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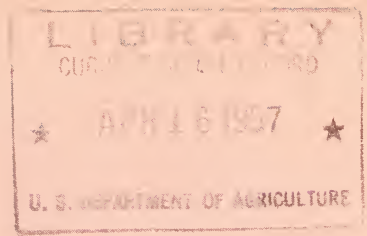
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**TEENAGE GIRLS DISCUSS
THEIR WARDROBES AND THEIR ATTITUDES
TOWARD**

Cotton and Other Fibers



**U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.**

Marketing Research Report No. 155
Agricultural Marketing Service
Marketing Research Division

This report deals with young girls' uses of and attitudes toward cotton and competing fibers in various wardrobe items. It is one of a series of studies on farm products conducted by the Market Development Branch, Marketing Research Division.

The Agricultural Marketing Service assumed major responsibility for the study, with cooperation and advice from other services in the Department and from the National Cotton Council of America.

Under contract with the Department of Agriculture, Audits & Surveys Company, New York, designed the sample, prepared the questionnaire, and collected and processed the data.

The project was under the general direction of Trienah Meyers. Daniel B. Levine participated in planning the study and Lela Yvonne Clayton assisted in analysis of the data.

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H I G H L I G H T S

Cotton ranked high with 14- to 17-year-old girls in a nationwide sample survey conducted in September 1955. It was the leading fiber and the preferred fiber in many of the items of clothing included in the study. Almost all the girls interviewed said they had had more experience with cotton than with any other clothing fiber.

More than 9 out of 10 girls named one or more things they liked about cotton, but fewer than 4 out of 10 named something they disliked about it. Excellent launderability was the most widely named advantage of cotton, and many girls also praised cotton's light weight and coolness, fresh and crisp appearance, durability, versatility, large variety and selection, and inexpensiveness. A tendency to wrinkle was the disadvantage named by most of the girls who had anything unfavorable to say about cotton.

Use of wool was widely reported for outerwear and for winter clothes. About 9 out of 10 girls named something they liked about wool, and 6 out of 10 named something they disliked. The primary virtue named for wool was warmth, and other favorable features included attractive appearance, durability, ability to hold its shape, and resistance to wrinkling. Major faults named for wool were scratchy or irritating texture and the need for dry cleaning.

Nylon was the most widely used of the manmade fibers, particularly in slips and flared petticoats, blouses, summer dressup dresses, and anklets. "Likes" for nylon were given by about 8 girls in 10, "dislikes" by about 2 out of 3 girls. Nylon was most often praised for its laundering qualities, particularly its minimal ironing requirements and speed in drying, for its appearance and styling, for durability, and for being light weight and cool. On the other hand, the primary criticisms leveled against nylon were of its warmth, its sticking and clinging, its raveling and tearing, and its transparency.

Only a minority of girls felt familiar enough with rayon or Dacron to say what they liked or disliked about these fibers. However, the majority appeared to know Orlon -- a fiber widely used by girls in sweaters. The major virtues of Orlon, according to the girls, were that it launders well, doesn't scratch, and holds its shape.

Interviews in the same study with mothers of teenage girls indicate that mothers' fiber preferences and evaluations of fibers for their daughters' clothing are very like those of the girls. However, mothers usually mentioned launderability, durability, and expense more than their daughters did, while girls were more likely than their mothers to speak of the weight, comfort, and appearance of a fiber.

There appears to be considerable interplay between mothers and daughters on the subject of the girls' clothes, particularly where major items of apparel are concerned. According to both girls' and mothers' testimony, many of them talk about and shop together for the girls' clothes. The daughter is much more likely than the mother to make the final decision on what is bought, but in many families the decision is made jointly by daughter and mother. Girls of all ages have a great deal of influence in the selection of their clothes, but older girls are more likely than younger teenagers to shop alone and to make the final choice.

Shopping seemed to be an important activity to teenage girls. Most of them said they talk with other people, particularly with their mothers and their friends, consult magazines and newspapers, window shop, and look in several stores before buying. However, only a few said they made more than one actual shopping trip to select the dress or skirt they bought last.

TEENAGE GIRLS DISCUSS THEIR WARDROBES
AND THEIR ATTITUDES
TOWARD COTTON AND OTHER FIBERS^{1/}

By Esther S. Hochstim, project director
Market Development Branch

INTRODUCTION

The last decade has been marked by two developments of considerable interest to those concerned with the production, processing, and marketing of natural fibers. The first is the introduction of the synthetic fibers nylon, "Orlon," ^{2/} and "Dacron" ^{2/} on a mass basis. These fibers have made substantial inroads in many markets and a wide variety of clothing articles are made either from manmade fibers or from mixtures of manmade and natural fibers.

The second development is the increased interest with which clothing manufacturers and retailers have been viewing a segment of the consumer population less emphasized in the past -- the teenage girl. Some indications of this interest have been the emergence of retail "teen departments" and "high school shops" throughout the country and the publication of fashion magazines partly or entirely devoted to the teenage market.

In order to help producers, manufacturers, and distributors understand the teenage market better and find improved ways of meeting its needs, the Department of Agriculture undertook this study among girls ¹⁴ through 17 years of age. This particular group within the teenage population was selected because other studies by the Department have included women 18 and over and because it was felt that girls under ¹⁴ had less influence and did not participate so much in the actual shopping for their clothing.

Who Was Interviewed

The findings reported here are based on a national probability sample of 1,751 girls. In order to get some idea of how closely girls' thinking paralleled that of their mothers and to discover what influence mothers had on the daughters' wardrobes, a small subsample of mothers -- 368, or about 1 mother for every 5 girls interviewed -- was also questioned on certain parts of the study. A fuller description of the sample will be found in the Appendix.

^{1/} A preliminary summary report with the same title was published in March 1956.

^{2/} Trademarks.

Time of Interviewing

Interviewing was conducted during September and early October 1955. This time was chosen to avoid the vacation season, when many girls and families were likely to be away from home.

Areas of Questioning

Girls were asked to relate, for selected articles of clothing, which ones they possessed, what fibers they owned, what fibers they preferred, their reasons for preferring the fiber for that article of clothing, and what criticisms they had of their preferred fiber. In addition, they were asked for their general appraisals of certain fibers, unrelated to specific items of clothing.

As a further guide to the marketing problem, the study included an inquiry into the amount of influence the girls felt they exercised in the choice of clothing as compared with that of their mothers, and also an account of a recent shopping experience.

The questions asked of mothers related to their preferences for and attitudes toward fibers for their daughters' clothing and to their impressions of their influence on their daughters' wardrobes. These questions were abstracted from the girls' questionnaire, with necessary changes in form -- "your mother" in the case of daughter questions, "your daughter" in the other case. The questionnaire used with girls is reproduced in the Appendix, with those questions asked also of mothers identified by a # symbol.

Most of the girls were interviewed in a situation free of direct parental influence. In nearly half of the interviews, mothers were not present, and in those cases where they were present, interviewers reported that very few appeared to influence their daughters' responses. In the sample as a whole, only 2 percent of the girls were judged by the interviewers to have been "very much" influenced by their mothers.

Definition of Terms

Because pretesting of the questionnaire revealed that the term "material" is more familiar to teenage girls than "fiber," the questions were phrased in terms of "materials." However, when a respondent named a material whose fiber content was not readily identifiable (gabardine, for example), she was asked, "Can you tell me what this material is made of?" Thus, all materials were translated into their fiber content, so far as this was known to the respondent.

Eighteen classes of wearing apparel were covered by this survey. The study was restricted to ready-made items which had been worn during the 12 months prior to interviewing; that is, clothing in active wardrobes.

The articles of clothing are as follows:

Summer skirts: Skirts worn primarily during the summer and skirts of 2-piece dresses if worn with other blouses as well as the dress top. Excludes suit skirts.

Summer blouses: Blouses worn primarily during the summer. Excludes polo shirts, T-shirts, and sweaters.

Summer dressup dresses: Summer dresses worn mainly for dress occasions but not floor-length or ankle-length dresses.

Summer everyday dresses: Summer dresses worn mainly for everyday wear.

Winter skirts: Skirts worn primarily during the winter and skirts of 2-piece dresses if worn with other blouses or with sweaters as well as the dress top. Excludes suit skirts.

Winter blouses: Blouses worn primarily during the winter. Excludes sweaters.

Winter dressup dresses: Winter dresses worn mainly for dress occasions but not floor-length or ankle-length dresses.

Winter everyday dresses: Winter dresses worn mainly for everyday wear.

Dress-length slips: All slips except floor-length, ankle-length, or half slips.

Stand-out petticoats: Half slips stiffened so that they flare and give a stand-out effect to clothes.

Rainwear: Raincoats, raincapas, and coats specially treated to be water repellent for wear in both dry and rainy weather. Fiber ownership was obtained separately for rainwear meant exclusively for wet weather and for that meant for both wet and dry weather.

Anklets or bobby socks: All except knee-length socks.

Full-length coats: Full-length coats whether dressup or everyday and regardless of season. Excludes rainwear.

Short coats: From a short topper to a 7/8-length coat. Excludes sports jackets and suit jackets.

Sports jackets: Outerwear jackets worn in any season. Excludes short coats and suit jackets.

Slacks: Sports trousers from just below the knee to ankle length (i.e., regular slacks, pedal pushers, toreador pants, blue jeans, dungarees, etc.). Excludes jodhpurs.

Shorts: All lengths, from very short shorts to Bermuda shorts which stop at or just above the knee.

Pajamas: All types of pajamas.

Cautions in Interpreting the Data

Every sampling survey is subject to a certain amount of error due to the fact that a portion and not the entire population under study was interviewed. Leeway to be allowed in the present study is as follows:

For example, 78 percent of the 1,751 girls interviewed said they owned short coats. In this case, the chances are about 19 in 20 that if all girls between 14 and 17 years of age residing in households in the United States had been asked this question, between 74 percent and 82 percent would have said they owned short coats.

This same allowance needs to be made in interpreting the figures on page 5 showing the number of girls in the population represented by the proportions saying they owned each of the items. The table on reliability of estimates in the Note on Sampling Error in the Appendix provides a basis for estimating the error for other percentages and other numbers of cases.

As in all studies, the figures are also subject to errors of response and of reporting. For example, girls were reporting their impressions of the fiber content of clothing items they owned, and in some cases may have been in error.

THE TEENAGE GIRL'S WARDROBE

Ownership by teenage girls of most of the items included in the study was very high in September 1955. At least 9 out of 10 girls said they owned summer skirts and blouses, winter skirts and blouses, anklets, dress-length slips, and pajamas, and substantial proportions owned each of the other types of clothing. The only items reported owned by fewer than half of the teenage girls were winter everyday dresses, raincoats, and multipurpose coats.

This level of ownership represents a sizable market for the various items. Expressed in terms of all 14- to 17-year-old girls living in households in the United States -- about 4,535,000 in September 1955 when the

interviewing was conducted ^{3/} -- the following figures represent the approximate numbers of girls who owned at least one item in each clothing category as indicated by the survey:

<u>Item</u>	<u>Percent owning</u>	<u>Thousands of girls</u>
Winter skirts -----	98	4,400
Anklets or bobby socks --	97	4,400
Summer blouses -----	96	4,400
Summer skirts -----	94	4,300
Dress-length slips -----	94	4,300
Winter blouses -----	93	4,200
Pajamas -----	91	4,100
Stand-out petticoats ----	88	4,000
Shorts -----	87	3,900
Full-length coats -----	86	3,900
Slacks -----	84	3,800
Short coats -----	78	3,500
Summer everyday dresses -	71	3,200
Sports jackets -----	71	3,200
Summer dressup dresses --	67	3,000
Winter dressup dresses --	51	2,300
Winter everyday dresses -	39	1,800
Raincoats -----	32	1,500
Multipurpose coats -----	25	1,100

Blouses and skirts were much more prominent in teenage girls' wardrobes, particularly for winter, than were dresses: While practically all girls had blouse-and-skirt combinations, 13 percent said they had no summer dresses, either dressup or everyday; and 31 percent said they had no winter dresses. Even among the girls who had both dresses and blouses and skirts, the great majority said their clothes were mostly combinations rather than dresses (tables 4, 22).

Although dresses, particularly winter dresses, were reported in the wardrobes of more older than younger girls and more girls from upper than lower income families, there was little variation in the proportions saying their wardrobes consisted mainly or entirely of combinations. From 6 to 7 out of 10 speaking of summer clothes, and 8 to 9 out of 10 speaking of winter clothes, said that separates comprised all or most of their wardrobes.

Among the girls who did own summer dresses, about 2 out of 10 used the same dresses for both everyday and dressup wear. About 6 out of 10 had

^{3/} U. S. Bureau of the Census, Current Population Reports, Series P-57, No. 159, Oct. 1955.

specific dresses for different occasions, and most of the remainder had only dressup wear. More older girls than younger girls had different dresses for dressup and everyday wear, while more younger than older girls had only dress-up dresses. When asked how their dressup differed from their everyday summer dresses, about 5 out of 10 owners of both types mentioned differences in style or color, and about 4 out of 10 said that dressup dresses were of better, finer material. Smaller proportions said their dressup dresses cost more or were dressier or fancier, and a few made the specific comment that their dressup summer dresses were not made of cotton (tables 13, 14).

About 2 out of 10 winter dress owners, too, used the same dresses for everyday and dressup wear, about 4 out of 10 had only dressup clothes, and a little less than 4 out of 10 had different dresses for different occasions. Again, most of the girls with both types of dresses described the differences in terms of better, finer material and different styles and colors in the dressup dresses (tables 31, 32).

FIBER OWNERSHIP AND APPRAISALS

Cotton enjoys wider usage among 14- to 17-year-old girls than any other fiber, natural or synthetic. In terms of ownership it was outdone by no other fiber in summer skirts, blouses, and everyday and dressup dresses; winter blouses and everyday dresses; shorts, slacks, pajamas, anklets, sports jackets, and multipurpose coats. It was second to wool for winter skirts and winter dressup dresses, and second to nylon for dress-length slips and petticoats. From 51 to 94 percent of owners of the 4 summer items, winter blouses and everyday dresses, and anklets said they liked cotton best for these articles of clothing (tables 1 and 2).

Nylon has had greatest success in underwear, being the most widely used and preferred fiber for both stiffened petticoats and dress-length slips. Also, it made a significant showing in summer blouses and dressup dresses, in winter blouses, and in anklets. Possession of Orlon was not reported by as many as a tenth of the owners of any category of clothing studied (sweaters are not reported here) ⁴/₁₀, and the only item in which Dacron was owned by as many as a tenth was summer blouses.

Wool was the leading fiber for winter skirts, winter dressup dresses, full-length coats, and short coats. It took second place to cotton for winter everyday dresses, multipurpose coats, sports jackets, and slacks; and it ranked third to cotton and nylon for winter blouses and for anklets.

Rayon/acetate ⁵/₁₀ usage by teenage girls was highest for winter and summer dressup dresses and for dress-length slips, though in no case was it the top-ranking fiber.

⁴/₁₀ Information on girls' ownership of sweaters and their attitudes toward sweater fibers is reported in Women's Attitudes Toward Wool and Other Fibers, U. S. Department of Agriculture, Marketing Research Report No. 153, 1957.

⁵/₁₀ Because pretesting indicated that most teenagers do not make a distinction between rayon and acetate, these two fibers were combined throughout the study.

Table 1.--Teenage girls who owned certain items of clothing: Fibers owned by 5 percent or more

Items of clothing	Fibers owned											Cases											
	Cotton	Linen	Rayon/ ace- tate	Nylon	Silk	Dacron	Wool	Wool blends	Orlon	Plas- tic	Oil- skin		Leath- er	Cotton and nylon	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Num- ber
Summer: Skirts -----	99	17	9	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,643
Blouses -----	98	8	9	38	7	10	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,689
Dressup dresses -	76	17	20	38	11	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,165
Everyday dresses	98	6	5	8	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,236
Winter: Skirts -----	47	--	9	--	--	--	89	14	8	--	--	--	--	--	--	--	--	--	--	--	--	--	1,712
Blouses -----	95	--	9	23	6	7	13	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,632
Dressup dresses -	34	5	31	5	15	--	39	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	894
Everyday dresses	69	--	9	--	--	--	40	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	689
Dress-length slips -----	62	--	25	65	19	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,644
Stand-out petticoats -----	46	--	11	69	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,547
Pajamas -----	92	--	9	8	5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,598
Raincoats -----	10	--	5	--	--	--	--	--	--	--	--	--	--	54	15	--	--	--	--	--	--	--	568
Multipurpose coats -----	34	--	12	--	--	--	14	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	443
Full-length coats -----	5	--	--	--	--	--	80	7	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,498
Short coats -----	12	--	--	12	--	--	56	5	5	--	--	--	--	--	--	--	--	--	--	--	--	--	1,367
Sports jackets -----	55	--	--	--	--	--	24	--	--	8	--	--	--	--	--	--	--	--	--	--	--	--	1,237
Shorts -----	98	--	--	--	--	--	6	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,526
Slacks -----	87	--	6	--	--	--	23	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,479
Anklets or bobby socks -	88	--	--	23	--	--	16	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1,701

Table 2.--Teenage girls who owned certain items of clothing: Fibers liked best by 5 percent or more

Items of clothing	Fibers liked best									Cases	
	Cotton	Nylon	Linen	Rayon/ ace- tate	Wool	Wool blends	Silk	Plas- tic	Oil- skin		Cotton and nylon
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Num- ber
Summer: Skirts -----	94	--	--	--	--	--	--	--	--	--	1,643
Blouses -----	84	8	--	--	--	--	--	--	--	--	1,689
Dressup dresses -----	51	21	6	6	--	--	--	--	--	--	1,165
Everyday dresses -----	92	--	--	--	--	--	--	--	--	--	1,236
Winter: Skirts -----	17	--	--	--	68	6	--	--	--	--	1,712
Blouses -----	81	--	--	--	5	--	--	--	--	--	1,632
Dressup dresses -----	13	--	--	15	23	--	8	--	--	--	894
Everyday dresses -----	56	--	--	--	24	--	--	--	--	--	689
Dress-length slips -----	39	45	--	8	--	--	5	--	--	--	1,644
Stand-out petticoats ---	22	55	--	--	--	--	--	--	--	--	1,547
Rainwear -----	17	--	--	6	--	--	--	--	12	--	895
Anklets or bobby socks	70	10	--	--	5	--	--	29	--	5	1,701

Specific Items of Clothing

The following detailed discussion is based on 5 questions asked of the girls:

1. Which fibers they owned in each item
2. Which fiber predominated for that item of clothing
3. Which fiber they liked best for the item
4. What they liked about the preferred fiber
5. What if anything they disliked about the preferred fiber

All 5 questions were asked about most of the items, but only the first question was asked for a few items -- full-length and short coats, sports jackets, shorts, slacks, and pajamas.

Summer Skirts.--Cotton played the dominant role in the teenagers' summer skirt market. Not only did 99 out of 100 skirt owners have at least one cotton skirt in their wardrobe, but 94 out of 100 said that all or most of their summer skirts were made of cotton. Furthermore, 94 percent said they preferred cotton for summer skirts (table 6).

The only other fibers with any level of popularity were linen and rayon/acetate, though they lagged far behind cotton. Almost 2 in 10 skirt owners said they had linen (possibly in some cases butcher linen) and about 1 in 10 had a summer skirt made of rayon/acetate. This ranking of the fibers is about the same regardless of the girls' age, income, working status, and size of community (table 5).

Launderability and ease of care was the outstanding reason given by the girls who preferred cotton summer skirts: 76 percent gave such reasons as that cotton is easy to wash and care for, easy to iron, starches well, is washable, and looks nice after laundering. The light weight, cool quality of cotton was mentioned by more than 4 in 10 of the girls who preferred cotton, and more than 2 in 10 spoke of cotton's neat, fresh, crisp or nice, pretty appearance. About 1 in 10 named cotton's durability as a reason for preference, and the same proportion cited the variety of colors, patterns and styles found in cotton (table 7).

Only about 1 in 4 of the girls who preferred cotton summer skirts had any criticism of the fiber, most of them objecting to its wrinkling (table 8).

Summer Blouses.--Cotton was the leader in summer blouses, with nylon second. Almost all teenagers (98 percent) who owned summer blouses had cotton ones in their wardrobe, and 38 percent had nylon. However, only 3 percent of the girls indicated that most of their summer blouses were nylon, compared with 88 percent who had mostly cotton blouses. Cotton was considered the best fiber by 84 percent of summer blouse owners (table 10).

Teenagers' reasons for preferring cotton for summer blouses were similar to their reasons for preferring it for summer skirts, with easy washing and

ironing, light weight and coolness, appearance, durability, and variety ranking high (table 11).

Nearly 6 out of 10 of the girls who favored nylon for summer blouses spoke of its laundering qualities, saying it is easy to wash and care for, that it requires little or no ironing and that it dries quickly. Half of the nylon advocates said that nylon is light weight and cool and 3 in 10 commented favorably on its appearance and styling.

Launderability, appearance, and coolness were the leading reasons of the girls who liked Dacron best for summer blouses. Over 8 out of 10 girls who chose Dacron as the best fiber for these blouses remarked on its laundering qualities, most such comments concerning its minimal ironing requirements, ease of washing, and speed in drying. About half cited Dacron's looks and wrinkle resistance, and about 2 out of 10 said that it is light weight and cool.

Among those who liked cotton best for summer blouses, criticisms were very few; three-fourths had no criticisms to make of it, and the only drawback mentioned by close to a tenth was that cotton wrinkles easily. Nylon received more criticism than either cotton or Dacron, mainly from girls who considered it hot or subject to fraying or raveling. No single criticism of Dacron was made by as many as a tenth of the girls who preferred it for blouses (table 12).

Summer Dressup Dresses.--Cotton was the leader (76 percent) in summer dressup dresses, with nylon (38 percent) its closest competitor. Rayon/acetate, linen, and silk were the only other fibers named in the wardrobes of over a tenth of the girls who owned this article of clothing (table 15).

Over half of the girls reported that cotton was the predominant fiber in their summer dressup wardrobe, compared with 11 percent for nylon. Cotton was liked best by about the same proportions as said it predominated in their wardrobes, but nylon was preferred by twice as many as said all or most of their dressup summer dresses were nylon. Rayon/acetate and linen were each named as preferred fiber by 6 percent of owners of summer dressup dresses (table 16).

In evaluating cotton for dressup summer dresses, about 6 out of 10 of its adherents spoke of laundering qualities and about 4 out of 10 said it is light weight and cool. Appearance and styling also ranked high, as did variety and selection (table 17).

More than 6 in 10 of the girls who preferred nylon for summer dressup said they liked it for its appearance and style, about 4 in 10 for its laundering qualities, and more than 3 in 10 for its light weight and coolness.

Most of the girls who preferred either rayon/acetate or linen--more than 8 in 10 -- said they liked the appearance and style of the fiber. Other reasons included care and laundering, weight and comfort, and durability.

For summer dressup dresses as for other items, the major criticism of cotton was that it wrinkles, 16 percent of the girls who preferred cotton making this statement. Nylon was thought too hot by 24 percent of the girls who liked it for summer dressup wear. Linen was criticized for wrinkling, for difficulty of care, for lack of durability, and for being too hot. Rayon -- the most criticized fiber -- was thought by many of the girls who liked it best for summer dressup to be too sheer or too hot, hard to care for, easily frayed, or quickly wrinkled (table 18).

Summer Everyday Dresses.--Cotton had no competition to speak of in everyday summer dresses. Practically all (98 percent) of the girls who owned such dresses had cotton, and over 90 percent said that it was the major fiber in their everyday dress wardrobe and the one they liked best. Nearest competitors in ownership were nylon, linen, and rayon/acetate, reported by 8 percent, 6 percent, and 5 percent respectively (table 19).

Cotton's main appeal to teenage girls for casual summer dress wear was its launderability, and sizable proportions said they liked it because it is light weight and cool, has nice appearance and styling, or wears well (table 20).

Again, wrinkling was the main criticism of cotton, mentioned by 11 percent of the girls who preferred it for everyday summer dresses (table 21).

Winter Skirts.--Wool was well ahead of all other fibers reported for girls' winter skirts. Nine out of 10 skirt owners had wool, 6 percent had wool blended with Orlon, and 8 percent other wool blends. Cotton was the second-ranking fiber, owned by almost 5 out of 10 winter skirt wearers; and rayon/acetate and Orlon were each reported by about 1 in 10. More upper income than lower income girls had wool skirts, while the reverse was true for cotton (table 23).

Wool was the predominant fiber among the winter skirts of 61 percent of owners and the best-liked fiber of 68 percent; comparable figures for cotton were 16 and 17 percent. Orlon and wool-and-Orlon each predominated among 1 percent of the wardrobes and each was preferred by 3 percent of the winter skirt owners (table 24).

The outstanding reason for liking wool for winter skirts was warmth, given by three-fourths. Appearance and styling, ease of care, and durability were also the reasons of sizable proportions of the girls who said they preferred wool (table 25).

For this winter item as for most summer items, cotton was liked by many because it washes and irons well and for appearance and styling. However, almost 4 in 10 of the girls who preferred cotton said they liked it for its warmth, as opposed to the "light weight, cool" reason given for liking cotton for summer clothes (table 26).

The washability appeals of synthetics for winter wear have made an impression on some teenage girls. Among the small numbers of girls who

preferred Orlon or wool-and-Orlon skirts, the largest group of reasons related to washability, ease of washing, and little or no need for ironing; and such reasons were named more for these fibers than for cotton. Other high-ranking reasons included weight and comfort -- with 3 out of 10 wool-and-Orlon advocates saying that it doesn't scratch, stick, or cling and others liking its warmth, appearance or styling, and durability.

Major criticisms of wool came from girls who thought it scratches or itches or who objected to having to dry-clean skirts. The primary fault found with cotton was that it develops a shined, polished look -- a criticism made largely by owners of corduroy skirts. Only 1 Orlon adherent in 10 made any criticism of it, practically all of these saying that it is too light weight. Fewer than 2 girls out of 10 who liked wool-and-Orlon skirts best made any criticism of the blend, and no criticism was made by more than 4 percent (table 27).

Winter Blouses.--Cotton was about as popular among teenage girls for winter as for summer blouses, nylon somewhat less so. Cotton was owned by more than 9 in 10 of the girls who had winter blouses, and it was the main fiber and best liked fiber of 8 in 10. Ownership of nylon blouses was reported by 23 percent, wool by 13 percent, rayon/acetate by 9 percent, Dacron by 7 percent, silk by 6 percent of the girls who had winter blouses (table 28).

Cotton was liked best for winter blouses especially for its ease of washing and ironing, for its warmth and comfort, and for its appearance and styling. Nylon was liked for its ease of care, many of its adherents saying that it is easy to wash, requires little or no ironing, and dries quickly, for its dressy and pretty appearance, and for its warmth. For wool, warmth was the outstanding characteristic, followed by appearance and style (table 29).

Criticisms of cotton for winter blouse wear were very few, the major ones being that it is too light for winter (6 percent) and wrinkles easily (5 percent). Among the few criticisms of nylon was the belief of 1 in 10 girls who liked it best that it doesn't wear well, particularly that it ravel, frays, or tears easily. Wool came in for more criticism, with 19 percent of the girls who liked it best saying that it doesn't hold its shape, 9 percent that it requires dry cleaning, and a few making other negative comments (table 30).

Winter Dressup Dresses.--No single fiber dominated the winter dressup dress field. Wool, with 39 percent ownership, had a slight lead, closely followed by cotton's 34 percent, and rayon/acetate's 31 percent. Silk and taffeta (fiber not specified) were each owned by 15 percent of the girls who had such dresses (table 34).

A third of the girls could name no specific fiber as predominant in their wardrobes, but wool, cotton, and rayon/acetate were each named as predominant by 15 percent. Wool, named by 23 percent, led as preferred fiber, followed by rayon/acetate, 15 percent; cotton, 13 percent; and silk, 8 percent.

Teenage girls' main concern in their choice of a fiber for a dressup dress was its appearance. This was particularly true in the cases of rayon/acetate and silk, where about 8 out of 10 advocates said they liked the fiber for its appearance and styling; 5 out of 10 said this about wool, and 4 out of 10 about cotton. About 6 out of 10 girls who preferred wool for winter dressup cited its warmth. For cotton, almost 5 in 10 said they liked its ease of care (table 35).

Only a fifth of the girls who favored cotton named any drawbacks to it for dressup winter dresses, and the disadvantages mentioned were widely scattered. The most frequently named disadvantages of wool were itchiness, named by 17 percent, and its need to be dry-cleaned, 11 percent. Substantial proportions criticized rayon/acetate and silk for needing dry cleaning and for soiling or staining easily; in addition, silk was thought by many to wrinkle easily (table 36).

Winter Everyday Dresses.--Here again, cotton was the leader, with wool second. About 7 out of 10 teenage girls who owned everyday winter dresses reported having cotton, 4 out of 10 wool. Incidence of wool was highest among upper income girls, urban dwellers, and older teenagers, while cotton was most likely to be reported by girls whose families were in the lower income bracket, and by small town and farm dwellers (table 37).

More than half the girls who owned everyday winter dresses said that cotton was the predominant fiber in their wardrobes and that they liked cotton best. Wool predominated in the wardrobes of 19 percent and was preferred by 24 percent (table 38).

