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THE USE OF SMALL ELECTRICAL APPLIANCES THAT  
SUPPLEMENT THE RANGE

by

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E. F. A.

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## CHAPTER I

### INTRODUCTION AND PURPOSE

Among the many changes that have been noted in family life patterns has been the increase in the use of appliances in today's servantless homes. Particularly during the years 1910 to 1960 much equipment was added to American homes. Today it is somewhat difficult to remember the great changes in appliance design that have occurred during the past half century. Not only large appliances but also small appliances have been redesigned and many new types have been invented.

Family life specialists emphasize the importance of the dinner hour as the time when family members, with today's busy schedules, have an opportunity to talk with one another. It may be that small movable electrical appliances will change the manner and the place and add convenience and variety in the preparation and service of foods. Such change applies not only to family meals but also to entertaining in the casual manner being adopted by present day servantless families. Small electrical appliances that supplement the range are relatively new. How they are being used by homemakers needs to be known as a preliminary to the development of their potentials.

The use of small electrical kitchen appliances with heating elements that substitute or supplement the range was the focus of this study. Due to the large number of small appliances on the market, this study was limited to the appliances that supplement the kitchen range. The eight small electrical appliances that were included were the

coffee maker, the deep fat fryer, the frypan, the griddle, the roaster, the rotisserie, the saucepan, and the toaster.

Time and financial limitations influenced the size and type of sample that could be used for this study. A random selection of 102 Guilford County Home Demonstration Club members were used for the sample. This was approximately twenty per cent of the total membership.

#### PURPOSE

The purpose of this study was to gain some indication of how homemakers use small electrical equipment that supplement the range.

Sub-divided, the purpose was:

1. To identify the features of small electrical cooking and baking equipment that homemakers use.
2. To ascertain the kinds of food homemakers cook with small electrical equipment.
3. To determine how often homemakers use the small electrical cooking and baking equipment they own.
4. To disclose the reasons homemakers like or dislike to use small electrical cooking and baking equipment.
5. To uncover the homemakers' views on the times, work, and money saved by small electrical equipment that supplement the range.

The literature will be reviewed in the next chapter. The findings will be found in the chapters that follow and the summary and conclusion and this report.

## CHAPTER II

### REVIEW OF LITERATURE

No research on the use of small electrical equipment by homemakers was found in the literature. Most of the writings on equipment and appliances for homes were concerned with how the consumer could be motivated to purchase them. Muller<sup>1</sup> suggests, "In recent years the consumer has begun to earn a reputation with business cycle analysts and economists for being unpredictable or temperamental in his spending behavior." From the consumer's standpoint, the decision to spend is governed by age, family status, home ownership, place of residence, breakdown of old durable goods, personality traits, income level and income change - to mention only a few. Attitudes toward spending are also influenced by personal finances, business conditions, personal future expectations, and the national economic outlook.<sup>2</sup>

Much has been written in the area of consumer research about motivation and the application of the findings to improve advertising and promote sales. Politz<sup>3</sup> states that the purpose of motivation in consumer research is to tell the manufacturer or advertiser what to do in order to sell more of his product or services to the public. He says,

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<sup>1</sup>Eva Mueller, "Effects of Consumer Attitude on Purchases," The American Economic Review, XLVII (December, 1957), p. 946.

<sup>2</sup>Ibid., pp. 947-948.

<sup>3</sup>Alfred Politz, "'Motivation Research' from a Research Viewpoint." The Public Opinion Quarterly, XX (Winter, 1956-1957), p. 664.

further, that such research is designed to investigate the consumer's motives, attitudes, and ability to learn. Herskovits<sup>4</sup> found that the main motives leading to purchase by consumers are the striving for self-assertion and the striving for the possession of things. However, behind every consumer's act of buying or not buying are a multiplicity of causes rather than a unique cause. Politz<sup>5</sup> sees the function of consumer research as uncovering the number of these causes that can be controlled by the advertiser.

Herskovits<sup>6</sup> points out that the culture largely determines the kind of things people want and the methods by which they try to get them. Even the ways in which biological needs are fulfilled are dependent upon the culture. He also suggests that attitudes toward the kinds of goods that are wanted and that will give social prestige change.<sup>7</sup> Polanyi<sup>8</sup> believes that man's reason for possessing material goods is to safeguard his social standing, his social claims, and his social assets. In view of this fact he says that both production and

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<sup>4</sup>M. J. Herskovits, "Motivation and Culture-Pattern in Technological Change," International Social Science Bulletin, VI (Number 3, 1954), pp. 388-89.

<sup>5</sup>Politz, loc. cit.

<sup>6</sup>Herskovits, loc. cit.

<sup>7</sup>Ibid., p. 399.

<sup>8</sup>Karl Polanyi, The Great Transformation. New York: Rinehart and Company, Inc., 1944, p. 40.

distribution are geared to a number of social interests which eventually bring about a specific economic process. Graham says,

. . . what is considered to be a better adjustment is in part culturally determined. Thus, if the behavior demanded for use of the innovation is compatible with the structure of the culture prior to its introduction, i.e. may be so interpreted by those participating in the culture, the chance of its acceptance is increased. The existing cultural conditions always determine whether, when, how, and in what form a new item will be adopted. If the behavior, ideas, and material apparatus which must accompany the use of the innovation can effect improvement along lines already laid down in the culture, the possibilities of acceptance are greater than if such were not the case.<sup>9</sup>

Electrical Merchandising Week quotes a leader in the field of merchandising as saying, "Innovation is the secret for continuing growth in the electric housewares industry."<sup>10</sup> An editorial in Electrical Merchandising Week points out further that in order to promote the market, distributors and mass merchandisers clamor for one or two good "hot" items every second year for exploitation, and manufacturers try to give them what they want. They state that among the first to be exploited was the deep-fat cooker-fryer. Due to promotional selling, sales jumped from 500,000 units in 1950 to 2,650,000 units in 1953. When promotional efforts were withdrawn in 1958, sales dropped down to less than 500,000. In 1951 rotisserie-broiler sales started with approximately 15,000 units and yearly sales rose to 1,400,000 units in 1955. The report of sales of the rotisserie-broiler

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<sup>9</sup>Saxon Graham, "Cultural Compatibility in the Adaption of Television," Social Forces, XXX (December, 1954), p. 166.

<sup>10</sup>"Electric Housewares," Electrical Merchandising Week, XCII (January, 1960), p. 73.

was not given after 1955. Electrical Merchandising Week further reports that during the years 1954 through 1956 portable mixers, coffeemakers, and steam irons, to a lesser degree, got the "treatment" of promotional selling. The frypan-skillet was parlayed from one million units sold in 1954 to over six million in the peak year of 1956.<sup>11</sup>

Electrical Merchandising Week also reports some of the factors which have influenced sales of electrical appliances in the last ten years. First, National Electrical Merchandising Association made great strides to promote appliances as gift items. Second, in 1950, due to the Korean war scare, distributors and dealers threw caution to the wind and built up inventories to protect their stockpiles. Third, population increased and the number of wired homes expanded accordingly, increasing from 37,000,000 at the start of 1950 to 50,600,000 at the end of 1959. Fourth, the American pattern of living is also changing. Families are moving out to suburbia where they can enjoy more leisure living. Saturation no longer can be estimated on the basis of one product to a home. As cooking and serving areas expand, cooking appliances appear on the patio and in the rumpus room. Toasters, coffee-makers, blenders, and mixers are in demand for many parts of the house other than the kitchen. Just to mention one "outside influence," frozen pies (meat and fruit) and frozen TV dinners are bringing more and more portable ovens onto the market.<sup>12</sup>

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<sup>11</sup>Ibid., p. 68.

<sup>12</sup>Ibid., p. 45.

It is recognized that cost or below-cost advertising, if continued, will eventually destroy the gift or prestige image which the public now has of electric housewares. It will also tend to destroy public confidence in the value of the otherwise high quality items.<sup>13</sup> Perhaps the consumer could make wiser purchases if he investigated the information available to him. Buying information on electrical housewares is published in periodicals such as Consumer Report and Consumer Bulletin.

What CU's (Consumer Union's) ratings offer is comparative buying information, the use of which, CU believes, will enormously increase the consumer's chances of getting his money's worth. Ratings are based on laboratory tests, controlled use test, expert opinion or experience, or a combination of these factors. It is CU's pledge that any opinion entering into its rating shall be as free from bias as it is possible to make them.<sup>14</sup>

A report in Consumer Bulletin on electric ranges stated:

What the consumer often doesn't realize is that ranges are assembled in long production lines, just as automobiles are, and until they reach the point on the line where the burners and accessories are attached, the \$200 range is identical to the \$550 one in all essential aspects of design, construction, and finish.<sup>15</sup>

They go further to say that it is on these extras that the manufacturer and the dealer make their best profits, and on these extras the consumer spends more and gets less than he does for the dollars that buy a simple workable range for cooking and baking.<sup>16</sup> If the consumer is

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<sup>13</sup>Ibid., p. 72.

<sup>14</sup>Consumer Report, XX (January, 1957) p. 2.

<sup>15</sup>"Electric Ranges," Consumer Bulletin, XLI (November, 1958), P. 14.

<sup>16</sup>Ibid.

made aware of such factors, he may be able to make a more satisfying selection for the family.

The consuming public includes the total population - in the United States more than one hundred and seventy million people. Since it is the ultimate aim of home economists to promote the well-being of the family and individuals comprising the family, they cannot overlook the need to assist in any way possible in bringing to the market goods and services which will meet both the needs and the wants of the consuming public. Home economists with their understanding of the needs of families should accept the responsibility of carrying out research which, if applied, will result in greater satisfaction to the consuming public.

## CHAPTER III

### METHOD

A questionnaire was developed to reveal (1) a family's ownership of small electrical equipment that can supplement or substitute for a kitchen range, (2) the frequency of individual use of such small electrical equipment, (3) the kinds of food homemakers cook with small electrical equipment, (4) reasons homemakers like or dislike to use small electrical cooking and baking equipment, and (5) the homemakers' views as to time, work, and money saved by small electrical equipment that supplement the range.

