, change their schedule or try a new product they're likely to cancel their subscription.

Price Increase

Paying more for the same thing makes customers feel like they are being taken advantage of. Customers will tolerate price increases when combined with an increase in value and an explanation of how the product quality or service will improve or when pricing is aligned with a social cause such as a percentage of each sale being donated to charity.

Product Usage

Buying a product is not the same as using it. Sometimes, customers subscribe to a service, but never end up using the product. Consumers may decide not to cancel if satisfaction surveys, customer engagement and product education are offered..

CHURNING *continued*

Change in Customer Financial Situation

Churning may also result from a change in a customer's financial situation. The customer may need to spend less money or simply want to spend it elsewhere.

Cheaper Competitor Identified

Customers are always on the lookout for the best deal. If a competitor can sell the same product at a cheaper rate -- regardless of whether or not a profit is made -- then customers may leave for the better financial deal.

Better Service/Products Available

Just like with a cheaper product, subscription box competitors may also offer a better service and/or product that attracts customers.

Nearly 40% of subscribers have canceled a subscription. These cancellations are equal in all areas of subscription shopping -- replenishment, curation and access. More than one-third of consumers canceled a subscription in less than three months of subscribing. Over half canceled within six months of their initial subscription. Meal kit categories seem to have the highest churn rates. Over 60% of consumers cancel these subscriptions within the first six months. Replenishment services have the highest long-term subscription rates with 45% having subscribed for at least one year. This is one of the challenges facing subscription shopping services as there is a high cost to replacing lost subscribers.

SUBSCRIPTION SHOPPING TRENDS ---

Interest in subscription shopping continues to grow. There are significant trends that can be attributed to maintaining this growth:

Shoppers are the New Salespeople

- one** • 53% say UGC (user-generated content), like social images from customers for example, makes consumers more confident in their purchase decision than professional photography

Shoppers are the New Salespeople *continued*

- two** • 40% indicate that UGC, like shopper reviews and photos, makes them most likely to buy a product from an ad.

Authenticity

- Top 5 things that improve shopper confidence online all have to do with reviews:

one • Average star rating

two • Number of reviews

three • Details in reviews that resonate with a shopper's needs

four • How recently reviews were written

five • Lengthy detailed reviews

Friction is subscription shopping's enemy

- one** • 69% of subscription shoppers have been inspired by social media to make a purchase.
 1. Facebook (45%) and Instagram (33%) were most popular globally
 2. Instagram (65%) and Tik Tok (35%) are most popular with shoppers ages 18-24

- two** • 54% say they would be more likely to buy a product on social media if they could click the post and get the product info directly there.

Business to Human (B2H) Model

Business-to-business (B2B) and business-to-consumer (B2C) models are traditional business models. The shift is now to business-to-human (B2H) where the focus is on building relationships with customers. Subscription services is an example of B2H and offers customers an experience that is both personalized and memorable.

Pandemic-Inspired Shopping Behaviors Remain Popular

one • 64% of shoppers say a hybrid method of shopping has been their primary way of shopping for the past six months

two • 30% of global respondents say that they shop online once or more than once a week, even now that the lockdown has been lifted

POSSIBLE PRODUCTS AVAILABLE VIA SUBSCRIPTION SHOPPING

- Toys
- Snacks
- Workout clothes
- Cosmetics
- Meals for special diets
- Pets
- Collections
- Gaming
- Family night entertainment
- Crafting
- Books
- Movies
- Mysteries
- Inspiration
- Coffee and teas
- Tech and gadgets
- Socks
- Stickers
- Candles
- Cologne/Perfumes
- Personal care
- Self-care products
- Music/vinyl records
- Home décor
- Flowers
- Candy
- Ice cream
- Art supplies
- Succulents
- Soaps

CONSIDERATIONS FOR SELECTING A SUBSCRIPTION BOX

Which subscription box is the best choice? The decision can be overwhelming with so many options and types from which to select. Consider the following when selecting a subscription:

- Ease of enrollment
- Subscription requirements
- Membership
- Price per box/billing
- Returns
- Flexibility
- Customer service
- Referrals, incentives, etc ...
- Shipping
- Packaging

RESOURCES (retrieved January 23, 25 and February 22, 2023)