Cotton was liked for winter everyday dresses for many of the same reasons as for other articles of clothing: Launderability, weight and comfort, and appearance and styling, in that order. Dominant reason given for preferring wool was warmth, with appearance and styling, ease of care, and durability also important (table 39).

Criticisms of cotton were again few, the most important being that it develops a polished look or shine, 6 percent, and that it is somewhat light weight or cool for winter dresses, 5 percent. Of wool, 19 percent of the girls who liked it best for winter everyday dresses said that it scratches or itches, and 14 percent mentioned the need for dry cleaning (table 40).

Dress-length Slips.--Two fibers -- nylon and cotton -- led the slip market, each owned by more than 6 in 10 girls who had dress-length slips. More than 2 in 10 slip owners said that they had rayon/acetate, and about 2 in 10 silk. Nylon preferences (45 percent) were slightly higher than cotton (39 percent); 8 percent preferred rayon/acetate and 5 percent silk for dress-length slips (table 42).

For dress-length slips, unlike other items of clothing, the girls favored cotton first for its weight and comfort -- saying that it doesn't stick or cling, that it is light weight and cool for summer or warm for

winter, that it doesn't bunch or ride up, is not too sheer or thin, doesn't scratch, doesn't create electricity -- and secondarily for its ease of care. Durability also ranked high (table 43).

By far the leading reason for favoring nylon was its easy launderability -- little or no need to iron, easy to wash and care for, quick-drying -- with weight and comfort second, and appearance and durability named by smaller but substantial proportions.

For both rayon/acetate and silk, the leading reasons for preference were weight and comfort, ease of care, and appearance and styling.

Criticisms of cotton for dress-length slips were scattered and made by only a few girls. Principal drawbacks of nylon in the minds of the girls who liked it best were that it sticks and clings or creates electricity, is too warm, turns gray or yellow, or splits, ravel, or tears. The primary disadvantage mentioned for silk and, to a lesser extent, for rayon/acetate was that they stick and cling to the body (table 44).

Stand-out Petticoats.--Nylon was the leading fiber for stiffened petticoats, with cotton second. Among the girls who owned these petticoats, 69 percent had nylon (including horsehair type), 46 percent had cotton, 11 percent had rayon/acetate. Ownership of nylon petticoats was higher among girls from upper than lower income families and among urban residents than small town and farm girls (table 45).

Nylon predominated in the wardrobes of 41 percent, compared with cotton's 20 percent; and it also led in fiber preferences, with 55 percent saying they preferred nylon and 22 percent saying they preferred cotton. Rayon/acetate was preferred by 4 percent (table 46).

Ability to hold shape and to stand out well are important in selecting a fiber for stand-out petticoats: Among the girls who liked nylon best, 46 percent said this was because it looks stiff, fresh, crisp, or full and 33 percent because it holds its shape, doesn't wilt or flatten out. Among girls who thought cotton best, 45 percent liked it because it starches well, 19 percent because it looks crisp, stiff, and full. Fullness and holding shape were also leading reasons among the small group of girls who preferred rayon/acetate petticoats (table 47).

Although more girls preferred nylon than preferred cotton for petticoats, nylon came in for higher criticism than cotton. About 4 out of 10 advocates of nylon cited drawbacks, compared with 3 out of 10 rayon/acetate and 2 out of 10 cotton advocates. The leading criticisms of nylon were that it does not hold its shape and that it scratches or itches; of rayon/acetate, that it doesn't hold shape, is difficult to iron, rustles or swishes (table 48).

Rainwear.--About half the girls said they had no specially processed coat for rainy weather wear; 26 percent had raincoats, 18 percent had coats meant for both dry and wet weather, and 7 percent had both types of coats (table 49).

Plastics were by far in the lead for coats meant specifically for rainwear: Among the 3 girls in 10 who owned raincoats, over half (54 percent) had plastic. Oilskin was reported by 15 percent, cotton by 10 percent, and rayon/acetate by 5 percent of owners (table 50).

The most widely reported fiber among girls owning multipurpose coats was cotton, owned by 34 percent. Wool was owned by 14 percent, rayon/acetate by 12 percent.

All girls who owned either raincoats or multipurpose coats were asked which fiber they liked best for rainy weather wear. About 3 out of 10 (29 percent) chose plastics, 17 percent cotton, 12 percent oilskin, with other fibers named by small percentages.

Girls who preferred plastics or oilskin for rainwear spoke most often of the effectiveness of these fibers in repelling water. The beliefs that plastics are lightweight and cool or are easy to fold and carry were also cited by substantial proportions, as was the thought that oilskin is popular and stylish. Girls who preferred cotton or rayon/acetate did mention their water-repellent qualities but in far less proportions than talked of versatility or of appearance and styling. Cotton's warmth and that "it doesn't look like a raincoat" were also praised (table 51).

Leading criticisms made by the girls who liked plastics for raincoats were that plastics tear, rip, or split and that they are too hot and heavy. The major drawback cited for oilskin was that it cracks and peels, while the leading criticism of rayon/acetate was that it is not adequately water-repellent. Criticisms of cotton were made by smaller proportions than criticized other fibers and were scattered, with no concentration on any one drawback (table 52).

Anklets or Bobby Socks.--Cotton had no major competitor in girls' anklet wardrobes. It was owned by almost 9 out of 10, and it predominated among and was preferred by about 7 out of 10 owners. The only other fibers owned by appreciable proportions of girls were nylon, 23 percent, and wool, 16 percent. Nylon was preferred by 10 percent of anklet owners and wool by 5 percent. Cotton-and-nylon anklets were owned by 7 percent and preferred by 5 percent of the girls who had anklets (table 54).

Girls liked cotton anklets for their weight and comfort -- saying they are warm, fit well, absorb perspiration, come in heavy or light weights, don't scratch; for durability, for ease and care and laundering, and for appearance and style, in that order. Nylon's leading appeal was durability, followed by weight and comfort and ease of care and laundering, with a similar pattern holding for cotton-and-nylon blends. The outstanding attributes of wool for anklets were its weight and comfort, particularly its warmth, and its appearance (table 55).

More criticism was made of wool anklets than of the other preferred fibers. Major criticism of wool was its wearing qualities, 3 out of 10

commenting that it gets holes, stretches, shrinks, gets fuzzy, or loses color. Smaller proportions spoke of difficulty in washing or of scratching. Criticisms of the other fibers were scattered, with poor wear -- particularly stretching -- cited by 1 or 2 in 10 of the girls who liked the fiber (table 56).

Full-length Coats.--Wool was the undisputed leader for full-length coats.

Eighty percent of all girls owning full-length coats had wool, 7 percent had wool blends, 5 percent cotton, 1 percent each Orlon, nylon, rayon/acetate and plastics (table 57).

Short Coats.--Wool also led in the short-coat market, but not so strongly as in long coats. Ownership of wool was reported by 56 percent, of wool blends by 5 percent, cotton and nylon each by 12 percent, Orlon by 5 percent, rayon/acetate by 3 percent, and plastics by 1 percent of the girls who had short coats (table 57).

Sports Jackets.--For girls' sports jackets, cotton was in the lead, with wool second. Among girls who had such jackets, 55 percent said they had cotton, 24 percent wool, 14 percent leather or suede, 8 percent plastics, 4 percent rayon/acetate (table 57).

Shorts and Slacks.--Shorts were almost entirely a cotton item. Among the girls who had shorts, practically all -- 98 percent -- had cotton; 6 percent had wool, 2 percent rayon/acetate.

Fiber popularity in the teenage slacks market was somewhat less concentrated, with cotton reported by 87 percent of girls who had slacks, wool by 23 percent, rayon/acetate by 6 percent. Wool slacks tended to be owned more by older than younger girls, more by upper than lower income girls, and more by city than country residents. Ownership of cotton slacks was fairly constant among girls of different ages and incomes, but was reported more by town and farm girls than by urban dwellers (table 58).

Pajamas.--Cotton was, by far, the leading fiber for teenage pajamas. It was owned by 92 percent of pajama wearers, compared with rayon/acetate's 9 percent, nylon's 8 percent, silk's 5 percent, wool's 4 percent, Orlon's 1 percent (table 59).

General Evaluations of Fibers

In addition to the virtues and disadvantages of the fibers liked best for various items of clothing, interviewers discussed with all respondents their overall opinion of 6 fibers -- cotton, wool, Orlon, Dacron, nylon, and rayon. Two questions, not related to specific garments, were asked:

"Will you tell me everything you like about (each fiber)?"

"Will you tell me everything you dislike about (each fiber)?"

Of the 6 fibers, girls were most aware of and articulate about cotton, wool, and nylon. Comments about rayon, Orlon, and Dacron, either positive or negative, were relatively few. This dearth of opinion is probably due to the fact that a considerable proportion of the respondents had had no experience with these fibers and the experience of others was probably limited. Although rayon is by no means a newcomer to the clothing market, more girls said they had no experience with rayon than said this of Orlon.

Cotton.--The kind of remark most often made in citing the good points of cotton was, "easy to wash," "irons easily," "easy to take care of." Approximately 8 out of 10 of all teenage girls praised some aspect of cotton's launderability. About 3 girls in 10 cited the weight and comfort of cotton, most of them saying that it is light weight and cool but a few that it is warm and heavy. An interesting facet of cotton's appeal appears to be that many wearers considered it cool for summer clothes, warm for winter clothing. About 3 in 10 girls also said they like cotton for its durability, and a similar proportion mentioned its appearance and styling. The wide variety and selection in which cotton can be found and its suitability for many occasions and seasons were each mentioned by about 2 girls in 10, and its inexpensiveness by 1 in 10 (table 60).

The majority (60 percent) of the girls said there was nothing they disliked about cotton. The major criticism -- made by about a fourth of the girls -- was that cotton wrinkles easily (table 61).

Nylon.--Ease of care and laundering -- cited by 7 in 10 of all girls -- ranked highest among nylon's virtues, as it did among cotton's. For nylon this included high incidence of the comments, "it doesn't need ironing," or "it dries quickly," which appeared little for cotton. Appearance and styling of nylon were cited by more than 3 in 10 girls, and nylon's weight and comfort and its durability were praised by 2 or more in 10 (table 66).

About half the girls made some criticism of nylon's weight and comfort, saying particularly that it is too warm, sticks or clings, or is too sheer and thin. The only other criticism made by more than a few was of durability -- about 2 girls in 10 said that nylon frays or ravel, loses shape, stretches or shrinks, loses color, gets fuzzy or bally (table 67).

Wool.--Warmth was the outstanding virtue of wool, named by about 7 in 10 girls. Other features named by substantial proportions included its nice appearance and wrinkle resistance, its durability and shape retention, its ease of care, and its variety and wide selection (table 59).

A third of the girls said they had no criticism of wool. About 2 in 5 said that wool is scratchy and irritating to the skin, and 1 in 5 said wool is difficult or expensive to care for (table 63).

Rayon.--Half the girls were unable to express an opinion, either positive or negative, about rayon. In addition, almost 2 in 10 said that there was nothing they liked about rayon, and a little more than 2 in 10 that there

was nothing they disliked about it. Among those who did express a positive opinion, the major features liked were ease of care, appearance and styling, and weight and comfort. Difficulty of caring for rayon and lack of durability were the major criticisms, each cited by about 1 girl in 10 (tables 64, 65).

Orlon.--A little more than a fifth of the girls said they had had no experience with Orlon. Ease of care and laundering, weight and comfort, and durability were the major advantages named, each cited by about 3 girls in 10 (table 65).

Few -- 19 percent -- of the teenage girls mentioned any shortcomings of Orlon. About 1 girl in 8 complained of Orlon's lack of durability; most of these were probably thinking of sweaters in saying such things as that it stretches, gets fuzzy and bally, or doesn't hold its shape (table 69).

Dacron.--The great majority -- 67 percent -- of the girls claimed no experience with Dacron. Among the remainder, ease of care and laundering, 15 percent, was the major advantage cited (table 70). Only 3 percent of the girls made a criticism of Dacron.

Comparisons of Fibers

In addition to being queried about all the general features of cotton, wool, nylon, rayon, Orlon, and Dacron which pleased or displeased them, respondents were asked to compare these 6 fibers on the following factors:

- With which fiber they had had most experience
- Which they considered best to wear in hot weather
- Which they considered best to wear in cold weather
- Which they considered to be longest-lasting
- Which they considered keeps its shape best
- Which they considered easiest to care for
- Which they considered least likely to wrinkle
- Which they considered best value for the money

The overwhelming majority of girls -- 95 percent -- said that they had had the most experience with cotton. Of course, many girls had garments made of other fibers, but their answers to this question indicated that they felt most familiar with cotton (table 71).

As the fiber best to wear in hot weather, cotton had little competition: 87 percent of the girls said cotton is best, while 9 percent said nylon, 2 percent rayon, and 1 percent Dacron.

Cotton received the major vote on 3 factors: Ease of care, where 54 percent said cotton is best, 28 percent that nylon is best, 6 percent Orlon, 6 percent wool, 4 percent Dacron, and 1 percent rayon; keeping its shape best, with 51 percent for cotton, 20 percent for wool, 12 percent for Orlon, 10 percent for nylon, 2 percent for Dacron, and 1 percent for rayon; and on

being the best value for the money, with 49 percent for cotton, 22 percent for wool, 6 percent each nylon and Orlon, 2 percent for Dacron, and 1 percent for rayon.

Highest approval as the fiber best to wear in cold weather went to wool, named by 86 percent compared with cotton's 6 percent, Orlon's 5 percent, and nylon's and Dacron's 1 percent each.

Wool and cotton led as the fibers thought to last longest, and wool and nylon as the fibers thought least likely to wrinkle: 39 percent of the girls said that wool lasts longest, 36 percent said cotton, 11 percent said nylon, 5 percent said Orlon, and 1 percent each said rayon and Dacron. Least wrinkling was attributed to wool by 35 percent of the girls, to nylon by 31 percent, to Orlon by 11 percent, to cotton by 7 percent, to Dacron by 6 percent, and to rayon by 2 percent.

Mothers' Evaluations of Fibers

In order to learn whether teenage girls had different evaluations of fibers for their clothes than their mothers did, the mothers of about a fifth of the girls were asked about their attitudes. The questions put to the mothers about their daughters' clothes were identical with those asked of the girls. Mothers were asked which fibers they preferred for their daughters' clothes, what they thought were the advantages and disadvantages of the preferred fibers, and for their general and comparative evaluations of 6 fibers.

About the same proportions of mothers and of girls knew enough about cotton, nylon, wool, and Dacron to discuss their likes and dislikes of these fibers. However, more mothers than girls appeared to have had experience with rayon, while the reverse held true for Orlon -- possibly because young girls were more likely to have had Orlon sweaters.

Mothers' comparative evaluations of the 6 fibers show some differences from girls', particularly on the question of which fiber is least likely to wrinkle. Where girls gave wool a very slight margin over nylon, mothers gave nylon a clear first, 42 percent saying nylon is least likely to wrinkle and 24 percent saying wool. More mothers (60 percent) than girls (49 percent) considered cotton to offer the best value for the money; on the other hand, more girls (51 percent) than mothers (40 percent) chose cotton as the fiber that keeps its shape best. Wool was named the fiber best to wear in cold weather by 86 percent of the girls but 74 percent of the mothers.

Not unexpectedly, mothers' reasons for preferring a fiber, their mentions of the good points of fibers, and their criticisms of fibers, tended more than those of girls to the practical considerations such as durability and price, and in some cases launderability. Girls, on the other hand, tended to speak of weight and comfort more than their mothers did.

THE TEENAGER'S ROLE IN CLOTHING SELECTION

Of great value to producers and marketers of teenagers' clothes is knowledge of how much influence young girls exert in selecting what they will wear. Identical questions put to girls and mothers on their discussions, decision making, and shopping for the daughters' clothes provide a picture of a dynamic relationship of interest to those studying family relationships and decision making -- as well as to those concerned with advertising and merchandising.

The concept of a teenager clothing market is well founded. Not only do teenage girls claim that they have more than a little to say about the selection of their clothes and that they often shop for themselves, but mothers agree with these statements.

Independence in clothing shopping increases markedly as the girls grow older; and though even the 14-year-old girls have a good deal of influence, appeals directed to mothers appear to be especially important in marketing clothes for the 14- and 15-year-old girls.

Mothers and daughters talk about and shop together for all items of clothing, but most for major items. Final decision on what is to be bought is seldom the mothers' alone; choice is more likely to be either a joint decision or the girl's decision, again with girls having the most leeway in choosing the smaller and less expensive items.

Girls discuss a wide gamut of points about their clothes with their mothers, and the mother's influence is strongest on price and the girl's need for the item. The data indicate a typical pattern along these lines: After the mother has decided whether an article of clothing is needed and what price range is acceptable, and after mutual agreement on fabric and what stores to shop in, the daughter has relatively free rein to decide upon the specific item. This, along with the findings in the previous chapter, suggests special emphasis on style in promotion directed to the teenager -- particularly the older teenager -- and focus on such practical considerations as price, durability, and ease of care for the mothers' consideration.

Comparison of the answers given by the sample of girls with those given by the subsample of mothers reveals a markedly consistent pattern. One of the problems of the research was concern about whether the girls might claim more influence in their wardrobe choices than they actually had; comparison with the mothers' testimony indicates that the girls were generally accurate in their statements for, on the average, girls and mothers seemed to have the same perceptions of their interrelationship on this subject.

Discussion between Teenage Girls and Mothers

Purchase of a major clothing item is usually the subject of prolonged discussion between girls and mothers; 3 out of 5 girls and 4 out of 5 mothers

said they almost always or quite often sit down and talk at some length about what the daughter should buy. More younger girls than older girls said they talk with their mothers, but even among 16- and 17-year-olds more than half said they discuss their clothing needs (table 72).

About half the girls and mothers said that they usually start out with about the same idea of what the daughter should get, and many of those who start out with different ideas reported that the final decision is usually a joint one. About 2 differences of opinion are usually resolved in the daughter's direction for every 1 that is resolved according to the mother's wishes.

51 percent of the girls said that they and their mothers usually start off with the same idea of what the girl should get

10 percent said that where there is a difference of opinion, the final decision is usually a joint product

22 percent said the final decision is more like their idea than their mother's

8 percent said the final decision is usually more like their mother's idea

9 percent could not say

Mothers' answers to this question correspond closely with those of the girls (table 73).

Specific Items of Clothing

Girls and mothers were asked whether they discussed or shopped together for, and who made the final decision on, various items of clothing. Among the girls (92 percent) who said they talk clothing items over with their mothers:

80 percent said they talk about dresses before shopping

68 percent said they talk about skirts

59 percent said they talk about sweaters

53 percent said they talk about blouses

48 percent said they talk about slips and petticoats

44 percent said they talk about rainwear

29 percent said they talk about anklets

Table 3 summarizes the girls' answers to the questions on shopping and decision making; details on all three of the questions will be found in tables 74, 75, and 76.

Table 3.--Girls' replies to the questions: "Which of these items do you and your mother usually shop for together?" "Who usually makes the final decision about what to buy -- you or your mother?" (1,751 girls)

Items of clothing	Shopping done by				Final decision made by			
	Daugh- ter	Mother	Both	Not ascer- tained	Daugh- ter	Mother	Both	Not ascer- tained
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Dresses -----	20	4	72	4	42	15	39	4
Skirts -----	36	3	57	4	54	10	32	4
Sweaters -----	43	7	46	4	58	10	26	6
Blouses -----	50	6	40	4	61	9	25	5
Rainwear -----	16	6	41	37	28	13	24	35
Slips and petticoats	48	13	35	4	57	14	24	5
Anklelets -----	66	11	17	6	71	9	14	6

Dresses.--Girls and mothers talk about and shop together for dresses more than for any of the other items of apparel about which these questions were asked. Eight out of 10 of the girls who talk over clothing items with their mothers said they normally talk with their mothers about their dresses, and 7 out of 10 of all girls said they usually shop with their mothers. About 4 out of 10 girls said they themselves usually make the final decision about what to buy, and about the same proportion said the final decision is usually a joint one. Fewer than 2 in 10 said their mother usually makes the final decision.

While girls of all ages were alike in saying that they usually discuss their dresses with their mothers, only 12 percent of the 14-year-old girls compared with 32 percent of the 17-year-old girls said they usually shop alone for their dresses, and only 31 percent of the youngest but 58 percent of the oldest girls said they themselves have the final say on dresses.

Skirts.--The great majority -- about 7 out of 10 -- girls said they usually discuss their skirt purchases with their mothers, and about 6 out of 10 said they shop with their mothers for skirts. About half of the girls usually make the final decision on what skirts to buy, and about a third make the decision jointly with their mothers.

Proportions shopping alone for skirts ranged from 22 percent of the 14-year-old girls to 48 percent of the 17-year-old girls; 4 out of 10 of the youngest and 7 out of 10 of the oldest teenagers said they themselves make the final decision.

Sweaters.--About 6 out of 10 girls said they discuss sweater purchases with their mothers. About as many girls -- more than 4 in 10 -- said they shop alone for their sweaters as said they shop with their mothers, and the

majority -- about 6 in 10 -- of the girls said they themselves usually make the final decision on which sweater to buy.

Shopping alone for sweaters was reported by a minority -- 27 percent -- of the youngest girls but by a majority -- 59 percent -- of the oldest teenagers. Final decision on which sweater to buy was reported to be in the province of 46 percent of the youngest but 72 percent of the oldest girls.

Blouses.--About half the girls said they talk to their mothers about their blouses, and half said they shop alone. About 3 out of 5, however, said they make the final decision.

Shopping alone ranged from 36 percent among 14-year-olds to 63 percent among the 17-year-olds; final decision on blouses was said to be made by 50 percent of the younger girls and 78 percent of the older.

Rainwear.--Reportedly more than 4 in 10 mothers and daughters usually talk about the purchase of rainwear. Probably because relatively few teenage girls have special rainwear, over a third did not answer the questions on shopping habits and who makes the final decision. Among those who did describe the situation, the majority said mother and daughter usually shop together: 41 percent of the girls said they shop with their mothers, 16 percent that they shop alone, and 6 percent that their mothers do this shopping; 28 percent of the girls said they make the final decision on what to buy, 24 percent that it is usually a joint decision, and 13 percent that their mother makes the decision.

Slips and Petticoats.--About half the girls said they discuss their lingerie purchases with their mothers, and about half said they shop alone for these items. About 6 in 10 -- 57 percent -- of the girls said they usually make the decision on what to get, while 24 percent said they and their mothers together make the decision and 14 percent that their mother usually has final say.

Shopping alone was reported by 37 percent of the 14-year-old girls compared with 59 percent of 17-year-old girls; 45 percent of the youngest and 71 percent of the oldest teenagers said they themselves make the decision.

Anklets.--Anklets are reported to be the subject of mother-daughter discussions in only 3 out of 10 families, and the majority of girls said they shop alone for their anklets and make the final decision on their own. Majorities even of the 14-year-old girls said they shop alone and decide alone when buying anklets.

Shopping Points

A great many different aspects of the buying situation enter into the mother-daughter discussions about clothes shopping, with price and whether or not the item is needed reported by the largest proportions.

88 percent of the girls said they usually talk about price with their mothers

81 percent said they usually discuss their need for the item

73 percent said they talk about whether it will wear well

70 percent said they talk about style

67 percent said they discuss ease of care

66 percent said they talk about material

50 percent said they talk about where to buy the item

49 percent said they discuss color

Generally speaking, differences among girls of different age groups on these questions are small (table 77).

Answers to the question, "Who would you say usually makes the final decision on this?" indicate that the mothers' influence is greatest on price and need for the garment, least on color and style. Girls' autonomy on these points increases markedly with age (table 78).

Price.--More than 4 out of 10 -- 44 percent -- of the girls said their mother usually makes the final decision on how much is to be paid for an item of clothing; 36 percent said they and their mothers come to a joint agreement; 15 percent said they themselves make the decision.

Even the 17-year-old girls rarely decide on price for themselves; 28 percent in this group said they make the decision. Only 7 percent of the 14-year-old girls said final decision on price is theirs.

Whether it's needed.--Over a third -- 36 percent -- of the girls said their mothers decide whether or not an item is needed, while 39 percent said it is usually a joint decision and 19 percent that they themselves make the final decision. Here again only a minority -- 32 percent -- even of the 17-year-old girls claimed autonomy; only 14 percent of the 14-year-old girls said they make the final decision on need.

Where to buy.--Few girls -- only 26 percent -- said they alone decide where to buy an item; 41 percent decide along with their mothers, and 22 percent leave the decision to their mothers. Final decision on place of purchase ranges from 16 percent among 14-year-old girls to 39 percent among 17-year-old girls.

Material.--A minority -- 39 percent -- of the girls claimed final decision, while another 39 percent said decisions on what material to buy are jointly made and 16 percent said this decision is left to the mother.

However, the majority -- 54 percent -- of the 17-year-old girls said they alone make the final decision on material, compared with 30 percent of the 14-year-old girls.

Style.--Girls indicated that they assert themselves on the question of style, with about 6 out of 10 making the final decision themselves, 3 out of 10 coming to an agreement with their mothers. About 5 out of 10 of the youngest and 7 out of 10 of the oldest teenage girls said they themselves usually decide on style.

Color.--Color, too, appears to be in the girls' province, with 65 percent saying they make the decision compared with 24 percent who said they usually decide along with their mothers. Majorities in all age groups claimed that they choose color, with the range from 60 percent of the youngest to 77 percent of the oldest group.

Age of Shopping Independence

Both girls and their mothers suggested on the average about 16 years as the age at which a girl "is old enough to do her own shopping and pick out her own clothes."

Younger girls on the average suggested a slightly lower age than older teenagers did. The average (median) age suggested by 14-year-old girls was 15.4 years, by 15-year-old girls 15.7 years, by 16-year-old girls 16.0 years, and by 17-year-old girls 16.1 years.

More mothers (17 percent) than girls (7 percent) gave qualified answers to this question, such as "when a girl has good taste," "when a girl is mature, sensible," "it depends on the girl"; but among the mothers who did suggest an age, the average was 16.4 years compared with the girls' 15.8 years (table 79).

THE TEENAGER GOES SHOPPING

Girls' shopping habits are an important part of the marketing picture. The study inquired into the reasons for selection of the most recently purchased dress or skirt, the sources of fashion ideas, the influence exerted by relatives and friends, and the extent of shopping.

Nearly all of the teenage girls interviewed said they had bought at least one dress or skirt in the 12 months preceding the interview. They cited style, color, the need the item would fill, the material, and becomingness as the most important factors influencing their choice of the last-bought item.

Asked a general question about the source of their ideas about what item to buy, many teenage girls said either that they had no particular source or that they "just saw it in a store." Most girls who did start out with a definite idea of what to buy cited magazines or friends and relatives as their source of ideas.

Buying clothes appears to be an important activity to teenage girls; most of them said they discussed their plans with other people, particularly their mothers and their girl friends, and were accompanied when they bought. They are active shoppers -- majorities said they window shopped and examined the merchandise in several stores before buying. Most, however, said they made only one actual shopping trip to select the dress or skirt they bought last.

Recent Purchases

Three-fourths of the girls said they had shopped for and bought at least one dress in the past 12 months, and the dress that came most readily to mind was a dressup one -- about 2 out of 3 of the buyers spoke of a dressup dress and the remainder were divided between those who bought for everyday wear and those who bought with both purposes in mind. Most of the girls who had not bought dresses had bought at least one skirt in the past year, making a total of 91 percent of the girls who were questioned about a dress or skirt bought within 12 months preceding the interview (table 80).

Most of the girls had made purchases very recently:

- 16 percent had bought during September 1955.
- 56 percent had bought between June and August 1955.
- 19 percent had bought between March and May 1955.
- 8 percent had bought between October 1954 and February 1955.
- 1 percent could not remember the date of their last purchase.

About half (55 percent) of the most recently purchased dresses were of cotton, with the remainder divided among a number of fibers. The bulk of the skirts were either cotton (38 percent) or wool (36 percent) (table 92).

Reasons for Selection

Girls gave many reasons for choosing the last dress or skirt they bought, chief among them style (60 percent), color or print (49 percent), the needs the item would fill (40 percent), fabric or some quality of the fabric (39 percent), and becomingness (31 percent). One girl in 5 said one reason for choice was that the item was inexpensive or on sale.

Girls who bought rayon/acetate were more likely than buyers of other fibers to say that they chose because the dress or skirt looked good or pretty or that they wanted that specific material. Cotton and rayon/acetate were chosen for color or print or for inexpensiveness more than wool and nylon were. More than the other fibers, nylon was bought because the dress was needed for a special occasion. Variations by age groups were slight (table 81).

Asked a direct question about the importance of material in their choice of the last dress or skirt bought, about half the girls said the fabric was the most important or a very important consideration, and about half that it was fairly important or not at all important. Buyers of wool and of nylon rated material higher than buyers of other fibers (table 89). "Most important" or "very important" ratings were given by:

66 percent of the girls who bought wool,
57 percent of those who bought nylon,
49 percent of those who bought cotton,
35 percent of those who bought rayon/acetate.

Somewhat more skirt buyers (57 percent) than dress buyers (46 percent) said material was the most or a very important consideration. The age of the girl had little to do with her attitude on this question.