Ideally this study would have included a random sampling of all homemakers. Obviously this would not be possible to complete as a Master's study. Time and financial limitations influenced the size of sample that could be used for this study. The sample was randomly selected from a population of Home Demonstration Club members in Guilford County, North Carolina. The sample consisted of one hundred two club members which is approximately 20 per cent of the total membership. Club members who lived by themselves rather than in a family situation were eliminated from the population to be sampled.

Permission was granted by the Home Economics Agents of the Guilford County Extension Service for the researcher to invite the Home Demonstration Club members to participate in the study. The questionnaires were distributed at the January, 1960, meeting of the Home Demonstration Club leaders of the county. A leader from each club was

asked to take an envelope containing five questionnaire and distribute them to certain members of the club. In order to get a random sample of club members, leaders were given specific directions. If the club had less than fifteen members, copies were assigned to the club members whose names appeared first, third, fifth, seventh, and ninth on the club roll. If the club had more than fifteen members, copies were assigned to those people whose names appeared first, fifth, ninth, fifteenth, and seventeenth.

Twenty-one of the twenty-five clubs in the county participated in the study. Four of the clubs did not respond. One hundred and two questionnaires, 82 per cent, were returned and were analyzed in this study.

Descriptive data of the families and their housing were expressed as percentiles and means were computed. Descriptive data of the small electrical appliances that supplement the range, such as kinds of appliances owned and features of these appliances, were set in tables. Percentages were calculated for the convenience of the reader.

It was of interest to determine the kinds of food homemakers cook with small electrical appliances and the frequency with which homemakers use the appliances, purposes two and three. Tabulations were made of the number of homemakers who fry foods in the electric frypan and the number who fry foods in a frying pan on the range. Tabulations of the frequency of use per week for the electric frypan and a frypan on the range also were made for each kind of food and averages computed. This procedure was repeated for the electric coffee maker and electric deep fat fryer.

In order to describe the over-all frequency of use for the electric frypan, the percentage of homemakers who use the electric frypan and the percentage who use a frying pan on the range was computed. This procedure was also used for expressing the frequency with which the electric toaster was used.

Another purpose was to determine reasons homemakers like or dislike to use small electrical cooking and baking equipment. Percentages were calculated of homemakers who prefer using the electric frypan or a frying pan on the range for each of a series of reasons which had been listed on the questionnaire. Similar calculations were made regarding reasons for preference of the electric toaster and the range oven or broiler, the preference of the electric coffee maker and a coffee maker on the range, and the preference of the electric deep fat fryer and a deep fat fryer on the range.

It was also of interest to determine the relationship between the frequency of use of four of the most commonly owned small electrical kitchen appliances and some possible influencing factors. These factors were value of house, income of family, meals served per week, age of homemaker, education of homemaker, years married, and whether the appliance was a gift or purchase.

Families were categorized into series of four or six cell tables according to the frequent or infrequent use of the electric frypan and low and high divisions for value of house, income of family, meals served per week, age of homemaker, education of homemaker, years married, and whether the appliance was a gift or purchase. The tables

were analyzed using a Chi Square test for contingency tables. This procedure was repeated for the electric toaster, the electric coffee maker, and the electric deep fat fryer.

## CHAPTER IV

### THE FAMILIES STUDIED

The one hundred two families in this study represented a variety of family groups. The families varied from the first phase of the expanding period of the family life cycle to the retirement period. Twelve per cent of the heads of the household were retired. Twenty-three per cent of the families derived their income primarily from farming, 30 per cent were employed as laborers, 11 per cent as foremen, and 12 per cent as salesmen. There were twelve professional men in the group. Ten per cent of the homemakers were employed outside the home, which is considerably lower than the one-third national average. The age, education, income, and family composition of the families are summarized in Table I.

It was interesting to note that twenty-five was the average number of years that the couples had been married. Three per cent of the couples had been married over forty-five years. There was almost an equal number of couples who had been married for six to fifteen years (26.2 per cent), sixteen to twenty-five years (23.2 per cent), twenty-six to thirty-five years (28.3 per cent), and thirty-six to forty-five years (13.1 per cent). Although the average number of years of formal education were approximately twelve years for both husband and wife, college graduates were more prevalent among the husbands.

The number of persons in households ranged from two to seven with 32 family units of four members and 8 family units with more than five.

TABLE I

PERCENTILES OF AGE, EDUCATION, INCOME, FAMILY COMPOSITION, SIZE  
AND VALUE OF HOUSES OF THE 102 GUILFORD COUNTY RESPONDENTS

	PERCENTILES					ARITHMETIC MEAN
	10th	25th	50th	75th	90th	
	YEARS					
Age of homemaker	29	35	46	56	62	45.1
Length of marriage	8	14	25	33	43	24.3
Education:						
Homemaker	9	11	12	14	15	11.9
Husband	8	11	12	15	16	11.9
Age of House	9	11	12	14	15	19.3
	NUMBER					
Household members	2	2	3	4	5	3.5
Children	0	0	1	2	3	1.3
Rooms in house	3.5	4.8	6.3	7.5	8.9	6.0
Bathrooms in house	1.0	1.0	1.0	2.0	2.0	1.5
	DOLLARS					
Income	3,000	4,000	5,000	8,000	11,000	6,000
Value of house	4,000	8,000	12,000	16,000	20,000	13,000

Thirty-eight per cent of the homes were without children and 62 per cent had at least one child or more. The ages of the children living at home ranged from six months to twenty-five years. The average number of children in the homes was two. Six thousand dollars was the average total income reported. Twelve families reported annual incomes less than four thousand dollars and 10 families reported incomes over ten thousand.

#### DESCRIPTION OF THE HOUSES

Ninety-six (94 per cent) of the families owned their own homes. Sixteen families expressed plans to build in the near future. The median age of the houses was 12 years but the mean was 19.3 years. The mean was raised by a few houses that were over 35 years old. Approximately one-half of the houses had 5 or 6 rooms, excluding bathrooms, and approximately one-fourth had 7 or 8 rooms. Fifteen per cent of the houses had fewer than 5 rooms and 10 per cent had more than 8 rooms. Approximately two-thirds of the houses had one bathroom, 23 per cent had two, 5 per cent had one and one-half baths, and 1 per cent had three.

From the reports of those homemakers who estimated the value of their homes, 30 per cent of the houses were in the six thousand to ten thousand dollar range, and 27 per cent were in the eleven thousand to fifteen thousand dollar range. Fifteen per cent fell below six thousand dollars and 28 per cent were above fifteen thousand dollars. In Table I, percentiles and means are given for the sizes and values of the houses.

## CHAPTER V

### THE KITCHEN RANGES

Since this study is based on the use of small electrical kitchen appliances that supplement the range, it was necessary to check the age, type of fuel used, and features of the ranges. Homemakers' satisfaction and dissatisfaction related to the range could affect the use of the small appliance studied.

A summary of the kind of fuel used in the kitchen ranges indicated that 92 per cent were electric and 8 per cent were gas. Two of the gas ranges were in combination with wood. Twenty-one different range brands are represented in this sample. Half of the ranges were less than six years old and 34 per cent were over nine years old. The average age of the ranges was about seven years.

The presence and use of or the desire for features on ranges owned by ninety-nine Guilford County homemakers is presented in Table II. The feature that was most prevalent on the ranges was the appliance outlet which was present on seventy-nine per cent. Twenty-four per cent of the homemakers who did not have an appliance outlet expressed a desire for one. A little over one-third of the homemakers had timed appliance outlets, but they were not used as much, and were not as highly desired, as the regular appliance outlet. The second and third most prevalent features were the oven light, owned by sixty-six homemakers, and the automatic timer on the oven, owned by sixty-four. Twenty-nine per cent more of the homemakers used the oven light than

TABLE II

HOMEMAKERS' RESPONSES INDICATING THE PRESENCE AND USE  
OR THE DESIRE FOR FEATURES ON RANGES

Features	Do Have		Do Have and Use		Do Not Have but Would Like	
	Number	Per cent	Number	Per cent*	Number	Per cent**
Recessed cooker	37	37.4	20	54.1	7	11.3
Appliance outlet	78	78.8	64	82.1	5	23.8
Appliance outlet (timed)	35	35.4	20	57.1	6	9.4
Two ovens	9	9.1	6	66.7	18	20.0
Automatic timer on oven	64	64.6	37	57.8	10	28.6
Oven light	66	66.7	57	86.4	9	27.3
Glass door on oven	20	20.2	16	80.8	15	19.0
Simmer burner	59	59.6	51	86.4	7	17.5
Fluorescent light	47	47.5	37	78.7	4	7.7

\*Per cent of those who have the feature.

\*\*Per cent of those who do not have the feature.

used the automatic timer, but approximately an equal per cent expressed a desire for both of these features. Over three-fourths of the homemakers having a glass door on the oven, a simmer burner, and a fluorescent light reported using them. The recessed cooker appeared to be the feature desired least. Only 54 per cent of the owners who have them use them, and only 11 per cent expressed a desire for one.

The majority (94.9 per cent) of the range tops were porcelain enamel. When homemakers were asked which they preferred, 43 per cent indicated porcelain enamel, 22 per cent stainless steel, and 34 per cent did not respond or were undecided. Eighty-six per cent of the homemakers indicated that the back splash on the range was high enough with an average height of nine inches, Table III. Only 56 per cent said that it protected the wall.

The satisfactions and dissatisfactions expressed by homemakers concerning various features of the ranges they own are presented in Table III. Eighty-one per cent of the ranges had four units and 17 per cent had three. Some of the homemakers that had only three expressed a desire for a fourth unit. In trying to determine the degree of heat control on these units the homemakers were asked if the burner had definite stops for heat control positions. Ten per cent reported no definite stops for heat control, but 84 per cent reported from two to seven positions. Over one-half of the homemakers considered the burners and the broiler pan easy to clean, but less than one-third considered spatters in the oven easy to clean. Three-fourths of the homemakers thought that the broiler was hot enough and almost this many thought

TABLE III

PER CENT OF HOMEMAKERS WHO EXPRESSED SATISFACTIONS AND  
DISSATISFACTIONS CONCERNING VARIOUS FEATURES  
OF THE RANGES THEY OWN

Features of the Range	Yes	No	No Response
		Per Cent	
Burners:			
Easy to clean	65.7	29.3	5.1
Stops for different temperatures	83.8	10.1	6.1
Broiler:			
Hot enough	77.8	1.0	21.2
Easy to reach	69.7	5.1	25.3
Smoke no problem	47.5	11.1	41.4
Ease of cleaning:			
Broiler pan	56.6	19.2	24.2
Spatters	29.3	39.4	31.3
Ovens:			
Retains heat well	69.7	12.1	18.2
Thermostate works right	77.8	6.1	16.2
Automatic Timer	64.6	26.3	9.1
Timer works	53.5	11.1	35.4
Top of the Range:			
Backsplash high enough	85.9	6.1	8.1
Protects the wall	55.6	32.3	12.1

that it was convenient to reach. Smoke from the broiler was considered somewhat of a problem by 48 per cent. Twelve per cent reported a loss of heat from the oven but only 6 per cent recognized any needed adjustment of the thermostat and 11 per cent had automatic timers that were not in operating condition. Homemakers who used the automatic timers on their oven used them about ten times per month.