- <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers>
- <https://autoship.cloud/tutorials/product-subscriptions/>
- <https://www.shopify.com/ng/blog/how-to-start-a-subscription-business>
- <https://www.chargebee.com/blog/subscription-box-market-size-industry-trends-and-growth-opportunities/>
- <https://blendcommerce.com/blogs/shopify/8-reasons-why-people-use-subscription-services>
- <https://www.drivepivotal.com/uncategorised/the-psychology-of-subscription-why-do-we-subscribe/>
- <https://rechargepayments.com/blog/why-people-cancel-subscriptions-and-how-to-prevent-it-988b3d3b5d27/>
- https://www.bazaarvoice.com/resources/shopper-experience-index-2022/?&aid=SC40571B2&utm_campaign=lets+get+visual&utm_content=2022+sei&utm_medium=paid+search&utm_source=google&utm_source=google&utm_medium=cpc&utm_campaign=lets+get+visual&utm_adgroup=na+shopper+marketing&utm_term=shopping%20trends&gclid=Cj0KCQiAutyfBhCMARIsAMgcRJTAE8xVj7VWmUpupid07mCIZQ0ShXPzoamfcTFTgVR2z3HIFbmFwaAIVtEALw_wcB
- <https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/consumer-business/Publications/deloitte-subscription-report-2022.pdf>



Study Guide Information Compiled by:

Lori Gallimore, Ed.D.
4-H Extension Specialist III
4-H Youth Development
University of Tennessee

Cheryl Varnadoe, M.S.
LifeSmarts Outreach Coordinator
Family and Consumer Sciences
University of Georgia

Wearable Technology

Wearable Technology



2023 Revised Edition By:
Matthew Hibdon
Cheryl Varnadoe

WHAT IS WEARABLE TECHNOLOGY?



Wearable technology describes any electronic device that consumers can wear on their body. “Wearables” have currently grown to include items ranging from smart watches to medical technology to jewelry to clothing.

Wearables can meet a variety of needs for consumers today and represent one of the largest growth areas for consumer electronics.

HOW DOES WEARABLE TECHNOLOGY WORK?

Wearable gear integrates the form and functions of multiple devices. Most of these work in a similar manner but some in a variety of options. Multiple sensors capture changes the wearer's position, temperature, etc. and translate them into data. Then, microprocessors extract, transform, and load data to a transmittable format. Finally, transmitters wirelessly send data to a local device or cloud storage for further processing and reporting.



GENERAL FACTORS TO CONSIDER BEFORE PURCHASING WEARABLE TECHNOLOGY

With so many brands offerings comparable wearable devices, choosing the right one takes careful research and planning. There are features to compare, different prices to consider, and product reviews to check. Before purchasing, you should consider the following factors:

PURPOSE

Before you purchase any wearable tech, it's important to consider why you want it. Do you want an easier way to track your health, fitness or sleep habits? Do you want a device that can help you stay safe or keep you in touch with others? Knowing the qualities that you must have from your purchase will help you narrow down the number of choices.

BUDGET

With more companies offering smart wearables, there are affordable and low-cost devices as well as new and innovative products available. Carefully compare the features you need in relation to the product price in order to get the best product that is within your budget.

CAPABILITIES

Most smart wearable devices come with basic activity and biometric tracking capabilities. However, other capabilities, such as heart rate tracking, movement sensing, GPS tracking, and blood pressure monitoring, are less universal. Some devices offer both Wi-Fi® and Bluetooth® connectivity, while some only offer one or the other. Wearable devices can be water-resistant, waterproof, or swim proof. The list of capabilities varies by device type. Knowing which ones are ideal for your activities and needs is critical to your purchase decision.

USER EXPERIENCE

If a wearable device is uncomfortable to wear, the potential health benefits you can enjoy are undermined. Likewise, if the wearable device's user interface is frustrating or hard to navigate, you may stop using your device altogether. To find out this information, check out consumer reviews of the product.

BATTERY LIFE

The battery life of wearables varies greatly ranging from days, weeks, or even months on a single charge. In some devices, longer battery life comes with tradeoffs including limited capabilities. Consumers should consider the length of battery life, the type of charger needed, amount of time needed to charge the device and emergency communication capability with minimal or empty charge. Wearables should also be energy-efficient.

PERSONAL STYLE

For some people, clunky devices or headsets are the image that comes to mind when they think about wearable technology. While many brands specialize in offering affordable devices that prioritize practicality over looks, some companies do pay more attention to the style and fashion aspects of wearable technology. Today, wearable consumers have many choices, with tech devices that offer state-of-the-art technology along with fashion.

COMPATIBILITY

Consider if your new wearable will take the place of any of your existing devices and how it integrates and works with other devices you already own. Even if it is lightweight and convenient, another wearable is another device to carry and keep track of. Considering how your new wearable affects your existing network of devices results in better planning and results in a better buying decision.

PRODUCT REVIEWS

Before you make the final decision on any device, reading reviews assures about its reliability and effectiveness, as well as answers any last-minute questions you might have. Product reviews from tech experts are helpful to learn more about the product's capabilities and specifications, while consumer reviews can reveal any potential issues or annoyances with the user experience. Reviews are especially important to consider if you are buying from a less reputable, new, or unknown brand to be certain the advertised experience is delivered.

WHAT ARE EXAMPLES OF WEARABLE TECHNOLOGY?

