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BROWNING, DELINDA REED. Fifty Homemakers' Evaluation of the Performance Characteristics of Kitchen Carpet. (1975) Directed by: Dr. Clara Ridder. Pp. 53

It was the purpose of this study to determine the homemakers' evaluation of the performance of kitchen carpet for ease of maintenance, appearance retention, and durability.

Fifty homemakers who owned kitchen carpet and resided in Guilford County, North Carolina were interviewed by the investigator in April and May 1971. The data were recorded on multiple choice questionnaire forms during the interviews and reported as percentages. Chi square techniques were employed where appropriate.

Ninety-two per cent of the homemakers reported that their kitchen carpet was easy to maintain. Sixty-six per cent said they had experienced difficulty cleaning one or more types of spills. The presence of children in the home was the only factor shown to have a statistically significant relationship to problems with spills at the .05 level of confidence. Ninety-six per cent of the homemakers were satisfied with the appearance of their carpet. Since two-thirds of the homemakers' carpets had been installed for less than two years, this survey could not determine the homemakers' evaluation of the durability of kitchen carpet.

Approved by  
*Clara Ridder*  
TITLE: 1975

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FIFTY HOMEMAKERS' EVALUATION OF THE  
PERFORMANCE CHARACTERISTICS

OF KITCHEN CARPET

This thesis has been approved by the following  
committee of the Faculty of the Graduate School at the  
University of North Carolina at Greensboro.

by

Delinda Reed Browning

A Thesis Submitted to  
the Faculty of the Graduate School at  
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of the Requirements for the Degree  
Master of Science in Home Economics

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August 26, 1975  
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Approved by

Clara Ridder  
Thesis Adviser

APPROVAL PAGE

This thesis has been approved by the following committee of the Faculty of the Graduate School at the University of North Carolina at Greensboro. Gregory and Dr. Edwards for their help in the early preparation of this work. A special thank you is extended to Dr. Ridder who so generously gave of her time to assist in all phases of this investigation.

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August 26, 1975  
Date of Acceptance by Committee

TABLE OF CONTENTS

	Page
ACKNOWLEDGMENTS	
APPROVAL PAGE	ii
ACKNOWLEDGMENTS	
I wish to express my gratitude to the local carpet dealers and to the homemakers for their cooperation in this survey. I also would like to thank Dr. Gregory and Dr. Edwards for their help in the early preparation of this work. A special thank you is extended to Dr. Ridder who so generously gave of her time to assist in all phases of this investigation.	iii vi 1 1 2 3 4 5 6 7 7 8 8 9 9 13 13 14 14 15
Development of Kitchen Carpet	3
Consumer Laboratories' Evaluation of Kitchen Carpet	4
Consumers Union	4
Consumer Research	5
Good Housekeeping Institute	5
Report from Better Homes and Gardens	6
Message from the Office of Consumer Affairs	7
Manufacturers' Evaluation	7
Maintenance	8
Appearance Retention	8
Durability	8
Good Housekeeping Surveys	9
III. PROCEDURE	13
Sampling	13
Questionnaire	14
Interviews	14
Compiling the Data	15

	Page
IV. FINDINGS . . . . .	
APPROVAL PAGE . . . . .	ii
ACKNOWLEDGMENTS . . . . .	iii
LIST OF TABLES . . . . .	vi
CHAPTER	
I. INTRODUCTION AND PURPOSE . . . . .	1
Introduction . . . . .	1
Purpose . . . . .	2
II. REVIEW OF LITERATURE . . . . .	3
Development of Kitchen Carpet . . . . .	3
Consumer Laboratories' Evaluation of Kitchen Carpet . . . . .	4
Consumers Union . . . . .	4
Consumer Research . . . . .	5
Good Housekeeping Institute . . . . .	5
Report from Better Homes and Gardens . . . . .	6
Message from the Office of Consumer Affairs . . . . .	7
Manufacturers' Evaluation . . . . .	7
Maintenance . . . . .	8
Appearance Retention . . . . .	8
Durability . . . . .	9
Good Housekeeping Surveys . . . . .	9
III. PROCEDURE . . . . .	13
Sampling . . . . .	13
Questionnaire . . . . .	13
Interviews . . . . .	14
Compiling the Data . . . . .	14

CHAPTER	LIST OF TABLES	Page
TABLE IV.	FINDINGS . . . . .	Pa 15
1.	Family Composition of Homemakers . . . . .	15
	Carpets . . . . .	16
	Ease of Maintenance . . . . .	21
2.	Time Spent Cleaning Kitchen Carpet as . . . . .	27
	Satisfaction with Appearance . . . . .	27
	Durability . . . . .	33
	General Evaluation . . . . .	36
3.	Type of Surface of Kitchen Carpets Owned . . . . .	
V.	SUMMARY AND CONCLUSIONS . . . . .	42
LIST OF REFERENCES	Color Value of Kitchen Carpets of . . . . .	46
	Homemakers Interviewed . . . . .	19
APPENDIX. QUESTIONNAIRE . . . . .		48
1.	Color Value of Kitchen Carpets of . . . . .	19
	Homemakers Interviewed . . . . .	19
2.	Design of Kitchen Carpets of Homemakers . . . . .	20
	Interviewed . . . . .	20
3.	Fiber Content of Kitchen Carpets . . . . .	21
	of Homemakers Interviewed . . . . .	21
4.	Ease of Maintenance of Kitchen Carpets as . . . . .	22
	Seen by the 50 Homemakers Interviewed . . . . .	22
5.	Homemakers' Experience with Spills . . . . .	23
6.	Problems with Spills Related to . . . . .	24
	Family Composition . . . . .	24
7.	Frequency of Vacuuming Related to . . . . .	26
	Family Composition . . . . .	26
8.	Time Spent Cleaning Kitchen Carpet as . . . . .	26
	Compared to Hard Surface Flooring as . . . . .	26
	Judged by the Homemakers . . . . .	26
9.	Homemakers' Satisfaction with the . . . . .	28
	Present Appearance of Their Kitchen . . . . .	28
	Carpets . . . . .	28
10.	Overall Fading, Graying, or Other Change . . . . .	28
	of Color of Carpet as Observed by the . . . . .	28
	Homemakers . . . . .	28
11.	Soiling of Kitchen Carpet in Work Areas . . . . .	29
	and Traffic Paths as Observed by . . . . .	29
	the Homemakers . . . . .	29

LIST OF TABLES

TABLE	Page
1. Family Composition of Homemakers Interviewed . . . . .	16
2. Time Elapsed Since Installation of Homemakers' Kitchen Carpet . . . . .	17
3. Type of Surface of Kitchen Carpets Owned by the Homemakers . . . . .	18
4. Color of Kitchen Carpets of Homemakers Interviewed . . . . .	19
5. Color Value of Kitchen Carpets of Homemakers Interviewed . . . . .	19
6. Design of Kitchen Carpets of Homemakers Interviewed . . . . .	20
7. Fiber Content of Kitchen Carpets of Homemakers Interviewed . . . . .	21
8. Ease of Maintenance of Kitchen Carpets as Seen by the 50 Homemakers Interviewed . .	22
9. Homemakers' Experience with Spills . . . .	23
10. Problems with Spills Related to Family Composition . . . . .	24
11. Frequency of Vacuuming Related to Family Composition . . . . .	26
12. Time Spent Cleaning Kitchen Carpet as Compared to Hard Surface Flooring as Judged by the Homemakers . . . . .	26
13. Homemakers' Satisfaction with the Present Appearance of Their Kitchen Carpets . . . . .	28
14. Overall Fading, Graying, or Other Change of Color of Carpet as Observed by the Homemakers . . . . .	28
15. Soiling of Kitchen Carpet in Work Areas and Traffic Paths as Observed by the Homemakers . . . . .	29