## CHAPTER VI

### THE SMALL ELECTRICAL KITCHEN APPLIANCES THAT SUPPLEMENT OR SUBSTITUTE FOR THE RANGE

The appliances included in this study are the small electrical kitchen appliances with heating elements that substitute for or supplement the kitchen range. They are the electric toaster, coffee-maker, frypan, deep fat fryer, griddle, rotisserie, roaster, and saucepan. Approximately half of the one hundred two families own either two or three of these appliances; however, two reported not owning any and five owned six of the eight. (See Table IV.)

TABLE IV

THE NUMBER AND PER CENT OF FAMILIES STUDIED WHO OWNED THE SMALL  
ELECTRICAL KITCHEN APPLIANCES THAT SUPPLEMENT THE RANGE

Number of Small Appliances in Homes	Number of Families	Per cent of Families
0	2	2.0
1	15	14.7
2	26	25.5
3	27	26.5
4	20	19.6
5	7	6.9
6	5	4.9

It was interesting to note that the most commonly owned appliances were the toaster and the coffeemaker, which have been popular for decades, and the frypan, which was the "hot" item on the market from 1954 to 1956. (See Table V.)

TABLE V

THE KIND OF SMALL ELECTRICAL KITCHEN APPLIANCES THAT SUPPLEMENT THE RANGE OWNED BY THE 102 FAMILIES STUDIED

Kind of Small Appliances in Each Home	Number of Families	Per cent of Families
Toaster	77	75.5
Coffeemaker	76	74.5
Frypan	60	58.8
Deep Fat Fryer	35	34.3
Griddle	23	22.5
Rotisserie	10	9.8
Roaster	7	6.9
Saucepan	6	5.9

Most of the frypans (86.7 per cent) were gifts, Table VI. Three-fourths (74.3 per cent) of the deep fat fryers owned were gifts, and approximately two-thirds of the coffee makers, the toasters, and the saucepans were gifts. The rotisserie tended to be purchased by the owner although the total number owned was small.

TABLE VI

WAYS HOMEMAKERS OBTAINED THE SMALL ELECTRICAL  
KITCHEN APPLIANCES THAT SUPPLEMENT THE RANGE

Small Appliances	Total Number Owned	Gift		Purchased	
		Number	Per cent	Number	Per cent
Toaster	77	50	64.9	27	35.1
Coffeemaker	76	48	63.2	28	36.8
Frypan	60	52	86.7	8	13.3
Deep Fat Fryer	35	26	74.3	9	25.7
Griddle	23	13	56.6	10	43.5
Rotisserie	10	4	40.0	6	60.0
Roaster	7	5	71.4	2	28.6
Saucepan	6	4	66.7	2	33.3

Whether or not the homemakers know they have and if so whether or not they use certain features on their appliances is indicated in Tables VII and VIII. The majority of the homemakers seemed to be aware that their small appliances come with a guarantee; however, few indicated that they had needed to use it. Indicator lights were used by over half of the homemakers who were aware that the appliances had them. The dial for selecting brownness on the toaster was used by seventy per cent of the homemakers owning toasters with selectors. One-half of the homemakers who had a strength dial on the coffeemaker used it. For the frying pan and the deep fat fryer, the fry guide was very popular and used by over two-thirds of the owners. The guide charts on the griddle

TABLE VII

THE PERCENTAGE OF 99 GUILFORD COUNTY HOMEMAKERS WHO HAVE AND WHO HAVE AND  
USE FEATURES ON SMALL APPLIANCES THAT SUPPLEMENT THE RANGE

Features	Toaster		Coffee Maker		Frypan		Deep Fat Fryer	
	Have	Have and Use*	Have	Have and Use*	Have	Have and Use*	Have	Have and Use*
Strength dial	—	—	45.2	57.1	—	—	—	—
Dial for selecting brownness	87.7	70.3	—	—	—	—	—	—
Indicator light	12.3	66.7	45.2	50.1	84.5	61.2	96.7	79.3
Guarantee	50.7	10.8	71.0	13.6	70.7	29.3	70.0	23.8
Fry guide	—	—	—	—	84.5	71.4	96.7	69.0
Drain spout	—	—	—	—	—	—	46.7	71.4

\*Per cent of homemakers who have and use the feature

TABLE VIII

THE PERCENTAGE OF 99 GUILFORD COUNTY HOMEMAKERS WHO HAVE AND WHO HAVE AND  
USE FEATURES ON SMALL APPLIANCES THAT SUPPLEMENT THE RANGE

Features	Griddle		Rotisserie		Roaster		Saucepan	
	Have	Have and Use*	Have	Have and Use*	Have	Have and Use*	Have	Have and Use*
Indicator light	75.0	40.0	44.4	75.0	85.7	66.7	40.0	0.0
Guide chart	35.0	42.9	—	—	—	—	40.0	50.0
Guarantee	75.0	13.3	44.4	25.0	—	—	80.0	0.0
Automatic timer	—	—	55.6	60.0	57.1	50.0	—	—
Immersible in water	—	—	—	—	—	—	60.0	66.7

\*Per cent of homemakers who have and use the feature

and saucepan were not so popular. Some of the rotisseries had a height adjuster and a stand for slicing, but the homemakers seldom used these two features. One of the roasters had a grill unit and two had cabinets that were never used. The automatic timer tended to be used on both the rotisserie and roaster.

## CHAPTER VII

### THE USE OF SMALL ELECTRICAL KITCHEN APPLIANCES THAT SUPPLEMENT OR SUBSTITUTE FOR THE RANGE

Homemakers were asked to comment regarding whether they preferred to use the small electrical appliances or use a regular pot or pan on the range and how often and for what types of food. Obviously, only those who owned the small electrical appliance in question could supply such information. Four of the appliances, the electric griddle, the rotisserie, the small electric oven or roaster, and the electric saucepan were owned by less than a fourth of the homemakers. For purposes of comparison these four were not included here as the smallness of the total number owned cast doubt on the validity of such comparison.

#### I. THE ELECTRIC TOASTER

Of the eight appliances studied, more electric toasters were owned than any other appliance. Seventy-seven of the homemakers owned toasters. Sixty-five were automatic and twelve were non-automatic. Three of the automatics were toaster-oven combinations. The approximate cost of the toaster, as estimated by the homemakers, ranged from ten to twenty-five dollars with an average of sixteen dollars and ninety-four cents. Only homemakers who owned electric toasters answered the questions regarding kinds, frequencies, and reasons for using the electric toaster and for using the range broiler or oven for toasting. Obviously those who did not own an electric toaster could not judge its use.

### Kinds of Use

The favorite use of the toaster was to make breakfast toast, and a few families also preferred bread toasted in the electric toaster for sandwiches. Approximately 20 per cent of the homemakers preferred using the range broiler or oven rather than the toaster for some toasting. The range broiler or oven was preferred for warming waffles and for toasting buns.

### Frequencies of Use

The electric toaster was used an average of 7.9 times per week and the oven or broiler was used an average of 3.7 times per week for toasting by homemakers who owned an electric toaster.

Twenty-two per cent of the homemakers used the electric toaster twice or three times a day, half (51.9 per cent) of the owners used the electric toaster approximately once a day, and the remainder (25.9 per cent) used the electric toaster less than once a day. (See Table IX.) Over three-fourths (78.1 per cent) used the range broiler or oven for toasting less than once a day, and 21.9 per cent used it approximately once a day. Some of the preferred toasting in the range broiler or oven was for buns and waffles.

### Reasons for Use

Reasons that owners gave for preferring to use the electric toaster or preferring to use the range oven are presented in Table X. More of the homemakers thought the electric toaster was (1) easier to clean and (2) less costly to operate than the range oven. Most of the homemakers

TABLE IX

FREQUENCY WITH WHICH HOMEMAKERS WHO OWN AN ELECTRIC  
TOASTER USE IT OR USE THE RANGE OVEN OR BROILER

Frequency of Use	Use Electric Toaster	Use Range Oven or Broiler
	P E R C E N T	
Less than once a day	25.9	78.1
Approximately once per day	51.9	21.9
Twice per day	18.5	0.0
Three times per day	3.7	0.0

TABLE X

REASONS THAT OWNERS SAY THEY PREFER TO USE THE ELECTRIC  
TOASTER OR PREFER TO USE THE RANGE OVEN OR BROILER

Reasons	Electric Toaster	Range Oven or Broiler	No Response
	P E R C E N T		
Family prefers toast made in	42.9	42.9	14.3
Makes the right amount	14.3	71.4	14.3
More even browning	14.3	14.3	71.4
Easier to clean	42.9	14.3	42.8
Easier to handle	28.6	28.6	42.8
Cost less to operate	28.6	14.3	57.1

checked a preference for the range broiler or oven because of the amount of toast prepared. Homemakers were equally divided on preference for either the electric toaster or the broiler or oven on the range for three reasons. These were (1) family preference for toast made in the electric toaster or the range broiler or oven, (2) evenness of brownness, and (3) ease of handling. Comments of homemakers revealed that the broiler was used in order for the bread to be toasted with butter or cheese. They stated that they would prefer to use a toaster for these purposes because it needs less watching.

## II. THE ELECTRIC COFFEE MAKER

Seventy-six of the one hundred two homemakers reported that they owned an electric coffee maker. Almost the same number of electric coffee makers as electric toasters were in the homes studied. These two were the most commonly owned of the small electrical appliances that supplement the range in the sample studied. Seventy-three per cent of the electric coffee makers were automatic. Twenty-seven per cent were non-automatic. The reported cost ranged from eight to thirty dollars with an average cost of eighteen dollars and ninety cents. Most of the coffee makers, (87.3 per cent) had a capacity of eight to ten cups.