Here are the most common current types of wearable technology:

- **Fitness trackers:** Smart wearable that can assist in developing healthier habits by giving a pat on your back. Monitors your heart rates and your movements and keeps track of your calorie burns and step counts and more.
- **Smart watches:** Connected watches that let the wearer answer phone calls, track fitness, track sleep, and much more.
- **Smart jewelry:** Tech jewelry including rings, bracelets, pins, charms, and necklaces that offer the functions of a smart watch or various special functions such as monitoring stress levels.
- **Advanced medical tech:** Includes a wide range of devices including wearable electrocardiograms (ECGs) that send your heart rhythm to your cardiologist, glucose monitors, and other lifesaving on-body technology.
- **Head-Mounted Displays (HMDs) and Smart Glasses:** Including VR headsets and other displays that create a more immersive gaming or web-surfing experience and wearable devices that utilize augmented reality to add digital displays and quick actions including video capability to glasses.
- **Action cameras:** Small, rugged, waterproof digital cameras designed for capturing immersive action shots that allow you to jump right in and become part of the adventure.
- **Wireless Headphones or Earbuds:** High-tech over-the-ear or in-ear devices that do more than transmit audio and sync up with your phone, tablet, computer, tv or other Bluetooth-enabled devices.

While there are similar criteria to consider across all types of wearable technology, each category has its own set of features and functionalities for consumers to know about.

WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?

FITNESS TRACKERS

Fitness trackers are some of the original technology in the industry. The earliest trackers were pedometers which had the main feature of only tracking movements and steps. Pedometers have historically been the most widely available and mass-produced type of wearable technology.

Fitness tracking wristbands are a more modern and complex device that built upon the success of pedometers. They measure and record data related to the wearer's physical state and performance, such as heart rate, speed and distance traveled, sleep patterns, and more. Consider any extra costs for internet, location, etc., and ease of use of a mobile app and syncing.

Features: detailed understanding of workout sessions; tracks heart rate, sleep cycle, blood oxygen saturation, and calories burned; detailed reviews of particular exercises or sports; hydration monitor; steps; distance traveled; GPS; compass; accelerometer; temperature; media player; and more.

Consider:

- o Uses
- o How to access/share data
- o Durability
- o Accessories
- o Your lifestyle
- o Cost
- o Charging method
- o Water resistance



WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?

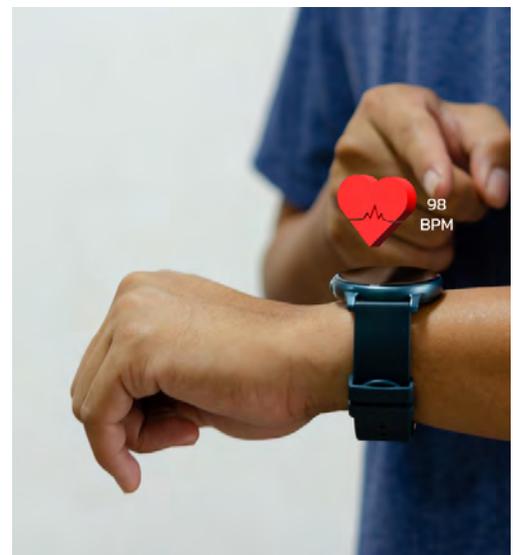
SMART WATCHES

Smart watches primarily tell time while also displaying information supplied by the wearer's smartphone, such as email, social media notifications, SMS/MMS, call info, and media controls. Some smart watches also make and receive calls, take pictures, include games, allow for contactless payments, and provide some of the features of a fitness tracker. More advanced smart watches pair with other wearables (like wireless headphones) without even requiring the use of a smartphone or other primary device.

Features: Showing time, tracking weather data, fitness tracking, games, media player, compass, GPS, speaker, camera, phone, altimeter, accelerometer, barometer, and endless apps to make this a true mini-phone or computer (with proper connectivity).

Consider:

- o Uses
- o How to access/share data
- o Durability and Water resistance
- o Accessories
- o Your lifestyle
- o Cost
- o Need for separate cellular plan?
- o Ability to customize interface
- o Charging method



WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?

SMART JEWELRY

Features: safety signals and alerts, calorie burn, distance traveled, active minutes, sleep duration and quality, guided meditation, stress resistance monitoring, medical monitoring, location sharing and more.

Consider:

- o Cost
- o Does the jewelry item need to be "smart"?
- o Eco-friendly and recyclable product material
- o Non-corrosive material
- o Easy to sync app
- o Easily operable app
- o Comfortable to wear
- o Personal style of wearer
- o Water resistance



WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?



ADVANCED MEDICAL TECHNOLOGY

Features: wearable electrocardiograms (ECGs) that send your heart rhythm to your cardiologist; temperature sensors; blood pressure monitors; biosensors; physical movement tracking; glucose level monitoring; Ultraviolet (UV) light exposure, and much more.