TABLE	Page
16. Homemakers' Evaluation of the Present Appearance of Kitchen Carpet . . . . .	30
17. Appearance of Homemakers' Kitchen Carpet as Judged by the Investigator . . . . .	31
18. Comparison of Investigator's and Homemakers' Evaluation of the Present Appearance of the Homemakers' Kitchen Carpets . . . . .	31
19. Problems of Homemakers' Kitchen Carpets as Observed by the Investigator . . . . .	32
20. Number of Pulls in Surface Fibers of Carpets as Observed by the Homemakers . . . . .	34
21. Matting or Crushing of Kitchen Carpets as Observed by the Homemakers . . . . .	34
22. Homemakers' Responses on Breakage Since Carpet Installation Compared with the Presence of Children . . . . .	37
23. Comfort Under Foot Since Installation of Kitchen Carpet as Noted by the Homemakers . . . . .	38
24. Being at Ease While Working in the Kitchen Since Carpet Installation as Noted by Homemakers . . . . .	38
25. Homemakers' Evaluation of their Carefulness Concerning Spills Since Carpet Installation . . . . .	39
26. Most Desirable Features of Kitchen Carpet as Listed by the Homemakers . . . . .	39
27. Least Desirable Features of Kitchen Carpet as Listed by the Homemakers . . . . .	40

## CHAPTER I

### INTRODUCTION AND PURPOSE

#### INTRODUCTION

The introduction of kitchen carpet has created new interest in kitchen design. Manufacturers of hard surface floorings question the practicality of this new product. The manufacturers of kitchen carpet answer these challenges with claims of easy maintenance, attractiveness and durability.

The interior designer is pressured by salesmen representing both hard surface flooring and kitchen carpet to buy and use their lines. The designer must be knowledgeable about the products she recommends as clients depend on her to make selections for their homes which will be both beautiful and functional.

Consumer organizations have reported the results of laboratory testings, but these can only approximate the actual performance of kitchen carpet in the home. The Good Housekeeping Institute conducted the only survey found that reported the homemakers' evaluation of kitchen carpet. The results indicate that some homemakers do have problems with their kitchen carpet.

An evaluation of the performance of kitchen carpet in the home by homemakers which included factors such as family composition, household routines, and types of carpet should be helpful to the interior designer in deciding if kitchen carpet would prove satisfactory for her client. This survey was undertaken to provide such an evaluation.

#### PURPOSE

The purpose of this survey was to obtain from homemakers an evaluation of the performance of kitchen carpet in the home. The primary concerns investigated were as follows:

1. ease of maintenance,
2. appearance retention, and
3. durability

Data on family composition, household routines, and type of carpet were also collected to determine their relation to carpet performance.

Kitchen carpet as it is marketed today generally has a dense low profile surface. This density is achieved by light gauge tarting, high density loom weaving, needlepunching, or flocking. Synthetic fibers, principally nylon,

<sup>1</sup> In this survey the term kitchen carpet includes carpet manufactured exclusively for kitchen use and indoor-outdoor and commercial carpet recommended for use in the kitchen.

## CHAPTER II

### REVIEW OF LITERATURE

#### DEVELOPMENT OF KITCHEN CARPET

Kitchen carpet<sup>1</sup> as it is known today evolved from the needlepunched polypropylene outdoor carpets introduced in the early 1960's (1). Bennett (2) noted that purchasers assumed that carpets designed to withstand outdoor conditions would perform well inside. This was not true, however, as problems with piling, fuzzing, and cobwebbing made these early carpets unsatisfactory when used indoors. Carpet manufacturers alert to the potential market for carpet in areas previously dominated by hard surface flooring developed new carpet lines to meet this new demand. By 1966 an increasing number of manufacturers were offering new styles, colors, and spot resistant finishes for kitchen carpet to make it more attractive to women buyers (3).

Kitchen carpet as it is marketed today generally has a dense low profile surface. This density is achieved by tight gauge tufting, high density loom weaving, needlepunching, or flocking. Synthetic fibers, principally nylon,

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<sup>1</sup>In this survey the term kitchen carpet includes carpet manufactured exclusively for kitchen use and indoor-outdoor and commercial carpet recommended for use in the kitchen.

polypropylene, and acrylic, are usually used for surface and backing construction as they resist shrinkage, stains, insects, mildew, and mold better than natural fibers. Kitchen carpet is available in a wide range of colors, textures, and patterns.

#### CONSUMER LABORATORIES' EVALUATION OF KITCHEN CARPET

Consumers Union, Consumer Research and Good Housekeeping Institute have published evaluations of the performance of kitchen carpet.

#### Consumers Union

Consumers Union (4) tested thirteen samples of indoor-outdoor carpet of needlepunched polypropylene and tufted polypropylene and acrylic. The Union concluded that neither construction type held an overall advantage. The carpets were judged easy to maintain as ordinary dirt washed off easily and most spills left little or no stain when treated with a dilute detergent or grease solvent. However, the Union cautioned against putting these carpets in the kitchen (although several are recommended for kitchen use) as materials spilled on the carpet might have an objectionable odor after a while. Laboratory tests for abrasion resistance showed the carpets to be highly durable. None of the carpets appeared to be worn after several months in heavily traveled hallways and outside walkways. The carpet also showed good resistance to fading and shrinkage.

The Union's major criticism of the carpets was their flammability. Only three of the thirteen carpets tested (kitchen carpets were in both categories) were judged acceptable by Consumer Union engineers.

#### Consumer Research

Consumer Research (5) reported the results of laboratory testing conducted on carpet designated specifically for kitchen use. All the carpets were susceptible to minor staining when a one per cent detergent and water solution was used for the cleanup. Further testing of the carpet in traffic aisles for appearance retention led Consumer Research to recommend patterned or textured carpet as it was less likely to show stains and general soiling. Consumer Research did not test the flammability of the carpets as extensively as did Consumer Union, but all of the carpets charred or melted when a burning cigarette was dropped on a test sample.

#### Good Housekeeping Institute

The Good Housekeeping Institute (6) also conducted tests on kitchen carpet. It found that tufted, woven, and needlepunched carpets all performed satisfactorily when constructed with stain resistant fibers and backed with rubber to prevent penetration of liquids. A dense, low, smooth, firm surface resisted wear and proved easier to maintain. Blue, green, red, and brown tones in medium

tweeds and patterns showed stains and soil less and, therefore, provided the best appearance retention. The Institute believed that one thorough vacuuming a week was sufficient when supplemented with the use of a carpet sweeper or light vacuuming as needed. Prompt attention to spills and an overall shampoo before the carpet was overly soiled maintained the carpet's texture and color. The Institute did not recommend kitchen carpet for homemakers with small children and pets as the carpet would require too much attention to be practical. Other homemakers, it felt, could realize such advantages as quiet, comfort, less breakage, and attractiveness from the installation of kitchen carpet.

Report from Better Homes and Gardens

An article in the February, 1970 issue of Better Homes and Gardens (7) indicated that that magazine had received complaints from readers concerning the staining and difficult upkeep of kitchen carpet. The article stated that while improper care by consumers might be one reason for dissatisfaction, the type of carpet might be the real culprit. The typical flat surface non woven indoor-outdoor carpet, it continued, was not resistant to grease and food stains. For this reason a densely tufted carpet of nylon, olefin or acrylic specifically designed for use in the kitchen was recommended. Even this carpet, the article

warned, would stain if neglected, so it was further recommended that a spot concealing tweed or print be selected. The article concluded that kitchen carpet worked best for meticulous housekeepers who wiped up spills immediately.

