

CONSUMER DECISION MAKING



This contest will include eight judging classes and two sets of oral reasons. Seven classes are selected from the current Consumer Decision Making Study Guide; the eighth class is a “mystery” class.

Entry

- Enter as an individual and/or a team of 3 to 4 members.
- Teams are made up of individuals in the same age division (Junior, Intermediate or Senior).

County Entries

- There is no limit in the number of entries per county.

Contest Classes

- This contest is a come and go event with small groups permitted into the contest room every 30 minutes on the hour and half-hour (afternoon of Day 2). The last group that will be permitted to participate in the contest may begin no later than 30 minutes before the contest day ending time.
- You will be completing 8 contest classes. This should take between 30 to 60 minutes. Classes will be selected from the official list provided by the State 4-H Office as listed below. Utilize the 2025-2026 Consumer Decision Making Study Guide at https://texas4-h.tamu.edu/wp-content/uploads/roundup_consumer_decision_making_guide_2026 to find information on contest classes that will be used at the district level.
- Classes include:

<ul style="list-style-type: none"> • Activewear • Athletic Shoes • Cell Phones • Fitness Equipment • Grocery Meats • Headphones • Laptops and Chromebooks 	<ul style="list-style-type: none"> • Outdoor Equipment • Professional Dress • Tablets • Televisions • Wireless Portable Speakers • Outdoor Backpacks • Dental Products
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Scoring

- You will be granted 7 minutes to complete and submit your answers for each class. The time starts when you begin the class and ends when you submit your placings for the class.
- Once all 8 contest classes have been completed, you will be directed to another room for reasons.
- Scantrons will be scored at the close of the contest and placings will be tabulated

Reasons

- Reasons classes will be clearly identified, however, understand there will be no extra time allowed to make reasons notes on these classes. Again, you will only have 7 minutes to take any notes you might need and submit your placings for the class.

- You will have 2 minutes to write each set of reasons. Reasons should be written using proper sentence structure and wording as provided in the Oral Reasons Guide.
 - Seniors will write reasons for two (2) classes.
 - Intermediates will write reasons for one (1) class.
 - Juniors will not write any reasons.

Study Guide

- State contest rules and Oral Reason Guide can be found at: https://texas4-h.tamu.edu/wp-content/uploads/2015/09/consumer_decision_making_oral_reasons.pdf