The reasons given for thinking material important varied widely with the fiber bought. Leading reasons for saying the material of the last-bought dress or skirt was the most or a very important consideration were (table 90):

Cotton.--Ease of care (33 percent), desire for the specific material (24 percent), durability (23 percent), appropriateness to the season (22 percent).

Wool.--Appropriateness to the season (39 percent), desire for the specific material (36 percent).

Nylon.--Desire for the specific material (32 percent), need for a particular occasion (28 percent), durability (20 percent).

Rayon/acetate.--Durability (32 percent), need for a particular occasion (29 percent).

For all fibers, the belief that style or color matters more than fabric was the major reason of the girls who rated material only fairly or not at all important (table 91).

Sources of Ideas

Many girls apparently start their shopping without a very clear idea of what kind of dress or skirt they will buy. When asked,

"Can you tell me where you got your ideas about what kind of dress (skirt) to get?" --

About 2 out of 10 girls said they had no particular source, and another 2 in 10 said they "saw it in the store." An additional 7 percent said window shopping provided ideas.

Among girls who did name a source, formal media -- magazines, catalogues, newspapers, television, radio, movies -- and friends and relatives were about equally important. Although many more girls said they discussed the last purchase with their mother than discussed it with girls friends, and more claimed to be influenced by mothers than by friends, only 4 percent cited the mother as a source of ideas compared with 17 percent who cited their friends or schoolmates. In view of the clothes fads that seem to sweep the teenage world, this 17 percent may be lower than might have been expected. However, it does suggest that girls may rely more on one another than on adults for their style ideas, while adults may influence them more on other aspects of their shopping (tables 82, 84, 85).

Fewer girls said they talked with their mothers about the last-bought dress or skirt than said they usually discuss these items. Some may have been assuming that their answer to the "usually" question carried over to the specific question about the item they bought last.

All girls who had bought a dress or skirt in the 12 months preceding the interview were asked if they had picked up any ideas about what kind to buy from newspapers, fashion magazines, other magazines, radio, television, or movies, and which source had been most helpful to them.

A third of the girls said they had consulted none of these media; 53 percent said they got ideas from fashion magazines, 24 percent from newspapers, 21 percent from other magazines, 13 percent from television, 8 percent from movies, 2 percent from radio. Almost half -- 46 percent -- said that fashion magazines were their most helpful source (table 83).

Extent and Type of Shopping

Window shopping is a popular activity preliminary to selection: 55 percent of the teenage shoppers said that they had done some window shopping before they bought. Window shopping was not the only preliminary preparation; about 7 out of 10 girls shopped around inside several stores before making their selection. Almost 8 out of 10 girls, however, said they had made only 1 actual shopping trip before choosing their dress or skirt (tables 86, 87).

Few (14 percent) of the girls said they were alone when they bought. More than half (55 percent) were with their mothers, 17 percent with girl friends, 12 percent with sisters, and a few with other friends or relatives. Younger girls were more likely than older to have been with their mothers, older girls more likely to be with friends. However, in all age groups at least 2 girls were accompanied by their mothers for every 1 who was accompanied by girl friends (table 88).

THE TEENAGE GIRL

During planning of the study, it was felt that some descriptive data about the girls would be helpful not only in interpreting the information obtained but also in increasing general knowledge about girls in the 14- to 17-year age group. For this purpose, special questions were asked the girls about their school and work status.

School Enrollment

Most teenage girls are school girls. With the exception of the 17-year-old girls, practically all of the girls interviewed were enrolled in high school. Among the 17-year-olds, about a fifth were no longer in school, and most of the remainder were in high school. However, 9 percent had completed high school and 1 percent had completed their first year of college work (table 93).

Because of the high correlation between girls' ages and their school grade, the analysis of the study is presented only by age. It can readily be seen from table 93 that most of the 14-year-old girls had completed their pre-high-school work and were entering first or second year of high school; most of the 15-year-olds were in second and third year of high school; and most of the 16-year-olds in third or fourth year. Data for 17-year-old girls represent largely girls who were either in the fourth year of high school or were no longer enrolled in school.

Working Status

The teenage girl is not only a school girl -- she is also a working girl. Even among the 14-year-olds, about half did at least some work for pay. Most likely to have regular jobs, either full or part-time, were 16- and 17-year-old girls; but a few of the 14- and 15-year-old girls had regular working arrangements. Proportions ranging from 5 percent of the youngest to 22 percent of the oldest girls said they had a regular job that they went to every day or almost every day. Adding the girls who said they had no regular job but did do some work for pay, majorities in each age group were earners (table 94).

Most of the girls, of course, worked only part time, particularly among the younger ones. Working only 1 to 10 hours a week was reported by about 8 out of 10 of the youngest earners and by about 4 out of 10 of the oldest.

Very few -- 3 percent -- of the 14-year-old girls who worked said that they worked over 30 hours a week; among 17-year-old earners, 23 percent worked more than 30 hours (table 95).

Teenage girls work at a wide variety of jobs, but baby sitting is by far the most common occupation. Among 14- and 15-year-old girls, about three-fourths said they did baby sitting, with domestic chores the next most important. Baby sitting led with the 16- and 17-year-olds, too, but in these groups retail store work, office work, and other organized occupations were more widespread than among the younger teenagers. Other jobs reported by teenage girls included waiting on tables, farm and factory work, door-to-door selling, odd jobs, and acting as nurses' aids (table 96).

Analysis of the girls' answers to the survey questions indicated relatively little difference in fiber choices between girls who worked and girls who did not work. What differences there were appeared to be related more to age than to working status.

A P P E N D I X

Design of the Sample

The survey was designed to represent all girls 14 through 17 years of age living in households in the United States. A nationwide sample of 25,000 households was selected through successive stages of probability sampling, as follows:

The counties and parts of counties in the United States were grouped into some 1,890 primary sampling units in such a way that (1) the counties and parts of counties in any primary sampling unit were contiguous, (2) heterogeneity within the primary sampling units was maximized, and (3) each of the 12 standard metropolitan areas which comprise one or more whole counties automatically became a separate primary sampling unit.

These primary sampling units were then arranged into 71 strata, with each of the 12 largest metropolitan areas again constituting a stratum in itself and thus coming into the sample with certainty, and the remaining units grouped into 59 strata on the basis of (1) 9 geographic regions, (2) city size, (3) percent urbanization, and (4) population growth between 1940 and 1950. Selection of one primary sampling unit from each stratum on the basis of probability according to size in terms of 1950 Census population data yielded 71 primary sampling units for the sample.

Within each of these 71 primary sampling units a sample of minor civil divisions was drawn, again with probability proportionate to size. Within each minor civil division, segments of households were selected on the basis of Census block statistics, Polk directories, Census Enumeration Districts, aerial photographs, city directory maps, and rural open country maps. On the basis of interviewers' listing of households in segments, clusters of 20 household were drawn by means of a random-start number. All girls between 14 and 17 living in these clusters of households were eligible for interview.

Because it was expected that on the average only 1 girl of the eligible ages might be found for every 10 households contacted, resulting in very high costs for locating eligible girls, a subsampling procedure was introduced. At all 25,000 households assigned, the interviewers were required to make at least one attempt to discover whether or not there was a girl between 14 and 17. A second call was required on half the households where the interviewer had not learned whether or not there was a girl in the eligible age groups; and a third call on half the households where this had not been determined on the second call. Once it was established that a teenager did live at a certain address, two call-backs were required to obtain an interview.

In the analysis, interviews with girls whose eligibility had been determined on the first call were given a weight of 1; interviews with girls whose eligibility had been determined in the first subsample were given a weight of 2; and interviews with girls whose eligibility had been determined on the

second subsample were given a weight of 4. There were 1,425 interviews in the first group, 257 in the second, and 69 in the third. Additional weighting was introduced to compensate for the constant cluster size of 20. Percentages are based on the weighted totals, but the numbers of cases shown in the tables are adjusted to indicate the actual number of interviews taken.

The subsample of mothers was obtained by requiring each interviewer to interview the mother of the first girl with whom she obtained a completed questionnaire, and the mother of every fifth girl thereafter. The same weighting scheme was used with mothers as with girls.

The age distribution of the sample of girls interviewed corresponds closely with Census estimates:

	<u>Sample</u>		<u>Census ^{1/}</u>	
	<u>Number of girls</u>	<u>Percent</u>	<u>Thousands of girls</u>	<u>Percent</u>
Total United States ^{2/}	1,751	100	4,535	100
14 years -----	468	27	1,183	26
15 years -----	450	26	1,127	25
16 years -----	445	25	1,120	25
17 years -----	382	22	1,105	24

^{1/} U. S. Bureau of the Census, Current Population Reports, Series P-57, No. 159, October 1955.

^{2/} Age was not ascertained for 6 girls.

Note on Sampling Error

The sampling errors shown in the table below were calculated for a sample of characteristics, measured for all the teenage girls included in the survey. The variance function used involved both the collapsing of strata and the "ultimate cluster" concept. ^{6/} Collapsing strata, it should be noted, results in a slight overestimate of the variance.

The sampling errors have been calculated for proportions of varying size; that is, varying in terms of the number of teenage girls possessing the characteristics being measured, and also of the number of teenage girls serving as the base for each such calculation.

^{6/} Hansen, Hurwitz, and Madow, Sample Survey Methods and Theory, Volume I, John Wiley & Sons, Inc., New York, 1953.

Reliability of Estimates

(Within ".95" Confidence Limits)
(Sampling Variability in Percentage Points)

Estimated proportion of 14- to 17-year-old girls	Base on which percentage is calculated						
	<u>P</u>	<u>500</u>	<u>750</u>	<u>1,000</u>	<u>1,250</u>	<u>1,500</u>	<u>1,750</u>
1 and 99 percent -----		2	2	1	1	1	1
5 and 95 percent -----		5	4	4	3	3	3
10 and 90 percent -----		6	5	4	4	4	3
25 and 75 percent -----		8	7	6	5	5	4
40 and 60 percent -----		11	9	7	7	6	6
50 percent -----		11	9	8	7	7	6

Using the statistical sampling errors presented in this table, the precision of any particular estimate may be stated. This would take the form of a statement such as: "It is estimated from the sample that the proportion of all girls 14 to 17 years of age who own multipurpose coats is 25 percent. If a complete census of all teenagers were taken the true figure would be, in approximately 19 cases out of 20, within the interval 25 percent plus-or-minus 4 percentage points; i.e., in the range 21 - 29 percent." Another example: "It is estimated from the sample that the proportion of 14-year-old girls owning a multipurpose coat is 21 percent. In this case, with a base of 468 girls, the true figure from a complete census in approximately 19 out of 20 cases would be in the range 13 - 29 percent."

Tables

The following tables show the percentage distribution of the answers girls and mothers gave to the questionnaire. Tables are presented in the order in which the questions were asked, and generally in the order in which the findings are discussed in the preceding sections.

Family income was not obtained for 507 girls. Because it was felt that girls should not be asked this question, income could be obtained only if an adult was at home at the time of the interview and willing to give this information. The answers to the question on income were grouped very roughly into terciles; the "lower" income group shown includes family incomes up to \$3,000, "middle" incomes are between \$3,000 and \$4,999, "upper" incomes are \$5,000 and over.

The size of place groups are as follows: "Urban metropolitan" includes standard metropolitan areas of 1 million and more population, "urban nonmetropolitan" includes standard metropolitan areas under a million population down to towns of 2,500 population, "town and farm" includes towns under 2,500 population and open country areas not included within the two standard metropolitan groupings.

The groupings under "final decision on (item)" are derived from girls' answers to the question, "Who usually makes the final decision about what to buy -- you or your mother?" shown on table 78.

The "working status" groupings come from direct questions put to the girls. These are discussed in the chapter on "The Teenage Girl."

The age, income, working status, and other groupings may add to less than the total number of cases because of some unclassified respondents.

Table 4.--"Are most of your readymade summer clothes dresses or blouse and skirt combinations?"

Background characteristics	Summer clothes are						Cases Number
	Mostly dresses	Mostly combinations	About even	Only dresses	Only combinations	Not ascertained	
	Percent	Percent	Percent	Percent	Percent	Percent	
United States total -----	16	54	12	2	13	3	1,751
Age:							
14 years -----	14	51	9	3	18	5	468
15 years -----	15	55	15	2	10	3	450
16 years -----	15	57	12	2	11	3	445
17 years -----	20	51	11	2	12	4	382
Family income group:							
Lower -----	14	47	13	4	14	8	340
Middle -----	16	55	9	1	16	3	475
Upper -- -----	14	60	12	2	10	2	429
Working status:							
Do not work -----	18	46	14	3	13	6	712
Work: -----	14	59	10	2	13	2	1,031
1 to 10 hours a week -----	12	61	9	1	15	2	670
11 to 20 hours a week -----	16	59	10	2	10	3	149
21 or more hours a week -----	19	60	10	1	8	2	169
Size of place:							
Urban metropolitan -----	11	62	11	1	11	4	438
Urban nonmetropolitan -----	16	56	9	2	14	3	715
Town and farm -----	19	45	16	3	13	4	598

Table 5.--Girls who had readymade summer skirts: "What materials are your readymade summer skirt made of?"

Background characteristics	Fibers summer skirts are made of						Cases Number
	Cotton	Linen	Rayon/ acetate	Nylon, Orlon, Dacron	All other	Not ascertained	
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	
United States total -----	99	17	9	6	10	2	1,643
Age:							
14 years -----	97	11	11	7	9	2	436
15 years -----	99	19	9	7	8	1	430
16 years -----	99	19	8	5	11	1	416
17 years -----	99	19	10	6	12	2	358
Family income group:							
Lower -----	99	10	12	7	12	1	298
Middle -----	99	18	10	7	7	2	450
Upper -----	98	20	6	9	11	2	410
Working status:							
Do not work -----	98	16	10	8	8	1	654
Work: -----	99	17	9	6	11	2	983
1 to 10 hours a week -----	98	15	9	6	12	1	640
11 to 20 hours a week -----	99	20	7	5	11	2	139
21 or more hours a week ---	99	14	11	8	9	1	165
Size of place:							
Urban metropolitan -----	99	19	10	7	10	2	426
Urban nonmetropolitan -----	99	18	8	6	11	1	671
Town and farm -----	97	13	10	6	9	2	546
Final decision on summer skirts:							
Made by daughter -----	98	18	10	6	9	1	904
Made by mother -----	96	10	8	10	13	3	170
Made by both together -----	100	16	8	6	10	1	521

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 6.--Girls who had readymade summer skirts: "What materials are your readymade summer skirts made of?" "What are (all or) most of your readymade summer skirts made of?" "What material do you like best for summer skirts?" (Last question was asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Per- cent <u>1/</u>	Per- cent	Per- cent <u>1/</u>	Per- cent <u>1/</u>
Cotton -----	99	94	94	95
Linen -----	17	1	2	4
Rayon/acetate -----	9	<u>2/</u> *	1	1
Nylon -----	4	*	1	3
Silk -----	3	*	1	--
Orlon -----	2	--	*	1
Dacron -----	1	*	*	1
Other fibers -----	*	*	*	--
Cotton mixtures -----	2	*	1	1
Other mixtures -----	2	--	*	*
Unspecified -----	2	--	1	--
None predominates, no preference	--	2	1	1
Not ascertained -----	2	3	2	*
Number of cases -----	1,643	1,643	1,643	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 7.--Girls who had readymade summer skirts and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for summer skirts?"

Reasons for preference	Those who preferred cotton for summer skirts ^{1/}	
	Girls	Mothers
	Percent ^{2/}	Percent ^{2/}
Care and laundering -----	76	90
Easy to wash and care for -----	57	76
Easy to iron -----	39	26
Starches well -----	11	9
Washable; no dry cleaning required -----	10	14
Good appearance after laundering -----	7	9
Doesn't require frequent washing -----	1	1
Less expensive to keep clean -----	1	7
Requires little or no ironing -----	3/*	1
Dries quickly -----	*	1
All other care and laundering -----	*	--
Weight and comfort -----	45	22
Light weight, cool -----	42	20
Doesn't scratch, itch, stick, cling -----	3	*
Fits, hangs, drapes well -----	3	1
Comfortable -----	2	1
Appearance and styling -----	26	32
Looks neat, fresh, crisp; doesn't wrinkle --	14	22
Looks nice, good, pretty -----	12	11
Good styling, lines -----	2	--
Not too sheer, thin -----	1	--
Good for dressup wear; dressy, fancy -----	1	1
Good for everyday wear; simple, informal ---	1	1
Durability -----	11	31
Durable; doesn't fray, ravel, split, tear --	8	25
Holds colors; doesn't fade, run -----	4	6
Holds shape; doesn't shrink, stretch -----	1	2
Variety and selection -----	11	8
Variety of colors, prints, patterns -----	10	6
Variety of styles; large selection -----	2	2
Variety of fabrics, weaves, materials -----	1	3
Less expensive -----	5	19
Suitable for more occasions, seasons -----	4	2
Popular; in style -----	2	2
Suitable for teenager's type, personality -----	1	2
Easy to sew, mend -----	1	3
All other -----	1	1
Not ascertained -----	5	3
Number of cases -----	1,536	348

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 8.--Girls who had readymade summer skirts and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything that you don't like about (fiber liked best) for summer skirts?"

Criticisms of preferred fiber	Those who preferred cotton for summer skirts ^{1/}			
	Girls		Mothers	
	Percent ^{2/}		Percent ^{2/}	
Appearance and styling -----		21		15
Wrinkles easily -----	19		13	
Catches lint -----	1		2	
Not good for dressup wear -----	1		^{3/} *	
Care and laundering -----		6		13
Requires ironing (often) -----	2		6	
Requires washing (often) -----	1		2	
Difficult to iron -----	1		3	
Requires starching (often) -----	1		2	
Poor appearance after starching -----	1		1	
Difficult to wash -----	*		1	
Soils or stains easily -----	*		1	
All other care and laundering -----	--		1	
Durability -----		3		10
Doesn't hold colors; fades, runs -----	2		8	
Not durable; frays, ravel, splits, tears -----	1		1	
Doesn't hold shape; shrinks, stretches -----	1		2	
Gets a polished look, shine -----	--		*	
Weight and comfort -----		2		1
Too hot, heavy -----	1		1	
Too sheer, thin -----	1		*	
Scratches, itches, sticks, clings -----	*		--	
Limited variety and selection -----		*		1
All other -----		*		1
No criticism of fiber -----		65		60
Not ascertained -----		7		8
Number of cases -----		1,536		348

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 9.--Girls who had readymade summer blouses: "What materials are your readymade summer blouses made of?"

Background characteristics	Fibers summer blouses are made of								Cases Number
	Cotton	Nylon	Dacron	Rayon/ ace- tate	Linen	Silk	All others	Not ascer- tained	
	Per- <u>1</u> / cent	Per- <u>1</u> / cent	Per- <u>1</u> / cent	Per- <u>1</u> / cent	Per- <u>1</u> / cent	Per- <u>1</u> / cent	Per- <u>1</u> / cent	Per- <u>1</u> / cent	
United States total -----	98	38	10	9	8	7	6	1	1,689
Age:									
14 years -----	97	38	7	9	5	7	5	1	446
15 years -----	99	41	10	10	9	8	6	2	438
16 years -----	98	40	10	9	10	6	6	1	430
17 years -----	97	34	13	10	8	6	5	<u>2</u> /*	369
Family income group:									
Lower -----	96	44	3	7	4	10	5	1	313
Middle -----	99	40	14	12	9	8	5	1	463
Upper -----	98	31	12	11	12	3	7	1	422
Working status:									
Do not work -----	98	37	9	9	6	7	4	1	672
Work: -----	98	40	10	10	9	7	6	1	1,009
1 to 10 hours a week ---	98	40	9	9	11	8	7	1	657
11 to 20 hours a week ---	100	41	17	13	5	4	3	1	145
21 or more hours a week -	97	40	8	14	6	8	6	1	166
Size of place:									
Urban metropolitan -----	100	28	13	9	7	6	5	1	432
Urban nonmetropolitan -----	98	43	10	10	11	8	6	1	697
Town and farm -----	97	40	7	9	5	7	4	1	560
Final decision on summer blouses:									
Made by daughter -----	98	37	10	9	9	6	6	1	1,056
Made by mother -----	97	45	5	8	5	9	6	2	150
Made by both together -----	98	42	9	11	8	8	5	2	409

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 10.--Girls who had readymade summer blouses: "What materials are your readymade summer blouses made of?" "What are (all or) most of your readymade summer blouses made of?" "What materials do you like best for summer blouses?" (Last question asked also of mothers regardless of whether or not daughter owned item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent <u>1/</u>	Percent	Percent <u>1/</u>	Percent <u>1/</u>
Cotton -----	98	88	84	83
Nylon -----	38	3	8	14
Dacron -----	10	1	4	3
Rayon/acetate -----	9	1	1	1
Linen -----	8	<u>2/</u> *	1	3
Silk -----	7	*	1	*
Orlon -----	3	--	1	1
Other fibers -----	*	--	--	--
Cotton mixtures -----	1	*	*	1
Other mixtures -----	1	--	*	1
Unspecified -----	1	*	--	*
None predominates, no preference	--	3	1	1
Not ascertained -----	1	4	2	1
Number of cases -----	1,689	1,689	1,689	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 11.--Girls who had readymade summer blouses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for summer blouses?"

Reasons for preference	Fiber preferred for summer blouses 1/									
	Girls					Mothers				
	Cotton		Nylon		Dacron		Cotton		Nylon	
	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Care and laundering -----	67	58	84	79	74					
Easy to wash and care for -----	51	35	52	63	32					
Easy to iron -----	30	3	9	22	14					
Starches well -----	8	--	--	7	1					
Good appearance after laundering -----	7	1	2	11	--					
Washable; no dry cleaning required -----	5	1	3	7	9					
Doesn't require frequent washing -----	1	1	2	1	--					
Less expensive to keep clean -----	3/*	--	--	3	--					
Requires little or no ironing -----	*	32	54	*	46					
Dries quickly -----	*	10	11	*	9					
All other care and laundering -----	*	*	2	1	--					
Weight and comfort -----	50	51	21	29	16					
Light weight, cool -----	47	50	19	28	13					
Doesn't scratch, itch, stick, cling ----	3	5	1	1	--					
Comfortable -----	1	--	1	*	--					
Manageable; stays tucked in skirts ----	1	--	--	1	3					
Fits, hangs, drapes well -----	*	--	--	*	1					
Appearance and styling -----	27	30	47	30	15					
Looks neat, fresh, crisp, doesn't wrinkle -----	13	3	32	16	5					
Looks nice, good, pretty -----	10	16	16	11	9					
Not too sheer, thin -----	2	--	1	1	--					
Good styling, lines -----	1	1	1	1	--					
Good for dressup wear; dressy, fancy ---	1	14	6	2	3					
Good for everyday wear; simple, informal	2	--	--	2	--					
Grownup looking -----	*	--	3	--	--					
Durability -----	13	4	6	29	19					
Durable; doesn't fray, ravel, split, tear	8	3	2	26	17					
Holds colors; doesn't fade, run -----	6	--	3	6	--					
Holds shape; doesn't shrink, stretch ---	2	1	2	2	5					
Variety and selection -----	10	4	1	10	--					
Variety of colors, prints, patterns ----	7	1	*	6	--					
Variety of styles; large selection ----	4	3	1	1	--					
Variety of fabrics, weaves, materials --	*	--	--	3	--					
Suitable for teenager's type, personality ---	6	5	--	7	--					
Suitable for more occasions, seasons -----	5	2	1	2	--					
Less expensive -----	4	1	*	16	--					
Popular; in style -----	2	3	--	1	--					
Easy to sew, mend -----	1	--	--	1	15					
All other -----	1	*	1	3	--					
Not ascertained -----	4	9	1	5	7					
Number of cases -----	1,410	137	75	302	50					

1/ Numbers preferring other fibers too small for separate analysis.

2/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

3/ Asterisk indicates less than 1 percent.

Table 12.--Girls who had readymade summer blouses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for summer blouses?"

Criticisms of preferred fiber	Fiber preferred for summer blouses ^{1/}									
	Girls						Mothers			
	Cotton		Nylon		Dacron		Cotton		Nylon	
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}
Appearance and styling -----	8	--	--	1	1	8	5	5	5	
Wrinkles easily -----	8	--	--	1		5		5		
Catches lint -----	3/*	--	--	*		2	--	--		
Not good for dressup wear -----	*	--	--	--		1	--	--		
Care and laundering -----	6	7	6	6	13	3				
Soils and stains easily -----	2	--	--	--	1	--				
Requires ironing (often) -----	2	2	1	6	--					
Difficult to iron -----	1	5	4	5	3					
Requires starching (often) -----	1	--	--	2	--					
Difficult to wash -----	1	1	--	1	--					
Requires washing (often) -----	*	*	--	1	--					
Poor appearance after starching ---	*	--	--	1	--					
Doesn't dry quickly -----	--	--	1	--	--					
All other care and laundering ----	*	--	--	--	--					
Durability -----	2	12	6	6	6	13				
Doesn't hold colors; fades, runs --	2	*	2	4	5					
Doesn't hold shape; shrinks, stretches -----	*	1	--	1	--					
Gets a polished look, shine -----	*	--	--	*	--					
Not durable; frays, ravels, splits, tears -----	--	11	6	1	9					
Weight and comfort -----	2	22	6	*	19					
Too hot, heavy -----	1	13	3	--	12					
Not manageable; doesn't stay tucked in skirts -----	1	1	1	*	--					
Too sheer, thin -----	*	6	2	--	9					
Scratches, itches, sticks, clings -	*	3	--	--	1					
Too expensive -----	--	--	--	--	--					3
All other -----	*	1	4	--	--					1
No criticism of fiber -----	75	52	59	69	60					
Not ascertained -----	8	13	18	9	2					
Number of cases -----	1,410	137	75	302	50					

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 13.--Girls who had readymade summer dresses: "Do you get some of your summer dresses for everyday wear and others for Sunday or special dressup occasions, or do you get the same kind for both everyday and dressup wear?"

Background characteristics	Use of summer dresses				Cases
	Differ-ent dresses for each	Same dresses for both	Have only everyday dresses	Have only dressup dresses	
	Percent	Percent	Percent	Percent	Number
United States total -----	59	21	2	18	1,511
Age:					
14 years -----	52	22	1	25	376
15 years -----	56	23	2	19	400
16 years -----	60	22	2	16	393
17 years -----	67	17	4	12	336
Family income group:					
Lower -----	55	23	2	20	279
Middle -----	55	18	2	25	399
Upper -----	59	22	2	17	389
Working status:					
Do not work -----	58	23	1	18	605
Work: -----	59	20	3	18	899
1 to 10 hours a week -----	59	17	2	22	574
11 to 20 hours a week -----	59	21	3	17	131
21 or more hours a week --	65	21	5	9	156
Size of place:					
Urban metropolitan -----	51	24	3	22	387
Urban nonmetropolitan -----	64	17	2	17	614
Town and farm -----	58	23	2	17	510

Table 14.--Girls who used different dresses for summer dressup wear and summer everyday wear: "How do your dressup summer dresses differ from your everyday summer dresses?"

Background characteristics	How dressup summer dresses differ from everyday summer dresses										Cases
	Differ-ent styles and colors	Dressup are more expensive	Dress-ier, fancier	Dressup dresses are not cotton	Dressup better, finer material	Dressup require more care	New dresses worn for dressup	All other	Not ascer-tained	Number	
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Number
United States total -----	51	16	11	8	43	2	1	2	7	889	
Age:											
14 years -----	54	15	12	11	46	2/	1	1	6	196	
15 years -----	50	19	11	9	41	4	1	1	8	225	
16 years -----	50	16	9	5	40	1	--	5	8	233	
17 years -----	50	14	10	8	46	*	3	1	8	230	
Family income group:											
Lower -----	44	18	14	8	43	3	1	2	8	154	
Middle -----	49	13	8	12	47	1	3	*	7	220	
Upper -----	55	15	8	6	50	3	1	5	7	229	
Working status:											
Do not work -----	52	15	11	7	47	1	*	2	7	351	
Work: -----	50	16	11	9	40	2	2	2	8	531	
1 to 10 hours a week -----	51	16	9	9	43	2	1	3	9	340	
11 to 20 hours a week -----	49	19	17	9	37	6	--	1	1	78	
21 or more hours a week -----	46	15	10	8	41	1	5	1	7	102	
Size of place:											
Urban metropolitan -----	54	15	8	8	39	2	2	3	5	198	
Urban nonmetropolitan -----	51	15	11	8	42	2	*	2	8	395	
Town and farm -----	48	18	11	8	47	1	2	1	9	296	

1/ Percentages add to more than 100 because some girls mentioned more than 1 difference.

2/ Asterisk indicates less than 1 percent.

Table 15.--Girls who had readymade summer dresses: "What materials are your readymade dressup summer dresses made of?"