As no studies on the homemakers' evaluation of kitchen carpet were found in the library materials reviewed, letters were written to the Office of Consumer Affairs, Washington, D. C., fifty manufacturers of kitchen carpet, committee chairman of the Carpet and Rug Institute, and the Good Housekeeping Institute.

#### Message from the Office of Consumer Affairs

The Office of Consumer Affairs was contacted to obtain the source of materials used for a press release issued by that office. The statement (8) reported that while consumers were told by some advertisements that spills were no problem, grease and oil were a problem on olefin carpets and consumers had every right to be angry if the carpet did not live up to the claims made in its promotion.

It was hoped the Office would provide the source of this material, however, all that was received was a copy of the statement.

#### MANUFACTURERS' EVALUATION

Most homemakers as well as designers are familiar with the promotional claims made by manufacturers of kitchen

carpet: easy maintenance, no mopping and waxing, no scuff marks; attractive colors, patterns, textures; quietness, warmth, safety, less breakage, comfort, and long wearing luxury (9) (10) (11).

Correspondence from thirteen representatives of carpet manufacturers generally upheld the claims made for the performance of kitchen carpet. Only one representative included results from testing the carpet: laboratory testing for spot removal on carpets constructed of different fibers.

The information received from these representatives is summarized here.

#### Maintenance

Kitchen carpet with low, tight, dense pile is easily cleaned and requires little attention. In the event of staining, a strong spot remover can be used without damaging the carpet fiber (12). The surface density allows liquid spills to be sponged up. Regular care can be provided by thorough weekly vacuuming with additional light vacuuming or the use of a carpet sweeper as needed (13).

#### Appearance Retention

Multicolored carpet provides maximum appearance retention (13), for while the fibers used in the construction of kitchen carpet clean easily they also resoil quickly (14). Kitchen carpet can be expected to have a good appearance

retention from three to five years depending on the traffic in relation to the carpet pile density (12).

### Durability

The manufacturers' representatives all stated that properly constructed kitchen carpet should wear well. The ideal kitchen carpet should perform satisfactorily for more than ten years (13).

It is assumed that the statements made by the representatives of the manufacturers were based on laboratory tests performed by the carpet manufacturers. Only one organization, the Good Housekeeping Institute, was found that had surveyed consumers to determine their satisfaction with the performance of kitchen carpet in the home. The findings of their surveys are reported in the next section.

#### GOOD HOUSEKEEPING SURVEYS

In 1969 the Good Housekeeping Institute (15) sent a questionnaire to one thousand Good Housekeeping readers. The question pertaining to kitchen carpet was divided into three parts: (1) Do you have a carpet in your kitchen? (2) Type or Name? Fiber content? (3) Are you satisfied with it? Nine hundred and ninety-two questionnaires were returned. Only 4.1 per cent of the readers who replied had carpet in their kitchens. Of those readers owning carpet 41.5 per cent did not give a type or name for their carpet while 58.5 per cent did not give fiber content. About half

of the readers, 58.5 per cent, were satisfied with their carpets; 24.4 per cent were not satisfied; 17.1 per cent did not answer this question.

The Good Housekeeping Institute received thirteen comments from readers who owned kitchen carpet. Only two of these comments were from readers thoroughly satisfied with their carpets. A third comment stated that while the reader felt her carpet was "fabulous," dog hair was hard to remove even with vacuuming. Ten dissatisfied readers commented. Two felt they had chosen the wrong color--one too light, one too dark--both showed grease and other spots. Seven readers found their carpets hard to maintain and listed problems with milk and water spotting, soiling in traffic paths, and lint. Finally one dissatisfied reader stated that she had found her carpet so hard to keep clean that she had replaced it with linoleum.

In 1971-1972 the Good Housekeeping Institute (16) conducted a second survey of one thousand readers of Good Housekeeping. The question pertaining to kitchen carpet was reworded slightly as follows: (1) Do you presently own a kitchen carpet? (2) Fiber Content? Manufacturer? (3) Are you satisfied with it? If not, why not? Nine hundred and ninety-five readers responded to this survey. Ten per cent of these readers had kitchen carpet, a 100 per cent increase from the 1969 survey. Forty-eight per cent of the readers who had kitchen carpet did not list the

carpet manufacturer. This percentage is quite similar to that for the 1969 survey. Forty-three per cent did not list fiber content. This indicated a 15 per cent increase in reader awareness of the fiber content of their carpet over the first survey. Seventy-eight per cent of the readers were satisfied with their carpets. Sixteen per cent were dissatisfied and 6 per cent did not answer this part. This 20 per cent increase in satisfied readers as compared to the first survey may reflect the improved carpets on the market by this time.

In this survey, unlike the 1969 survey, the Good Housekeeping Institute asked for comments from the dissatisfied readers. These readers listed problems with general soiling, spotting, shedding, spills, food and lint sticking to the carpet, and slow drying after cleaning. One reader complained that her carpet tiles curled at the corners. Another reader stated that the upkeep of her carpet was too difficult as she felt one carpet shampoo was equal to ten floor moppings. Still another reader commented that she did not think that the kitchen was the place for carpet. Two readers stated that they did not have kitchen carpet at present because they found that it never looked clean and had replaced it.

The Good Housekeeping Institute received nine comments from readers who were satisfied with their carpets. Four readers stated that their carpet was "a best purchase," "a

pleasure," and had "excellent cleaning ability." Two readers who were satisfied with their carpets said that spots were hard to clean. One reader who owned a plain carpet felt that a tweed one would be better. Another reader commented that her four year old carpet was "good wearing." Lastly one reader "wouldn't part" with her kitchen carpet.

These two surveys would seem to indicate that although manufacturers promise ease of maintenance, some homemakers do not find this to be true. From the materials received from the Good Housekeeping Institute no determination could be made as to whether household composition or household routine influenced a reader's satisfaction with her carpet. One reader did comment, however, that she did not realize that carpet would be so difficult to keep with children, and she regretted buying it. The color and pattern of the carpet could also influence satisfaction as four readers pointed out.

The survey discussed in the following chapters investigated further homemaker satisfaction with the performance of kitchen carpet and endeavored to see whether household situation and carpet type influences this satisfaction.

Homemakers. The investigator also observed the general appearance of the carpet and rated it on a four point scale.

Most of the questions were multiple choice in order to facilitate analyzing the data. A few questions were

### CHAPTER III

#### PROCEDURE

#### SAMPLING

Fifty homemakers were selected on the basis of ownership of kitchen carpet and residency in Guilford County, North Carolina. The names of the homemakers were obtained from local carpet dealers.

The investigator telephoned each homemaker to obtain her agreement to an interview and to arrange a time for the interview.

#### QUESTIONNAIRE

The investigator developed a questionnaire to determine the homemakers' evaluation of kitchen carpet in the three areas of maintenance, appearance, and durability. Additional questions were included to provide a general evaluation of the carpet, descriptive information on the carpet and background information on the homemakers' household. The color and type of construction of the carpets were recorded by the investigator, not asked of the homemakers. The investigator also observed the general appearance of the carpet and rated it on a four point scale.

Most of the questions were multiple choice in order to facilitate analyzing the data. A few questions were

open ended to allow homemakers to relate additional information that might not be included on the questionnaire.

#### INTERVIEWS

The investigator conducted the interviews in April and May of 1971. The data were recorded on the questionnaire forms during the interview with the homemaker.