### Kinds of Use

The majority (82.2 per cent) of the homemakers who owned an electric coffee maker used it for brewing coffee, 8 per cent used the electric coffee maker only for making instant coffee, while 2.1 per cent

used it for both brewed and instant coffee. (See Table XI.) Some of the homemakers who owned an electric coffee maker used the range for making both brewed and instant types of coffee at least a part of the time. Thirty-eight per cent of the homemakers brewed coffee on the range, and 15.1 per cent of the homemakers made instant coffee on the range.

TABLE XI

KINDS OF USE AND FREQUENCY OF USE FOR AN ELECTRIC COFFEE MAKERS  
AND FOR A COFFEE MAKER ON THE RANGE BY HOMEMAKERS  
WHO OWN AN ELECTRIC COFFEE MAKER

Types of Coffee Made	Electric Coffee Maker on Range P e r c e n t		Electric Coffee Maker on Range Average Frequency Per Week	
	Brewed coffee	82.2	38.4	7.2
Instant coffee	8.2	15.1	.6	1.1

The homemakers who had automatic electric coffee makers used them more often, an average of 9.0 times per week, than did the homemakers who had non-automatic electric coffee makers, an average of 3.3 times per week. Five of the non-automatic and four of the automatic electric coffee makers were never used.

For two-thirds of the homemakers, the favorite use for an electric coffee maker was to serve guests. Apparently coffee for guests is made in the kitchen and kept hot there, as only ten per cent of the homemakers reported that they ever plugged in the electric coffee maker in the

living room. Even though mobility to other parts of the house is a selling point of small electrical appliances, the homemakers studied did not make use of this attribute.

#### Frequencies of Use

The electric coffee makers were used for brewing coffee an average of 7.2 times per week and for making instant coffee an average of .63 times per week. (Table XI.) Homemakers who owned an electric coffee maker used the range for brewing coffee an average of 4.2 times per week and for instant coffee an average of 1.1 times per week. An over-all comparison of the frequency of use of electric coffee makers and of coffee makers on the range, by homemakers who owned an electric coffee maker, indicated that the electric coffee maker was used an average of 7.8 times per week and the range was used for making coffee an average of 5.3 times per week. Eleven per cent never used their electric coffee makers at all.

Those who always used their electric coffee maker made coffee an average of 12.1 times per week, while those who always used the range for making coffee made it an average of 14.8 times per week, (Table XII). The forty per cent who used both an electric coffee maker and the range for making coffee used their electric coffee maker an average of 4.6 times per week and the range an average of 9.2 times per week.

TABLE XII

COMPARISON OF USE OF ELECTRIC COFFEE MAKERS AND OF COFFEE MAKERS  
ON THE RANGE BY THOSE WHO OWN AN ELECTRIC COFFEE MAKER

Homemakers	Electric Coffee Maker	Coffee Maker on Range
	Average Number of Times Per Week Used	
49.3 per cent who use electric coffee maker exclusively	12.1	0.0
39.7 per cent who use both electric coffee maker and coffee maker on the range	4.6	9.2
11.0 per cent who use coffee maker on range exclusively	0.0	14.8

Reasons for Use

Reasons that owners gave for preferring to use the electric coffee maker or preferring to use a coffee maker on the range are reported in Table XIII. The two main reasons the electric coffee maker was used were (1) families like the coffee better and (2) it holds at serving temperature. Approximately two-thirds of the homemakers checked that they preferred the coffee maker on the range because it makes the right amount, where as about one-third preferred the electric coffee maker for the same reason. Although many of the homemakers did not check which type of coffee maker they considered easier to clean and easier to store, those that did check these reasons for preferring one or the other consistently preferred the coffee maker on the range. However, the homemakers tended to check that the electric coffee maker was easier to handle.

TABLE XIII

REASONS THAT OWNERS SAY THEY PREFER TO USE THE ELECTRIC  
COFFEE MAKER OR PREFER TO USE A COFFEE MAKER ON THE RANGE

Reasons	Electric	Coffee Maker	No Response
	Coffee Maker	On The Range	
P E R C E N T			
Family prefers coffee made in	62.5	37.5	0.0
Makes the right amount	37.5	62.5	0.0
Easier to clean	0.0	37.5	62.5
Easier to store	0.0	25.0	75.0
Easier to handle	37.5	12.5	50.0
Holds at serving temperature	75.0	12.5	12.5

### III. THE ELECTRIC FRYPAN

The electric frypan was the third most commonly owned appliance included in this study. Sixty (58.8 per cent) of the homemakers reporting owned one. The electric frypans ranged in size from nine to twelve inches in diameter. The cost, as estimated by homemakers, ranged from twelve to thirty dollars with an average cost of nineteen dollars and thirty-one cents. In order to determine how the electric frypans were used only those who owned them answered the questions regarding the kinds, frequencies, and reasons for using the electric frypans and for using the frying pans on the range. Obviously, those who do not own an electric frypan must use the range for all frying.

### Kinds of Use

The favorite use for the electric frypan was to fry chicken. The majority (84.4 per cent) who owned an electric frypan used it for frying chicken (Table XIV). Over fifty per cent of the homemakers used the electric frypan for steaks and for hamburgers and sausage, and almost fifty per cent of the homemakers used it for pork and lamb chops. Pancakes were fried in the electric frypan by 43.8 per cent of the homemakers. A little over a third used the electric frypan for bacon and eggs and for fish.

All the homemakers who owned an electric frypan also used a frying pan on the range. Eighty-four per cent of the homemakers used the range for frying bacon and eggs, a little less than fifty per cent for frying hamburgers and sausage, and a little over a third for frying fish.

### Frequencies of Use

On the whole, homemakers who owned an electric frypan used a frying pan on the range for preparing foods more often than they used their electric frypans. (See Table XIV.) The average use for the electric frypan was 5.2 times per week compared with an average use of 7.6 times per week for a frying pan on the range.

The electric frypans were used more often for bacon and eggs, on the average about once a week, than for any other foods. (See Table XIV.) However, bacon and eggs were fried in a frying pan on the range, by those who owned an electric frying pan, four times per week. Chicken was fried in the electric frypan an average of once a week and in a frying pan on

TABLE XIV

KINDS OF USE AND FREQUENCY OF USE FOR ELECTRIC FRYPANS  
AND FOR A FRYING PAN ON THE RANGE BY HOMEMAKERS  
WHO OWN AN ELECTRIC FRYPAN

Types of Food Prepared	Electric Frypan on Range		Electric Frypan on Range	
	Percent		Average Frequency Per Week	
Bacon and eggs	34.4	84.4	.95	3.87
Pancakes	43.8	12.5	.46	.15
Hamburger and sausage	50.0	46.9	.51	1.30
Potatoes and vegetables	21.9	25.0	.37	.70
Fish	34.4	34.4	.28	.27
Pork and lamb chops	46.9	15.6	.47	.21
Steaks	53.1	21.9	.50	.19
Liver	25.0	12.5	.13	.10
French toast	21.9	9.4	.15	.10
Chicken	84.4	21.9	.81	.20
Popping corn	6.3	6.3	.04	.04
Baking potatoes	6.3	3.1	.04	.06
Keeping food warm	15.6	3.1	.20	.16
Heating rolls	15.6	3.1	.12	.13
One dish meals	21.9	12.5	.16	.12
Average times used			5.20	7.60

the range an average of less than once a month. The electric frypans were used for hamburgers and sausage, steaks, pork and lamb chops, and pancakes about once every two weeks.

Other than for bacon and eggs, the most frequent use of frying pans on the range by owners of electric frying pans was for hamburgers and sausage, on the average 1.3 times per week, and for potatoes and vegetables, on the average .7 times per week.

Of the fifteen kinds of food preparation which the homemakers were asked to check according to the frequencies with which they used their frying pans on the range, almost 80 per cent of the usage was for three of the items: bacon and eggs, an average of 3.87 times per week; hamburger and sausage, an average of 1.30 times per week; and potatoes and vegetables, an average of .70 times per week. The frying pan on the range was used for all three of these kinds of food preparation on the average 5.87 times per week. All three of these kinds of food were fried in the electric frypan an average of 1.83 times per week.

Most of the homemakers (56.8 per cent) used the electric frypan from one to five times per week; less than a third (29.7 per cent) used it from six to ten times per week; the rest (13.5 per cent) used the electric frypan from eleven to fifteen times per week. (See Table XV.)

Almost 40 per cent of the homemakers used a frying pan on the range from one to five times per week. Over a third used a frying pan on the range from six to ten times per week. About a fifth of the homemakers used a frying pan on the range from eleven to fifteen times per week. The rest (8.1 per cent) used a frying pan on the range

sixteen times per week. On the whole, owners of electric frypans used the range for frying more often than they used their electric frypan.

TABLE XV

FREQUENCY WITH WHICH HOMEMAKERS WHO OWN AN ELECTRIC FRYPAN  
USE IT OR USE A FRYING PAN ON THE RANGE

Frequency of Use	Use Electric Frypan	Use Frying Pan on Range
	P E R C E N T	
1 to 5 times per week	56.8	37.8
6 to 10 times per week	29.7	35.1
11 to 15 times per week	13.5	18.9
16 or more times per week	0.0	8.1

#### Reasons for Use

A large majority of the homemakers checked as reasons for preferring the use of the electric frypan (1) less watching, (2) better heat control, and (3) more even browning, Table XVI. The majority of the homemakers checked as reasons for preferring the use of the frying pan on the range (1) easier to clean, (2) easier to store, and (3) easier to handle. If the ease of cleaning, of storing and of handling the electric frypan could be improved, it should be used more often and give greater satisfaction.

Comments written by the homemakers, indicated that they enjoyed using the electric frypan but would like to make some suggestions for

improving it. Some homemakers wrote that the underneath side had a rough texture and lettering imprinted in the metal which made it difficult to clean. Others wrote that they had trouble with the absorption of stains and with hot spots.