Background characteristics	Fibers summer dressup dresses are made of										Cases
	Cotton	Nylon	Rayon/ acetate	Linen	Silk	Other fibers & mix- tures	Un- speci- fied	Not ascer- tained	Number		
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Number
United States total -----	76	38	20	17	11	15	10	6			1,165
Age:											
14 years -----	72	41	16	12	15	14	9	6			291
15 years -----	76	43	18	17	12	14	11	6			300
16 years -----	84	34	18	19	10	13	9	6			297
17 years -----	71	34	28	21	7	18	10	7			271
Family income group:											
Lower -----	74	42	20	16	12	10	7	6			208
Middle -----	74	36	20	14	12	11	10	5			319
Upper -----	82	35	23	20	10	22	9	5			295
Working status:											
Do not work -----	76	35	22	16	14	14	10	5			460
Work: -----	75	41	18	18	9	14	10	7			697
1 to 10 hours a week --	77	44	17	18	9	14	10	6			465
11 to 20 hours a week -	81	31	22	19	9	10	7	9			100
21 or more hours a week	67	36	21	17	9	18	13	4			116
Size of place:											
Urban metropolitan -----	74	34	23	16	16	15	11	7			281
Urban nonmetropolitan ---	76	37	20	19	10	17	8	6			499
Town and farm -----	77	43	16	15	9	11	11	6			385
Final decision on summer dressup dresses:											
Made by daughter -----	75	40	22	18	8	15	10	8			508
Made by mother -----	80	40	17	15	14	18	10	4			181
Made by both together ---	76	36	17	17	13	13	10	5			457

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 16.--Girls who had readymade summer dressup dresses: "What materials are your readymade dressup summer dresses made of?" "What are (all or) most of your readymade dressup summer dresses made of?" "What materials do you like best for dressup summer dresses?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent <u>1/</u>	Percent	Percent <u>1/</u>	Percent <u>1/</u>
Cotton -----	76	53	51	58
Nylon -----	38	11	21	22
Rayon/acetate -----	20	4	6	5
Linen -----	17	2	6	7
Silk -----	11	2	4	3
Dacron -----	3	<u>2/</u> *	2	3
Orlon -----	2	*	1	1
Other fibers -----	*	--	*	*
Cotton mixtures -----	5	1	2	1
Other mixtures -----	4	1	1	1
Unspecified -----	<u>3/</u> 10	2	3	1
None predominates, no preference	--	13	4	3
Not ascertained -----	6	11	4	6
Number of cases -----	1,165	1,165	1,165	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

3/ The 10 percent shown for materials of unspecified fibers for dressup dresses includes 6 percent taffeta and 1 percent faille.

Table 17.--Girls who had readymade summer dressup dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for dressup summer dresses?"

Reasons for preference	Fiber preferred for summer dressup dresses ^{1/}					
	Girls				Mothers	
	Cotton	Nylon	Rayon	Linen	Cotton	Nylon
	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}
Care and laundering -----	58	41	16	21	63	74
Easy to wash and care for -----	40	26	6	12	42	58
Easy to iron -----	16	3	4	9	16	9
Washable; no dry cleaning required ----	13	6	4	1	15	13
Good appearance after laundering ----	9	1	1	--	8	--
Starches well -----	7	--	3	--	3	--
Less expensive to keep clean -----	3	--	--	--	7	1
Doesn't require frequent washing ----	3/*	1	2	3	2	2
Requires little or no ironing -----	*	20	*	--	3	39
Dries quickly -----	*	6	--	--	--	9
All other care and laundering -----	--	--	1	1	1	1
Weight and comfort -----	47	35	19	13	30	14
Light weight, cool -----	42	34	6	10	28	10
Doesn't scratch, itch, stick, cling --	3	*	9	2	1	1
Comfortable -----	3	--	--	*	1	--
Fits, hangs, drapes well -----	2	1	6	2	*	4
Appearance and styling -----	34	65	81	85	38	43
Looks nice, good, pretty -----	15	23	22	24	14	15
Looks neat, fresh, crisp; doesn't wrinkle -----	13	21	11	40	18	14
Good for dressup wear; dressy, fancy -	8	34	61	44	9	26
Good styling, lines -----	2	1	1	6	1	2
Good for everyday wear; simple, informal -----	2	--	--	2	6	1
Not too sheer, thin -----	1	--	--	--	--	--
Grownup looking -----	*	1	1	--	1	--
Variety and selection -----	18	7	4	1	16	6
Variety of styles; large selection ---	8	3	--	--	5	2
Variety of colors, prints, patterns --	7	3	4	1	10	5
Variety of fabrics, weaves, materials	4	1	--	--	4	--
Durability -----	8	6	12	15	22	13
Durable; doesn't fray, ravel, split, tear -----	4	3	5	10	18	11
Holds colors; doesn't fade, run ----	3	2	1	2	5	2
Holds shape; doesn't shrink, stretch	3	1	10	4	*	3
Suitable for more occasions, seasons -	5	2	*	6	3	1
Less expensive -----	5	1	--	5	9	4
Popular; in style -----	2	--	1	--	2	--
Suitable for teenager's type, personality -----	2	1	--	2	8	2
Practical -----	*	--	--	--	1	--
Easy to sew, mend -----	--	--	--	--	1	--
All other -----	*	2	--	6	*	--
Not ascertained -----	4	5	2	2	6	6
Number of cases -----	589	242	70	69	211	81

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 18.--Girls who had readymade summer dressup dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for dressup summer dresses?"

Criticisms of preferred fiber	Fiber preferred for summer dressup dresses ^{1/}					
	Girls				Mothers	
	Cotton	Nylon	Rayon	Linen	Cotton	Nylon
	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}
Appearance and styling -----	17	1	10	18	13	1
Wrinkles easily -----	16	1	10	17	12	1
Not good for dressup wear ----	1	--	--	--	1	--
Catches lint -----	3/*	--	--	1	--	--
Care and laundering -----	7	6	18	16	6	4
Requires ironing (often) -----	4	*	--	2	4	*
Requires washing (often) -----	1	--	--	--	--	--
Difficult to wash -----	1	1	*	5	1	--
Soils and stains easily -----	1	2	3	3	--	1
Difficult to iron -----	1	2	10	2	1	3
Requires starching (often) ---	*	--	--	--	1	--
Requires dry cleaning -----	*	1	5	4	--	--
Weight and comfort -----	1	32	26	11	1	36
Too sheer, thin -----	1	6	14	--	1	6
Too hot, heavy -----	*	24	12	11	--	31
Scratches, itches, sticks, clings -----	*	5	*	--	--	3
Durability -----	1	9	10	12	3	14
Doesn't hold colors; fades, runs -----	1	--	--	--	3	4
Not durable; frays, ravel, splits, tears -----	*	8	10	6	*	10
Doesn't hold shape, shrinks, stretches -----	*	1	*	7	--	*
Gets a polished look, shine --	*	--	--	--	--	--
Too expensive -----	--	--	--	--	*	1
All other -----	*	2	1	5	--	--
No criticism of fiber -----	70	51	37	51	66	44
Not ascertained -----	7	4	6	5	14	19
Number of cases -----	589	242	70	69	211	81

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 19.--Girls who had readymade summer everyday dresses: "What materials are your readymade summer everyday dresses made of?" "What are (all or) most of your readymade summer everyday dresses made of?" "What material do you like best for summer everyday dresses?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent <u>1/</u>	Percent	Percent <u>1/</u>	Percent <u>1/</u>
Cotton -----	98	93	92	81
Nylon -----	8	<u>2/</u> *	2	1
Linen -----	6	*	1	--
Rayon/acetate -----	5	1	1	*
Silk -----	2	*	*	--
Orlon -----	1	--	*	*
Dacron -----	1	*	1	--
Other fibers -----	*	--	*	1
Cotton mixtures -----	1	*	*	--
Other mixtures -----	1	*	*	--
Unspecified -----	2	*	*	*
None predominates, no preference -----	--	3	2	15
Not ascertained -----	2	3	1	3
Number of cases	1,236	1,236	1,236	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 20.--Girls who had readymade summer everyday dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for everyday summer dresses?"

Reasons for preference	Those who preferred cotton for summer everyday dresses ^{1/}	
	Girls	Mothers
	<u>Percent</u> ^{2/}	<u>Percent</u> ^{2/}
Care and laundering -----	70	77
Easy to wash and care for -----	54	61
Easy to iron -----	24	22
Washable; no dry cleaning required -----	8	13
Good appearance after laundering -----	8	7
Starches well -----	6	7
Doesn't require frequent washing -----	3	2
Less expensive to keep clean -----	1	4
Requires little or no ironing -----	^{3/} *	4
All other care and laundering -----	1	*
Weight and comfort -----	37	16
Light weight, cool -----	31	16
Comfortable -----	4	--
Doesn't scratch, itch, stick, cling -----	2	--
Fits, hangs, drapes well -----	1	*
Appearance and styling -----	26	22
Looks neat, fresh, crisp; doesn't wrinkle -----	13	14
Looks nice, good, pretty -----	9	6
Good for everyday wear; simple, informal -----	5	4
Good styling, lines -----	1	*
Not too sheer, thin -----	1	*
Good for dressup wear; dressy, fancy -----	1	1
Grownup looking -----	--	1
Durability -----	19	35
Durable; doesn't fray, ravel, split, tear -----	15	30
Holds colors; doesn't fade, run -----	4	12
Holds shape; doesn't shrink, stretch -----	2	2
Variety and selection -----	8	9
Variety of colors, prints, patterns -----	5	5
Variety of styles, large selection -----	2	2
Variety of fabrics, weaves, materials -----	2	3
Less expensive -----	7	15
Suitable for more occasions, seasons -----	3	2
Popular; in style -----	3	*
Suitable for teenager's type, personality -----	2	4
Practical -----	*	1
All other -----	*	*
Not ascertained -----	5	6
Number of cases -----	1,132	296

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 21.--Girls who had readymade summer everyday dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best:
 "Is there anything you don't like about (fiber liked best) for everyday summer dresses?"

Criticisms of preferred fiber	Those who preferred cotton for summer everyday dresses ^{1/}	
	Girls	Mothers
	<u>Percent</u> ^{2/}	<u>Percent</u> ^{2/}
Appearance and styling -----	12	8
Wrinkles easily -----	11	8
Not good for dressup wear -----	1	--
Catches lint -----	^{3/} *	*
Care and laundering -----	6	10
Requires ironing (often) -----	3	5
Requires washing (often) -----	1	2
Difficult to wash -----	1	1
Soils and stains easily -----	1	1
Difficult to iron -----	*	1
All other care and laundering -----	1	*
Durability -----	3	5
Doesn't hold colors; fades, runs ---	2	4
Doesn't hold shape; shrinks, stretches -----	1	1
Not durable; frays, ravel, splits, tears -----	*	--
Weight and comfort -----	1	*
All other -----	*	*
No criticism of fiber -----	73	66
Not ascertained -----	8	15
Number of cases -----	1,132	296

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 22.--"Are most of your readymade winter clothes dresses, or skirt and blouse or sweater combinations?"

Background characteristics	Winter clothes are						Cases Number
	Mostly dresses	Mostly combinations	About even	Only dresses	Only combinations	Not ascertained	
	Percent	Percent	Percent	Percent	Percent	Percent	
United States total -----	2	56	6	1	31	4	1,751
Age:							
14 years -----	3	49	6	1	38	3	468
15 years -----	3	55	7	1/*	27	8	450
16 years -----	1	61	5	*	29	4	445
17 years -----	*	60	6	1	30	3	382
Family income group:							
Lower -----	2	47	5	1	39	6	340
Middle -----	1	57	4	1	33	3	475
Upper -----	1	62	7	--	25	5	429
Working status:							
Do not work -----	2	52	7	2	34	3	712
Work: -----	1	59	5	*	30	5	1,031
1 to 10 hours a week -----	1	60	5	*	30	4	670
11 to 20 hours a week -----	2	65	4	--	23	6	149
21 or more hours a week --	--	52	8	*	35	5	169
Size of place:							
Urban metropolitan -----	2	59	4	*	29	6	438
Urban nonmetropolitan -----	1	57	6	*	32	4	715
Town and farm -----	3	52	7	2	32	4	598

1/ Asterisk indicates less than 1 percent.

Table 23.--Girls who had readymade winter skirts: "What materials are your readymade winter skirts made of?"

Background characteristics	Fibers winter skirts are made of										Cases
	Wool	Cotton	Nylon, Orlon, Dacron	Rayon/ ac- tate	Wool mix- tures	Other fibers & mix- tures	Un- speci- fied	Not ascer- tained			
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Number	
United States total -----	89	47	10	9	14	11	9	4	1,712		
Age:											
14 years -----	86	52	8	9	15	10	7	5	456		
15 years -----	88	51	8	10	12	10	8	3	442		
16 years -----	91	44	11	8	12	10	11	5	438		
17 years -----	93	40	13	10	16	13	11	3	370		
Family income group:											
Lower -----	79	59	5	10	10	7	9	6	325		
Middle -----	91	49	10	13	16	12	9	3	463		
Upper -----	93	43	13	8	18	12	12	3	426		
Working status:											
Do not work -----	86	51	7	9	10	9	8	4	691		
Work: -----	91	45	12	10	16	12	9	4	1,015		
1 to 10 hours a week -	91	47	11	9	17	12	9	3	659		
11 to 20 hours a week	91	37	15	13	23	8	10	6	146		
21 or more hours a week -----	90	42	10	9	8	14	12	4	167		
Size of place:											
Urban metropolitan -----	96	31	8	7	15	9	13	4	433		
Urban nonmetropolitan --	90	46	12	10	15	12	9	3	698		
Town and farm -----	83	61	8	10	11	10	5	5	581		
Final decision on winter skirts:											
Made by daughter -----	92	42	10	11	14	12	11	3	944		
Made by mother -----	87	55	3	7	15	8	10	4	175		
Made by both together --	87	54	11	9	13	9	7	3	543		

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 24.--Girls who had readymade winter skirts: "What materials are your readymade winter skirts made of?" "What are (all or) most of your ready-made winter skirts made of?" "What material do you like best for winter skirts?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent ^{1/}	Percent	Percent ^{1/}	Percent ^{1/}
Wool -----	89	61	68	68
Cotton -----	47	16	17	20
Rayon/acetate -----	9	1	1	2
Orlon -----	8	1	3	7
Linen -----	4	^{2/} *	*	*
Silk -----	2	--	*	*
Nylon -----	1	--	*	1
Dacron -----	1	--	*	1
Other fibers -----	*	--	*	*
Wool and Orlon -----	6	1	3	6
Wool and rayon/acetate ----	2	1	1	2
Other wool mixtures -----	6	1	2	4
Cotton mixtures -----	3	*	*	2
Other mixtures -----	3	--	1	2
Unspecified -----	^{3/} 9	*	1	1
None predominates, no preference -----	--	6	3	2
Not ascertained -----	4	12	5	1
Number of cases -----	1,712	1,712	1,712	368

^{1/} Percentages add to more than 100 because some respondents named more than 1 fiber.

^{2/} Asterisk indicates less than 1 percent.

^{3/} The 9 percent for materials of unspecified fibers for winter skirts includes 6 percent gabardine and 2 percent taffeta.

Table 25.--Girls who had readymade winter skirts and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for winter skirts?"

Reasons for preference	Fiber preferred for winter skirts ^{1/}					
	Girls				Mothers	
	Wool	Cotton	Wool and Orlon	Orlon	Wool	Cotton
	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}
Weight and comfort -----	78	43	49	32	63	27
Warm, heavy -----	75	38	16	13	61	15
Doesn't scratch, itch, stick, cling -	3	7	28	7	1	2
Fits, hangs, drapes well -----	2	1	4	--	3	--
Comfortable -----	1	4	1	1	--	--
Light weight, cool -----	1	1	6	13	2	10
Appearance and styling -----	40	34	24	32	38	19
Looks neat, fresh, crisp; doesn't wrinkle -----	23	11	14	23	20	5
Looks nice, good, pretty -----	15	19	7	19	17	7
Good for dressup wear; dressy, fancy	4	3	2	--	4	3
Good styling, lines -----	3	2	--	1	3/*	*
Good for everyday wear; simple, informal -----	1	1	1	--	2	4
Grownup looking -----	1	--	--	--	--	--
Care and laundering -----	25	44	63	82	39	62
Doesn't require frequent cleaning ---	8	8	4	1	15	3
Easy to wash and care for -----	7	15	29	22	8	25
Easy to iron -----	5	5	7	--	2	8
Good appearance after laundering ---	4	3	--	3	9	5
Can be dry cleaned; no washing required -----	3	1	--	--	10	--
Requires little or no ironing -----	2	1	15	28	5	2
Washable; no dry cleaning required --	1	15	35	67	2	35
Dries quickly -----	*	--	2	--	--	--
Less expensive to keep clean -----	*	1	6	9	1	12
Starches well -----	--	3	--	--	--	--
All other care and laundering -----	--	*	5	--	--	--
Durability -----	22	16	29	24	37	26
Durable -----	13	11	13	1	24	20
Holds shape; doesn't shrink, stretch	11	4	14	23	19	8
Holds colors; doesn't fade, run -----	1	2	--	--	*	3
Doesn't fray, ravel, split, tear ----	*	--	2	--	--	--
Variety and selection -----	9	10	12	3	4	11
Variety of colors; prints, patterns -	6	8	4	3	4	8
Variety of styles; large selection --	4	2	8	2	1	2
Variety of fabrics, weaves, materials	1	*	--	--	1	1
Popular; in style -----	6	4	3	--	1	--
Suitable for teenager's type, personality -----	5	2	--	1	1	*
Suitable for more occasions, seasons ---	2	4	3	--	1	2
Less expensive -----	1	4	--	--	*	6
Practical -----	--	--	--	--	1	--
All other -----	1	6	1	2	1	3
Not ascertained -----	9	9	1	--	5	8
Number of cases -----	1,168	283	54	50	252	74

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 26.--Girls who had readymade winter skirts and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for winter skirts?"

Criticisms of preferred fiber	Fiber preferred for winter skirts ^{1/}					
	Girls				Mothers	
	Wool	Cotton	Wool and Orlon	Orlon	Wool	Cotton
	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}
Weight and comfort -----	27	7	4	10	8	6
Scratches, itches, sticks, clings --	25	4	4	1	8	--
Too hot, heavy -----	2	3/*	--	--	1	--
Too sheer, thin -----	*	--	--	--	--	2
Too light weight -----	*	4	--	9	--	4
All other weight and comfort -----	1	--	--	--	*	--
Care and laundering -----	18	7	7	--	22	4
Requires dry cleaning (often) -----	13	3	4	--	16	--
Expensive to keep clean -----	5	*	--	--	7	3
Soils and stains easily -----	2	2	--	--	*	--
Difficult to clean -----	1	*	2	--	1	2
Requires washing (often) -----	*	1	--	--	--	1
Doesn't dry quickly -----	*	1	--	--	--	--
Requires ironing (often) -----	*	*	1	--	--	1
All other care and laundering -----	*	1	--	--	*	--
Durability -----	6	21	3	--	9	11
Doesn't hold shape; shrinks stretches -----	5	*	--	--	9	1
Gets a polished look, shine -----	1	17	--	--	1	9
Not durable -----	*	4	--	--	--	1
Doesn't hold color; fades, runs -----	*	2	1	--	--	--
Frays, ravel, splits, tears -----	*	--	2	--	--	*
Appearance -----	3	6	3	--	3	4
Catches lint -----	2	3	--	--	2	2
Wrinkles easily -----	1	3	2	--	--	2
Doesn't hold pleats -----	*	--	1	--	1	--
Not good for dressup wear -----	*	*	--	--	--	--
Problem of moths -----	1	--	--	--	3	--
Too expensive -----	1	--	--	--	3	2
Limited variety and selection -----	*	--	--	1	*	--
Absorbs odors -----	*	--	2	--	--	--
All other -----	*	3	--	--	--	4
No criticism of fiber -----	46	55	81	68	52	57
Not ascertained -----	6	8	2	22	10	18
Number of cases -----	1,168	283	54	50	252	74

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 27.--Girls who had readymade winter blouses: "What materials are your readymade winter blouses made of?"

Background characteristics	Fibers winter blouses are made of						Cases Number
	Cotton	Nylon	Wool	Orlon, Dacron	All others	Not ascertained	
	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	
United States total -----	95	23	13	10	21	2	1,632
Age:							
14 years -----	95	22	7	7	21	2	439
15 years -----	97	25	10	11	21	2	423
16 years -----	95	20	17	9	20	1	417
17 years -----	94	23	18	12	22	1	347
Family income group:							
Lower -----	94	19	9	6	18	2	300
Middle -----	97	22	12	12	21	1	450
Upper -----	97	27	16	12	23	1	417
Working status:							
Do not work -----	94	21	14	9	20	1	645
Work:							
1 to 10 hours a week -----	97	24	12	10	22	2	981
11 to 20 hours a week -----	97	25	12	11	22	2	637
21 or more hours a week -----	95	21	13	9	25	1	148
Size of place:							
Urban metropolitan -----	95	24	9	9	19	3	153
Urban nonmetropolitan -----	95	30	13	13	25	2	414
Town and farm -----	96	23	16	10	24	1	676
Final decision on winter blouses:							
Made by daughter -----	95	17	8	7	15	2	542
Made by mother -----	96	24	13	11	21	2	1,029
Made by both together -----	95	19	12	4	20	2	148
	95	21	14	9	20	1	396

$\frac{1}{2}$ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 28.--Girls who had readymade winter blouses: "What materials are your readymade winter blouses made of?" "What are (all or) most of your readymade winter blouses made of?" "What material do you like best for winter blouses?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent ^{1/}	Percent	Percent ^{1/}	Percent ^{1/}
Cotton -----	95	83	81	70
Nylon -----	23	3	3	11
Wool -----	13	3	5	8
Rayon/acetate -----	9	1	2	4
Dacron -----	7	1	2	2
Silk -----	6	1	1	1
Orlon -----	3	<u>2</u> / [*]	1	4
Linen -----	3	*	*	*
Other fibers -----	*	--	*	*
Wool mixtures -----	1	*	*	2
Cotton mixtures -----	1	*	1	*
Other mixtures -----	1	--	*	1
Unspecified -----	3	*	1	*
None predominates, no preference -----	--	3	3	9
Not ascertained -----	2	5	2	1
Number of cases --	1,632	1,632	1,632	368

^{1/} Percentages add to more than 100 because some respondents named more than 1 fiber.

^{2/} Asterisk indicates less than 1 percent.

Table 29.--Girls who had readymade winter blouses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for winter blouses?"

Reasons for preference	Fiber preferred for winter blouses ^{1/}									
	Girls						Mothers			
	Cotton		Wool		Nylon		Cotton		Nylon	
	Percent	^{2/}	Percent	^{2/}	Percent	^{2/}	Percent	^{2/}	Percent	^{2/}
Care and laundering -----		57		19		52		73		82
Easy to wash and care for -----	41		7		37		55		69	
Easy to iron -----	20		1		7		11		2	
Washable; no dry cleaning required	11		1		6		16		8	
Good appearance after laundering -	6		1		--		10		--	
Starches well -----	3		--		--		2		--	
Doesn't require frequent cleaning	2		7		--		4		--	
Less expensive to keep clean -----	1		3		--		3		--	
Requires little or no ironing ----	^{3/} *		5		18		2		37	
Dries quickly -----	*		1		15		--		3	
Can be dry cleaned; no washing required -----	--		1		--		*		--	
All other care and laundering ----	*		--		--		*		--	
Weight and comfort -----		29		67		22		16		24
Warm, heavy -----	17		63		20		8		22	
Doesn't scratch, itch, stick, cling -----	4		--		--		1		2	
Comfortable -----	4		--		--		4		--	
Light weight, cool -----	3		--		1		1		4	
Manageable, stays tucked in skirts	3		1		1		1		--	
Fits, hangs, drapes well -----	*		3		1		2		--	
Appearance and styling -----		28		35		40		25		32
Looks neat, fresh, crisp; doesn't wrinkle -----	14		15		4		12		14	
Looks nice, good, pretty -----	10		13		18		8		11	
Good styling, lines -----	3		*		1		3		1	
Good for everyday wear; simple, informal -----	3		3		--		3		--	
Good for dressup wear; dressy, fancy -----	1		7		22		1		12	
Grownup looking -----	*		5		2		--		--	
Suitable for teenager's type, personality -----		12		15		5		4		6
Variety and selection -----		11		4		2		10		3
Variety of styles; large selection	7		4		2		6		--	
Variety of colors, prints, patterns -----	6		1		--		7		--	
Variety of fabrics, weaves, materials -----	*		--		--		*		3	
Durability -----		9		10		1		21		14
Durable -----	6		6		1		14		6	
Holds colors; doesn't fade, run --	3		--		--		6		--	
Holds shape; doesn't shrink, stretch -----	1		4		--		1		8	
Doesn't fray, ravel, split, tear -	*		--		--		1		--	
Suitable for more occasions, seasons		6		7		6		4		3
Popular; in style -----	5		3		--		4		--	
Less expensive -----	4		--		--		9		2	
Practical -----	*		--		--		1		--	
All other -----	2		1		5		2		--	
Not ascertained -----		7		15		27		6		8
Number of cases -----	1,323		79		57		254		40	

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 30.--Girls who had readymade winter blouses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for winter blouses?"

Criticisms of preferred fiber	Fiber preferred for winter blouses 1/									
	Girls						Mothers			
	Cotton		Wool		Nylon		Cotton		Nylon	
	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Care and laundering -----		6	15	2		7		2		
Requires ironing (often) -----	2				3					
Requires washing (often) -----	1				3					
Difficult to clean -----	1	3			1	2				
Soils and stains easily -----	1	1			1					
Difficult to iron -----	1			2	1					
Requires starching (often) -----	3/*				1					
Poor appearance after starching -	*	1								
Doesn't dry quickly -----					1					
Requires dry cleaning (often) ---		9								
Expensive to keep clean -----		3								
All other care and laundering ---	*									
Weight and comfort -----		6	9	3		3		27		
Too light weight, cool -----	6				2		3			
Too hot, heavy -----	*	1		1			3			
Too sheer, thin -----	*			1			16			
Scratches, itches, sticks, clings	*	5		2	1		5			
Creates electricity -----	*									
Causes rash; irritates skin ----		4								
Appearance and styling -----		5				5				
Wrinkles easily -----	5				4					
Catches lint -----					1					
All other appearance and styling	*									
Durability -----		*	20	10		2		22		
Not durable -----	*	1		2			5			
Doesn't hold shape; shrinks,					1					
stretches -----	*	19		1						
Doesn't hold colors; fades, runs	*			2	1		12			
Frays, ravel, splits, tears ----	*			7			6			
Too expensive -----	*		*	2		*		2		
All other -----	*		*	6				8		
No criticism of fiber -----		74	45	61		69		44		
Not ascertained -----		9	16	15		15		17		
Number of cases -----		1,323	79	57		254		40		

1/ Numbers preferring other fibers too small for separate analysis.
 2/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.
 3/ Asterisk indicates less than 1 percent.

Table 31.--Girls who used readymade winter dresses: "Do you get some of your winter dresses for everyday wear and others for Sunday or special dressup occasions, or do you get the same kind for both everyday and dressup wear?"

Background characteristics	Use of winter dresses				Cases Number
	Different dresses for each	Same dresses for both	Have only everyday dresses	Have only dressup dresses	
	Percent	Percent	Percent	Percent	
United States total -----	36	20	3	41	1,159
Age:					
14 years -----	41	23	1	35	278
15 years -----	35	18	5	42	317
16 years -----	33	25	1	41	298
17 years -----	38	14	4	44	263
Family income group:					
Lower -----	35	29	3	33	195
Middle -----	34	15	4	47	311
Upper -----	39	17	3	41	313
Working status:					
Do not work -----	41	24	2	33	449
Work: -----	33	18	3	46	704
1 to 10 hours a week --	37	18	3	42	461
11 to 20 hours a week -	28	19	4	49	106
21 or more hours a week -----	24	22	4	50	104
Size of place:					
Urban metropolitan -----	34	12	4	50	300
Urban nonmetropolitan ---	36	19	2	43	470
Town and farm -----	39	27	3	31	389

Table 32.--Girls who used different dresses for winter dressup wear and winter everyday wear: "How do your dressup winter dresses differ from your everyday winter dresses?"

Background characteristics	How dressup winter dresses differ from everyday winter dresses										Cases
	Different styles and colors	Dressup are more expensive	Dressier, fancier	Dressup dresses are not cotton	Better, finer material	Dressup require more care	New dresses worn for dressup	All other	Not ascertainment	Number	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	40	17	8	7	45	2	2	2	15	424	
Age:											
14 years -----	39	15	11	5	46	2	4	17	114		
15 years -----	37	19	4	8	43	2	2	18	110		
16 years -----	40	16	8	7	37	3	--	18	99		
17 years -----	44	17	10	7	55	--	3	7	99		
Family income group:											
Lower -----	39	7	9	10	33	--	6	1	25	72	
Middle -----	35	14	12	9	42	1	1	3	13	105	
Upper -----	51	21	5	5	56	4	1	--	12	123	
Working status:											
Do not work -----	42	17	8	8	45	2	2	2	18	184	
Work: -----	38	16	8	5	44	2	2	2	13	234	
1 to 10 hours a week	39	18	7	4	47	2	3	2	11	171	
11 to 20 hours a week -----	37	9	16	4	49	--	--	4	10	30	
21 or more hours a week -----	39	11	11	6	25	3	--	--	22	26	
Size of place:											
Urban metropolitan -----	43	15	13	7	37	4	--	5	13	103	
Urban nonmetropolitan -----	41	14	10	5	52	*	2	--	13	168	
Town and farm -----	37	21	3	7	43	2	3	2	20	153	

1/ Percentages add to more than 100 because some girls mentioned more than 1 difference.