#### COMPILING THE DATA

Data from the completed questionnaire forms were transferred to a master sheet, organized into tables, and reported in the form of percentages. Additional tables were developed to compare selected responses that were thought to have some relationship. Chi square techniques were employed where appropriate.

The next chapter reports the findings of this survey.

## CHAPTER IV

FINDINGS

## HOMEMAKERS

Fifty homemakers selected on the basis of ownership of kitchen carpet and residency in Guilford County, North Carolina were interviewed to determine their evaluation of kitchen carpet in the three areas of ease of maintenance, satisfaction with appearance, and durability.

It was found that 56 per cent of the homemakers had children. Thirty-six per cent of the homemakers had only one or two children. Twenty per cent had three or more children. Younger children would be expected to add to the cleaning problems of any kitchen flooring yet 40 per cent of the homemakers had children under fourteen years of age. Thirty-eight per cent of the homemakers shared their homes with another adult. Six per cent of the homemakers lived alone (see Table 1).

The presence of pets would also be expected to add to the problems of carpet upkeep. Forty-six per cent, almost half, of the homemakers had pet dogs or cats in the house.

The main function of a kitchen, food preparation and its cleanup, should relate to a homemaker's evaluation of her carpet's performance. Fifty-eight per cent of the

homemakers cooked two or more big meals per day; 42 per cent cooked at least one meal per day. All but four of the homemakers stated that at least two meals a day were eaten in the kitchen. Two homemakers ate only one meal in the kitchen area; two ate no meals in the kitchen.

TABLE 1  
FAMILY COMPOSITION OF HOMEMAKERS INTERVIEWED

Family Composition	Homemakers	
	Number	Percentage
Homemaker alone	3	6
Homemaker and one other adult	19	38
Family including one or two children	18	36
Family including three or more children	10	20
All families	50	100

#### CARPETS

When obtaining the names of the homemakers from the carpet dealers, the investigator learned that most of the dealers did not keep their sales files beyond one or two years readily accessible. Consequently, 66 per cent of the carpets had been installed for less than two years. Thirty-two per cent of the carpets had been installed for less than twelve months; 34 per cent for twelve to twenty-three months; 16 per cent for two years; 6 per cent for three years, 6 per cent for four

years, 4 per cent for five years, and 2 per cent for six years (see Table 2).

TABLE 2  
TIME ELAPSED SINCE INSTALLATION OF  
HOMEMAKERS' KITCHEN CARPET

Time Elapsed	Homemakers	
	Number	Percentage
Less than 12 months	16	32
12 months to 23 months	17	34
2 years	8	16
3 years	3	6
4 years	3	6
5 years	2	4
6 years	1	2
All times	50	100

The large majority, 74 per cent, of the homemakers' carpets were of a tight gauge level loop construction. Needle-punched and flocked carpets were not well represented in this study as only two carpets of each type were found in the homes. Eight homemakers, 16 per cent, had shag carpet in their kitchens, and one homemaker had a plush kitchen carpet. This type of carpet would seem less practical in view of the general recommendation for dense low profile carpet to prevent moisture and food from penetrating the carpet (see Table 3).

TABLE 3  
 TYPE OF SURFACE OF KITCHEN CARPETS OWNED BY THE HOMEMAKER

Type of Surface	Carpets	
	Number	Percentage
Level loop	37	74
Shag	8	16
Needlepunched	2	4
Flocked	2	4
Plush	1	2
All types	50	100

The investigator recorded the color of the homemakers' carpets based on the most predominant color in the carpet. For example, if the carpet was a red and black tweed, and the overall appearance was dark red, the carpet was recorded as red in color. Tweed or patterned carpets in which no one color was predominant were recorded as multicolored. The recorded colors of the carpets were as follows: ten multicolored carpets, ten gold carpets, ten orange carpets, eight green carpets, five red carpets, four blue carpets, and three beige carpets (see Table 4).

The recorded color value of the carpets was based on the overall appearance of the carpet. Sixty-four per cent of the carpets were of a medium value, 24 per cent were a light value, and 12 per cent were a dark value (see Table 5).

The majority, 60 per cent of the homemakers interviewed

TABLE 4

COLOR OF KITCHEN CARPETS OF HOMEMAKERS INTERVIEWED

Color*	Carpets	
	Number	Percentage
Multicolored	10	20
Gold	10	20
Orange	10	20
Green	8	16
Red	5	10
Blue	4	8
Beige	3	6
All colors	50	100

\*Based on most predominant color in carpet

TABLE 5

COLOR VALUE OF KITCHEN CARPETS OF  
HOMEMAKERS INTERVIEWED

Value*	Carpets	
	Number	Percentage
Light	12	24
Medium	32	64
Dark	6	12
All values	50	100

\*Based on overall appearance of carpet

The majority, 60 per cent, of the homemakers owned tweed carpets. Thirty-two per cent were patterned, and 8 per cent were plain (see Table 6).

TABLE 6

## DESIGN OF KITCHEN CARPETS OF HOMEMAKERS INTERVIEWED

Design	Carpets	
	Number	Percentage
Plain	4	8
Patterned	16	32
Tweed	30	60
All designs	50	100

Sixty per cent of the homemakers did not know the fiber content of their carpets. This is a larger percentage than either of the Good Housekeeping surveys. Thirty-four per cent listed their carpets as nylon; 4 per cent as polypropylene; and 2 per cent as acrylic. As a majority of the homemakers did not know the fiber content of their carpets this descriptive factor could not be used in comparing carpet performance (see Table 7).

The next sections discuss the homemakers' evaluations of the performance of their kitchen carpets.

TABLE 7

FIBER CONTENT OF KITCHEN CARPETS OF  
HOMEMAKERS INTERVIEWED

Fiber	Carpets	
	Number	Percentage
Nylon	17	34
Polypropylene	2	4
Acrylic	1	2
Not known	30	60
All fibers	50	100

## EASE OF MAINTENANCE

Almost all, 92 per cent of the homemakers felt that kitchen carpet was easy to maintain (see Table 8). In reviewing the responses of the four homemakers who found their kitchen carpet difficult to maintain, no identifying factor could be found that would set them apart from the homemakers judging their carpets easy to maintain.

All but one of the fifty homemakers had experienced some type of spill on their carpet. Thirty-two per cent of the homemakers stated that they had never had a problem cleaning up anything that had spilled on their carpet.

The most frequently listed problem spill was grease. Thirteen of the 42 homemakers who had experienced grease spills reported the spill difficult to clean up. Spills

involving cleaning fluids were considered problems by four of the eleven homemakers experiencing them. Two of these spills were dishwasher overflows which kept sudsing. The third was a spill of Easy Off Oven Cleaner which took the color out of the carpet. The fourth spill was Clorox Bleach which also removed the color. Two other homemakers who had spilled Clorox on their carpet had no problem. This would seem to be one instance in which the fiber and color or type of dye used could affect the performance of the carpet. Milk spills were a problem to eight of the thirty-seven homemakers experiencing this type of spill. Other types of problem spills listed by the homemakers included fruit juices, sticky items such as jelly, honey and peanut butter, and muddy red clay (see Table 9). Several homemakers related experiences with spills which had impressed them. Spills involving a whole carton of cokes, six eggs, a very hot apple cobbler, a kettle of vegetable soup, a kettle of spaghetti sauce, a whole pint of wood stain and overflowing dishwashers were all cleaned up to the homemaker's satisfaction and sometimes to her surprise.