TABLE XVI

REASONS THAT OWNERS SAY THEY PREFER TO USE THE ELECTRIC  
FRYPAN OR PREFER TO USE A FRYING PAN ON THE RANGE

Reasons	Electric Frypan	Frying Pan on Range	No Response
	P E R C E N T		
More even browning	79.2	8.3	12.5
Easier to clean	4.2	70.8	25.0
Easier to store	4.2	75.0	20.8
Easier to handle	4.2	70.8	25.0
Better heat control	91.7	0.0	8.3
Foods taste better	41.7	8.3	50.0
Less watching	91.7	0.0	8.3

#### IV. THE ELECTRIC DEEP FAT FRYER

Thirty-four per cent of the homemakers studied owned deep fat fryers. It was the fourth most commonly owned appliance included in this study. The estimated cost range from twelve to thirty dollars with a mean cost of twenty dollars and seventy-five cents. The majority of the electric deep fat fryers (72 per cent) had a capacity of four to

six quarts. Only those who owned an electric deep fat fryer answered the questions regarding the kinds, frequencies, and reasons for using the electric deep fat fryer and for using a deep fat fryer on the range.

#### Kinds of Use

The favorite use of the electric deep fat fryer was to fry French-fried potatoes. The majority (90.9 per cent) who owned an electric deep fat fryer used it for French-fried potatoes. (See Table XVII.) Approximately two-thirds (63.6 per cent) of the homemakers used the electric deep fat fryer for oysters, shrimp, and small fish, and over fifty per cent of the homemakers used it for frying chicken.

Some of the homemakers who owned an electric deep fat fryer also used a deep fat fryer on the range. For frying, the electric deep fat fryer was used about as often, an average of 4.6 times per month, as was a deep fat fryer on the range, an average of 4.3 times per month. However, electric deep fat fryers were not used to any extent for the supplementary uses suggested by the manufacturer, such as, steaming, blanching, warming buns, making soups, roasting pot roasts, and popping corn.

#### Frequencies of Use

The electric deep fat fryers were used more often for French-fried potatoes, on the average about three times a month, than any other food. (See Table XVII.) Oysters, shrimp, and small fish were fried an average of once a month in both the electric deep fat fryer and a deep fat fryer on the range. A deep fat fryer on the range was

TABLE XVII

KINDS OF USE AND FREQUENCY OF USE FOR ELECTRIC DEEP FAT FRYERS  
AND FOR A DEEP FAT FRYER ON THE RANGE BY HOMEMAKERS  
WHO OWN AN ELECTRIC DEEP FAT FRYER

Types of food prepared	Electric Deep Fat Fryer	Deep Fat Fryer on Range	Electric Deep Fat Fryer	Deep Fat Fryer on Range
	P e r c e n t		Average Frequency Per Month	
<b>To Fry</b>				
Chicken	54.5	27.3	.56	1.10
Croquettes	9.1	18.2	.10	.41
Doughnuts and fritters	18.2	18.2	.14	.95
French-fried potatoes	90.9	18.2	2.77	.82
Oysters, shrimp, and small fish	63.3	18.2	1.02	1.10
Average times used			4.59	4.28
<b>Supplementary uses*</b>				
Steaming	0.0	36.4	.00	5.20
Blanching	18.2	18.2	.20	.29
Warming buns	18.2	45.5	.23	2.90
Making soups	9.1	72.7	.36	2.00
Roasting pot roasts	9.1	54.5	.20	1.45
Popping corn	9.1	9.1	.05	.36
Average times used			1.04	12.20

\*The supplementary uses for the electric deep fat fryer were those suggested by manufacturers' directions for consumers.

used twice as often to fry chicken. Other preparations that showed a higher average frequency for a deep fat fryer on the range were the supplementary uses such as steaming, warming buns, making soups, and roasting pot roasts. The three kinds of foods fried most frequently in the electric deep fat fryer were French-fried potatoes, an average of 2.77 times per month; oysters, shrimp, and small fish, an average of 1.02 times per month; and chicken, an average of .56 times per month. All these were fried in the electric deep fat fryer an average of 4.35 times per month.

#### Reasons for Use

The two main reasons homemakers checked for preferring to use the electric deep fat fryer were (1) more even browning and (2) foods taste better (Table XVIII). There were three main reasons why they preferred

TABLE XVIII

REASONS THAT OWNERS SAY THEY PREFER TO USE THE ELECTRIC DEEP FAT FRYER OR PREFER TO USE A DEEP FAT FRYER ON THE RANGE

Reasons	Electric	Deep Fat Fryer	No Response
	Deep Fat Fryer	on Range	
P E R C E N T			
Makes the right amount	33.0	0.0	67.0
More even browning	88.9	0.0	11.1
Easier to clean	0.0	100.0	0.0
Easier to store	0.0	100.0	0.0
Easier to handle	11.1	88.9	0.0
Foods taste better	66.7	0.0	33.3
Uses too much fat	33.3	22.2	44.5

to use a deep fat fryer on the range. All of the homemakers checked that a deep fat fryer on the range was easier to clean and easier to store, and most of the homemakers (88 per cent) also checked that it was easier to handle.

Homemakers offered these suggestions for the improvement of the design of electric deep fat fryers. They suggested a round rather than a square shape and a lighter weight in order to make cleaning and storing easier, and that the fryers have a drain spout large enough for oil to drain easily.

#### V. FACTORS RELATED TO USE

The possible relationship of some factors to the frequency of use of the four most commonly owned small electrical kitchen appliances was determined. These factors were value of house, income of family, meals served per week, age of homemaker, education of homemaker, years married, and whether the appliance was a gift or purchase.

Families were categorized into series of four or six cell tables according to the frequent or infrequent use of the small electrical appliances and high and low divisions for value of house, income of family, meals served per week, age of homemaker, education of homemaker, years married, and whether the appliance was a gift or purchase. The tables were analyzed using a Chi Square test for contingency tables.

It may well be that social and economic factors influence the purchase and perhaps even the habits of use of small appliances. However this study did not support any such contention, except that the number

CHAPTER VII

PURCHASE AND REPLACEMENT INDICATIONS

Owners of small electrical kitchen appliances that supplement the range expressed great satisfaction with them by checking that they would repurchase and would recommend these appliances to others. (See Table XX.) Over 80 per cent of the owners would repurchase and over 80 per cent would recommend the electric toaster, the electric coffee maker, the electric frypan, the electric saucepan, and the electric rotisserie. Over one half of the owners would repurchase and would recommend the electric griddles, electric deep fat fryers, and electric roasters.

TABLE XX

OWNER'S SATISFACTION WITH SMALL ELECTRICAL KITCHEN APPLIANCES THAT SUPPLEMENT THE RANGE AS EXPRESSED BY DESIRABILITY OF REPURCHASING AND OF RECOMMENDING TO OTHERS

Small Appliances	Owned		Of Those Who Own:			
	Number	Per cent	Would Repurchase for Self		Would Recommend to Others	
	Number	Per cent	Number	Per cent	Number	Per cent
Toaster	77	75.5	66	85.7	67	87.0
Coffee Maker	76	74.5	62	81.6	63	82.9
Frypan	60	58.8	53	88.3	56	93.3
Deep Fat Fryer	35	34.3	23	65.7	26	74.3
Griddle	23	22.5	16	69.6	18	78.3
Rotisserie	10	9.8	8	80.0	8	80.0
Roaster	7	6.9	4	57.1	4	57.1
Saucepan	6	5.9	5	83.3	5	83.3

The electric coffee maker, the electric toaster, and the electric frypan were not only the most commonly owned appliances but were also the appliances that homemakers who did not have them said that they would like to have. (See Table XXI.) Forty-six per cent of the homemakers who did not have an electric coffee maker indicated that they would like to have one and 40.0 per cent of the homemakers who did not have an electric toaster indicated a desire for one. The same percentage wanted an electric frypan. Fewer of the homemakers who did not have an electric deep fat fryer, and electric griddle, an electric rotisserie, and an electric roaster indicated a desire for these.

TABLE XXI

DESIRABILITY FOR OWNERSHIP OF SMALL ELECTRICAL KITCHEN APPLIANCES  
THAT SUPPLEMENT THE RANGE AS INDICATED BY  
HOMEMAKERS WHO DID NOT OWN THEM

Small Appliances	Did Not Have		Would Like to Have	
	Number	Number	Number	Per Cent
Toaster	25	10		40.0
Coffee Maker	26	12		46.2
Frypan	42	17		40.5
Deep Fat Fryer	67	14		20.9
Griddle	79	18		22.8
Rotisserie	92	22		23.9
Roaster	95	11		11.6
Saucepan	96	19		19.8

The amount of time, work, or money saved was not asked as it was thought that the homemakers would not be able to give an accurate figure for any one of these criteria; however, the homemakers were asked to estimate the relative amount of time, work, and money they believed an appliance saved them. (See Table XXII.) They tended to check that the electric toaster, the electric frypan, and the electric coffee maker saved them time, but the electric deep fat fryer was not particularly saving of time. The homemakers tended to check that the toaster and frypan saved work and that the deep fat fryer showed less saving of work. The homemakers also indicated that the electric toaster saved them money and that the other three commonly owned small electrical appliances were not particularly economical to operate.

These estimates give additional clues regarding why owners of small electrical appliances use or do not use them. If a homemaker thinks a small electrical appliance is expensive to operate or requires more time and work, she may not use it often. Information based on studies of comparative time, work, and money operation costs might help to focus attention on facts rather than feelings.

TABLE XXII

HOMEMAKER'S ESTIMATE OF TIME, WORK, AND MONEY SAVED BY THE USE OF SMALL ELECTRICAL KITCHEN APPLIANCES THAT SUPPLEMENT THE RANGE

	Toaster	Coffee Maker	Frypan	Deep Fat Fryer
P e r c e n t				
TIME SAVED				
None at all	9.1	22.4	15.0	22.9
Not very much	5.2	5.3	11.7	17.1
Some	16.9	14.5	18.3	31.4
Quite a bit	36.4	30.3	31.7	8.6
Very much	19.5	9.2	10.0	8.6
No response	12.9	21.4	13.3	11.4
WORK SAVED				
None at all	10.4	23.7	15.0	20.0
Not very much	5.2	6.6	5.0	22.9
Some	20.8	14.5	31.7	22.9
Quite a bit	26.0	18.4	23.3	8.6
Very much	18.2	6.6	8.3	5.7
No response	19.4	35.2	16.7	19.9
MONEY SAVED				
None at all	11.7	28.9	21.7	28.6
Not very much	10.4	6.6	21.7	28.6
Some	22.1	19.7	16.7	14.3
Quite a bit	23.4	10.5	8.3	0.0
Very much	7.8	0.0	5.0	2.9
No response	34.6	34.3	26.6	25.6

## CHAPTER VIII

### SUMMARY AND CONCLUSIONS

During the past half century appliances used in homes have been redesigned and many new appliances have been added. The influx of numerous new small electrical appliances on the market and into American homes particularly has been marked. Studies of how homemakers spend their time in the home have indicated that food preparation and service require a number of hours each week. Due to the large number of small appliances on the market this study was limited to small electrical food-preparation appliances that supplement the kitchen range.