2/ Asterisk indicates less than 1 percent.

Table 33.--Girls who had readymade winter dressup dresses: "What materials are your readymade dressup winter dresses made of?"

Background characteristics	Fibers winter dressup dresses are made of										Cases
	Wool	Cotton	Rayon/ acetate	Silk	Nylon, Orlon Dacron	Other fibers	Mix- tures	Un- speci- fied	Not ascer- tained	Number	
United States total -----	Per- cent $\frac{1}{}$ 39	Per- cent $\frac{1}{}$ 34	Per- cent $\frac{1}{}$ 31	Per- cent $\frac{1}{}$ 15	Per- cent $\frac{1}{}$ 8	Per- cent $\frac{1}{}$ 5	Per- cent $\frac{1}{}$ 13	Per- cent $\frac{1}{}$ 24	Per- cent $\frac{1}{}$ 9	894	
Age:											
14 years -----	29	41	25	14	10	4	13	22	10	212	
15 years -----	35	34	30	16	11	5	11	18	11	242	
16 years -----	45	31	32	19	5	4	17	27	4	222	
17 years -----	48	32	36	11	8	8	15	29	12	215	
Family income group:											
Lower -----	26	40	24	15	6	10	12	14	8	137	
Middle -----	37	30	39	14	11	5	14	17	12	251	
Upper -----	44	30	37	18	7	3	15	30	5	251	
Working status:											
Do not work -----	42	35	28	18	11	6	12	23	9	333	
Work:											
1 to 10 hours a week -----	38	34	32	13	7	5	15	24	9	555	
11 to 20 hours a week -----	38	36	31	16	7	5	16	21	7	367	
21 or more hours a week -----	41	28	37	10	10	8	18	21	16	82	
Size of place:											
Urban metropolitan -----	44	33	21	9	3	3	12	41	13	78	
Urban nonmetropolitan -----	33	21	38	20	4	5	17	28	11	254	
Town and farm -----	44	38	29	15	11	4	13	24	7	367	
Final decision on dressup winter dresses:											
Made by daughter -----	40	42	26	10	9	7	11	19	10	273	
Made by mother -----	38	28	33	12	7	5	14	25	9	390	
Made by both together -----	42	41	20	18	5	4	14	19	8	131	
	42	38	33	17	11	6	13	25	9	358	

$\frac{1}{}$ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 34.--Girls who had readymade winter dressup dresses: "What materials are your readymade dressup winter dresses made of?" "What are (all or) most of your readymade dressup winter dresses made of?" "What material do you like best for dressup winter dresses?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent ^{1/}	Percent	Percent ^{1/}	Percent ^{1/}
Wool -----	39	15	23	21
Cotton -----	34	15	13	18
Rayon/acetate -----	31	15	15	12
Silk -----	15	5	8	7
Linen -----	5	1	2	1
Nylon -----	5	1	1	3
Orlon -----	4	1	3	3
Dacron -----	1	1	1	1
Other fibers -----	^{2/} *	--	--	*
Wool mixtures -----	4	1	2	7
Cotton mixtures -----	4	1	2	3
Other mixtures -----	5	2	2	3
Unspecified -----	^{3/} 24	9	12	7
None predominates, no preference -----	--	13	11	16
Not ascertained -----	9	20	9	11
Number of cases --	894	894	894	368

^{1/} Percentages add to more than 100 because some respondents named more than 1 fiber.

^{2/} Asterisk indicates less than 1 percent.

^{3/} The 24 percent for materials of unspecified fibers for dressup winter dresses includes 15 percent taffeta and 5 percent faille.

Table 35.--Girls who had readymade winter dressup dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for dressup winter dresses?"

Reasons for preference	Fiber preferred for winter dressup dresses ^{1/}												
	Girls								Mothers				
	Wool		Rayon		Cotton		Silk		Wool		Cotton		
	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	
Weight and comfort -----	65		16		23		18		65		5		7
Warm, heavy -----	58		5		15		3		58		1		4
Doesn't scratch, itch, stick, cling -----	6		4		5		4		5		1		--
Comfortable -----	3		1		4		4		--		1		3/*
Fits, hangs, drapes well -----	2		8		1		5		6		1		3
Light weight, cool -----	1		1		1		3		4		1		--
Appearance and styling -----	48		78		40		84		46		75		37
Looks nice, good, pretty -----	21		21		14		15		17		22		11
Looks neat, fresh, crisp; doesn't wrinkle -----	16		14		11		10		11		9		13
Good for dressup wear; dressy, fancy -----	16		57		18		69		26		51		12
Good for everyday wear; simple, informal -----	7		1		1		--		--		1		4
Good styling, lines -----	2		5		3		5		*		--		--
Grownup looking -----	1		2		2		1		--		1		--
Durability -----	17		8		4		2		33		13		17
Holds shape; doesn't shrink, stretch -----	9		2		2		1		4		3		7
Durable -----	8		5		2		1		30		10		8
Holds colors; doesn't fade, run Doesn't fray, ravel, split, tear	1		1		--		*		--		--		3
Care and laundering -----	13		4		46		14		25		22		57
Doesn't require frequent cleaning -----	5		1		3		4		12		--		7
Easy to wash and care for -----	4		--		27		8		1		11		34
Requires little or no ironing --	2		--		--		--		1		2		1
Can be dry cleaned; no washing required -----	2		*		--		1		11		5		6
Good appearance after laundering	1		1		4		3		4		5		7
Washable; no dry cleaning required -----	--		1		21		*		*		3		17
Easy to iron -----	--		2		7		1		--		7		8
Starches well -----	--		--		2		--		--		--		1
Less expensive to keep clean --	--		--		1		--		*		1		1
Variety and selection -----	9		11		16		6		2		18		19
Variety of styles; large selection -----	7		8		7		4		1		12		3
Variety of colors, prints, patterns -----	4		4		7		4		1		7		12
Variety of fabrics, weaves, materials -----	*		2		3		--		--		--		6
Suitable for more occasions, seasons -----	7		1		7		6		4		1		5
Popular; in style -----	1		3		3		2		3		1		1
Less expensive -----	*		5		4		--		--		7		9
Suitable for teenager's type, personality -----	*		2		3		5		1		12		4
Practical -----	--		--		--		--		6		--		1
Rustles, swishes -----	--		1		--		5		--		--		--
All other -----	2		4		2		--		--		--		--
Not ascertained -----	13		16		9		12		2		12		12
Number of cases -----	207		130		120		68		76		43		64

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 36.--Girls who had readymade winter dressup dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for dressup winter dresses?"

Criticisms of preferred fiber	Fiber preferred for winter dressup dresses ^{1/}													
	Girls				Mothers									
	Wool		Rayon		Cotton		Silk		Wool		Rayon		Cotton	
	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}
Weight and comfort -----	19	---	6	---	2	---	5	---	22	---	--	---	1	
Scratches, itches, sticks, clings -----	17		2		1		--		20		--		--	
Too hot, heavy -----	2		2		--		--		3		--		--	
Creates electricity -----	^{3/} *		--		--		--		--		--		1	
Too light weight, cool -----	*		2		1		2		--		--		--	
Too sheer, thin -----	--		--		--		3		--		--		--	
Causes rash, irritates skin ----	--		1		--		--		--		--		--	
Care and laundering -----		16		31		6		38		30		40		6
Requires dry cleaning (often) --	11		18		*		14		15		18		1	
Expensive to keep clean -----	4		1		--		7		13		9		1	
Soils and stains easily -----	2		15		1		19		4		17		2	
Requires washing (often) -----	*		--		1		--		--		--		--	
Difficult to clean -----	*		7		1		4		3		7		1	
Requires ironing (often) -----	*		--		--		--		--		--		1	
Difficult to iron -----	*		--		6		*		--		4		--	
All other care and laundering --	1		--		--		2		1		1		--	
Durability -----		3		6		8		6		2		7		13
Doesn't hold shape; shrinks, stretches -----	3		2		--		3		2		--		3	
Not durable -----	--		1		1		1		--		--		--	
Doesn't hold colors; fades, runs	--		1		2		2		--		--		1	
Gets a polished look, shine ----	--		2		5		2		--		--		9	
Frays, ravels, splits, tears ---	--		1		--		--		*		7		--	
Appearance and styling -----		2		7		7		17		17		9		6
Wrinkles easily -----	1		6		6		17		--		7		2	
Catches lint -----	1		1		*		--		1		--		3	
Not good for dressup wear -----	--		--		1		--		--		2		1	
Too expensive -----	2		--		1		3		1		--		1	
Limited variety and selection -----	1		--		1		--		--		--		--	
Problem of moths -----	1		--		--		--		--		--		--	
Absorbs odors -----	1		--		--		--		*		--		--	
All other -----	*		3		--		--		--		--		--	
No criticism of fiber -----	55		52		73		42		49		41		53	
Not ascertained -----	9		2		7		4		7		13		22	
Number of cases -----	207		130		120		68		76		43		64	

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 37.--Girls who had readymade winter everyday dresses: "What materials are your readymade everyday winter dresses made of?"

Background characteristics	Fibers winter everyday dresses are made of					Cases
	Cotton	Wool	Rayon/ acetate	All others	Not ascertained	
	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Number
United States total -----	69	40	9	19	5	689
Age:						
14 years -----	71	34	7	17	5	180
15 years -----	72	36	7	21	6	186
16 years -----	65	42	9	20	2	176
17 years -----	67	49	12	16	7	147
Family income group:						
Lower -----	80	26	8	17	3	131
Middle -----	70	37	9	22	1	165
Upper -----	67	46	9	20	5	185
Working status:						
Do not work -----	73	38	5	20	5	301
Work:						
1 to 10 hours a week -----	65	42	11	18	5	382
11 to 20 hours a week -----	63	42	9	18	7	266
21 or more hours a week -----	71	38	19	17	2	54
Size of place:						
Urban metropolitan -----	61	52	9	18	6	150
Urban nonmetropolitan -----	67	45	8	22	4	270
Town and farm -----	75	29	9	15	7	269
Final decision on winter everyday dresses:						
Made by daughter -----	62	43	10	20	5	284
Made by mother -----	70	45	7	19	4	107
Made by both together -----	77	36	7	17	5	287

$\frac{1}{2}$ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 38.--Girls who had readymade winter everyday dresses: "What materials are your readymade everyday winter dresses made of?" "What are (all or) most of your readymade everyday winter dresses made of?" "What material do you like best for everyday winter dresses?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	<u>Percent 1/</u>	<u>Percent</u>	<u>Percent 1/</u>	<u>Percent 1/</u>
Cotton -----	69	55	56	47
Wool -----	40	19	24	7
Rayon/acetate -----	9	2	3	1
Orlon -----	2	1	2	<u>2/</u> *
Linen -----	2	1	1	--
Silk -----	2	*	*	--
Nylon -----	1	--	*	--
Dacron -----	1	--	*	1
Other fibers -----	*	--	--	--
Wool mixtures -----	2	1	2	1
Cotton mixtures -----	3	1	2	1
Other mixtures -----	2	*	1	1
Unspecified -----	5	2	1	*
None predominates, no preference -----	--	6	5	36
Not ascertained -----	5	12	5	8
Number of cases -	689	689	689	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 39.--Girls who had readymade winter everyday dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for everyday winter dresses?"

Reasons for preference	Fiber preferred for winter everyday dresses 1/					
	Girls				Mothers	
	Cotton		Wool		Cotton	
	Percent 2/		Percent 2/		Percent 2/	
Care and laundering -----	61	20	74			
Easy to wash -----	40	11	48			
Washable; no dry cleaning required -----	19	1	25			
Easy to iron -----	18	5	16			
Good appearance after laundering -----	4	1	2			
Doesn't require frequent cleaning -----	3	5	3			
Starches well -----	2	--	1			
Less expensive to keep clean -----	2	1	8			
Requires little or no ironing -----	1	1	1			
Can be dry cleaned; no washing required --	--	--	1			
All other care and laundering -----	1	--	3/*			
Weight and comfort -----	30	68	10			
Warm, heavy -----	19	64	8			
Doesn't scratch, itch, stick, cling -----	6	3	*			
Comfortable -----	6	2	*			
Light weight, cool -----	3	*	2			
Fits, hangs, drapes well -----	--	*	--			
Appearance and styling -----	25	35	14			
Looks nice, good, pretty -----	13	9	8			
Looks neat, fresh, crisp; doesn't wrinkle	9	14	3			
Good for everyday wear; simple, informal -	3	8	3			
Good for dressup wear; dressy, fancy -----	2	5	--			
Good styling, lines -----	1	3	1			
Grownup looking -----	1	2	--			
Durability -----	14	20	32			
Durable -----	9	13	29			
Holds colors; doesn't fade, run -----	5	1	11			
Holds shape; doesn't shrink, stretch -----	3	7	3			
Variety and selection -----	11	9	10			
Variety of colors, prints, patterns -----	7	3	8			
Variety of styles; large selection -----	3	6	2			
Variety of fabrics, weaves, materials ---	2	--	1			
Less expensive -----	7	--	17			
Suitable for more occasions, seasons -----	5	5	7			
Popular; in style -----	2	3	*			
Suitable for teenager's type, personality -----	2	3	3			
All other -----	1	5	1			
Not ascertained -----	8	1	7			
Number of cases -----	385	164	173			

1/ Numbers preferring other fibers too small for separate analysis.

2/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

3/ Asterisk indicates less than 1 percent.

Table 40.--Girls who had readymade winter everyday dresses and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for everyday winter dresses?"

Criticisms of preferred fiber	Fiber preferred for winter everyday dresses ^{1/}					
	Girls				Mothers	
	Cotton		Wool		Cotton	
	Percent	^{2/}	Percent	^{2/}	Percent	^{2/}
Durability -----		7		4		6
Gets a polished look, shine -----	6		3/*		4	
Doesn't hold colors, fades, runs -----	1		--		3	
Not durable -----	*		--		2	
Doesn't hold shape; shrinks, stretches -	*		3		--	
Frays, ravels, splits, tears -----	*		1		--	
Care and laundering -----		6		19		5
Requires washing (often) -----	1		--		1	
Difficult to clean -----	1		2		*	
Doesn't dry quickly -----	1		--		--	
Soils and stains easily -----	1		2		1	
Requires dry cleaning (often) -----	1		14		--	
Requires ironing (often) -----	1		--		3	
Difficult to iron -----	1		*		1	
Expensive to keep clean -----	--		3		--	
Weight and comfort -----		6		21		4
Too light weight, cool -----	5		1		4	
Scratches, itches, sticks, clings,						
irritates skin -----	1		19		--	
Too hot, heavy -----	*		1		--	
Appearance and styling -----		4		3		7
Wrinkles easily -----	3		--		4	
Catches lint -----	1		3		3	
Too expensive -----		1		1		--
Limited variety and selection -----		--		1		--
Problem of moths -----		--		1		--
Absorbs odors -----		--		1		--
All other -----		1		1		--
No criticism of fiber -----		71		51		67
Not ascertained -----		8		5		14
Number of cases -----		385		164		173

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 41.--Girls who had readymade dress-length slips: "What materials are your readymade dress-length slips made of?"

Background characteristics	Fibers dress-length slips are made of						Cases
	Nylon	Cotton	Rayon/ acetate	Silk	All others	Not ascertained	
	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Number
United States total-----	65	62	25	19	5	1	1,644
Age:							
14 years -----	56	66	19	21	4	3	439
15 years -----	68	65	24	17	5	1	426
16 years -----	65	63	30	19	6	1	419
17 years -----	72	54	29	16	6	1	354
Family income group:							
Lower -----	53	64	24	24	7	2	299
Middle -----	65	61	29	16	5	1	450
Upper -----	77	56	24	14	4	2	415
Working status:							
Do not work -----	64	64	23	19	5	2	669
Work :	66	61	27	18	5	1	969
1 to 10 hours a week ---	66	63	27	19	6	1	632
11 to 20 hours a week --	66	57	25	17	8	1	141
21 or more hours a week	62	60	29	19	4	1	158
Size of place:							
Urban metropolitan -----	69	50	29	24	4	1	404
Urban nonmetropolitan ---	68	63	26	17	6	2	679
Town and farm -----	58	71	22	17	4	1	561
Final decision on dress-length slips:							
Made by daughter -----	66	59	27	18	6	1	966
Made by mother -----	61	69	23	20	4	2	227
Made by both together ----	67	69	23	20	5	1	383

$\frac{1}{2}$ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 42.--Girls who had readymade dress-length slips: "What materials are your readymade dress-length slips made of?" "What are (all or) most of your readymade dress-length slips made of?" "What material do you like best for dress-length slips?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent <u>1/</u>	Percent	Percent <u>1/</u>	Percent <u>1/</u>
Nylon -----	65	37	45	52
Cotton -----	62	33	39	40
Rayon/acetate -----	25	9	8	8
Silk -----	19	6	5	1
Orlon -----	<u>2/</u> *	*	*	--
Dacron -----	1	*	*	1
Mixtures -----	3	1	1	1
Unspecified -----	1	*	1	1
None predominates, no preference -----	--	6	3	3
Not ascertained -----	1	8	1	1
Number of cases ---	1,644	1,644	1,644	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 43.--Girls who had readymade dress-length slips and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for dress-length slips?"

Reasons for preference	Fiber preferred for dress-length slips ^{1/}											
	Girls								Mothers			
	Nylon		Cotton		Rayon		Silk		Nylon		Cotton	
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	
Care and laundering -----	76	38	39	31	94	64						
Requires little or no ironing -----	50	5	12	3	60	6						
Easy to wash and care for -----	48	31	29	16	69	55						
Dries quickly -----	30	3/*	2	3	37	*						
Easy to iron -----	2	9	6	16	2	7						
Bleaches well -----	1	1	--	--	*	3						
Starches well -----	*	3	*	--	--	3						
Requires little or no starching ----	*	--	3	--	1	*						
All other care and laundering -----	*	1	--	--	--	*						
Weight and comfort -----	34	71	53	56	10	33						
Doesn't scratch, itch -----	11	5	14	26	2	2						
Light weight, cool -----	6	14	12	11	3	14						
Fits, hangs, drapes well -----	6	3	7	5	4	3						
Warm -----	5	13	7	5	1	6						
Doesn't stick, cling -----	4	35	7	15	*	9						
Not heavy, bulky -----	4	*	2	2	2	--						
Clothes fit well over it -----	3	2	3	5	2	3						
Doesn't climb or bunch up -----	2	7	5	3	1	2						
Comfortable -----	2	2	1	1	*	*						
Not too sheer, thin -----	1	6	3	3	1	3						
Doesn't create electricity -----	--	5	*	--	--	--						
Appearance and styling -----	23	5	17	28	9	6						
Looks nice, good, pretty -----	20	3	13	26	4	5						
Looks neat, fresh, crisp; doesn't wrinkle -----	4	2	4	3	5	2						
Durability -----	18	20	14	9	30	36						
Durable -----	15	12	9	5	30	29						
Holds shape; doesn't shrink, stretch	4	4	3	4	4	4						
Doesn't fray, ravel, split, tear ---	1	3	1	--	*	5						
Holds color; doesn't turn gray or yellow -----	1	2	2	--	--	1						
Less expensive -----	1	2	3	--	3	15						
No experience with any other material	*	1	1	3	*	2						
Popular; in style -----	*	--	--	2	1	1						
All other -----	2	3	5	3	1	3						
Not ascertained -----	5	8	12	11	3	9						
Number of cases -----	746	646	124	77	188	145						

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 44.--Girls who had readymade dress-length slips and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for dress-length slips?"

Criticisms of preferred fiber	Fibers preferred for dress-length slips ^{1/}											
	Girls						Mothers					
	Nylon		Cotton		Rayon		Silk		Nylon		Cotton	
	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}	Per- cent	^{2/}
Weight and comfort -----		35		4		15		29		19		2
Sticks, clings -----	21		1		10		21		9		--	
Too warm -----	12		1		1		3		11		--	
Creates electricity -----	7		--		4		8		2		--	
Too sheer, thin -----	2		^{3/} *		3		2		2		--	
Climbs and bunches up -----	2		1		1		2		1		--	
Too light weight, cool -----	1		*		1		3		--		*	
Scratches, itches -----	*		*		--		--		--		--	
Too heavy, bulky -----	--		1		--		--		--		2	
Durability -----		11		3		8		2		21		*
Frays, ravels, splits, tears --	5		2		4		*		5		--	
Doesn't hold color; turns gray or yellow -----	5		*		--		--		15		--	
Not durable -----	1		1		3		--		2		*	
Doesn't hold shape, shrinks, stretches -----	1		*		1		2		--		--	
Care and laundering -----		2		3		6		5		2		7
Difficult to wash -----	1		*		1		--		1		*	
Difficult to iron -----	1		*		4		4		1		*	
Requires ironing (often) -----	--		3		1		1		--		7	
All other care and laundering -	*		*		--		--		--		--	
Too expensive -----	1		*		1		--		--	1		--
Not pretty, attractive, dressy -----	*		2		--		--		--	--	--	3
All other -----	2		1		2		4		2		3	
No criticism of fiber -----	46		73		66		56		49		72	
Not ascertained -----	7		14		6		4		12		15	
Number of cases -----	746		646		124		77		188		145	

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 45.--Girls who had readymade stand-out petticoats: "What materials are your readymade petticoats and crinolines made of?"

Background characteristics	Fibers petticoats are made of						Cases
	Nylon	Cotton	Rayon/ acetate	Other fi- bers and mixtures	Un- speci- fied	Not ascer- tained	
	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>	
United States total -----	69	46	11	9	10	9	Number 1,547
Age:							
14 years -----	66	43	8	9	11	10	406
15 years -----	67	47	13	7	10	9	406
16 years -----	69	47	13	11	9	7	401
17 years -----	74	49	12	9	9	8	329
Family income group:							
Lower -----	62	45	10	9	8	7	272
Middle -----	73	38	11	9	9	7	436
Upper -----	77	50	15	7	10	8	410
Working status:							
Do not work -----	70	49	10	9	8	7	610
Work: -----	68	45	12	10	11	10	932
1 to 10 hours a week -----	68	44	13	11	12	8	604
11 to 20 hours a week -----	68	31	13	12	8	10	140
21 or more hours a week -----	66	52	2	6	10	13	151
Size of place:							
Urban metropolitan -----	74	42	14	13	11	11	402
Urban nonmetropolitan -----	73	44	11	9	10	9	656
Town and farm -----	59	53	10	8	8	7	489
Final decision on petti- coats:							
Made by daughter -----	72	49	10	10	10	9	930
Made by mother -----	63	42	9	10	8	10	198
Made by both together -----	67	43	15	7	12	8	366

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 46.--Girls who had readymade stand-out petticoats: "What materials are your readymade petticoats and crinolines made of?" "What are (all or) most of your readymade petticoats and crinolines made of? "What material do you like best for petticoats and crinolines?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	Percent <u>1/</u>	Percent	Percent <u>1/</u>	Percent <u>1/</u>
Nylon -----	69	41	55	49
Cotton -----	46	20	22	27
Rayon/acetate -----	11	3	4	2
Silk -----	3	1	1	1
Orlon -----	2	1	1	<u>2/</u> *
Dacron -----	1	*	1	*
Other fibers -----	1	*	1	*
Mixtures -----	3	1	2	1
Unspecified -----	<u>3/</u> 10	3	4	2
None predominates, no preference -----	--	12	4	10
Not ascertained -----	9	18	7	13
Number of cases -	1,547	1,547	1,547	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

3/ The 10 percent for materials of unspecified fibers for petticoats includes: 4 percent net and 3 percent taffeta.

Table 47.--Girls who had readymade stand-out petticoats and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for petticoats and crinolines?"

Reasons for preference	Fiber preferred for stand-out petticoats ^{1/}									
	Girls					Mothers				
	Nylon		Cotton		Rayon	Nylon		Cotton		
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}
Appearance and styling -----	50	22	36	32	17					
Looks fresh, crisp, full -----	46	19	34	22	16					
Looks nice, good, pretty -----	7	3	4	5	1					
Looks dainty, delicate, frilly ----	2	--	1	6	--					
Comes in pretty colors -----	1	--	--	2	--					
Care and laundering -----	46	67	28	57	59					
Easy to wash and care for -----	18	25	5	29	22					
Requires little or no ironing -----	12	2	1	21	2					
Starches well -----	12	45	10	6	34					
Dries quickly -----	7	--	6	5	--					
Requires little or no starching ---	7	2	2	9	--					
Good appearance after laundering --	5	2	2	4	1					
Washable; no dry cleaning required-	3	5	--	2	6					
Doesn't require frequent washing --	2	1	--	1	--					
Easy to iron -----	1	10	2	1	8					
All other care and laundering -----	3/*	--	--	--	--					
Durability -----	38	20	18	41	29					
Holds shape; doesn't wilt or flatten out -----	33	9	16	36	19					
Durable -----	7	13	2	12	12					
Weight and comfort -----	10	16	7	4	5					
Light weight, cool -----	3	6	1	1	*					
Doesn't scratch, itch -----	3	4	1	*	1					
Fits well; not bulky, clumsy -----	3	3	5	*	1					
Comfortable -----	1	1	--	1	1					
Only one petticoat required -----	1	1	1	*	1					
Warm, heavy -----	*	2	--	2	1					
Not too sheer, thin -----	*	--	1	*	--					
Doesn't stick, cling -----	--	2	--	--	--					
Can wear several petticoats -----	*	--	--	--	--					
No experience with any other material -----	1	*	--	1	1					
Doesn't rustle, swish -----	1	*	--	--	--					
Less expensive -----	*	--	--	--	--					
Popular; in style -----	*	*	--	2	--					
All other -----	1	1	--	1	1					
Not ascertained -----	5	9	22	8	20					
Number of cases -----	850	347	55	181	100					

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 48.--Girls who had readymade stand-out petticoats and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for petticoats and crinolines?"

Criticisms of preferred fiber	Fiber preferred for stand-out petticoats ^{1/}				
	Girls			Mothers	
	Nylon	Cotton	Rayon	Nylon	Cotton
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}
Weight and comfort -----	20	4	10	13	2
Scratches, itches -----	10	2	1	2	--
Need to wear additional slips or petticoats with it -----	5	3/*	1	6	--
Too hot, heavy -----	3	1	--	3	--
Too sheer, thin -----	2	--	--	1	--
Bulky, clumsy -----	1	1	1	4	2
Sticks, clings -----	1	*	--	2	--
Not stiff, full enough -----	1	--	--	1	--
Creates electricity -----	1	--	--	--	--
Durability -----	16	5	13	9	5
Doesn't hold shape; wilts, flattens out -----	11	4	9	5	5
Frays, ravels, splits, tears ---	4	1	2	2	--
Doesn't hold colors; fades, runs	1	*	--	4	--
Not durable -----	*	--	2	--	--
Care and laundering -----	7	7	11	5	12
Requires starching (often) -----	4	4	--	2	3
Requires washing (often) -----	1	1	--	1	--
Difficult to wash -----	1	1	2	*	1
Difficult to iron -----	1	1	9	1	4
Requires ironing (often) -----	*	2	--	--	6
All other care and laundering --	1	*	--	2	*
Pulls, snags, rips other clothes, hose -----	3	1	--	2	3
Rustles, swishes -----	1	1	8	--	2
Too expensive -----	1	--	--	5	--
All other -----	1	3	--	2	2
No criticism of fiber -----	54	66	54	57	60
Not ascertained -----	4	16	14	11	17
Number of cases -----	850	347	55	181	100

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 49.--"Do you have a readymade coat that's meant to be worn only in rainy weather?" "Do you have a readymade coat that is meant to be worn in dry as well as rainy weather and is specially treated so that it is water repellent?"

Background characteristics	Rainwear owned				Cases
	Have only rain-coats	Have only multi-purpose coats	Have both	Have neither	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
United States total -----	26	18	7	49	1,751
Age:					
14 years -----	27	15	6	52	468
15 years -----	24	19	9	48	450
16 years -----	22	22	7	49	445
17 years -----	30	18	6	46	382
Family income group:					
Lower -----	23	19	3	55	340
Middle -----	20	21	7	52	475
Upper -----	31	17	9	43	429
Working status:					
Do not work -----	26	17	6	51	712
Work: -----	26	19	7	48	1,031
1 to 10 hours a week -	28	20	8	44	670
11 to 20 hours a week	17	27	5	51	149
21 or more hours a week -----	26	15	7	52	169
Size of place:					
Urban metropolitan -----	24	18	9	49	438
Urban nonmetropolitan --	31	19	8	42	715
Town and farm -----	20	19	4	57	598

Table 50.--Girls who had readymade rainwear: "What material is this coat (meant to be worn only in rainy weather) made of?" "What material is this coat (meant to be worn in dry as well as rainy weather) made of?" What material do you like best for rainwear?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Raincoats	Multi-purpose coats	Rainwear	Rainwear
	Have in wardrobe	Have in wardrobe	Like best	Like best
	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>
Plastic -----	54	4	29	21
Oilskin -----	15	--	12	5
Cotton -----	10	34	17	10
Rayon/acetate -----	5	12	6	4
Wool -----	1	14	3	1
Nylon -----	1	2	2	1
Other fibers -----	1	4	2	1
Cotton and rayon/acetate mixture -----	1	4	1	<u>2/</u> *
Other mixtures -----	3	5	1	4
Unspecified -----	2	<u>3/</u> 6	4	2
No preference -----	--	--	5	30
Not ascertained -----	10	17	18	20
Number of cases ----	568	443	895	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

3/ The 6 percent for materials of unspecified fibers for multipurpose coats is accounted for by gabardine.