TABLE 8  
EASE OF MAINTENANCE OF KITCHEN CARPET AS  
SEEN BY THE 50 HOMEMAKERS INTERVIEWED

Degree of Ease	Homemakers	
	Number	Percentage
Very easy	39	78
Moderately easy	7	14
Moderately difficult	2	4
Very difficult	2	4
All degrees	50	100

TABLE 9  
HOMEMAKERS' EXPERIENCE WITH SPILLS

Item	Experienced Spill		Considered Cleanup Difficult	
	Number	Percentage (a)	Number	Percentage (b)
Milk	37	74	8	22
Egg or egg batter	31	62	1	3
Grease	42	84	13	31
Ketchup, mustard	18	36	1	6
Cleaning fluids	11	22	4	36
Animal stains	19	38	1	5
Alcoholic drinks	13	26	0	0
Soft drinks	30	60	1	3
Tea, coffee	32	64	1	3
Fruit, fruit juice	29	58	3	10
Coloring, ink	8	16	1	13
Items not on questionnaire but listed by homemaker				
Sticky items, jelly			3	
Red clay			2	
Unknowns			2	
Lint			1	
Cigarette burns			2	

(a) Based on 50 homemakers interviewed  
(b) Based on number experiencing spill

The general question of ease of maintenance could not be statistically compared with household and carpet characteristics as so few homemakers felt their carpets were difficult to maintain. However, problems with spills could be statistically compared using chi square techniques with age and color value of the carpet, amount of cooking done by the homemakers, presence of children in the home, and homemakers' use of a care guide. The presence of children in the home was the only factor shown to have a statistically significant relationship to problems with spills at the .05 level of confidence. This seems a logical relationship as children would be less likely to clean up spills promptly thus giving the spill time to penetrate the carpet making cleanup more difficult. Children would also tend to spill more frequently allowing more opportunity for problems (see Table 10).

TABLE 10

## PROBLEMS WITH SPILLS RELATED TO FAMILY COMPOSITION

Spills	Family Composition		
	Adults Only	Children	All Families
Problems	10	23	33
No problems	12	5	17
All spills	22	28	50

Ninety-six per cent of the homemakers stated that they attended promptly to spills. Only 16 per cent had ever referred to care guides as aids in cleaning a spill. Three of the homemakers had overcleaned their carpets when cleaning up a spill. Two found it necessary to shampoo the whole carpet in order to eliminate the lighter spot. The third stated that in a couple of days the cleaned spot no longer showed. None of the cleaning products used by the homemakers to clean their carpets had changed its color or texture. Spills that were not completely cleaned, however, left areas that were stiffer than the remainder of the carpet.

Ninety-six per cent of the homemakers felt it would be necessary to shampoo their carpets, and 48 per cent already had. Forty-eight per cent of the homemakers thought that at some time it might be desirable to have their kitchen carpet professionally cleaned.

Forty-two per cent of the homemakers vacuumed weekly, 42 per cent every other day, and 16 per cent daily. None of the homemakers vacuumed after every meal, but several stated that they used carpet sweepers between vacuumings. The amount of cooking in the kitchen was not related to the frequency of vacuuming. However, there was a relationship between the frequency of vacuuming and the presence of children which was statistically significant at the .05 level of confidence. This could be expected as children would be less careful about dropping crumbs and other foods

on the floor, making more work for the homemaker (see Table 11).

When the homemakers were asked to compare the time spent cleaning their kitchen carpet to that required by hard surface flooring, 88 per cent felt that the carpet required less time. Ten per cent felt it required the same amount of time. Only one homemaker felt that the carpet required more cleaning time (see Table 12).

TABLE 11

## FREQUENCY OF VACUUMING RELATED TO FAMILY COMPOSITION

Frequency of Vacuuming	Family Composition		
	Adults Only	Children	All Families
Daily	0	8	8
Every other day	6	15	21
Weekly	16	5	21
All frequencies	22	28	50

TABLE 12

## TIME SPENT CLEANING KITCHEN CARPET AS COMPARED TO HARD SURFACE FLOORING AS JUDGED BY THE HOMEMAKERS

Time Spent Cleaning Kitchen Carpet	Homemakers	
	Number	Percentage
More	1	2
Same	5	10
Less	44	88
All times	50	100

It was thought that family composition, the amount of cooking and eating in the kitchen and carpet characteristics would influence the homemakers judging her carpet easy to maintain. However, this could not be determined from the responses compiled in this study. While the presence of children was shown to be related to problems with spills and frequency of vacuuming, it could not be compared with the homemakers' overall evaluation of ease of maintenance.

Further investigation with a sample including a greater percentage of dissatisfied homemakers, or all dissatisfied homemakers might reveal those factors influencing a homemaker judging her carpet difficult to maintain.

As in the Good Housekeeping surveys, spills were more of a problem than the manufacturers claim. Sixty-six per cent of the homemakers had difficulty removing one or more type of spill. It would require more in depth research to determine whether the problem lies in the homemakers' spotting technique or with the carpet itself.

The next section discusses the homemakers' responses on satisfaction with the appearance of their kitchen carpet.

#### SATISFACTION WITH APPEARANCE

Ninety-six per cent of the homemakers were satisfied with the appearance of their kitchen carpet (see Table 13). The two homemakers who were dissatisfied with their carpet's appearance also considered the carpet difficult to maintain.

Ninety-two per cent of the homemakers had noticed no overall fading, graying, or other change of color in their carpets (see Table 14).

TABLE 13

HOMEMAKERS' SATISFACTION WITH THE PRESENT  
APPEARANCE OF THEIR KITCHEN CARPET

Degree of Satisfaction	Homemakers	
	Number	Percentage
Very satisfied	44	88
Moderately satisfied	4	8
Moderately dissatisfied	1	2
Very dissatisfied	1	2
All degrees	50	100

TABLE 14

OVERALL FADING, GRAYING, OR OTHER CHANGE OF COLOR  
OF CARPET AS OBSERVED BY THE HOMEMAKERS

Change in Color	Homemakers	
	Number	Percentage
None	46	92
Slight	2	4
Moderate	1	2
Definite	1	2
All changes	50	100

Thirty-two per cent of the homemakers noted that their carpets were soiled in the work areas and traffic paths (see Table 15). Several homemakers commented that a shampoo would clean the soiling satisfactorily.

The soiling in work areas and traffic paths was compared with the presence of children, the amount of cooking, and the frequency of vacuuming. In each case the null hypothesis was accepted at the .05 level of confidence. It was thought that some colors and patterns would be less likely to show soiling than others but it was not possible to run relationship tests for any carpet feature.

TABLE 15

SOILING OF KITCHEN CARPET IN WORK AREAS AND TRAFFIC PATHS AS OBSERVED BY THE HOMEMAKERS

Degree of Soiling	Homemakers	
	Number	Percentage
None	34	68
Slight	12	24
Moderate	3	6
Definite	1	2
All degrees	50	100

Seventy-two per cent of the homemakers interviewed felt their kitchen carpet looked as good as when it was installed. Twenty-six per cent felt their carpets looked good, but not

as attractive as when first installed. Only one homemaker, one of the two who were dissatisfied with the appearance of their carpets, felt her carpet was not attractive (see Table 16).

TABLE 16

HOMEMAKERS' EVALUATION OF PRESENT  
APPEARANCE OF KITCHEN CARPET

Evaluation	Homemakers	
	Number	Percentage
Looks as new	36	72
Good, but not as new	13	26
Not good	1	2
All evaluations	50	100

The investigator evaluated the appearance of the homemakers' kitchen carpets as follows: 60 per cent excellent, 30 per cent good, 8 per cent fair, and 2 per cent poor (see Table 17). When the investigator's evaluations of the carpets were compared to the homemakers', a general agreement was found to exist (see Table 18).