The purpose was to gain some indication of how homemakers use small electrical equipment that supplement the range. Particularly, the kinds of food for which they used, the frequency of use, and the reasons that the homemakers prefer to use these small electrical appliances was sought.

A twenty per cent sample of the Home Demonstration Club members of Guilford County, North Carolina, was used in this study. One-hundred two homemakers returned questionnaires that had been pre-tested and had been explained to club leaders who distributed them to randomly selected club members. Eighty-two per cent of the questionnaires were returned and information gleaned from them was summarized.

The average homemaker studied was 45 years of age, had been married 24 years and both she and her husband had a high school education.

The families had an average of 3.5 members. The houses were moderate in size, with an average of six rooms and one bathroom, and were moderate in cost, averaging thirteen thousand dollars. The families' incomes averaged six thousand dollars per year.

The kitchen ranges were fairly new, an average of seven years old, and the homemakers in general expressed satisfaction with them.

The small electrical appliances that supplement the kitchen range that were included in this study and the percentage of the homemakers who owned them were as follows: toaster, 76 per cent; coffee maker, 75 per cent; frypan, 59 per cent; deep fat fryer, 34 per cent; griddle, 23 per cent; rotisserie, 10 per cent; roaster, 7 per cent; and saucepan, 6 per cent. Fifty per cent of the homemakers owned either two or three of these appliances. Sixty-nine per cent of the small electrical appliances that supplement the range owned by the homemakers were gifts.

Of the eight small electrical appliances included, the four that were owned by more than twenty-five of the homemakers were analyzed in detail concerning their usage.

The homemakers studied used the electric toaster more than twice as often for making toast than the range broiler or oven. On the average the electric toaster was used 7.9 times per week and the range broiler or oven was used 3.7 times per week by the homemakers who owned an electric toaster. The reasons the homemakers checked for preferring the electric toaster were that it was easier to clean and cost less to operate. The reasons checked for them preferring to use the range broiler or oven for toasting was that it made the right amount of toast.

The homemakers studied who owned an electric coffee maker used it for making coffee an average of 7.8 times per week and made coffee on the range an average of 5.3 times per week. The two main reasons the homemakers checked for preferring to use the electric coffee maker were that the family preferred the coffee made in it and it held the coffee at a serving temperature. The homemakers also tended to prefer the electric coffee maker because it was easier to handle. On the other hand, the homemakers tended to prefer brewing coffee in a coffee maker on the range because it made the right amount, was easier to clean, and easier to store.

Almost all the homemakers studied who owned an electric frypan used it for frying chicken. Other meats and pancakes were also fried in the electric frypan to a large extent. However, most owners of electric frypans fried bacon and eggs in a frying pan on the range. On the whole, homemakers who owned an electric frypan used it less often, 5.2 times per week, than they used a frying pan on the range, 7.6 times per week. Since bacon and eggs require little time, it may be that the homemakers did not mind the watching that the frying pan on the range requires for these foods. Also it may be that the habit of using a certain frying pan for breakfast influenced the choice of pan used for these foods. The reasons checked for preferring to use the electric frypan were less watching, better heat control and more even browning. The reasons checked for preferring to use a frying pan on the range were ease of cleaning, handling, and storing. If ease of

cleaning, handling and storing, the electric frypan could be improved, the homemaker would probably use it more and find it of greater aid.

Homemakers studied who owned an electric deep fat fryer used it for frying about as often, an average of 4.8 times per month, as they used a deep fat fryer on the range, an average of 4.3 times per month. The electric deep fat fryer was not used to any extent for supplementary uses suggested by manufacturers, such as blanching, warming buns, making soups, and roasting pot roasts. The main reasons the homemakers checked that they preferred to use the electric deep fat fryer were more even browning and better tasting food. The main reasons the homemakers preferred to use a deep fat fryer on the range were ease of cleaning, handling, and storing.

The majority of the owners expressed satisfaction with their small appliances. Eighty per cent of the owners would repurchase and would recommend to others the electric toaster, the electric coffee maker, the electric frypan, the electric saucepan, and the electric rotisserie. A desire for ownership of these appliances was also expressed by homemakers who did not own them.

When the homemakers were asked to estimate the relative amount of time, work, and money they believed an appliance saved them, they tended to check that the electric toaster, the electric frypan, and the electric coffee maker saved them time; that the toaster and frypan saved work; and that the electric toaster saved them money. These estimates give additional clues regarding why owners of small electrical appliances use or do not use them.

The modern range can have automatic temperature control built into a burner and this controls cooking temperatures almost as well as the small electrical appliances. The movability of small electrical appliances that supplement the range for the cooking or baking of foods and for holding them hot is a major advantage. Modern architects like to plan for three or four dining areas, indoors and outdoors. The use of movable small appliances, such as the electric coffee maker, frypan or roaster, should add versatility to the ways in which family meals can be served. Such versatility applies not only for family meals but also for entertaining in the casual manner being adopted by present day families without servants. Certainly the use of small appliances in such a manner had not been adopted to any extent at least in so far as the families studied were concerned. Undoubtedly, the possibility of using small electrical appliances in such ways will be adopted more and more in the future patterns and habits of homemaking.

That some of the small appliances are purchased as a status symbol is shown by the number who use them only for guests. The homemaker, perhaps, needs to realize the full potentialities of the appliance and what it can do for her in her daily food preparation tasks.

Perhaps what is needed more than a larger number and variety of small appliances is greater study and improvements of existing types so that they can contribute even more toward good food easily served and better fit into the present and future patterns of family living.

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**APPENDIX**

## AN EXAMPLE

A CHI SQUARE CONTINGENCY TABLE

Frequency of Use of the Electric Frypan	Years Married			
	19 or less	20 to 30	30 or more	
High	12	4	4	20
	7.9	4.7	7.4	
Low	5	6	12	23
	9.1	5.3	8.6	
	17	10	16	43

Formula:

$$\text{Chi Square} = \sum \frac{(o - e)^2}{e}$$

o = observed

e = expected

d.f. = degrees of freedom (columns minus one x rows minus one)

Chi Square = 7.87

d.f. = 2

Significant at 5 per cent level

THE WOMAN'S COLLEGE  
OF THE UNIVERSITY OF NORTH CAROLINA  
GREENSBORO

SCHOOL OF HOME ECONOMICS

January 27, 1960

Dear Home Demonstration Club Member:

As a Home Demonstration Club member we know that you are interested in good cooking equipment; equipment that does a good job, is easy to clean, and easy to handle.

We need more information about what kinds of small electrical equipment women really like and really use for cooking. We've come to you for help as our best source for reliable answers.

You may use some kinds of cooking equipment a great deal, some seldom or not at all. We need to know what you really do, not what you think you should do or would like to do.

Thank you for your cooperation, and we'll let you know what we find out.

Sincerely yours,

Frances Anderson  
Home Economics Research

mjk

At the top of each page there is a question on how OFTEN electric small cooking equipment is used in comparison with regular pots and pans. Here is a filled in sample to give you an idea.

## SAMPLE:

How often do you use...

## The ELECTRIC SAUCEPAN

other POTS or PANS on a  
burner of your range

Write in the number of times used  
Per Day OR Per Week OR Per Month

Write in the number of times used  
Per Day OR Per Week OR Per Month

The ELECTRIC SAUCEPAN			other POTS or PANS on a burner of your range		
Write in the number of times used Per Day OR Per Week OR Per Month			Write in the number of times used Per Day OR Per Week OR Per Month		
	1	a. boiling . . . . .	2		
		b. stewing . . . . .		1	
		c. steaming . . . . .			
	2	d. braising . . . . .			
		e. casserole dishes.			3
	2	f. keeping food			
		1 warm . . . . .			
		g. popping corn. . .			
		h. warming buns. . .			
	1	i. use as double			
		boiler . . . . .			
		j. list any others			

NOTE - Both the Electric Saucepan and regular Pots or Pans can be used for the same purposes; perhaps because of amounts cooked, because of space on range, or for family or guests. Anyway, write in the number of times you use both kinds regardless of reasons.

If you own an ELECTRIC SAUCEPAN check this page. If not, skip it.

1. How OFTEN do you use ...  
the ELECTRIC SAUCEPAN

Other POTS or PANS on a  
burner of your range

Write in the number of times used.

Write in the number of times used.