Table 51.--Girls who had readymade rainwear and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for rainwear?"

Reasons for preference	Fiber preferred for rainwear ^{1/}									
	Girls					Mothers				
	Plastic	Cotton	Oilskin	Rayon	Plastic	Cotton				
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}				
Effectiveness -----	57	17	67	8	33	25				
Water repellent -----	54	16	67	8	32	24				
Dries quickly -----	3	1	4	--	1	1				
Weight and comfort -----	27	22	17	12	39	19				
Light weight, cool -----	21	4	4	1	26	4				
Not bulky; can be worn over other coat -----	5	1	2	--	14	2				
Warm, heavy -----	2	14	8	7	5	12				
Doesn't stick, cling -----	3/*	1	1	3	*	--				
Comfortable -----	*	2	2	1	--	1				
Fits, hangs, drapes well --	*	*	--	6	--	--				
Care and laundering -----	13	2	2	9	18	7				
Easy to care for -----	7	1	2	7	8	7				
Washable; no dry cleaning required -----	3	1	*	--	11	--				
Dirt can be wiped off -----	3	*	*	--	2	--				
All other care and laundering -----	--	*	--	2	--	--				
Appearance and styling -----	12	29	9	25	12	33				
Looks nice, good, pretty --	4	19	2	15	6	22				
Comes in pretty colors ----	4	4	3	--	1	2				
Doesn't wrinkle; looks neat	3	8	1	9	6	3				
Comes in better styles ----	2	4	3	5	1	8				
Durability -----	6	7	8	13	22	42				
Durable -----	5	5	4	9	22	39				
Doesn't tear, rip, split --	1	1	2	3	--	3				
Holds shape; doesn't stretch	*	*	1	1	--	3				
Doesn't crack, peel -----	--	1	1	--	--	--				
Easy to fold, carry -----	18	--	1	--	13	--				
Less expensive -----	10	--	2	--	27	11				
No experience with any other material -----	2	2	1	--	3	2				
Popular; in style -----	1	5	14	--	4	--				
Suitable for more occasions and for dry and rainy weather -----	1	27	3	33	4	20				
Doesn't look like a rain-coat -----	--	12	--	--	--	7				
All other -----	4	3	4	13	6	4				
Not ascertained -----	3	16	10	16	5	--				
Number of cases -----	263	152	108	52	77	38				

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 52.--Girls who had readymade rainwear and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for rainwear?"

Criticisms of preferred fiber	Fiber preferred for rainwear ^{1/}									
	Girls					Mothers				
	Plastic	Cotton	Oilskin	Rayon	Plastic	Cotton				
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}				
Durability -----	38	6	25	1	37	14				
Tears, rips, splits -----	31	--	5	--	29	--				
Becomes stiff, hard -----	4	--	3	--	3	--				
Cracks, peels -----	3	3/*	19	--	4	--				
Melts; easily inflammable ---	3	--	--	--	3	--				
Not durable -----	*	5	1	--	2	14				
Doesn't hold shape; shrinks, stretches -----	*	--	*	1	--	--				
Becomes flimsy, limp -----	--	1	--	--	--	--				
Weight and comfort -----	21	2	11	5	22	1				
Too hot, heavy -----	12	1	4	3	17	1				
Scratches, itches, sticks, clings -----	6	--	2	--	1	--				
Too light weight, cool -----	4	1	3	3	4	--				
Too bulky, can't be worn over other coat -----	1	--	2	2	--	--				
Effectiveness -----	1	8	*	21	--	6				
Doesn't dry quickly -----	1	--	--	--	--	--				
Not water repellent -----	--	8	*	21	--	6				
Care and laundering -----	*	12	--	8	--	8				
Requires cleaning (often) ---	--	8	--	4	--	8				
Not washable -----	--	7	--	5	--	--				
All other care and laundering -----	*	1	--	--	--	--				
Wrinkles easily -----	1	7	1	4	6	1				
Has unpleasant odor -----	1	--	2	--	4	--				
Difficult to sew, mend -----	1	--	--	--	1	--				
Too expensive -----	*	*	--	--	--	3				
Can only be worn in rainy weather -----	--	--	2	--	--	--				
All other -----	5	3	1	--	--	--				
No criticism of fiber -----	38	58	45	47	29	48				
Not ascertained -----	8	9	14	21	11	20				
Number of cases -----	263	152	108	52	77	38				

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 53.--Girls who had readymade anklets or bobby socks: "What materials are your readymade anklets and bobby socks made of?"

Background characteristics	Fibers anklets are made of						Cases Number
	Cotton Percent 1/	Nylon Percent 1/	Wool Percent 1/	Cotton and nylon Percent 1/	All others Percent 1/	Not ascertained Percent 1/	
United States total -----	88	23	16	7	8	2	1,701
Age:							
14 years -----	88	25	14	6	9	2	454
15 years -----	91	21	15	6	8	1	441
16 years -----	87	22	17	9	10	2	433
17 years -----	87	22	19	5	6	1	368
Family income group:							
Lower -----	93	20	10	3	7	2	322
Middle -----	86	26	17	9	8	1	466
Upper -----	88	27	20	9	9	1	422
Working status:							
Do not work -----	90	23	14	5	6	1	692
Work:							
1 to 10 hours a week -----	88	23	18	8	9	2	1,004
11 to 20 hours a week -----	87	25	18	9	10	2	656
21 or more hours a week -----	86	22	19	7	8	3	144
Size of place:							
21 or more hours a week -----	89	16	18	2	6	4	165
Urban metropolitan -----	86	18	25	7	8	3	421
Urban nonmetropolitan -----	88	27	17	7	10	2	693
Town and farm -----	90	21	10	6	6	2	587
Final decision on anklets:							
Made by daughter -----	88	23	18	7	9	2	1,235
Made by mother -----	89	26	10	6	5	5	152
Made by both together -----	90	24	15	8	6	1	236

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 54.--Girls who had readymade anklets or bobby socks: "What materials are your readymade anklets and bobby socks made of?" "What are (all or) most of your readymade anklets and bobby socks made of?" "What material do you like best for anklets and bobby socks?" (Last question asked also of mothers regardless of whether or not daughter owned the item)

Fiber	Girls			Mothers
	Have in wardrobe	All or most are	Like best	Like best
	<u>Percent</u> <u>1/</u>	<u>Percent</u>	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>
Cotton -----	88	72	70	69
Nylon -----	23	6	10	17
Wool -----	16	3	5	1
Other fibers -----	4	1	2	1
Cotton and nylon mixtures -----	7	4	5	9
Other mixtures -----	4	2	3	2
Unspecified -----	<u>2/</u> *	*	*	*
None predominates, no preference -----	--	4	3	4
Not ascertained -----	2	8	5	1
Number of cases ---	1,701	1,701	1,701	368

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

Table 55.--Girls who had readymade anklets and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Why do you prefer (fiber liked best) for anklets and bobby socks?"

Reasons for preference	Fiber preferred for anklets ^{1/}											
	Girls						Mothers					
	Cotton	Nylon	Wool	Cotton and nylon	Cotton	Nylon	Cotton	Nylon	Cotton and nylon	Cotton	Nylon	Cotton and nylon
	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}
Weight and comfort -----	50	50	77	40	16	24	27					
Warm -----	19	4	57	7	5	--	22					
Fits well; doesn't slip down -----	13	30	7	10	5	24	--					
Cool, absorbs perspiration -----	9	6	12	3	5	--	--					
Heavy, thick -----	5	2	10	9	1	--	20					
Not heavy, bulky -----	4	8	1	2	3/*	--	1					
Doesn't scratch, itch -----	4	2	3	4	1	--	2					
Comfortable -----	2	1	*	5	2	--	--					
Fits well with elastic tops -----	1	2	1	--	*	--	2					
Durability -----	35	66	17	72	45	87	94					
Durable; doesn't develop holes quickly -----	18	45	9	54	33	58	86					
Holds shape -----	8	11	6	16	6	32	23					
Doesn't stretch -----	7	15	2	9	3	8	9					
Doesn't shrink -----	4	*	*	3	5	1	20					
Holds colors; doesn't turn gray or yellow -----	4	4	1	6	5	2	3					
Doesn't get fuzzy, bally -----	*	*	--	--	--	--	1					
Care and laundering -----	34	29	2	33	65	54	19					
Easy to wash and care for -----	29	13	2	18	48	28	11					
Easy to bleach -----	6	1	--	1	28	--	4					
Dries quickly -----	2	19	1	16	2	20	5					
Doesn't require bleaching -----	2	1	--	--	*	13	--					
Good appearance after washing -----	1	3	--	2	2	2	2					
All other care and laundering -----	*	--	--	--	*	--	--					
Appearance and styling -----	12	7	33	7	6	15	2					
Looks nice, good, pretty -----	8	7	32	5	4	15	2					
Comes in big cuffs -----	4	--	2	2	2	--	--					
Comes in long lengths -----	1	--	*	--	--	--	--					
Variety and selection -----	2	--	2	2	4	1	--					
Variety of colors -----	1	--	2	2	3	1	--					
Variety of styles; large selection --	1	--	--	--	1	--	--					
Popular; in style -----	7	1	13	1	1	--	--					
No experience with any other material -----	6	--	*	*	3	--	2					
Less expensive -----	4	--	--	--	12	1	5					
Suitable for more occasions, seasons -----	2	1	4	1	1	--	--					
All other -----	3	2	7	4	2	6	--					
Not ascertained -----	7	3	*	7	6	--	--					
Number of cases -----	1,191	171	88	81	253	62	32					

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 56.--Girls who had readymade anklets and said they liked certain fibers best, and mothers who said they liked certain fibers best: "Is there anything you don't like about (fiber liked best) for anklets and bobby socks?"

Criticisms of preferred fiber	Fiber preferred for anklets ^{1/}											
	Girls						Mothers					
	Cotton		Nylon		Wool		Cotton and nylon		Cotton		Nylon and nylon	
	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}	Per- cent ^{2/}
Durability -----	19	13	31	11	16	15	2					
Stretches -----	12	1	9	9	5	--	--					
Not durable, gets holes, runs	5	5	10	2	8	--	--					
Doesn't hold shape -----	1	--	--	--	2	--	--					
Shrinks -----	1	--	9	--	2	--	--					
Doesn't hold color; turns gray, yellow -----	1	4	4	--	1	13	2					
Gets fuzzy, bally -----	--	3	5	--	--	4	--					
Care and laundering -----	4	4	11	3	4	5	2					
Doesn't dry quickly -----	3	2	3	--	3	--	2					
Difficult to wash -----	1	1	6	2	1	1	--					
Requires washing (often) -----	3/*	*	3	2	*	--	--					
Cannot be bleached -----	--	2	--	2	--	4	--					
All other care and laun- dering -----	*	--	--	--	--	--	--					
Weight and comfort -----	4	4	10	5	2	4	--					
Doesn't fit well -----	2	2	*	3	1	--	--					
Too thin, light weight -----	1	1	--	1	--	--	--					
Too heavy, bulky -----	1	--	1	--	1	--	--					
Scratches, itches -----	*	--	7	--	--	--	--					
Too warm; doesn't absorb perspiration -----	*	1	3	--	--	4	--					
Doesn't fit well without elastic tops -----	*	--	--	1	*	--	--					
Material absorbs shoe dye -----	2	*	--	--	--	--	--					
All other -----	1	3	6	--	2	--	--					
No criticism of fiber -----	66	70	45	70	60	68	86					
Not ascertained -----	9	11	5	14	17	9	10					
Number of cases -----	1,191	171	88	81	253	62	32					

^{1/} Numbers preferring other fibers too small for separate analysis.

^{2/} Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 57.--Girls who had readymade full-length coats, short coats, sports jackets: "What materials are your readymade full-length coats (short coats, sports jackets) made of?"

Fibers	Have in wardrobe		
	Full-length coats	Short coats	Sports jackets
	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>
Wool -----	80	56	24
Cotton -----	5	12	55
Orlon -----	1	5	--
Nylon -----	1	12	1
Rayon/acetate -----	1	3	4
Plastic -----	1	1	8
Leather, suede -----	--	--	14
Other fibers -----	2	1	--
Wool mixtures -----	7	5	1
Other mixtures -----	2	3	3
Unspecified -----	4	2	3
Not ascertained -----	7	9	6
Number of cases -----	1,498	1,367	1,237

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 58.--Girls who had readymade slacks: "What materials are your readymade slacks made of?"

Background characteristics	Fibers slacks are made of					Cases Number
	Cotton	Wool	Rayon/ acetate	All others	Not ascertained	
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	
United States total -----	87	23	6	10	3	1,479
Age:						
14 years -----	87	15	5	9	4	390
15 years -----	88	22	5	8	3	377
16 years -----	86	24	7	10	2	374
17 years -----	86	30	8	14	3	332
Family income group:						
Lower -----	91	10	5	5	3	279
Middle -----	85	26	7	11	3	405
Upper -----	82	31	7	12	3	390
Working status:						
Do not work -----	90	17	5	9	3	559
Work: -----	84	26	6	11	3	915
1 to 10 hours a week ---	85	27	5	11	3	611
11 to 20 hours a week ---	80	34	10	16	2	123
21 or more hours a week -	85	19	10	9	4	144
Size of place:						
Urban metropolitan -----	76	35	9	15	2	379
Urban nonmetropolitan ----	87	26	6	11	4	626
Town and farm -----	95	9	4	6	3	474

^{1/} Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 59.--Girls who had readymade pajamas: "What materials are your readymade pajamas made of?"

Background characteristics	Fibers pajamas are made of					Cases Number
	Cotton	Rayon/ acetate	Nylon	All others	Not ascertained	
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	
United States total -----	92	9	8	19	1	1,598
Age:						
14 years -----	91	8	8	19	2	422
15 years -----	95	9	10	19	1	414
16 years -----	93	10	9	16	1	406
17 years -----	89	10	6	22	1	350
Family income group:						
Lower -----	91	6	5	12	2	280
Middle -----	92	12	8	17	2	447
Upper -----	96	12	9	21	^{2/} *	422
Working status:						
Do not work -----	94	11	7	17	1	628
Work: -----	91	8	8	20	1	964
1 to 10 hours a week ---	92	9	8	19	2	633
11 to 20 hours a week ---	93	10	9	19	1	141
21 or more hours a week -	82	4	6	30	1	149
Size of place:						
Urban metropolitan -----	92	9	8	28	1	420
Urban nonmetropolitan ----	90	10	9	20	2	661
Town and farm -----	94	9	6	10	1	517

^{1/} Percentages add to more than 100 because some respondents named more than 1 fiber.

^{2/} Asterisk indicates less than 1 percent.

Table 60.--"Now, let's tie together all of your ideas about materials. What I'd like is your general, overall opinion. Would you tell me everything you like about cotton?"

Favorable characteristics	Girls										Mothers	
	United States total		14 years		15 years		16 years		17 years			
	Per-cent	1/	Per-cent	1/	Per-cent	1/	Per-cent	1/	Per-cent	1/		
Care and laundering -----		79		77		75		80		83		83
Easy to wash and care for -----	59		59		53		65		57		65	
Easy to iron -----	36		39		33		34		37		25	
Starches well -----	14		10		15		15		15		13	
Washable; no dry cleaning required ---	9		10		8		9		10		12	
Good appearance after laundering -----	8		5		11		7		10		11	
Doesn't require frequent washing -----	2		2		3		1		2		2/*	
Less expensive to keep clean -----	1		1		1		2		2		3	
Easy to bleach -----	1		--		1		1		1		3	
Requires little or no ironing -----	*		*		1		*		1		*	
Dries quickly -----	*		*		1		*		--		--	
All other care and laundering -----	*		*		*		*		--		1	
Weight and comfort -----		31		33		29		33		27		20
Light weight, cool -----	22		23		22		25		19		18	
Doesn't scratch, itch, stick, cling --	4		3		4		4		4		2	
Warm, heavy -----	3		4		2		4		2		1	
Comfortable -----	2		4		2		2		1		1	
Manageable; stays tucked in place ---	1		*		1		1		1		--	
Absorbs perspiration -----	*		--		*		*		*		1	
Appearance and styling -----		31		26		34		32		34		29
Looks neat, fresh, crisp, doesn't wrinkle -----	20		14		23		19		24		19	
Looks nice, good, pretty -----	11		13		11		11		10		12	
Good for everyday wear; simple, informal -----	3		1		3		3		2		2	
Durability -----		28		26		27		26		33		51
Durable; doesn't fray, ravel, split, tear -----	19		18		18		17		23		42	
Holds colors; doesn't fade, run -----	9		8		11		9		9		17	
Holds shape; doesn't shrink, stretch -	6		6		5		4		8		7	
Variety and selection -----		22		21		23		21		23		24
Variety of colors, prints, patterns --	15		14		15		15		14		14	
Variety of styles, large selection ---	6		7		5		4		8		4	
Variety of fabrics, weaves, materials	3		2		3		3		4		7	
Comes in variety of garments -----	3		2		4		3		4		7	
Suitable for more occasions, seasons ---		17		15		17		20		15		12
Less expensive -----	11		9		11		15		10		23	
Popular; in style -----	3		4		3		3		1		*	
Easy to sew, mend -----	3		3		2		4		3		2	
Suitable for teenager's type, personality -----	1		1		1		2		1		1	
Practical -----	1		1		*		1		1		3	
All other -----	2		2		2		2		2		*	
Likes nothing about cotton -----	1		1		1		1		*		*	
Not ascertained -----		3		4		5		1		3		2
Number of cases -----	1,751		468		450		445		382		368	

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 61.--"Would you tell me everything you dislike about cotton?"

Unfavorable characteristics	Girls							Mothers
	United States total	14 years	15 years	16 years	17 years			
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	
Appearance and styling -----	24	17	25	23	34	---	15	
Wrinkles easily -----	23	17	24	22	30	---	15	
Not good for dressup wear -----	1	2/*	1	*	1	---	*	
Catches lint -----	1	1	1	2	3	---	*	
Care and laundering -----	9	6	11	12	8	---	14	
Requires washing (often) -----	3	2	2	5	4	---	1	
Requires ironing (often) -----	3	2	4	4	3	---	6	
Difficult to iron -----	2	2	2	2	1	---	3	
Difficult to wash -----	1	1	1	*	*	---	2	
Requires starching (often) -----	1	1	1	2	1	---	*	
Poor appearance after starching -----	1	*	1	*	*	---	*	
Doesn't dry quickly -----	*	*	1	---	---	---	*	
All other care and laundering -----	*	---	---	---	---	---	*	
Durability -----	8	7	8	8	10	---	8	
Doesn't hold colors; fades, runs -----	5	5	5	6	5	---	6	
Not durable; frays, ravel, splits, tears -----	1	1	1	1	2	---	2	
Doesn't hold shape; shrinks, stretches -----	1	2	2	1	1	---	1	
Flimsy, limp -----	1	*	*	1	2	---	---	
Weight and comfort -----	1	2	1	---	1	---	---	
Too hot, heavy -----	1	1	*	---	---	---	---	
Too sheer, thin -----	*	1	*	*	---	---	---	
Scratches, itches, sticks, clings -----	*	1	*	---	*	---	---	
All other -----	1	1	*	---	---	---	*	
Dislikes nothing about cotton -----	60	64	59	64	53	---	66	
Not ascertained -----	4	6	4	3	4	---	4	
Number of cases -----	1,751	468	450	445	382	---	368	

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.
 2/ Asterisk indicates less than 1 percent.

Table 62.--"Would you tell me everything you like about wool?"

Favorable characteristics	Girls										Mothers	
	United States total		14 years		15 years		16 years		17 years		Per-cent	1/
	Per-cent	1/	Per-cent	1/	Per-cent	1/	Per-cent	1/	Per-cent	1/		
Weight and comfort -----	72	76	71	74	74	76	75	79	70	73	69	74
Warm -----	4		3		4		5		3		6	
Fits, hangs, drapes well -----	3		2		3		2		2		1	
Heavy -----	3		2		3		3		3		4	
Pleasant texture -----	1		2		2/*		*		1		--	
Comfortable -----	1		*		*		1		*		1	
Not too heavy, yet warm -----												
Appearance and styling -----		32		29		32		31		36		33
Looks nice, good, pretty -----	14		15		15		12		14		13	
Doesn't wrinkle -----	11		10		11		11		13		7	
Looks neat, smart, sophisticated -----	8		6		6		10		10		11	
Good for dressup wear; dressy, fancy -	3		2		3		2		4		6	
Good for everyday wear; simple,											*	
informal -----	1		1		1		2		2		*	
Durability -----		27		20		25		29		34		42
Durable; doesn't fray, ravel, split,												
tear -----	15		11		15		17		17		28	
Holds shape; pleats stay in well -----	13		10		12		14		17		19	
Doesn't stretch -----	1		1		1		2		1		1	
Holds colors; doesn't fade, run -----	1		1		1		1		2		2	
Doesn't shrink -----	*		*		--		--		*		1	
Doesn't get fuzzy, bally -----	*		*		--		--		--		--	
Care and laundering -----		19		16		15		24		25		24
Doesn't require frequent cleaning ----	7		7		5		8		8		6	
Easy to launder and care for -----	4		5		4		4		5		7	
Good appearance after cleaning -----	4		2		2		6		7		7	
Can be dry cleaned; no washing												
required -----	2		2		2		3		2		4	
Easy to iron -----	2		1		2		2		4		1	
Requires little or no ironing -----	2		1		1		2		1		2	
All other care and laundering -----	*		*		*		1		--		1	
Variety and selection -----		11		8		10		12		15		9
Variety of colors, prints, patterns --	6		3		7		6		10		6	
Variety of styles; large selection --	3		4		3		3		4		3	
Variety of fabrics, weaves, materials	2		*		1		3		2		2	
Comes in variety of garments -----	1		1		*		1		1		1	
Popular; in style -----		2		3		2		3		2		*
Suitable for teenager's type,												
personality -----	1		1		2		1		1		1	
Easy to sew, mend -----	1		*		*		1		1		1	
Suitable for more occasions, seasons	4		2		5		5		4		*	
All other -----	2		1		4		2		2		2	
Likes nothing about wool -----	4		5		6		3		3		6	
No experience with wool -----	2		3		1		2		2		1	
Not ascertained -----		5		7		5		4		5		5
Number of cases -----	1,751		468		450		445		382		368	

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 63.--"Would you tell me everything you dislike about wool?"

Unfavorable characteristics	Girls					Mothers
	United States total	14 years	15 years	16 years	17 years	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Weight and comfort -----	39	39	38	38	39	28
Scratches, itches -----	35	35	35	34	35	21
Causes rash; irritates skin ---	3	4	2/*	1	3	5
Sticks, clings -----	2	1	1	3	1	1
Too heavy, bulky -----	1	1	*	*	*	2
Too warm -----	2	3	2	2	2	6
Care and laundering -----	22	19	26	22	20	40
Requires dry cleaning; not washable -----	16	13	21	16	13	25
Expensive to dry clean -----	4	3	4	5	5	12
Difficult to clean -----	2	3	2	3	1	9
Stains and soils easily -----	1	1	1	2	1	*
Requires ironing; difficult to iron -----	1	1	*	1	1	1
Requires laundering (often) ---	*	1	*	--	--	--
All other care and laundering -	*	*	1	--	1	--
Durability -----	10	4	12	14	9	15
Shrinks -----	6	2	7	10	6	10
Stretches -----	3	2	3	5	2	4
Doesn't hold shape -----	1	1	1	2	*	2
Not durable -----	*	*	*	--	--	*
Frays, ravel, splits, tears --	*	*	1	*	*	--
Gets a polished look, shine ---	*	--	--	1	--	--
Doesn't hold pleats -----	*	--	*	*	--	1
Gets fuzzy, bally -----	*	*	1	1	1	*
Appearance and styling -----	3	4	3	3	3	2
Catches lint -----	2	3	2	2	2	2
Wrinkles -----	1	1	1	1	1	--
Not good for dressup wear ----	--	--	--	--	--	*
Too expensive -----	2	1	1	3	3	7
Has unpleasant odor -----	1	--	*	2	1	1
Problem of moths -----	1	1	2	2	1	5
All other -----	1	*	1	*	1	1
Dislikes nothing about wool -----	33	35	32	32	33	31
No experience with wool -----	2	3	1	2	2	1
Not ascertained -----	5	6	5	4	4	4
Number of cases -----	1,751	468	450	445	382	368

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 64.--"Would you tell me everything you like about rayon?"

Favorable characteristics	Girls										Mothers	
	United States total		14 years		15 years		16 years		17 years			
	Percent	1/	Percent	1/	Percent	1/	Percent	1/	Percent	1/	Percent	1/
Care and laundering -----		15		11		13		21		12		21
Easy to wash and care for -----	9		8		8		13		9		12	
Easy to iron -----	5		3		5		6		5		7	
Requires little or no ironing -	2		1		2		1		2		1	
Washable; no dry cleaning												
required -----	1		1		1		1		2/*		5	
Doesn't require starching -----	1		1		1		2		--		1	
Dries quickly -----	1		1		*		2		2		1	
Doesn't require frequent												
washing -----	*		*		--		1		--		1	
Good appearance after												
laundering -----	*		*		1		1		*		1	
Appearance and styling -----		13		13		11		13		16		17
Looks nice, good, pretty -----	6		7		6		5		6		6	
Good for dressup wear -----	6		5		5		7		9		10	
Looks neat, fresh, crisp;												
doesn't wrinkle -----	3		3		3		3		3		4	
Weight and comfort -----		11		11		10		14		8		10
Light weight, cool -----	5		6		6		6		3		6	
Doesn't scratch, itch -----	3		3		3		2		4		4	
Warm, heavy -----	2		2		2		3		2		1	
Doesn't stick, cling -----	1		*		*		2		1		*	
Fits, hangs, drapes well -----	1		1		*		3		1		*	
Comfortable -----	*		1		*		1		--		--	
Durability -----		6		6		3		8		6		13
Durable; doesn't fray, ravel,												
split, tear -----	3		3		2		6		2		11	
Holds shape; doesn't shrink,												
stretch -----	2		3		1		2		3		1	
Holds colors; doesn't fade, run	1		1		*		1		2		2	
Qualified preference -----		2		1		2		1		2		8
Like it in mixtures -----	1		1		1		*		1		5	
Like it in underclothes -----	1		1		1		1		1		4	
Wide variety, large selection -----		2		1		2		2		1		5
Less expensive -----	1			2		1		2		1		6
All other -----	1			2		1		1		1		1
Likes nothing about rayon -----	18			16		18		15		22		26
No experience with rayon -----	31			33		34		28		29		12
Not ascertained -----	20			22		19		17		20		15
Number of cases -----	1,751		468		450		445		382		368	

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 65.--"Would you tell me everything you dislike about rayon?"

Unfavorable characteristics	Girls										Mothers
	United States total		14 years		15 years		16 years		17 years		
	Percent	1/	Percent	1/	Percent	1/	Percent	1/	Percent	1/	
Care and laundering -----	10		7		11		10		13		22
Difficult to iron -----	5		4		5		7		7		12
Requires dry cleaning (often) -	2		1		3		1		2		3
Requires washing (often) -----	1		1		1		1		1		2
Difficult to clean -----	1		1		1		1		2		5
Requires ironing (often) -----	1		2/*		1		1		2		2
Poor appearance after laundry -----	1		*		1		1		2		2
Expensive to keep clean -----	--		--		--		--		--		1
All other care and laundering -	*		*		1		*		*		1
Durability -----	10		9		7		11		12		35
Frays, ravels, splits, tears --	5		5		4		7		6		22
Not durable -----	2		1		1		1		3		6
Doesn't hold shape -----	1		1		*		1		2		5
Shrinks -----	1		1		1		1		1		2
Stretches -----	1		1		1		1		1		5
Doesn't hold colors; fades, runs -----	1		1		*		1		*		2
Weight and comfort -----	7		4		7		7		11		6
Slips, slides, twists -----	2		1		1		2		4		1
Sticks, clings -----	2		1		1		3		4		2
Flimsy, limp; doesn't fit, hang, drape well -----	2		1		1		3		3		--
Unpleasant texture -----	1		*		1		*		2		*
Too warm, heavy -----	1		2		2		1		1		1
Too sheer, thin -----	1		*		1		1		1		1
Scratches, itches -----	*		*		*		*		--		1
Creates electricity -----	*		--		*		*		1		--
Appearance and styling -----	6		5		7		6		8		12
Wrinkles -----	3		3		4		3		4		6
Unattractive, sleazy, cheap looking -----	3		2		3		4		4		6
Not suitable for teenagers -----	1		--		1		1		*		1
Limited use; not suitable for many occasions -----	*		*		*		*		1		--
Difficult to sew, mend -----	*		*		*		1		1		--
All other -----	*		1		1		*		--		1
Dislikes nothing about rayon -----	24		26		22		27		19		25
No experience with rayon -----	31		33		34		28		29		12
Not ascertained -----	18		21		20		15		17		9
Number of cases -----	1,751		468		450		445		382		368

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 66.--"Would you tell me everything you like about nylon?"