The most common problem observed by the investigator while evaluating the appearance of the homemakers' carpets was spotting. Thirty-six per cent of the carpets were spotted or stained. General soiling was noted on 18 per cent of the carpets. The pile of 10 per cent of the carpets

showed matting or crushing. Fading or other color change, exposed backing, and pilling were each noted once (see Table 19). Almost half of the carpets, 48 per cent, had no problems that could be observed by the investigator.

TABLE 17

APPEARANCE OF HOMEMAKERS' KITCHEN CARPET  
AS JUDGED BY THE INVESTIGATOR

Appearance	Carpets	
	Number	Percentage
Excellent	30	60
Good	15	30
Fair	4	8
Poor	1	2
All appearances	50	100

TABLE 18

COMPARISON OF INVESTIGATOR'S AND HOMEMAKERS'  
EVALUATION OF THE PRESENT APPEARANCE  
OF THE HOMEMAKERS' KITCHEN CARPETS

Investigator's Evaluation	Homemakers' Evaluation		
	As New	Good	Not Good
Excellent	29	1	0
Good	7	8	0
Fair	0	4	0
Poor	0	0	1

TABLE 19

PROBLEMS OF HOMEMAKERS' KITCHEN CARPETS AS  
OBSERVED BY THE INVESTIGATOR

Problem	Carpets	
	Number	Percentage
Spotting	18	36
General soiling	9	18
Crushed or matted pile	5	10
Exposed backing	1	2
Fading or other color change	1	2
Pilling	1	2
All problems	35	70*

\*This does not indicate that 70 per cent had problems; one carpet could have more than one problem.

The majority of the carpets in this survey looked good and all but two of the homemakers were satisfied with their carpet's appearance. However, two-thirds of the carpets had been installed for less than two years. Of the nine carpets installed for three years or more, only one, a five year old needlepunched carpet, was unattractive. Further research with an older sampling would be necessary to determine whether kitchen carpet will continue to retain a good appearance over a longer period of time.

The next section discusses the findings related to the durability of kitchen carpet as observed by the homemakers.

## DURABILITY

Whereas a homemaker can easily assess whether she feels her carpet is easy to maintain and is satisfactory in appearance, she can not know if it will prove durable until the carpet has been installed for a number of years. It was thought that questions regarding surface fiber pulls, exposed backing, matting or crushing of pile, and shrinkage would provide insight into the carpet's durability.

Seventy per cent of the homemakers had noticed no pulls in the surface of their carpets (see Table 20). Three carpets had enough surface fibers pulled or worn to expose the backing. The surface fibers of one of these carpets had been pulled out when an unfinished corner of the carpet was caught while moving a refrigerator. A large block of surface fibers had come loose in a flocked carpet. The carpet dealer judged this carpet defective and replaced it. The surface fibers in the third carpet appeared to have worn off, leaving the backing exposed.

Eighty-six per cent of the homemakers had noticed no matting or crushing of their carpets. None of the homemakers felt there had been an appreciable amount (see Table 21). The amount of matting and crushing was shown not to be related to the age of the carpet.

Only one homemaker had observed any problem with shrinkage. She noted that the shrinkage had occurred after a professional cleaning. Several other homemakers had

earlier noted dishwasher overflows but these had not caused any observable shrinkage.

TABLE 20

NUMBER OF PULLS IN SURFACE FIBERS OF CARPETS  
AS OBSERVED BY THE HOMEMAKERS

Pulls	Homemakers	
	Number	Percentage
None	35	70
Few	13	26
Moderate	1	2
Many	1	2
All pulls	50	100

TABLE 21

MATTING OR CRUSHING OF KITCHEN CARPETS AS  
OBSERVED BY THE HOMEMAKERS

Degree of Matting or Crushing	Homemakers	
	Number	Percentage
None	43	86
Slight	5	10
Moderate	2	4
Definite	0	0
All degrees	50	100

Only one of the homemakers interviewed had found it necessary to replace her carpet. This was the faulty flocked carpet replaced by the dealer after one year of installation. One homemaker knew of a friend who had replaced her needlepunched indoor-outdoor carpet when it proved too difficult to maintain in the kitchen.

Thus most of the homemakers interviewed had little experience with surface fiber pulls, exposed backing, matting and crushing, or shrinkage. It is not possible to interpret the homemakers' responses to indicate durable carpets. It can be said that the majority of the carpets in this survey seemed to be performing well at the time of the interview. Only one carpet observed by the investigator had not proved durable. This was a five year old orange needlepunched carpet. Large areas were stained black. The homemaker commented that this might be due to the deterioration of the glue which was used to cement the carpet to the floor. A large spot by the door was worn through to the backing. This homemaker judged her carpet difficult to maintain, unsatisfactory and unattractive in appearance. Of the carpets included in this survey, this carpet would seem to be an exception, since the eight other carpets that were three to six years old were performing very well.

Thus the homemakers' evaluation of the durability of kitchen carpet was not determined by this survey. Several

homemakers wondered aloud during their interview how long their carpets would last. In order to determine the homemakers' evaluation of the durability of kitchen carpet it would be necessary to have a sampling with carpets installed for a longer period of time. As kitchen carpet became popular about 1968, it may be 1978 or later before a survey could be undertaken with the expectation of a sampling of homemakers that could evaluate the durability of their carpets. In this survey it might have been possible to obtain the homemakers' estimation of the durability of their carpets by asking them how long they expected their carpets to last or how long they thought their carpets should last to prove a satisfactory investment.

The final section of this chapter presents the homemakers' responses to questions of a general nature pertaining to their kitchen carpets.

#### GENERAL EVALUATION

The homemakers were asked a number of general questions about their carpets. Several of these questions were based on claims made by the manufacturers in their advertising.

Less than half, 48 per cent of the homemakers had noticed that there had been less breakage of glassware since the carpets were installed. There was a statistically significant relationship between the presence of children in the home and the homemaker feeling there had been less breakage (see Table 22).

TABLE 22  
 HOMEMAKERS' RESPONSES ON BREAKAGE SINCE CARPET  
 INSTALLATION COMPARED WITH THE PRESENCE  
 OF CHILDREN

Family Composition	Breakage		
	Same	Less	All Breakage
Adults only	17	5	22
Children	9	19	28
All families	26	24	50

Eighty-two per cent of the homemakers felt that their kitchens were quieter since the carpet installation.

Eighty-six per cent of the homemakers had noticed a difference in having carpet under foot while working in the kitchen. Most homemakers thought it was both more comfortable and less tiring (see Table 23).

Eighty-eight per cent of the homemakers felt they were at ease while working in the kitchen (see Table 24). However, 46 per cent of the homemakers admitted that they were more careful not to spill things than they would be with a hard surface flooring (see Table 25).

When the homemakers were asked to list the most desirable feature of their kitchen carpet, 56 per cent listed ease of maintenance. Thirty-six per cent listed attractiveness, and 32 per cent comfort under foot. (This total is over 100 per cent because some homemakers listed more than one

feature.) Other features mentioned were quietness, warmth, safety, and less breakage (see Table 26).