Consider:

- o Cost
- o Health and medical needs in consultation with your physician/specialist
- o Health and medical history
- o How to access/share data
- o Easily operable app?
- o Comfortable to wear
- o Size/weight
- o Water resistance
- o Durability
- o Need for additional accessories?

WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?



HEAD-MOUNTED DISPLAYS (HMDS) AND SMART GLASSES

Features: Equipped with a small display or projection technology embedded into eyeglasses or sunglasses or mounted on a hat or helmet; superimposes images on a real-world view without blocking the user's vision; can view output of devices like drones in real-time; include cameras and headphones; can project a computer screen into the corner of your eye; can be prescription glasses; other AR features

Consider:

- o Cost
- o Uses and practicality
- o Comfortable to wear
- o Size/weight
- o Water resistance
- o Durability
- o Charging method
- o Portability
- o Need for a subscription to access features?

WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?

ACTION CAMERAS

Rugged action cameras can mount to a helmet, chest harness, tripod, or sporting equipment, and capture video under conditions that most electronic devices are not designed to handle. As technologies continue to develop, some of the features originally designed for action cameras (water resistance, added accessories to enhance the user experience, etc.) are becoming standard for other wearables and smart devices. Action cameras can be used to record video on family vacations, hikes with friends, or underwater wildlife in their natural environment.

Features: Ability to wear and/or mount

Consider:

- o Uses
- o Internal or external memory
- o How to access/share footage
- o Durability
- o Video quality and frame rates
- o Accessories
- o Editing tools and connectivity
- o Your lifestyle
- o Camera features
- o Cost
- o Water resistance



WHAT SHOULD YOU LOOK FOR WHEN PURCHASING WEARABLE TECHNOLOGY?

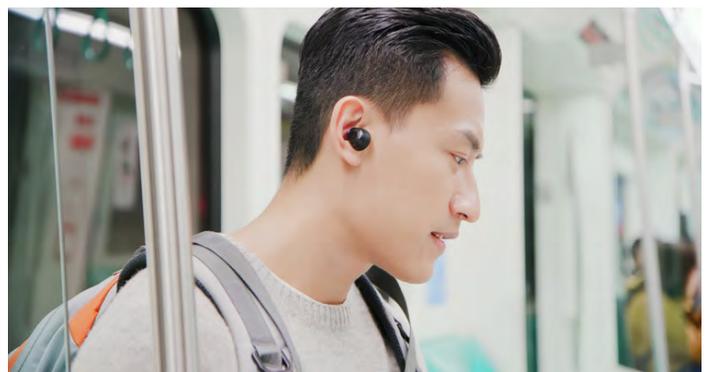
WIRELESS HEADPHONES OR EARBUDS

Wireless headphones were already on the market before the term “wearables” became popular; however, they are still a large part of the wearables industry, sometimes referred to as “hearables.” Wearable headphones rely on Bluetooth technology to connect to consumer’s devices and are commonly available in two styles: in-ear (canalphones, canalbuds, and earbuds) or over-the-ear. Some wireless headphones also include internal microphones. The microphones allow consumers to use the wearables to communicate with others. By using wearable headphones with an internal microphone, consumers can conveniently control voice-activated devices and meet with others on professional video conferences on compatible devices.

Features: Use Bluetooth technology to connect to consumer’s devices; commonly available in two styles: in-ear (canalphones, canalbuds, and earbuds) or over-the-ear; some include internal microphones; sound quality; long battery life; noise cancellation; etc.

Consider:

- o Design
- o Comfort
- o Uses / needs
- o Sound quality
- o Cost
- o Durability
- o Water resistance



WHAT ARE RISKS OF WEARABLES?

Consumers under eighteen (18) years old should use wearables under adult supervision. There are three main categories of risks that wearable tech companies and consumers face:

- **Cyber security:** The data transmitted via wearables must be properly secured; otherwise, companies are at risk of class action lawsuits, costly fines, and injury to their reputation. Consumers should make a point to review company privacy policies and stay educated about how their data could be used. Consumers who want to upgrade their wearables should first be certain to remove all personal information from their existing device. Consider recycling these items to prevent e-waste, donating them or reselling them.
- **Bodily injury risks:** Malfunctioning devices can cause injuries, illnesses, and even death to wearers or patients. Manufacturers of defective devices may even face product liability lawsuits.
- **Technology errors and omissions risks:** Companies can be held liable for economic losses from the failure of their devices to work as intended. Some wearable technology may require continual software updates to work at optimal levels.

THE FUTURE FOR WEARABLES

The future for wearables is very bright. Every day brings new advances in technology resulting in exciting, new wearables in the marketplace.

Use these tips to help you make the best consumer decision when purchasing wearable technology that is currently on the market and to think critically about future products.