Favorable characteristics	Girls										Mothers	
	United States total		14 years		15 years		16 years		17 years			
	Percent	1/	Percent	1/	Percent	1/	Percent	1/	Percent	1/		
Care and laundering -----		67		60		66		72		73		82
Easy to wash and care for ----	45		39		41		49		53		59	
Requires little or no ironing	38		33		37		42		40		49	
Dries quickly -----	27		23		27		26		33		37	
Easy to iron -----	4		5		3		3		5		3	
Washable; no dry cleaning required -----	3		3		2		4		4		6	
Good appearance after laundering -----	2		2		2		2		3		2	
Doesn't require frequent washing -----	1		1		2		2/*		*		2	
Appearance and styling -----		33		35		34		35		28		25
Looks nice, good, pretty ----	14		15		16		14		11		11	
Doesn't wrinkle; looks neat, fresh, crisp -----	13		10		13		16		13		14	
Good for dressup wear -----	11		13		10		10		8		4	
Looks smart, sophisticated ---	1		1		1		*		1		*	
Weight and comfort -----		25		29		27		24		20		6
Light weight, cool -----	14		16		14		13		11		3	
Doesn't scratch, itch -----	6		6		8		4		4		2	
Warm, heavy -----	4		4		4		4		4		1	
Comfortable -----	2		3		2		3		2		--	
Fits, hangs, drapes well ----	2		2		2		2		2		*	
Durability -----		20		15		18		24		25		41
Durable -----	14		9		12		18		17		34	
Holds shape; pleats stay in well -----	5		4		4		5		8		7	
Holds colors; doesn't fade, run -----	2		1		2		1		3		3	
Doesn't shrink -----	1		1		1		1		1		2	
Doesn't stretch -----	1		1		1		1		1		1	
Doesn't fray, ravel split, tear, fuzz -----	*		--		*		*		1		1	
Qualified preference -----		6		5		6		5		9		5
Like it for underwear, petticoats -----	5		4		4		3		7		4	
Like it for sweaters -----	1		1		1		1		1		*	
Like it in mixtures -----	1		*		1		1		1		1	
Variety of colors -----		4		4		5		3		4		3
Less expensive -----	1		1		2		1		1		1	3
Easy to pack -----	1		1		1		1		--		1	2
Suitable for more occasions, seasons -----	1		1		1		1		1		1	2
All other -----	2		2		2		1		2		1	
Likes nothing about nylon -----	7		9		7		8		5		6	
No experience with nylon -----	4		4		5		4		3		3	
Not ascertained -----	6		7		6		5		5		2	
Number of cases -----		1,751		468		450		445		382		368

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 67.--"Would you tell me everything you dislike about nylon?"

Unfavorable characteristics	Girls										Mothers	
	United States total		14 years		15 years		16 years		17 years			
	Percent	1/	Percent	1/	Percent	1/	Percent	1/	Percent	1/		
Weight and comfort -----		48		45		50		49		50		38
Too warm -----	26		23		30		24		26		28	
Sticks, clings -----	15		14		16		12		16		6	
Too sheer, thin -----	13		10		14		16		14		5	
Too light weight; not warm enough -----	3		4		2		3		3		3	
Scratches, itches -----	3		5		2		3		2		3	
Slips, slides, twists -----	2		2		3		2		3		2/3	
Creates electricity -----	2		1		1		3		3		1	
Flimsy, limp; doesn't fit, hang, drape well -----	1		1		1		1		1		3	
Durability -----		22		18		20		25		24		30
Frays, ravels, splits, tears -	11		12		10		11		13		11	
Doesn't hold colors; fades, runs -----	7		3		8		9		7		18	
Doesn't hold shape -----	2		2		1		5		1		2	
Stretches -----	2		2		2		3		2		3	
Gets fuzzy, bally -----	2		1		2		2		2		1	
Not durable -----	1		1		*		1		2		1	
Care and laundering -----		6		6		5		8		6		10
Difficult to iron -----	3		3		2		3		3		7	
Difficult to wash -----	2		1		1		1		3		2	
Requires washing (often) -----	1		2		*		2		1		1	
Requires ironing (often) -----	1		*		1		1		1		1	
All other care and laundering -----	1		*		1		2		1		1	
Appearance and styling -----		2		1		2		1		3		2
Unattractive; sleazy, cheap looking -----	1		1		1		*		3		2	
Wrinkles -----	1		*		1		1		*		1	
Limited use, not suitable for many occasions -----	1			1		1		1		*		1
Difficult to sew, mend -----	1			1		1		1		1		1
Not suitable for teenagers -----	*			1		*						1
Limited variety and selection -----	*			*		*		*		1		*
Too expensive -----	*			*		*		1		1		1
All other -----	2			*		1		2		3		1
Dislikes nothing about nylon -----	26		30		25		25		23		31	
No experience with nylon -----	4		4		5		4		3		3	
Not ascertained -----	5		6		6		4		4		4	
Number of cases -----	1,751		468		450		445		382		368	

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.
 2/ Asterisk indicates less than 1 percent.

Table 68.--"Would you tell me everything you like about Orlon?"

Favorable characteristics	Girls										Mothers
	United States total	14 years	15 years	16 years	17 years						
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	
Care and laundering -----	33	29	35	33	36						36
Easy to wash and care for -----	24	21	26	21	27	21	29	26	27	21	21
Dries quickly -----	6	5	6	7	6	6	5	6	6	9	9
Washable; no dry cleaning re-											
quired -----	5	5	5	6	4	4	5	4	4	8	8
Requires little or no ironing --	5	5	4	6	7	6	5	7	7	8	8
Good appearance after laund-											
ering -----	3	1	3	4	2	3	1	2	2	3	3
Easy to iron -----	1	1	1	1	2	1	1	2	2	1	1
All other care and laundering --	2/*	*	*	1	1	1	1	1	1	2	2
Weight and comfort -----	29	27	34	30	23						19
Doesn't scratch, itch -----	22	21	24	25	19	21	27	25	19	13	13
Warm, heavy -----	6	6	8	4	3	6	6	4	3	4	4
Light weight, cool -----	3	3	5	3	1	3	3	1	1	3	3
Comfortable -----	2	1	2	2	1	2	2	1	1	2	2
Fits, hangs, drapes well -----	2	2	2	2	1	2	2	1	1	2	2
Durability -----	26	23	25	25	31						33
Holds shape; pleats stay in well	15	12	14	14	22	15	12	14	22	18	18
Doesn't stretch -----	6	6	5	7	5	6	6	5	5	2	2
Durable -----	5	7	4	4	5	5	7	4	5	13	13
Doesn't shrink -----	5	3	5	4	8	5	3	4	8	3	3
Holds colors; doesn't fade, run	2	2	2	2	2	2	2	2	2	2	2
Doesn't get fuzzy, bally -----	1	1	2	1	1	1	1	1	1	2	2
Doesn't fray, ravel, split, tear	*	--	--	*	*	*	--	*	*	1	1
Appearance and styling -----	13	13	12	13	13						11
Looks nice, good, pretty -----	6	7	8	5	5	6	7	8	5	6	6
Doesn't wrinkle; looks neat,											
fresh, crisp -----	6	5	4	7	7	6	5	4	7	5	5
Good for dressup wear -----	1	1	1	1	1	1	1	1	1	1	1
Looks smart, sophisticated -----	*	1	*	*	1	*	1	*	1	--	--
Qualified preference -----	11	9	14	10	12						13
Like it for sweaters -----	10	8	13	8	11	10	9	13	11	11	11
Like it in mixtures -----	1	1	1	2	2	1	1	2	2	2	2
Variety of colors -----	3	3	1	3	3						*
Less expensive -----	1	1	1	1	2	1	1	1	2	--	2
All other -----	2	2	2	2	2	2	2	2	2	2	2
Likes nothing about Orlon -----	4	4	4	4	5						5
No experience with Orlon -----	23	29	20	23	21						37
Not ascertained -----	15	15	17	15	14						5
Number of cases -----	1,751	468	450	445	382						368

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 69.--"Would you tell me everything you dislike about Orlon?"

Unfavorable characteristics	Girls						Mothers
	United States total	14 years	15 years	16 years	17 years		
	Percentl/	Percentl/	Percentl/	Percentl/	Percentl/	Percentl/	
Durability -----	12	7	14	14	12	12	
Stretches -----	4	2	5	4	6	5	
Gets fuzzy, bally -----	4	2	6	6	3	3	
Doesn't hold shape -----	2	1	2	2	3	4	
Frays, ravel, splits, tears -----	1	1	2	*	*	1	
Doesn't hold colors; fades, runs -----	1	--	1	1	1	1	
Not durable -----	*	--	*	1	1	1	
Shrinks -----	*	1	*	1	--	--	
Weight and comfort -----	5	3	5	6	5	4	
Sticks, clings -----	2	1	2	3	4	*	
Flimsy, limp; doesn't fit, hang, drape well -----	1	1	*	1	*	1	
Too warm -----	1	*	2	*	1	2	
Scratches, itches -----	1	*	1	1	*	1	
All other weight and comfort -----	2	2	2	2	2	2	
Care and laundering -----	3	3	3	3	2	2	
Requires washing (often) -----	1	1	1	*	1	*	
Difficult to wash -----	1	1	1	2	*	1	
Difficult to iron -----	1	*	1	1	*	2	
All other care and laundering -----	*	1	*	--	1	--	
Unattractive; sleazy, cheap looking -----	1	--	--	--	--	--	
Too expensive -----	1	--	2	--	1	2	
All other -----	1	--	1	--	1	--	
Dislikes nothing about Orlon -----	41	41	41	39	42	37	
No experience with Orlon -----	23	29	20	23	21	37	
Not ascertained -----	17	18	17	16	19	7	
Number of cases -----	1,751	468	450	445	382	368	

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.
 2/ Asterisk indicates less than 1 percent.

Table 70.--"Would you tell me everything you like about Dacron?"

Favorable characteristics	Girls					Mothers
	United States total	14 years	15 years	16 years	17 years	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Care and laundering -----	15	7	18	16	19	22
Easy to wash and care for -----	10	4	11	11	13	12
Requires little or no ironing -----	8	4	11	8	10	9
Easy to iron -----	3	1	6	2	2	2
Dries quickly -----	2	2	3	2	3	3
Washable; no dry cleaning required -----	1	1	1	2/	1	5
Good appearance after laundering -----	1	*	1	*	1	2
All other care and laundering -----	*	--	--	1	--	*
Appearance and styling -----	8	5	10	8	10	11
Doesn't wrinkle; looks neat, fresh, crisp -----	4	3	4	4	4	6
Looks nice, good, pretty -----	3	1	4	3	2	4
Good for dressup wear -----	2	1	2	3	3	1
Looks smart, sophisticated -----	1	--	*	1	1	1
Weight and comfort -----	5	4	--	6	5	5
Light weight, cool -----	2	2	2	3	2	3
Doesn't scratch, itch -----	2	2	2	1	2	1
Warm, heavy -----	1	1	2	2	1	1
All other weight and comfort -----	1	1	1	*	1	1
Durability -----	4	3	3	6	6	11
Durable -----	2	1	2	4	2	6
Holds shape; pleats stay in well -----	2	2	1	2	3	4
All other durability -----	1	1	1	*	3	2
Like it in mixtures or for certain items -----	1	--	1	2	--	--
All other -----	2	*	--	--	*	--
Likes nothing about Dacron -----	3	1	3	1	1	2
No experience with Dacron -----	67	72	65	66	63	64
Not ascertained -----	11	12	9	11	11	6
Number of cases -----	1,751	468	450	445	382	368

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 71.--"Which one of these six materials would you say: You have had most experience with? Is best to wear in hot weather? Is best to wear in cold weather? Lasts longest? Keeps its shape best? Is easiest to care for? Is least likely to wrinkle? Is the best value for its money?" (1,751 girls and 368 mothers were asked each of these questions)

Question answered	Fibers						
	Cotton	Rayon	Nylon	Orlon	Dacron	Wool	Not ascertained
	Per- cent ^{1/}	Per- cent ^{1/}	Per- cent ^{1/}	Per- cent ^{1/}	Per- cent ^{1/}	Per- cent ^{1/}	Per- cent ^{1/}
Most experience with?							
Girls -----	95	<u>2</u> / [*]	1	*	--	4	1
Mothers -----	98	*	2	*	--	2	*
Best to wear in hot weather?							
Girls -----	87	2	9	*	1	*	1
Mothers -----	93	1	4	*	1	--	1
Easiest to care for?							
Girls -----	54	1	28	6	4	6	1
Mothers -----	47	*	34	9	6	4	2
Keeps its shape best?							
Girls -----	51	1	10	12	2	20	6
Mothers -----	40	1	13	11	5	26	8
Best value for the money?							
Girls -----	49	1	6	6	2	22	14
Mothers -----	60	--	11	3	3	14	9
Lasts longest?							
Girls -----	36	1	11	5	1	39	8
Mothers -----	32	1	19	2	2	36	9
Least likely to wrinkle?							
Girls -----	7	2	31	11	6	35	8
Mothers -----	5	1	42	10	11	24	8
Best to wear in cold weather?							
Girls -----	6	*	1	5	1	86	2
Mothers -----	13	1	4	5	2	74	3

^{1/} Percentages may add to more than 100 because some respondents gave more than 1 answer.

^{2/} Asterisk indicates less than 1 percent.

Table 72.--"Now, let's talk for a few minutes about what happens when you're (your daughter is) going to get a major clothing item, such as a dress, a coat, or a skirt. How often do you and your mother (daughter) sit down and talk over at some length what you (she) should get -- would you say almost always, quite often, once in a while, never?"

Background characteristics	How often talk					Cases
	Almost always	Quite often	Once in a while	Never	Not ascertained	
	Percent	Percent	Percent	Percent	Percent	Number
Total for mothers -----	57	25	15	3	1/*	368
Total for girls -----	44	18	30	7	1	1,751
Girls analyzed by:						
Age:						
14 years -----	50	17	27	5	1	468
15 years -----	51	19	26	4	*	450
16 years -----	40	16	37	7	*	445
17 years -----	35	19	32	13	1	382
Working status:						
Do not work -----	46	19	27	8	*	712
Work: -----	44	17	32	6	1	1,031
1 to 10 hours a week --	44	19	33	4	*	670
11 to 20 hours a week -	39	19	36	6	*	149
21 or more hours a week	39	10	33	15	3	169
Parentage:						
Both born in the United States -----	44	18	30	7	1	1,564
One or both foreign born	41	17	34	7	1	168

1/ Asterisk indicates less than 1 percent.

Table 73.--Girls and mothers who discuss girls' clothes shopping: "Do you and your mother (daughter) usually start out with about the same idea of what you (she) should get, or do you usually have different ideas?" If different ideas: "In the end would you say that what you (she) finally get(s) is more like your (her) idea of what you (she) should have or more like your mother's (daughter's)?"

Replies	Total for mothers	Total for girls	Age of girls			
			14 years	15 years	16 years	17 years
	Percent	Percent	Percent	Percent	Percent	Percent
Different ideas -----	45	40	38	42	40	36
Like girl's -----	22	22	20	19	23	24
Like mother's -----	9	8	8	12	6	4
Half and half -----	14	10	10	11	11	8
Same ideas -----	47	51	49	50	50	56
Not ascertained -----	8	9	13	8	10	8
Number of cases ---	355	1,620	442	432	412	328

Table 74.--Girls and mothers who discuss girls' clothes shopping: "Which of these items of clothing do you and your mother (daughter) usually talk quite a bit about before you (she) get(s) it?"

Clothing items	Talk about clothing items		Cases Number
	Yes Percent	No Percent	
Dresses			
Total for mothers -----	88	12	353
Total for girls -----	80	20	1,620
14 years -----	79	21	442
15 years -----	79	21	432
16 years -----	81	19	412
17 years -----	81	19	328
Skirts			
Total for mothers -----	76	24	353
Total for girls -----	68	32	1,620
14 years -----	73	27	442
15 years -----	69	31	432
16 years -----	68	32	412
17 years -----	59	41	328
Sweaters			
Total for mothers -----	65	35	353
Total for girls -----	59	41	1,620
14 years -----	66	34	442
15 years -----	58	42	432
16 years -----	56	44	412
17 years -----	54	46	328
Blouses			
Total for mothers -----	60	40	353
Total for girls -----	53	47	1,620
14 years -----	62	38	442
15 years -----	53	47	432
16 years -----	50	50	412
17 years -----	45	55	328
Rainwear			
Total for mothers -----	44	56	353
Total for girls -----	44	56	1,620
14 years -----	46	54	442
15 years -----	43	57	432
16 years -----	42	58	412
17 years -----	44	56	328
Slips and petticoats			
Total for mothers -----	46	54	353
Total for girls -----	48	52	1,620
14 years -----	59	41	442
15 years -----	45	55	432
16 years -----	47	53	412
17 years -----	37	63	328
Anklelets			
Total for mothers -----	34	66	353
Total for girls -----	29	71	1,620
14 years -----	40	60	442
15 years -----	24	76	432
16 years -----	25	75	412
17 years -----	26	74	328

Table 75.--"Which of these items do you and your mother (daughter) usually shop for together?"

Clothing items	Shopping for clothing items done by				Cases
	Girls	Mother	Both	Not ascer- tained	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Dresses					
Total for mothers -----	13	3	81	3	368
Total for girls -----	20	4	72	4	1,751
14 years -----	12	6	76	6	468
15 years -----	14	4	80	2	450
16 years -----	24	5	69	2	445
17 years -----	32	1	62	5	382
Skirts					
Total for mothers -----	31	5	61	3	368
Total for girls -----	36	3	57	4	1,751
14 years -----	22	7	67	4	468
15 years -----	33	4	60	3	450
16 years -----	43	2	51	4	445
17 years -----	48	1	47	4	382
Sweaters					
Total for mothers -----	45	5	47	3	368
Total for girls -----	43	7	46	4	1,751
14 years -----	27	12	56	5	468
15 years -----	38	8	50	4	450
16 years -----	52	3	41	4	445
17 years -----	60	3	33	4	382
Blouses					
Total for mothers -----	49	6	41	4	368
Total for girls -----	50	6	40	4	1,751
14 years -----	36	9	50	5	468
15 years -----	45	8	45	2	450
16 years -----	57	4	34	5	445
17 years -----	63	2	31	4	382
Rainwear					
Total for mothers -----	18	5	40	37	368
Total for girls -----	16	6	41	37	1,751
14 years -----	6	7	45	42	468
15 years -----	11	9	41	39	450
16 years -----	20	4	41	35	445
17 years -----	27	6	35	32	382
Slips and petticoats					
Total for mothers -----	52	14	29	5	368
Total for girls -----	48	13	35	4	1,751
14 years -----	37	14	44	5	468
15 years -----	42	18	38	2	450
16 years -----	56	8	31	5	445
17 years -----	59	11	24	6	382
Anklelets					
Total for mothers -----	65	16	15	4	368
Total for girls -----	66	11	17	6	1,751
14 years -----	58	14	22	6	468
15 years -----	63	14	18	5	450
16 years -----	74	6	13	7	445
17 years -----	70	11	13	6	382

Table 76.--"Who usually makes the final decision about what to buy - you or your mother (daughter)?"

Clothing items	Final decision made by				Cases
	Girls	Mother	Both	Not ascer- tained	
	Percent	Percent	Percent	Percent	Number
Dresses					
Total for mothers -----	35	16	46	3	368
Total for girls -----	42	15	39	4	1,751
14 years -----	31	19	42	8	468
15 years -----	35	19	43	3	450
16 years -----	48	12	39	1	445
17 years -----	58	8	29	5	382
Skirts					
Total for mothers -----	50	11	36	3	368
Total for girls -----	54	10	32	4	1,751
14 years -----	43	15	37	5	468
15 years -----	48	13	36	3	450
16 years -----	58	7	32	3	445
17 years -----	70	5	20	5	382
Sweaters					
Total for mothers -----	60	9	29	2	368
Total for girls -----	58	10	26	6	1,751
14 years -----	46	16	31	7	468
15 years -----	53	12	29	6	450
16 years -----	64	7	26	3	445
17 years -----	72	6	16	6	382
Blouses					
Total for mothers -----	60	9	27	4	368
Total for girls -----	61	9	25	5	1,751
14 years -----	50	12	31	7	468
15 years -----	56	13	27	4	450
16 years -----	66	7	23	4	445
17 years -----	78	4	13	5	382
Rainwear					
Total for mothers -----	27	10	27	36	368
Total for girls -----	28	13	24	35	1,751
14 years -----	21	13	27	39	468
15 years -----	24	13	26	37	450
16 years -----	33	13	24	30	445
17 years -----	37	11	19	33	382
Slips and petticoats					
Total for mothers -----	58	15	21	6	368
Total for girls -----	57	14	24	5	1,751
14 years -----	45	18	30	7	468
15 years -----	54	18	25	3	450
16 years -----	63	9	24	4	445
17 years -----	71	9	13	7	382
Anklets					
Total for mothers -----	70	11	15	4	368
Total for girls -----	71	9	14	6	1,751
14 years -----	64	12	17	7	468
15 years -----	68	13	14	5	450
16 years -----	76	5	13	6	445
17 years -----	79	6	8	7	382

Table 77.--"I have a list here of things that mothers and daughters might or might not discuss when the daughter is going to get some new clothes. Which points do you and your mother (daughter) usually discuss when you're (she's) going to get a new item of clothing?"

Shopping points	Discuss shopping points		Cases
	Yes	No	
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Price			
Total for mothers -----	90	10	368
Total for girls -----	88	12	1,751
14 years -----	88	12	468
15 years -----	88	12	450
16 years -----	90	10	445
17 years -----	86	14	382
Style			
Total for mothers -----	77	23	368
Total for girls -----	70	30	1,751
14 years -----	75	25	468
15 years -----	72	28	450
16 years -----	68	32	445
17 years -----	66	34	382
Material			
Total for mothers -----	75	25	368
Total for girls -----	66	34	1,751
14 years -----	69	31	468
15 years -----	69	31	450
16 years -----	68	32	445
17 years -----	58	42	382
Color			
Total for mothers -----	58	42	368
Total for girls -----	49	51	1,751
14 years -----	48	52	468
15 years -----	55	45	450
16 years -----	50	50	445
17 years -----	41	59	382
Where to buy it			
Total for mothers -----	61	39	368
Total for girls -----	50	50	1,751
14 years -----	51	49	468
15 years -----	54	46	450
16 years -----	50	50	445
17 years -----	43	57	382
Whether it is needed			
Total for mothers -----	85	15	368
Total for girls -----	81	19	1,751
14 years -----	85	15	468
15 years -----	84	16	450
16 years -----	79	21	445
17 years -----	75	25	382
Whether it will wear well			
Total for mothers -----	79	21	368
Total for girls -----	73	27	1,751
14 years -----	76	24	468
15 years -----	73	27	450
16 years -----	73	27	445
17 years -----	71	29	382
Whether it's easy to care for			
Total for mothers -----	74	26	368
Total for girls -----	67	33	1,751
14 years -----	69	31	468
15 years -----	69	31	450
16 years -----	65	35	445
17 years -----	63	37	382

Table 78.--"Who would you say usually makes the final decision on this - you or your mother (daughter)?"

Shopping points	Final decision made by				Cases
	Girls	Mother	Both	Not ascer- tained	
	Percent	Percent	Percent	Percent	Number
Price					
Total for mothers -----	16	48	34	2	368
Total for girls -----	15	44	36	5	1,751
14 years -----	7	52	36	5	468
15 years -----	10	49	36	5	450
16 years -----	16	41	39	4	445
17 years -----	28	31	37	4	382
Style					
Total for mothers -----	58	6	33	3	368
Total for girls -----	60	6	29	5	1,751
14 years -----	54	10	29	7	468
15 years -----	52	7	37	4	450
16 years -----	63	6	27	4	445
17 years -----	72	2	21	5	382
Material					
Total for mothers -----	34	17	45	4	368
Total for girls -----	39	16	39	6	1,751
14 years -----	30	20	43	7	468
15 years -----	35	18	41	6	450
16 years -----	39	14	41	6	445
17 years -----	54	11	29	6	382
Color					
Total for mothers -----	67	3	26	4	368
Total for girls -----	65	5	24	6	1,751
14 years -----	60	9	24	7	468
15 years -----	59	4	31	6	450
16 years -----	66	3	25	6	445
17 years -----	77	1	16	6	382
Where to buy it					
Total for mothers -----	26	23	44	7	368
Total for girls -----	26	22	41	11	1,751
14 years -----	16	27	43	14	468
15 years -----	20	26	44	10	450
16 years -----	32	20	38	10	445
17 years -----	39	13	37	11	382
Whether it's needed					
Total for mothers -----	14	41	41	4	368
Total for girls -----	19	36	39	6	1,751
14 years -----	14	42	37	7	468
15 years -----	13	42	39	6	450
16 years -----	19	33	43	5	445
17 years -----	32	26	36	6	382

Table 79.--"Generally speaking, at what age do you think a girl is old enough to do her own shopping and pick out her own clothes?"

Suggested age at which girl is old enough to shop	Girls					Mothers
	United States total	14 years	15 years	16 years	17 years	
	Percent	Percent	Percent	Percent	Percent	Percent
Under 14 years -----	7	11	6	5	8	5
14 years -----	18	26	17	16	13	14
15 years -----	21	15	27	23	18	11
16 years -----	21	18	17	24	25	21
17 years -----	9	8	11	8	11	13
18 years -----	6	4	6	10	7	12
19 years -----	2	1	2	1	2	1
20 years or over -----	1	1	2	1/*	*	1
Qualified answers -----	7	5	7	7	7	17
Not ascertained -----	8	11	5	6	9	5
Number of cases ----	1,751	468	450	445	382	368
Median age named (years) -----	15.8	15.4	15.7	16.0	16.1	16.4

1/ Asterisk indicates less than 1 percent.

Table 80.--"Have you shopped for and bought a dress within the past 12 months?" If bought dress: "Did you plan to use the dress as an everyday or a dressup dress?" If did not buy dress: "Have you shopped for and bought a skirt within the past 12 months?"

Purchase of dress or skirt	United States total	Age of girls			
		14 years	15 years	16 years	17 years
	Percent	Percent	Percent	Percent	Percent
Bought dress -----	76	68	76	79	83
Everyday dress -----	13	11	14	12	16
Dressup dress -----	51	47	51	54	52
For both purposes ----	12	10	11	13	15
Bought skirt -----	15	17	16	14	11
Bought neither -----	9	15	8	7	6
Number of cases ----	1,751	468	450	445	382

Table 81.--Girls who had bought a dress (skirt) in the past 12 months: "What were your reasons for selecting this particular dress (skirt)?"

Reasons for selecting	United States total				Age of girls				Material of dress or skirt 1/																			
	Per- cent	2/	Per- cent	2/	14 years	Per- cent	2/	15 years	Per- cent	2/	16 years	Per- cent	2/	17 years	Per- cent	2/	Cotton	Per- cent	2/	Wool	Per- cent	2/	Rayon/ acetate	Per- cent	2/	Nylon	Per- cent	2/
Style, color, appearance -----	85		81		86		87		85		85		81		95		85		81		85		63		48		79	
Liked style -----	60		59		59		62		59		53		53		63		59		53		59		47		38		48	
Liked color or print -----	49		44		44		53		47		39		39		54		50		39		50		47		38		48	
Looked good, becoming, pretty -----	31		30		29		33		33		29		35		47		29		35		29		47		36		48	
Looked dressy -----	7		5		7		6		11		5		4		14		5		4		5		14		16		16	
Need or usefulness -----	40		41		37		39		44		37		45		35		37		45		37		26		45		51	
Needed it (for special purpose) -----	31		35		28		29		31		28		30		26		28		30		28		8		45		45	
Suitable for more occasions, seasons -----	8		6		7		7		10		7		5		8		7		5		7		3		4		4	
Matched wardrobe -----	4		2		6		4		5		3		3		3		3		14		3		8		2		2	
Useful, practical -----	2		1		2		3		2		2		3		3/*		2		3		2		3		5		5	
Material -----	39		39		38		40		39		41		42		44		41		42		41		43		44		39	
Liked specific material -----	31		31		31		32		30		31		30		43		31		30		31		43		44		31	
Material was easy to care for -----	6		5		6		5		7		8		3		--		8		3		8		--		5		5	
Material was cool, light weight -----	6		4		4		6		8		8		11		1		8		11		1		1		7		7	
Material was warm, heavy -----	2		5		*		3		1		3		2		1		1		2		1		1		*		*	
Material was less likely to wrinkle -----	1		1		1		*		2		*		4		2		1		2		1		2		2		2	
Material was durable -----	1		*		2		2		2		2		4		4		2		4		2		--		2		2	
Inexpensive; on sale -----	20		18		19		24		21		24		15		28		24		15		24		--		28		15	
Fit, draped well -----	11		11		11		10		12		11		10		14		11		10		11		--		14		5	
Was something different -----	4		1		6		5		3		4		6		2		4		6		4		--		2		2	
Popular; in style -----	2		3		2		2		1		2		3		1		2		3		2		--		1		2	
Mother liked it -----	2		1		5		2		1		2		*		4		2		*		2		--		4		1	
Friend(s) liked it -----	1		1		1		*		1		*		1		*		*		1		*		--		*		--	
Was well made -----	*		*		1		1		1		1		*		1		1		*		1		--		1		--	
All other -----	1		1		2		2		1		1		3		2		1		3		1		--		2		--	
Not ascertained -----	2		3		2		2		2		2		2		--		2		4		2		--		--		2	
Number of cases -----	1,590		398		415		414		357		825		155		107		825		155		825		107		106		106	

1/ Numbers purchasing other materials too small for separate analysis.