TABLE 23

COMFORT UNDER FOOT SINCE INSTALLATION OF  
KITCHEN CARPET AS NOTED BY HOMEMAKERS

Response	Homemakers	
	Number	Percentage
No difference	7	14
Difference	43	86
More comfortable	39	78
Less tiring	34	68

TABLE 24

BEING AT EASE WHILE WORKING IN THE KITCHEN  
SINCE CARPET INSTALLATION AS NOTED  
BY HOMEMAKERS

Degree of Ease	Homemakers	
	Number	Percentage
Very at ease	35	70
Moderately at ease	9	18
Moderately uneasy	5	10
Very uneasy	1	2
All degrees	50	100

TABLE 25

HOMEMAKERS' EVALUATION OF THEIR CAREFULNESS  
CONCERNING SPILLS SINCE CARPET INSTALLATION

Degree of Care	Homemakers	
	Number	Percentage
A lot more careful	3	6
Moderately more careful	20	40
No more careful	22	44
Definitely no more careful	5	10
All degrees	50	100

TABLE 26

MOST DESIRABLE FEATURES OF KITCHEN CARPET  
AS LISTED BY THE HOMEMAKERS

Feature	Homemakers	
	Number	Percentage
Ease of maintenance	28	56
Attractiveness	18	36
Comfort under foot	16	32
Quietness	4	8
Warmth	2	4
Safety (fewer slips and falls)	1	2
Less breakage	1	2

Fifty-six per cent of the homemakers could think of no undesirable feature of their kitchen carpet. Twenty-eight

per cent felt that cleaning problems were the least desirable feature. Twelve per cent mentioned cigarette burns, and 4 per cent questioned durability (see Table 27).

TABLE 27

LEAST DESIRABLE FEATURES OF KITCHEN CARPET  
AS LISTED BY THE HOMEMAKERS

Feature	Homemakers	
	Number	Percentage
Cleaning problems	14	28
Cigarette burns	6	12
Questionable durability	2	4
None	28	56

In reviewing the responses of the twenty-eight homemakers who listed no undesirable feature thirteen had children, fifteen did not; sixteen of the homemakers' carpets were less than two years old, twelve were two years old or more.

The homemakers mentioning cigarette burns as an undesirable feature indicated that it was the flammability of the carpet as a whole that they were concerned about. The ash from a cigarette burned the carpet so quickly they wondered what would happen in the event of a grease fire in the kitchen. If further investigation into this problem indicates the homemakers' fears are well founded, steps

need to be taken to set up testing standards and force manufacturers to take potentially dangerous carpets off the market or else label them to warn the consumer of the danger.

Eighty-four per cent of the homemakers would select kitchen carpet again for themselves. Ninety per cent would recommend it to others, although some of the homemakers without children felt that the presence of children might add problems. This survey showed that they can add problems with spills.

Ninety-four per cent of the homemakers reported that the rest of the family seemed to like the kitchen carpet. A few husbands mentioned that the carpet seemed to have reduced the heat bill.

Only two homemakers disliked their carpets. Both had found their carpets difficult to maintain. One homemaker had not formed an opinion about her carpet as she had had it only a short time. The rest of the homemakers, 94 per cent, liked their carpets. They contributed such comments as, "I would rather vacuum than mop and wax any day," "as serviceable as any flooring I've known," "never want 'bare' floors again," and finally, "I wouldn't consider anything else."

Thus kitchen carpet seemed to be performing well for most of the homemakers in this survey.

The next chapter summarizes this investigation.

## CHAPTER V

SUMMARY AND CONCLUSIONS

In the spring of 1971, fifty homemakers who owned kitchen carpet and resided in Guilford County, North Carolina were interviewed to determine their evaluation of the performance of kitchen carpet in the areas of ease of maintenance, appearance retention, and durability.

Fifty-six per cent of the homemakers had children; 46 per cent had pet dogs or cats in the house. Fifty-eight per cent of the homemakers cooked two or more meals each day and all but eight per cent of the homemakers stated that at least two meals a day were eaten in the kitchen.

Sixty-six per cent of the homemakers' carpets had been installed for less than two years. Sixty per cent of the homemakers did not know the fiber content of their carpets. Although the carpets represented a wide range of colors, 64 per cent were a medium color value. Eighty-two per cent were dense low profile carpets.

Ninety-two per cent of the homemakers felt their kitchen carpet was easy to maintain. It was thought that factors such as family composition, pets, the amount of cooking and eating in the kitchen, and carpet characteristics would be related to ease of maintenance and uncovered by this study.

Since only a few homemakers judged their carpet difficult to maintain it was not possible to establish any statistically significant relationships.

Sixty-six per cent of the homemakers had experienced difficulty removing some type of spill from their carpet. Spills of grease, cleaning fluids, and milk were the most difficult for the homemaker to clean satisfactorily. Problems with spills were shown to have a statistically significant relationship only to the presence of children in the home. This survey did not determine whether problems with spills were caused by improper cleaning techniques of the homemaker or carpet that could not perform as expected. Future studies concerned specifically with cleaning problems might reveal more clearly what factors are involved. Perhaps manufacturers' advertising is at fault for raising the expectations of the homemakers too high.

However, 96 per cent of the homemakers were satisfied with the present appearance of their kitchen carpet and had noticed no overall change of color. In most cases the investigator agreed with the homemaker and judged 90 per cent of the carpets as good or better in appearance. Although 32 per cent of the homemakers noted soiling in work areas and traffic paths, 72 per cent felt their carpets looked as good as new--or would after shampooing.

The third area of concern investigated was durability. It was thought that questions regarding problems with surface fiber pulls, exposed backing, matting or crushing, and shrinkage would provide insight into the durability of the homemakers' kitchen carpet. Most of the homemakers had experienced little or no difficulty with these problems, possibly because a majority of the carpets were less than two years old. Only one five year old needlepunched carpet included in this survey had not proved durable. This carpet had performed well for the first two years. Two of the homemakers questioned the durability of their carpets during their interviews. Thus further investigation with a sampling of homemakers having their carpets installed for at least five to ten years would be necessary to determine the homemakers' evaluation of the durability of kitchen carpet in the home.

The flammability of kitchen carpet is another factor in which study is needed. Six homemakers were concerned by how rapidly their carpets burned or charred when a cigarette ash was dropped on it and mentioned the potential danger of a grease fire in the kitchen.

Almost all of the homemakers in this survey felt their carpets were performing well in the areas of ease of maintenance and appearance retention. If further investigation shows that homemakers do find that kitchen carpets are durable, a designer could well recommend kitchen carpet

to homemakers reminding them that, as with any flooring, the presence of children could make its upkeep a little more difficult.

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1. How long have you had your kitchen carpeting?  
 a. \_\_\_\_\_ months (under one year)  
 b. \_\_\_\_\_ years (one to five years)  
 c. \_\_\_\_\_ years (six to ten years)
2. Do you like having carpeting in your kitchen?  
 a. \_\_\_\_\_ strongly like  
 b. \_\_\_\_\_ moderately like  
 c. \_\_\_\_\_ no opinion  
 d. \_\_\_\_\_ no \_\_\_\_\_ moderately dislike  
 e. \_\_\_\_\_ strongly dislike
3. Do you feel that carpeting in the kitchen is easy to care for?  
 a. \_\_\_\_\_ yes \_\_\_\_\_ very easy  
 b. \_\_\_\_\_ no opinion  
 c. \_\_\_\_\_ no \_\_\_\_\_ moderately difficult  
 d. \_\_\_\_\_ very difficult
4. How large is your family now living at home?  
 a. \_\_\_\_\_ husband  
 b. \_\_\_\_\_ children: \_\_\_\_\_ 1 or 2, \_\_\_\_\_ 3 or more  
     ages: \_\_\_\_\_ month to 3 years, \_\_\_\_\_ 4 to 13 years,  
     \_\_\_\_\_ 14 and up  
 c. \_\_\_\_\_ other adults
5. In general, how do they feel about having carpeting in the kitchen?  
 a. \_\_\_\_\_ like it  
 b. \_\_\_\_\_ don't like it  
 c. \_\_\_\_\_ no opinion
6. Do you have any house pets?  
 a. \_\_\_\_\_ no or none that would affect a carpet  
 b. \_\_\_\_\_ yes: kind and number  
     (1) \_\_\_\_\_ dogs  
     (2) \_\_\_\_\_ cats  
     (3) \_\_\_\_\_ other that would affect the carpet