Per Day OR Per Week OR Per Month

Per Day OR Per Week OR Per Month

Per Day	OR	Per Week	OR	Per Month		Per Day	OR	Per Week	OR	Per Month
					a. boiling . . . . .					
					b. stewing . . . . .					
					c. steaming. . . . .					
					d. braising. . . . .					
					e. casserole dishes. .					
					f. keeping food warm .					
					g. popping corn. . . .					
					h. warming buns. . . .					
					i. use as double boiler					
					j. list any others					

2. Check the reasons you prefer to use:  
the ELECTRIC SAUCEPAN

OR

other POTS or PANS on a burner

- |                          |                        |                             |
|--------------------------|------------------------|-----------------------------|
| <input type="checkbox"/> | a. more even cooking   | a. <input type="checkbox"/> |
| <input type="checkbox"/> | b. better heat control | b. <input type="checkbox"/> |
| <input type="checkbox"/> | c. less watching       | c. <input type="checkbox"/> |
| <input type="checkbox"/> | d. easier to clean     | d. <input type="checkbox"/> |
| <input type="checkbox"/> | e. easier to store     | e. <input type="checkbox"/> |
| <input type="checkbox"/> | f. easier to assemble  | f. <input type="checkbox"/> |
| <input type="checkbox"/> | g. better size         | g. <input type="checkbox"/> |
| <input type="checkbox"/> | h. foods taste better  | h. <input type="checkbox"/> |
| <input type="checkbox"/> | i. list any others     | i. <input type="checkbox"/> |

3. Size of your electric saucepan a. width across center top \_\_\_\_\_ inches  
b. number of quarts \_\_\_\_\_

4. Write in your favorite use of the electric saucepan and why it is the favorite use.  
\_\_\_\_\_

5. How was it obtained?  a. Gift  b. Bought it yourself

6. \$ \_\_\_\_\_ Approximate cost

7. Features of the Electric Saucepan:  
Which does it have? (Check)

Which do you really use? (Check)

- |                          |                             |                             |
|--------------------------|-----------------------------|-----------------------------|
| <input type="checkbox"/> | a. can be immersed in water | a. <input type="checkbox"/> |
| <input type="checkbox"/> | b. signal light             | b. <input type="checkbox"/> |
| <input type="checkbox"/> | c. cooking guide            | c. <input type="checkbox"/> |
| <input type="checkbox"/> | d. guarantee                | d. <input type="checkbox"/> |
| <input type="checkbox"/> | e. simmer safe control      | e. <input type="checkbox"/> |
| <input type="checkbox"/> | f. list any others          | f. <input type="checkbox"/> |

8. How much TIME, WORK, and MONEY do you think the electric saucepan saves you?

- | TIME                                      | WORK                                      | MONEY                                     |
|---|---|---|
| <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   |
| <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much |
| <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          |
| <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   |
| <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     |

9. Now that you've used an electric saucepan, would you recommend it to others? Yes \_\_\_\_\_; No \_\_\_\_\_.

10. Would you get one again for yourself? Yes \_\_\_\_\_; No \_\_\_\_\_.

11. REMARKS: Anything else you think we should know about electric saucepans? Use the back of this sheet if you need more space.





If you own an ELECTRIC or GAS GRIDDLE check this page. If not, skip it.

1. Is the griddle...  a. installed on the range?  
 b. a separate electrical appliance?  
 c. in combination with waffle baker?

2. How OFTEN do you use...

the ELECTRIC or GAS GRIDDLE

any PAN or GRIDDLE on a burner  
of your range

Write in the number of times used.

Write in the number of times used.

Per Week	OR	Per Month	a. To grill	Per Week	OR	Per Month
			(1) sandwiches . . . . .			
			(2) vegetables & fruits.			
			(3) steaks & chops . . .			
			(4) weiners . . . . .			
			(5) hamburgers & sausage			
			(6) ham, bacon & eggs. .			
			b. potatoes . . . . .			
			c. French toast . . . . .			
			d. pancakes . . . . .			
			e. list any others			

3. Check the reasons you prefer to use...

the ELECTRIC or GAS GRIDDLE OR

any PAN or GRIDDLE on a burner

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> a. larger cooking area | a. <input type="checkbox"/> |
| <input type="checkbox"/> b. more even cooking   | b. <input type="checkbox"/> |
| <input type="checkbox"/> c. better browning     | c. <input type="checkbox"/> |
| <input type="checkbox"/> d. easier to clean     | d. <input type="checkbox"/> |
| <input type="checkbox"/> e. easier to store     | e. <input type="checkbox"/> |
| <input type="checkbox"/> f. easier to handle    | f. <input type="checkbox"/> |
| <input type="checkbox"/> g. foods taste better  | g. <input type="checkbox"/> |
| <input type="checkbox"/> h. list any others     | h. <input type="checkbox"/> |

4. Write in your favorite use of the electric or gas griddle and why it is the favorite use. \_\_\_\_\_

5. How was it obtained?  a. Gift                      6. \$ \_\_\_\_\_ Approximate cost  
 b. Bought it yourself

7. Features on the Electric or Gas Griddle:  
Which does it have? (Check)                      Which do you really use? (Check)

<input type="checkbox"/> a. indicator light	a. <input type="checkbox"/>
<input type="checkbox"/> b. temperature control dial	b. <input type="checkbox"/>
<input type="checkbox"/> c. griddle guide chart	c. <input type="checkbox"/>
<input type="checkbox"/> d. guaranteed	d. <input type="checkbox"/>
<input type="checkbox"/> e. list any others	e. <input type="checkbox"/>

8. How much TIME, WORK, and MONEY do you think the electric or gas griddle saves you?

- |   |   |   |
|---|---|---|
| <u>TIME</u>                               | <u>WORK</u>                               | <u>MONEY</u>                              |
| <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   |
| <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much |
| <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          |
| <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   |
| <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     |

9. Now that you have used an electric or gas griddle, would you recommend it to others? Yes \_\_\_\_\_; No \_\_\_\_\_.

10. Would you get one again for yourself? Yes \_\_\_\_\_; No \_\_\_\_\_.

11. REMARKS: Anything else you think we should know about electric or gas griddles? Please think! Use the back of this sheet if you need more space.

If you own an ELECTRIC COFFEE MAKER check this page. If not, skip it.

1. What type electric coffee maker do you own?  a. automatic;  
 b. non-automatic
2. How OFTEN do you use...

the ELECTRIC COFFEE MAKER

any COFFEE MAKER, KETTLE, or PAN  
on a burner of the range

Write in the number of times used  
Per Day OR Per Week

Write in the number of times used.  
Per Day OR Per Week

Per Day	OR	Per Week		Per Day	OR	Per Week
			a. for brewing coffee			
			b. for instant coffee			
			c. list any others			

3. Check the reasons you prefer to use...

the ELECTRIC COFFEE MAKER

OR

Any COFFEE MAKER, KETTLE, or PAN  
on a burner of the range

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> a. family prefers coffee made in | a. <input type="checkbox"/> |
| <input type="checkbox"/> b. makes the right amount        | b. <input type="checkbox"/> |
| <input type="checkbox"/> c. holds at serving temperature  | c. <input type="checkbox"/> |
| <input type="checkbox"/> d. easier to clean               | d. <input type="checkbox"/> |
| <input type="checkbox"/> e. easier to store               | e. <input type="checkbox"/> |
| <input type="checkbox"/> f. easier to handle              | f. <input type="checkbox"/> |
| <input type="checkbox"/> g. list any others               | g. <input type="checkbox"/> |

4. Do you plug in your electric coffee maker in the living room? Yes ; No .
5. Size of your electric coffee maker  number of cups.
6. Write in favorite times you use the electric coffee maker and why it is the favorite use.

7. How was it obtained?  a. Gift  b. Bought it yourself
8. \$  Approximate cost

9. Features of the Electric Coffee Maker:

Which does it have? (Check)

Which do you really use? (Check)

- |  |                             |
|--|-----------------------------|
| <input type="checkbox"/> a. automatic heat control | a. <input type="checkbox"/> |
| <input type="checkbox"/> b. signal light           | b. <input type="checkbox"/> |
| <input type="checkbox"/> c. strength dial          | c. <input type="checkbox"/> |
| <input type="checkbox"/> d. guarantee              | d. <input type="checkbox"/> |
| <input type="checkbox"/> e. list any others        | e. <input type="checkbox"/> |

10. How much TIME, WORK, and MONEY do you think the electric coffee maker saves you?

- | <u>TIME</u>                               | <u>WORK</u>                               | <u>MONEY</u>                              |
|---|---|---|
| <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   |
| <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much |
| <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          |
| <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   |
| <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     |

11. Now that you have used an electric coffee maker, would you recommend it to others? Yes ; No .

12. Would you get one again for yourself? Yes ; No .

13. REMARKS: Anything else you think we should know about electric coffee makers? Please think! Use the back of this sheet if you need more space.

If you own an ELECTRIC TOASTER check this page. If not, skip it.

1. What type toaster do you own?  a. automatic  
 b. non-automatic  
 c. toaster-oven combination

2. How OFTEN do you use...

the ELECTRIC TOASTER  
Write in the number of times.

the OVEN or BROILER on your range  
Write in the number of times used.

<u>Per Day</u>	<u>OR</u>	<u>Per Week</u>		<u>Per Day</u>	<u>OR</u>	<u>Per Week</u>
_____		_____	a. for making toast . . .	_____		_____
_____		_____	b. for warming waffles. . .	_____		_____
_____		_____	c. for warming buns . . .	_____		_____
_____		_____	d. list any others	_____		_____
_____		_____		_____		_____

3. Check the reasons you prefer to use...

the ELECTRIC TOASTER

OR

the OVEN or BROILER on your range

- |  |          |
|--|----------|
| <input type="checkbox"/> a. makes the right amount       | a. _____ |
| <input type="checkbox"/> b. family prefers toast made in | b. _____ |
| <input type="checkbox"/> c. more even browning           | c. _____ |
| <input type="checkbox"/> d. easier to clean              | d. _____ |
| <input type="checkbox"/> e. easier to handle             | e. _____ |
| <input type="checkbox"/> f. costs less to operate        | f. _____ |
| <input type="checkbox"/> g. list any others              |          |
| _____  |          |
| _____  |          |

4. Write in your favorite use of the electric toaster and why it is the favorite use. \_\_\_\_\_

5. How was it obtained?  a. Gift 6. \$ \_\_\_\_\_ Approximate cost  
 b. Bought it yourself

7. Features of the Electric Toaster:

Which does it have? (Check)

Which do you really use? (Check)

- |  |          |
|--|----------|
| <input type="checkbox"/> a. automatic pop-up             | a. _____ |
| <input type="checkbox"/> b. dial for selecting brownness | b. _____ |
| <input type="checkbox"/> c. signal light                 | c. _____ |
| <input type="checkbox"/> d. guarantee                    | d. _____ |
| <input type="checkbox"/> e. list any others              | e. _____ |
| _____  |          |
| _____  |          |

8. How much TIME, WORK, and MONEY do you think the electric toaster saves you?

- | <u>TIME</u>                               | <u>WORK</u>                               | <u>MONEY</u>                              |
|---|---|---|
| <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   |
| <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much |
| <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          |
| <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   |
| <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     |

9. Now that you have used an electric toaster, would you recommend it to others?  
Yes \_\_\_\_\_; No \_\_\_\_\_.

10. Would you get one again for yourself? Yes \_\_\_\_\_; No \_\_\_\_\_.

11. REMARKS: Anything else you think we should know about electric toasters?  
Please think! Use the back of this sheet if you need more space.