2/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

3/ Asterisk indicates less than 1 percent.

Table 82.--Girls who had bought a dress (skirt) in the past 12 months: "Can you tell me where you got your ideas about what kind of dress (skirt) to get?"

Sources of ideas	United States total		Age of girls				Size of place				Item purchased		
	Per- cent	1/	14 years	15 years	16 years	17 years	Urban metro- politan	Urban nonmetro- politan	Town and farm	Per- cent	1/	Dress	Skirt
			Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent			Per- cent	Per- cent
Formal media	28		26	30	30	27	14	27	28	29	12	29	24
Fashion magazines	11		10	10	11	13	10	10	12	9	10	7	
Other and unspecified magazines	10		12	7	13	10	3	9	4	9	5	11	
Catalogues	5		7	4	3	4	4	3	2	3	3	5	
Newspapers	3		2	1	4	3	2	2	1	2	1	3	
Television	1		1	1	2	2	2	2	1	1	1	1	
Radio	*		*	1	1	*	*	*	1	1	*	*	
Movies	*		*	*	*	1	*	*	1	*	1	1	
Stores and shopping	26		27	24	28	24	38	22	22	22	27	27	21
Saw it in store	19		22	18	20	15	27	18	14	18	19	15	
Window shopping	7		6	6	8	9	11	8	8	4	8	6	
Friends and relatives	24		30	23	23	20	26	26	26	20	24	24	27
Girlfriends; schoolmates	17		22	15	16	14	19	19	19	14	16	22	
Other relatives and persons	5		3	5	4	5	4	6	6	3	5	2	
Mother	4		5	5	4	1	5	3	3	3	4	3	
Past experience; own ideas	5		4	4	5	8	6	7	7	2	5	5	
All others	2		1	2	3	2	2	2	2	3	2	2	
No particular source	23		21	23	24	24	15	23	23	30	23	23	24
Not ascertained	2		2	2	2	3	1	3	3	2	2	2	5
Number of cases	1,590		398	415	414	357	410	648	532	1,336	254		

1/ Percentages (left column) add to more than their group totals (right column) and these add to more than 100 because some respondents gave more than 1 answer.

2/ Asterisk indicates less than 1 percent.

Table 83.--Girls who had bought a dress (skirt) in the past 12 months: "Did you pick up any ideas about what kind of dress (skirt) to buy from any of these sources (newspapers, fashion magazines, other magazines, radio, television movies)?" "Which one of these do you think was most helpful?"

Sources	United States total		Age of girls				Size of place			Item purchased	
	Per- cent $\frac{1}{2}$	14 years Per- cent $\frac{1}{2}$	15 years Per- cent $\frac{1}{2}$	16 years Per- cent $\frac{1}{2}$	17 years Per- cent $\frac{1}{2}$	Urban metro- politan Per- cent $\frac{1}{2}$	Urban non- metro- politan Per- cent $\frac{1}{2}$	Town and farm Per- cent $\frac{1}{2}$	Dress Per- cent $\frac{1}{2}$	Skirt Per- cent $\frac{1}{2}$	
											Per- cent $\frac{1}{2}$
Sources of ideas											
Fashion magazines	53	47	52	59	55	55	57	48	55	43	
Newspapers	24	21	25	27	24	31	26	17	25	22	
Other magazines	21	19	18	23	22	21	20	21	21	20	
Television	13	16	14	14	9	8	17	13	14	11	
Movies	8	6	9	9	9	8	11	5	8	8	
Radio	2	1	3	1	1	1	1	2	1	4	
None of these	32	37	31	26	34	31	30	35	31	38	
Most helpful source											
Fashion magazines	46	39	45	51	45	44	49	42	47	35	
Newspapers	8	10	8	8	6	13	7	6	8	9	
Other magazines	8	8	8	9	9	9	6	11	8	9	
Television	4	4	5	4	2	2	5	4	4	6	
Movies	1	2	1	1	2	1	2	2/	1	1	
Radio	*	*	1	---	---	---	---	1	*	1	
None of these	32	37	31	26	34	31	30	35	31	38	
Not ascertained	1	*	1	1	2	*	1	1	1	1	
Number of cases	1,590	398	415	414	357	410	648	532	1,336	254	

$\frac{1}{2}$ / Percentages for "source of ideas" (first half of table) add to more than 100 because some girls named more than 1 source.

$\frac{2}{2}$ / Asterisk indicates less than 1 percent.

Table 84.---Girls who had bought a dress (skirt) in the past 12 months: "Before you started shopping for your dress (skirt) did you discuss the type of dress (skirt) you might get with anyone?" "With whom?" "With whom did you talk most?"

Replies	United States total		Age of girls				Size of place			Item purchased	
	Per- cent	1/ cent	14	15	16	17	Urban metro- politan	Urban non- metro- politan	Town and farm	Dress	Skirt
			Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Discussed purchase with:											
Mother -----	55		58	61	54	44	56	54	56	56	47
Sister -----	8		9	7	8	8	8	7	10	9	6
Girlfriend -----	23		22	22	25	24	26	27	16	23	23
Aunt -----	3		2	4	2	2	3	3	2	2	4
Other female relatives -----	2		2	2	2	1	2	2	2	2	2
All others -----	1		2	1	1	2	2	1	1	1	1
No one -----	30		27	24	29	39	31	30	28	29	35
Not ascertained -----	2		3	1	2	2	2/*	2	3	2	4
Talked only or most to:											
Mother -----	46		50	54	43	35	45	43	51	47	40
Sister -----	5		4	5	6	4	4	4	6	5	3
Girlfriend -----	13		12	11	16	15	16	16	8	13	12
Aunt -----	2		1	3	2	2	2	2	2	2	3
Other female relatives -----	1		1	1	1	1	1	2	1	1	1
All others -----	*		*	*	--	1	1	*	*	*	1
No one -----	30		27	24	30	39	31	30	28	29	35
Not ascertained -----	3		5	2	2	3	1	3	4	3	5
Number of cases	1,590		398	415	414	357	410	648	532	1,336	254

1/ Percentages for "discussed purchases" (first half of table) add to more than 100 because some girls talked with more than 1 person.

2/ Asterisk indicates less than 1 percent.

Table 85.--Girls who had bought a dress (skirt) in the past 12 months and said they had talked only or most to a certain person: "Would you say that what she had to say influenced you a great deal, somewhat, or hardly at all in selecting your dress (skirt)?"

Background characteristics	Were influenced				Cases
	Great deal	Some-what	Hardly at all	Not ascer-tained	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
United States total -----	37	37	23	3	1,071
Age:					
14 years -----	41	36	17	6	270
15 years -----	39	37	22	2	305
16 years -----	34	35	29	2	283
17 years -----	29	41	26	4	209
Discussed purchase only or most with:					
Mother -----	38	37	21	4	730
Girlfriend -----	29	37	32	2	212
Sister -----	38	45	17	--	73

Table 86.--Girls who had bought a dress (skirt) in the past 12 months: "Did you do any window shopping for this dress (skirt) before you bought it?" "Did you shop around inside several stores before you bought the dress (skirt)?"

Background characteristics	Window shopping done			Shopping done inside stores			Cases Number
	Yes Percent	No Percent	Not ascertained Percent	Yes, several Percent	No, only one Percent	Not ascertained Percent	
United States total -----	55	42	3	69	29	2	1,590
Age:							
14 years -----	55	42	3	66	31	3	398
15 years -----	57	41	2	69	29	2	415
16 years -----	53	44	3	71	26	3	414
17 years -----	55	42	3	69	30	1	357
Size of place:							
Urban metropolitan -----	58	40	2	67	31	2	410
Urban nonmetropolitan ----	54	43	3	69	29	2	648
Town and farm -----	54	43	3	69	28	3	532
Item purchased:							
Dress -----	55	43	2	69	29	2	1,336
Skirt -----	56	39	5	65	29	6	254

Table 87.--Girls who had bought a dress (skirt) in the past 12 months: "Did you make several shopping trips before deciding upon the dress (skirt), or did you decide upon what you wanted on the first shopping trip you made?" If made more than 1: "About how many trips did you make altogether?"

Background characteristics	Number of trips made						Cases Number
	1 Percent	2 Percent	3 Percent	4 Percent	5 or more Percent	Not ascertained Percent	
United States total -----	77	9	6	2	1	5	1,590
Age:							
14 years -----	73	12	7	1	1	6	398
15 years -----	82	9	4	2	1/*	3	415
16 years -----	75	10	5	2	2	6	414
17 years -----	77	8	9	1	1	4	357
Size of place:							
Urban metropolitan -----	74	10	8	3	2	3	410
Urban nonmetropolitan ----	76	9	7	1	1	6	648
Town and farm -----	79	11	3	2	1	4	532
Item purchased:							
Dress -----	77	9	7	2	1	4	1,336
Skirt -----	76	10	4	1	*	9	254

1/ Asterisk indicates less than 1 percent.

Table 88.--Girls who had bought a dress (skirt) in the past 12 months: "Was anyone with you when you actually decided upon the dress (skirt) you wanted?" "Who?"

Background characteristics	Made decision on purchase in presence of										Cases
	Mother	Sister	Girl friend	Aunt	Other female relatives	Brother, father	Boy friend, husband, fiancé	All other	No one	Not ascertained	
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Num- ber
United States total -	55	12	17	3	2	1	1	2/*	14	3	1,590
Age:											
14 years -----	67	13	13	2	2	2	*	*	8	4	398
15 years -----	59	11	14	6	2	*	--	*	13	2	415
16 years -----	49	12	21	2	1	1	*	*	18	4	414
17 years -----	45	13	22	4	2	1	2	1	18	2	357
Working status:											
Do not work -----	59	12	15	3	2	1	1	*	12	4	632
Work: -----	53	12	15	4	2	1	*	1	16	2	952
1 to 10 hours a week -----	56	11	18	4	2	2	*	*	15	1	614
11 to 20 hours a week -----	47	13	19	4	--	2	--	1	16	2	142
21 or more hours a week -----	41	13	24	3	1	1	1	2	20	4	157
Item purchased:											
Dress -----	57	12	17	4	2	1	*	*	14	2	1,336
Skirt -----	47	11	20	2	1	1	1	--	18	5	254

1/ Percentages may add to more than 100 because some girls made a decision in the presence of more than 1 person.
 2/ Asterisk indicates less than 1 percent.

Table 89.--Girls who had bought a dress (skirt) in the past 12 months: "All things considered, how important was the material of the dress (skirt) to you when you were deciding whether or not to buy it? Would you say it was the most important consideration, very important, only fairly important, or not at all important?"

Background characteristics	Material was						Cases Number
	Most important	Very important	Fairly important	Not at all important	Not ascertained	Percent	
	Percent	Percent	Percent	Percent	Percent		
United States total -----	12	36	37	10	5	1,590	
Age:							
14 years -----	11	32	41	10	6	398	
15 years -----	13	33	37	12	5	415	
16 years -----	14	39	34	8	5	414	
17 years -----	11	38	38	10	3	357	
Material of dress (skirt): 1/							
Cotton -----	13	36	37	10	4	825	
Wool -----	9	57	26	3	5	155	
Rayon/acetate -----	9	26	49	12	4	107	
Nylon -----	28	29	35	6	2	106	
Item purchased:							
Dress -----	12	34	40	10	4	1,336	
Skirt -----	12	45	25	9	9	254	
Working status:							
Do not work -----	13	36	34	11	6	632	
Work: -----	12	36	39	9	4	952	
1 to 10 hours a week -----	11	37	39	10	3	614	
11 to 20 hours a week -----	16	34	40	4	6	142	
21 or more hours a week -----	13	31	37	14	5	157	

1/ Number purchasing other materials too small for separate analysis.

Table 90.--Girls who had bought a dress (skirt) in the past 12 months and said the material was the most important or a very important consideration: "Why is that?"

Reasons	United States total	Fiber purchased ^{1/}			
		Cotton	Wool	Rayon/acetate	Nylon
	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}	Per-cent ^{2/}
Would wear well -----	27	23	39	32	20
Easy to care for -----	24	33	6	10	17
Wanted a specific material ----	23	24	36	4	32
Appropriate for the season ----	22	22	39	18	10
For specific purpose, occasion	13	11	8	29	28
Liked appearance, texture ----	9	9	9	7	12
Material affects style, looks -	7	4	2	14	6
Popular -----	4	5	4	2	2
Suited to more occasions -----	4	5	2	--	3
Good quality -----	4	3	3	1	--
Suited to more seasons -----	4	3	1	14	--
Would not wrinkle -----	3	2	5	1	3
Something different -----	2	^{3/} *	2	3	2
Went with wardrobe -----	1	1	3	--	--
Wanted to avoid certain materials -----	1	1	--	--	--
All other -----	2	1	1	2	6
Not ascertained -----	5	6	--	3	--
Number of cases -----	761	411	102	37	60

^{1/} Numbers purchasing other fibers too small for separate analysis.

^{2/} Percentages add to more than 100 because some respondents gave more than 1 answer.

^{3/} Asterisk indicates less than 1 percent.

Table 91.--Girls who had bought a dress (skirt) in the past 12 months and said the material was only a fairly important or not at all important consideration: "Why is that?"

Reasons	United States total	Fiber purchased ^{1/}			
		Cotton	Wool	Rayon/acetate	Nylon
		Percent <u>2/</u>	Percent <u>2/</u>	Percent <u>2/</u>	Percent <u>2/</u>
Style more important than material ----	50	47	37	56	45
Color more important ----	22	21	23	27	19
Looks more important ----	9	8	6	14	17
Not particularly interested in materials ----	8	6	3	5	9
Appropriateness to season more important ----	7	8	11	4	2
Wanted for specific purpose, occasion Liked the particular dress (skirt) ----	7	6	3	10	9
Fit more important than material ----	6	5	9	6	5
Price more important ----	5	5	8	7	4
Wanted for more than 1 occasion ----	4	4	8	9	--
Wanted for more than 1 season ----	2	2	--	2	4
Wanted what was popular ----	1	1	1	1	--
Wanted to match wardrobe ----	1	1	1	--	--
Find little difference among materials ----	1	--	5	1	--
All other ----	1	1	1	--	--
Not ascertained ----	3	3	4	2	2
	17	19	21	10	16
Number of cases -----	751	384	46	65	43

^{1/} Numbers purchasing other fibers too small for separate analysis.

^{2/} Percentages add to more than 100 because some respondents gave more than 1 answer.

Table 92.--Girls who had bought a dress (skirt) in the past 12 months: "What material is the dress (skirt) made of?"

Material	United States total	Item bought	
		Dress	Skirt
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Cotton -----	52	55	38
Wool -----	10	5	36
Rayon/acetate -----	7	7	3
Nylon -----	6	8	<u>1/</u> *
Silk -----	3	4	--
Orlon -----	2	2	2
Linen -----	2	2	4
Dacron -----	1	1	1
Other fibers -----	*	*	*
Mixtures -----	6	6	7
Unspecified -----	3	3	1
Not ascertained -----	8	7	8
Number of cases -	1,590	1,336	254

1/ Asterisk indicates less than 1 percent.

Table 93.--"Are you still enrolled in school?" "What was the last grade of school you completed?" 1/

School status	United States total	Age of girls			
		14 years	15 years	16 years	17 years
	Percent	Percent	Percent	Percent	Percent
Not enrolled -----	8	2	3	8	21
Enrolled -----	92	98	97	92	79
Last grade completed:					
Under first year high school --	23	65	16	5	2
First year high school -----	25	27	52	11	3
Second year high school -----	22	5	26	47	11
Third year high school -----	19	1	3	27	53
Fourth year high school -----	3	--	--	2	9
College -----	<u>2/</u> *	--	--	--	1
Number of cases -----	1,751	468	450	445	382

1/ Survey figures for the proportions of 14- and 15-year-old girls enrolled in school correspond closely with Census estimates. Those for 16- and 17-year-old girls are somewhat higher than Census estimates, possibly because school girls were more readily found at home than were other girls.

2/ Asterisk indicates less than 1 percent.

Table 94.--"Do you have a regular job that you go to every day or almost every day?" (If no), "Do you have any work for pay -- such as baby sitting, running errands, or anything?" 1/

Work status	United States total	Age of girls			
		14 years	15 years	16 years	17 years
	Percent	Percent	Percent	Percent	Percent
Have a regular job -----	12	5	8	18	22
No regular job -----	88	95	92	82	78
Do some work for pay -----	47	48	52	43	41
Do not work -----	40	47	39	39	37
Not ascertained -----	1	<u>2/</u> *	1	--	*
Number of cases -----	1,751	468	450	445	382

1/ Survey figures for the proportions of girls who work are higher than Census estimates. The discrepancy is probably accounted for by two differences in the questioning: Census figures are for 1 week only while the questions asked of girls in the survey related to working at any time; Census data are secured from an adult member of the family, who might not consider small jobs or a few hours' work at, for example, baby sitting or running errands, as "working," while survey figures are based on questions put to the girls themselves and referred directly to the types of work that might not be considered employment by an adult reporting for the family.

2/ Asterisk indicates less than 1 percent.

Table 95.--Girls who worked: "How many hours a week do you work?"

Hours worked per week	United States total	Age of girls			
		14 years	15 years	16 years	17 years
	Percent	Percent	Percent	Percent	Percent
1 to 10 hours -----	65	82	73	60	44
11 to 20 hours -----	14	7	14	18	19
21 to 30 hours -----	7	4	3	10	11
31 to 40 hours -----	7	2	2	4	19
Over 40 hours -----	3	1	1	5	4
Not ascertained -----	4	4	7	3	3
Number of cases -----	1,031	244	271	271	239

Table 96.--Girls who worked: "What kind of work do you do?"

Kind of work	United States total	Age of girls			
		14 years	15 years	16 years	17 years
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Baby sitting -----	62	72	76	56	41
Domestic chores -----	12	13	14	9	10
Retail store work -----	11	3	7	12	23
Office work -----	6	1	1	8	15
Waitress -----	5	2	3	9	6
Farm work -----	5	7	4	7	3
Factory work -----	2	1	1	1	3
Door-to-door selling -----	2	4	1	1	1
Odd jobs -----	1	2	1	^{2/} *	*
Nurses' aide -----	1	--	*	1	3
All other -----	2	1	*	1	3
Not ascertained -----	3	4	1	4	2
Number of cases -----	1,031	244	271	271	239

^{1/} Percentages add to more than 100 because some respondents gave more than 1 answer.

^{2/} Asterisk indicates less than 1 percent.

With the exception of check-box material, free-answer space, some interviewer instructions, the questionnaire used with teenage girls is reproduced below. The # symbol indicates questions asked of a subsample of mothers about their daughters' clothes and shopping.

Audits and Surveys Company
Rockefeller Center
New York 20, New York

Budget Bureau No. 40-5559.1
Expiration Date - Dec. 31, 1955
Date - September 1955

SURVEY OF FIBER PREFERENCES OF TEENAGE GIRLS

PART I

I'm helping in a survey for the United States Department of Agriculture to find out what sorts of clothes girls your age wear. For example...

1. Are most of your readymade summer clothes dresses or blouse and skirt combinations?

INTERVIEWER NOTE: HAND WHITE CARD TO RESPONDENT AND SAY: "I'd like to ask you a few questions about your readymade clothes -- the ones which you've actually worn during the past twelve months. We'd like to know what materials your readymade clothes are made of. We've listed some of the materials on this card. Of course, you may have mixtures of materials or materials which are not listed. I would like you to tell me what materials or mixtures of materials you may have, whether or not they are listed on the card."

SUMMER SKIRTS

2a. First, let's take summer skirts. What materials are your readymade summer skirts made of?

b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade summer skirts made of?

#3a. What material do you like best for summer skirts?

b. Why do you prefer (Material in Q. 3a) for summer skirts?

c. Is there anything that you don't like about (Material in Q. 3a) for summer skirts?

SUMMER BLOUSES

4a. What materials are your readymade summer blouses made of?

b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade summer blouses made of?

#5a. What material do you like best for summer blouses?

b. Why do you prefer (Material in Q. 5a) for summer blouses?

c. Is there anything that you don't like about (Material in Q. 5a) for summer blouses?

SUMMER DRESSES

6a. Do you have any readymade summer dresses?

b. Do you get some of your summer dresses for everyday wear and others for Sunday or special dressup occasions, or do you get the same kind for both everyday and dressup wear?

c. How do your dressup summer dresses differ from your everyday summer dresses?

DRUSSUP SUMMER DRESSES

7a. What materials are your readymade dressup summer dresses made of?

b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade dressup summer dresses made of?

#8a. What material do you like best for dressup summer dresses?

b. Why do you prefer (Material in Q. 8a) for dressup summer dresses?

c. Is there anything that you don't like about (Material in Q. 8a) for dressup summer dresses?

EVERYDAY SUMMER DRESSES

9a. Now can you tell me what materials your readymade everyday summer dresses are made of?

b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade everyday summer dresses made of?

- #10a. What material do you like best for everyday summer dresses?
- # b. Why do you prefer (Material in Q. 10a) for everyday summer dresses?
- # c. Is there anything that you don't like about (Material in Q. 10a) for everyday summer dresses?
11. Let's talk about your winter clothes for a while. Are most of your readymade winter clothes dresses, or skirt and blouse or sweater combinations?

WINTER SKIRTS

- 12a. What materials are your readymade winter skirts made of?
- b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade winter skirts made of?

- #13a. What material do you like best for winter skirts?
- # b. Why do you prefer (Material in Q. 13a) for winter skirts?
- # c. Is there anything that you don't like about (Material in Q. 13a) for winter skirts?

WINTER BLOUSES

- 14a. Now let's turn to your readymade blouses that you wear mainly during the wintertime. What materials are they made of?
- b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade winter blouses made of?

- #15a. What material do you like best for winter blouses?
- # b. Why do you prefer (Material in Q. 15a) for winter blouses?
- # c. Is there anything that you don't like about (Material in Q. 15a) for winter blouses?

WINTER DRESSES

- 16a. Do you have any readymade winter dresses?
- b. Do you get some of your winter dresses for everyday wear and others for Sunday or special dressup occasions, or do you get the same kind for both everyday and dressup wear?
- c. How do your dressup winter dresses differ from your everyday winter dresses?

DRESSUP WINTER DRESSES

- 17a. What materials are your readymade dressup winter dresses made of?
- b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade dressup winter dresses made of?

- #18a. What material do you like best for dressup winter dresses?
- # b. Why do you prefer (Material in Q. 18a) for dressup winter dresses?
- # c. Is there anything that you don't like about (Material in Q. 18a) for dressup winter dresses?

EVERYDAY WINTER DRESSES

- 19a. Now, can you tell me what materials your readymade everyday winter dresses are made of?
- b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade everyday winter dresses made of?

- #20a. What material do you like best for everyday winter dresses?
- # b. Why do you prefer (Material in Q. 20a) for everyday winter dresses?
- # c. Is there anything that you don't like about (Material in Q. 20a) for everyday winter dresses?

DRESS-LENGTH SLIPS

21. Do you have any readymade dress-length slips?
- 22a. What materials are your readymade dress-length slips made of?
- b. (ASK IF MORE THAN ONE MATERIAL MENTIONED) What are most of your readymade dress-length slips made of?

- #23a. What material do you like best for dress-length slips?
- # b. Why do you prefer (Material in Q. 23a) for dress-length slips?
- # c. Is there anything that you don't like about (Material in Q. 23a) for dress-length slips?

PART III

Now, let's talk for a few minutes about what happens when you're going to get a major clothing item, such as a dress, a coat or a skirt.

#36a. How often do you and your mother (guardian) sit down and talk over at some length what you should get -- would you say almost always, quite often, once in a while, or never?

IF "NEVER":

#b. Who usually decides what you're going to get -- you or your mother?

#37a. Do you and she usually start out with about the same idea of what you should get, or do you usually have different ideas?

IF "DIFFERENT IDEAS":

#b. Well, in the end would you say that what you finally get is more like your idea of what you should have or more like your mother's (guardian's)?

#38a. We've talked about a number of different articles of clothing in this interview. Let's just run down a few of them quickly and you can tell me for each item whether or not you and your mother (guardian) usually talk quite a bit about it before you get it.

- | | |
|----------|----------------------|
| Dresses | Rainwear |
| Skirts | Slips and petticoats |
| Sweaters | Anklets |
| Blouses | |

b. Now, which of these items do you and your mother (guardian) usually shop for together?

c. Who usually makes the final decision about what to buy -- you or your mother (guardian)?

#39a. I have a list here of things that mothers and daughters might or might not discuss when the daughter is going to get some new clothes. Which points do you and your mother (guardian) usually discuss when you're going to get a new item of clothing?

- | | |
|----------|-------------------------------|
| Price | Where to buy it |
| Style | Whether it's needed |
| Material | Whether it will wear well |
| Color | Whether it's easy to care for |

b. Well, who would you say usually makes the final decision on this -- you or your mother (guardian)?

#40. Generally speaking, at what age do you think a girl is old enough to do her own shopping and pick out her own clothes?

PART IV

41a. Have you shopped for and bought a dress within the past twelve months?

IF BOUGHT DRESS:

b. Did you plan to use the dress as an everyday or a dressup dress?

IF DID NOT BUY DRESS:

42. Have you shopped for and bought a skirt within the past twelve months?

43. I'd like to ask you about the last dress (skirt) you bought? When did you buy it?

44a. What was the most important reason why you selected this particular dress (skirt)?

b. What other things influenced you to select this dress (skirt)?

45. Can you tell me where you got your ideas about what kind of dress (skirt) to get?

46a. Did you pick up any ideas about what kind of dress (skirt) to buy from :

- | | |
|-------------------|------------|
| Newspapers | Radio |
| Fashion Magazines | Television |
| Other Magazines | Movies |

b. (ASK IF MORE THAN ONE SOURCE MENTIONED) Which one of these do you think was most helpful?

- 47a. Before you started shopping for your dress, did you discuss the type of dress (skirt) you might get with anyone? With whom?
- b. (ASK IF MORE THAN ONE PERSON MENTIONED) Well, with whom did you talk most?
- c. Would you say that what she had to say influenced you a great deal, somewhat, or hardly at all in selecting your dress (skirt)?
48. Did you do any window shopping for this dress (skirt) before you bought it?
- 49a. Did you shop around inside several stores before you bought the dress (skirt)?
- b. Did you make several shopping trips before deciding upon the dress (skirt) or did you decide upon what you wanted on the first shopping trip you made?
- IF SEVERAL TRIPS:
- c. About how many trips did you make altogether?
50. Did anyone go along with you when you went shopping? Who?
51. Was anyone with you when you actually decided upon the dress (skirt) you wanted? Who?
- 52a. All things considered, how important was the material of the dress (skirt) to you when you were deciding whether or not to buy it? Would you say it was the most important consideration, very important, only fairly important, or not at all important?
- b. Why is that?
53. IF NAME OF MATERIAL NOT MENTIONED YET, ASK) What material is the dress (skirt) made of?
- (Questions 54 to 67 related to sweaters and are reported in a separate study.)

BACKGROUND DATA

Now, I'd like to close the interview by asking you just a few factual questions about yourself so that we can have an overall picture of the teenage girls who are cooperating in this survey.

67. What was the last grade of school you completed?
68. Are you still enrolled in school?
69. Do you (did you last) attend a public school, private school or a parochial school?
- 70a. Do you have a regular job that you go to everyday or almost everyday?
- b. Do you do any work for pay -- such as baby sitting, running errands, or anything?
- c. What kind of work do you do?
- d. How many hours a week do you work?
- 71a. Do you have any brothers or sisters?
- b. How many are older brothers (sisters)?
How many are younger brothers (sisters)?
- 72a. In what country was your father born?
- b. In what country was your mother born?
73. What kind of work does your father do? (IF FATHER IS NOT HEAD OF HOUSEHOLD, ASK ABOUT OCCUPATION OF HEAD OF HOUSEHOLD)

(THIS QUESTION IS TO BE ASKED ONLY OF A PARENT OR GUARDIAN, NOT THE GIRL. HAND INCOME CARD TO PARENT OR GUARDIAN)

74. To complete the interview, we need to know the family income of the girls we have talked to. Would you look at this card and tell me the number of the group in which your total family income, before taxes, falls?

TO BE FILLED IN AFTER INTERVIEW

Is respondent married?

Race of respondent

Was mother (guardian) present during interview?

IF YES: DO YOU THINK SHE INFLUENCED THE RESPONDENT'S ANSWERS?