## APPENDIX

## Questionnaire

1. How long have you had your kitchen carpeting?
  - a. \_\_\_\_\_ months (under one year)
  - b. \_\_\_\_\_ years (one to five years)
  - c. \_\_\_\_\_ years (six to ten years)
2. Do you like having carpeting in your kitchen?
  - a. \_\_\_\_\_ yes \_\_\_\_\_ strongly like
  - b. \_\_\_\_\_ no opinion
  - c. \_\_\_\_\_ no \_\_\_\_\_ moderately dislike  
\_\_\_\_\_ strongly dislike
3. Do you feel that carpeting in the kitchen is easy to care for?
  - a. \_\_\_\_\_ yes \_\_\_\_\_ very easy  
\_\_\_\_\_ moderately easy
  - b. \_\_\_\_\_ no opinion
  - c. \_\_\_\_\_ no \_\_\_\_\_ moderately difficult  
\_\_\_\_\_ very difficult
4. How large is your family now living at home?
  - a. \_\_\_\_\_ husband
  - b. \_\_\_\_\_ children: \_\_\_\_\_ 1 or 2, \_\_\_\_\_ 3 or more  
ages: \_\_\_\_\_ month to 3 years, \_\_\_\_\_ 4 to 13 years,  
\_\_\_\_\_ 14 and up
  - c. \_\_\_\_\_ other adults
5. In general, how do they feel about having carpeting in the kitchen?
  - a. \_\_\_\_\_ like it
  - b. \_\_\_\_\_ don't like it
  - c. \_\_\_\_\_ no opinion
6. Do you have any house pets?
  - a. \_\_\_\_\_ no or none that would affect a carpet
  - b. \_\_\_\_\_ yes: kind and number
    - (1) \_\_\_\_\_ dogs
    - (2) \_\_\_\_\_ cats
    - (3) \_\_\_\_\_ other that would affect the carpet

7. Have you noticed any difference in the amount of noise in the kitchen since the carpeting was installed?  
 a.  no  
 b.  yes:  quieter,  noisier
8. How many meals do you usually eat in the kitchen?  
 a.  none  
 b.  one meal per day  
 c.  2 or more meals per day
9. Have you noticed any difference in the amount of glass and dish breakage since the carpet was installed?  
 a.  no  
 b.  yes:  more,  less
10. How much cooking would you say that you usually do?  
 a.  2 or more big meals per day  
 b.  one big meal per day  
 c.  do very little cooking on a regular basis
11. Have you noticed any difference in having carpet under foot while working in the kitchen?  
 a.  no  
 b.  yes:  more comfortable,  less comfortable  
 more tiring,  less tiring
12. Do you feel completely at ease while working in the kitchen with carpet?  
 a.  yes  very at ease,  moderately at ease  
 b.  no opinion  
 c.  no  moderately uneasy,  very uneasy
13. Are you more careful not to spill things than you would be with a hard surface flooring?  
 a.  yes  a lot more careful  
 moderately more careful  
 b.  no opinion  
 c.  no  no more careful  
 definitely not more careful
14. How often do you find it necessary to vacuum the carpet?  
 a.  after each meal  
 b.  daily  
 c.  every other day  
 d.  weekly
15. Do you wipe up spills immediately?  
 a.  yes  
 b.  no

16. Which of the following food groups have been spilled on your carpet?
- \_\_\_\_\_ milk (in large quantities?)
  - \_\_\_\_\_ egg, batters
  - \_\_\_\_\_ fats, oils, grease, ice cream, mayonnaise
  - \_\_\_\_\_ ketchup, tomato sauce, mustard
  - \_\_\_\_\_ cleaning fluids
  - \_\_\_\_\_ animal stains (including blood and urine)
  - \_\_\_\_\_ alcoholic drinks
  - \_\_\_\_\_ soft drinks
  - \_\_\_\_\_ tea, coffee
  - \_\_\_\_\_ food coloring (or other coloring including ink)
  - \_\_\_\_\_ fruits, or fruit juices
17. In general, what kind of spills are the most difficult to clean up? (type from preceding list)
18. Do you use a care guide or stain removal chart of some kind to determine how to clean up a spill?
- \_\_\_\_\_ yes
  - \_\_\_\_\_ no
19. Has anything you have used to clean up a spill ever caused a change in the color or texture of the carpet?
- \_\_\_\_\_ no
  - \_\_\_\_\_ yes: please describe color
    - (1) \_\_\_\_\_ lightening (from overcleaning of area)
    - (2) \_\_\_\_\_ darkening
    - (3) \_\_\_\_\_ change in color  
texture
      - (1) \_\_\_\_\_ matting
      - (2) \_\_\_\_\_ destruction of carpet fibers
20. Have you ever used a rug shampoo and/or given the carpet an overall cleaning in addition to spot cleaning and vacuum?
- \_\_\_\_\_ yes
  - \_\_\_\_\_ no
- Do you think this will be necessary at some time?
- \_\_\_\_\_ yes
  - \_\_\_\_\_ no
  - \_\_\_\_\_ don't know
- Do you think that it will be necessary to have a professional carpet cleaner come to clean your carpet?
- \_\_\_\_\_ yes
  - \_\_\_\_\_ no
  - \_\_\_\_\_ don't know

21. In comparison to a hard surface floor, how much time do you think you spend cleaning your kitchen carpeting?  
 a.  more  
 b.  less  
 c.  same
22. Judging the appearance of the carpeting, would you say that  
 a.  it looks as good as when it was first installed  
 b.  it looks good but not as attractive as when first installed  
 c.  it does not look good, especially in comparison to its appearance when first installed
23. Has there been any overall fading, graying, or other change of color in the carpet? (as contrasted to areas that have always been covered?)  
 a.  no  
 b.  yes:  slight,  moderate,  definite change
24. Does there seem to be any soiling or other change of color in work areas or main traffic paths?  
 a.  no  
 b.  yes:  slight,  moderate,  definite contrast
25. Are you satisfied with the carpet's present appearance?  
 a.  yes very satisfied   
      moderately satisfied   
 b.  no moderately dissatisfied   
      very dissatisfied
26. Have you noticed that any of the carpet fibers making up the surface of the carpet have become uneven with the general level of the carpet perhaps from pulls by pets' claws or sharp or rough places on shoes or other objects in contact with the carpet surface?  
 a.  no  
 b.  yes: degree  few,  moderate number,  many
27. Are there any areas of the carpet where the fibers seem to have come out and left the backing noticeably exposed?  
 a.  yes  
 b.  no



Fiber  
(from carpet dealer if necessary)

General appearance of carpet:

- |          |           |           |                                 |
|----------|-----------|-----------|---------------------------------|
| a. _____ | Excellent | (1) _____ | Stains from spills              |
| b. _____ | Good      | (2) _____ | Wear patterns                   |
| c. _____ | Fair      | (3) _____ | Fading or other color<br>change |
| d. _____ | poor      | (4) _____ | Crushed or matted areas         |
|          |           | (5) _____ | Obvious pulls                   |
|          |           | (6) _____ | Backing showing                 |
|          |           | (7) _____ | General soiling                 |