If you own an ELECTRIC ROASTER check this page. If not, skip it.

1. How OFTEN do you use...

the ELECTRIC ROASTER

the OVEN or BROILER of your range

Write in the number of times used.

Write in the number of times used.

Per Week OR Per Month OR Per Year

Per Week OR Per Month OR Per Year

the ELECTRIC ROASTER			the OVEN or BROILER of your range			
Per Week	OR	Per Month	OR	Per Month	OR	Per Year
						a. roasting meats . . . .
						b. bake breads, biscuits
						c. cakes, cookies & pies
						d. cooking vegetables . .
						e. one dish meals . . . .
						f. outdoor cooking . . .
						g. list any others

2. Do you use it...  a. instead of the range oven?  
 b. at the same time as the range oven?  
 c. instead of and/or at the same time?

3. Check the reasons you prefer to use...  
the ELECTRIC ROASTER OR the OVEN or BROILER of your range
- |  |                             |
|--|-----------------------------|
| <input type="checkbox"/> a. cost less to heat  | a. <input type="checkbox"/> |
| <input type="checkbox"/> b. more even cooking  | b. <input type="checkbox"/> |
| <input type="checkbox"/> c. more even browning | c. <input type="checkbox"/> |
| <input type="checkbox"/> d. easier to clean    | d. <input type="checkbox"/> |
| <input type="checkbox"/> e. easier to handle   | e. <input type="checkbox"/> |
| <input type="checkbox"/> f. foods taste better | f. <input type="checkbox"/> |
| <input type="checkbox"/> g. list any others    | g. <input type="checkbox"/> |

4. Write in your favorite use of the electric roaster and why it is the favorite use. \_\_\_\_\_

5. How was it obtained?  a. Gift  b. Bought it yourself

6. \$ \_\_\_\_\_ Approximate cost

7. Features of the Electric Roaster:  
Which does it have? (Check) Which do you really use? (Check)
- |  |                             |
|--|-----------------------------|
| <input type="checkbox"/> a. signal light     | a. <input type="checkbox"/> |
| <input type="checkbox"/> b. automatic timer  | b. <input type="checkbox"/> |
| <input type="checkbox"/> c. special cabinet  | c. <input type="checkbox"/> |
| <input type="checkbox"/> d. grill unit       | d. <input type="checkbox"/> |
| <input type="checkbox"/> e. easier to handle | e. <input type="checkbox"/> |
| <input type="checkbox"/> f. list any others  | f. <input type="checkbox"/> |

8. How much TIME, WORK, and MONEY do you think the electric roaster saves you?

- | TIME                                      | WORK                                      | MONEY                                     |
|---|---|---|
| <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   | <input type="checkbox"/> a. none at all   |
| <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much | <input type="checkbox"/> b. not very much |
| <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          | <input type="checkbox"/> c. some          |
| <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   | <input type="checkbox"/> d. quite a bit   |
| <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     | <input type="checkbox"/> e. very much     |

9. Now that you have an electric roaster, would you recommend it to others?  
Yes \_\_\_\_\_; No \_\_\_\_\_.

10. Would you get one again for yourself? Yes \_\_\_\_\_; No \_\_\_\_\_.

11. REMARKS: Anything else you think we should know about electric roasters?  
Please think! Use the back of this sheet if you need more space.

Now about your KITCHEN RANGE

1. What type kitchen range do you have?  
a. electric \_\_\_\_; b. gas \_\_\_\_; c. oil \_\_\_\_; d. other \_\_\_\_\_
2. How old is your range? \_\_\_\_\_ years
3. Name of Manufacturer \_\_\_\_\_
4. Check the features that your range HAS, the ones you really USE, and ones you WOULD LIKE TO HAVE.

it HAS	I USE		I WOULD LIKE TO HAVE
_____	_____	a. recessed cooker . . . . .	_____
_____	_____	b. appliance outlet . . . . .	_____
_____	_____	c. appliance outlet-TIMED . . . . .	_____
_____	_____	d. two ovens . . . . .	_____
_____	_____	e. automatic timer on oven . . . . .	_____
_____	_____	f. oven light . . . . .	_____
_____	_____	g. glass door on oven . . . . .	_____
_____	_____	h. simmer burner . . . . .	_____
_____	_____	i. fluorescent light . . . . .	_____
_____	_____	j. list any others _____	_____

5. About the BURNERS on the Range...
  - a. How many burners does the range have? \_\_\_\_\_ number.
  - b. Are the burners hard to clean? Yes \_\_\_\_; No \_\_\_\_.
  - c. Does your burner have definite clicks or stops for different amounts of heat?  
Yes \_\_\_\_; No \_\_\_\_.
  - d. If yes, how many heat control positions does it have \_\_\_\_\_ number.

6. About the BROILER...
 

Yes	No	
_____	_____	a. Does it heat hot enough to broil well?
_____	_____	b. Is the broiler easy to reach?
_____	_____	c. Is the broiler pan easy to clean?
_____	_____	d. Does it smoke excessively?
_____	_____	e. Are the spatters hard to clean?

7. About the Range OVEN or OVENS...
 

Yes	No	
_____	_____	a. Does your oven lose heat?
_____	_____	b. Does the thermostat work right?
_____	_____	c. Do you have automatic timer control on the oven heat?
_____	_____	d. Does the timer work?
_____	_____	e. How often do you use the timer? ____ per month; ____ per year _____ never

8. About the Top of the Range...
  - a. The top of the range is ...
 

a. porcelain enamel ____	c. maple wood ____
b. stainless steel ____	d. other (name) _____
  - b. Which of these tops would you prefer? \_\_\_\_\_
  - c. Does the range have a back splash? Yes \_\_\_\_; No \_\_\_\_ . How high is it? \_\_\_\_\_"
  - d. Do you think the back splash is high enough to protect the wall? Yes \_\_\_\_; No \_\_\_\_.

9. About the new type Burners...
 

**SELF-REGULATING BURNERS**

Self-regulating burners that turn heat on and off automatically and keep food cooking at dialed temperature because the pan or kettle sets on a thermostat in the center of the burner.

Do you have one? Yes \_\_\_\_; No \_\_\_\_ . Would you like to have one? Yes \_\_\_\_; No \_\_\_\_

  - a. If you were buying a new range and could have one or more of these new type burners, which of the following pieces of electric equipment would you still like to HAVE and Use?
 

_____ a. Coffee Maker	_____ g. Electric Pressure Saucepan
_____ b. Frypan	_____ f. Small Portable Oven
_____ c. Saucepan	_____ h. Egg Cooker
_____ d. Deep Fat Fryer	_____ i. Bottle Warmer
  - b. If you were buying and could have both of these would you prefer....
 

built into your range	OR	a separate appliance
_____ a. Griddle		_____ a. Griddle
_____ b. Rotisserie		_____ b. Rotisserie

10. REMARKS: Anything else you think we should know about your range? Please think! Use the back of this sheet if you need more space.

A little information about you and your family.

1. Are you employed outside the home? Yes \_\_\_\_; No \_\_\_\_.  
If so, what is your occupation? \_\_\_\_\_
2. What is your husband's occupation? \_\_\_\_\_
3. In which of the following ranges does your total annual income fall?  

_____ a. \$1,000 - 3,000	_____ d. \$10,000 - 12,000
_____ b. \$4,000 - 6,000	_____ e. \$13,000 - 15,000
_____ c. \$7,000 - 9,000	_____ f. over \$15,000
4. How long have you been married? \_\_\_\_\_ years
5. Check educational status for you and your husband.

	Wife	Husband	
a.	_____	_____	grade school
b.	_____	_____	some high school
c.	_____	_____	high school graduate
d.	_____	_____	some college
e.	_____	_____	college graduate
6. How many people are living in the household? \_\_\_\_\_
7. How old are your children? Boys \_\_\_\_\_; Girls \_\_\_\_\_
8. What is your age? \_\_\_\_\_ years
9. About your house...
  - a. number of rooms other than bathrooms \_\_\_\_\_
  - b. number of bathrooms \_\_\_\_\_
  - c. approximate value of your house \$ \_\_\_\_\_
  - d. age of house \_\_\_\_\_
  - e. own your home Yes \_\_\_\_\_; No \_\_\_\_\_.
  - f. planning to build or buy? Yes \_\_\_\_\_; No \_\_\_\_\_.
10. How many meals do you serve Monday through Friday? (include yourself)

_____ number of Breakfasts	_____ number of people served
_____ number of Lunches	_____ number of people served
_____ number of dinners	_____ number of people served

How many meals do you serve on week-ends? (Saturday and Sunday)

_____ number of Breakfasts	_____ number of people served
_____ number of Lunches	_____ number of people served
_____ number of Dinners	_____ number of people served
11. How many electrical outlets do you have...
  - a. \_\_\_\_\_ at counter top height in the kitchen?
  - b. \_\_\_\_\_ as a part of the range?
  - c. \_\_\_\_\_ near the eating tables?
12. Check the small electrical appliances you use at the table to cook or to hold food hot to serve.

	OFTEN	SOME	SELDOM	NEVER
a. Coffee Maker				
b. Frypan				
c. Toaster				
d. Deep Fat Fryer				
e. Griddle				
f. Saucepan				
13. Which of the following would you like to have?

_____ a. Griddle	_____ e. Toaster	_____ i. Electric Pressure Saucepan
_____ b. Rotisserie	_____ f. Frypan	_____ j. Small Portable Oven
_____ c. Roaster	_____ g. Deep Fat Fryer	_____ k. Egg Cooker
_____ d. Coffee Maker	_____ h. Electric Saucepan	
14. Which do you use for outdoor meals - patio or porch, picnics, camping?

	OFTEN	SOME	SELDOM	NEVER
a. Coffee Maker				
b. Frypan				
c. Deep Fat Fryer				
d. Toaster				
e. Griddle				
f. Saucepan				
g. Rotisserie				
h. Roaster				

PLEASE CHECK TO MAKE SURE YOU HAVE NOT LEFT ANY QUESTIONS UNANSWERED!  
 THANK YOU for your time, patience, and thoughts!