

The Woman's College
University of North Carolina

The LIBRARY



GA

no. 276

COLLEGE COLLECTION
Gift of the Author

FACTORS INFLUENCING THE SELECTION OF RUGS AND CARPETS,
AND THE RESULTING SATISFACTIONS

by

Patricia Godwin Hurley

A thesis submitted to
the Faculty of
The Consolidated University of North Carolina
in partial fulfillment
of the requirements for the degree
Master of Science in Home Economics

Greensboro
1961

Approved by

Madeleine B. Street
Madeleine B. Street, Adviser

ACKNOWLEDGEMENTS

The writer wishes to express her sincere appreciation to Mrs. Madeleine B. Street whose patient guidance and supervision made this thesis possible, and to the other members of the thesis committee: to Mrs. Savannah Day for her helpful suggestions and encouragement, to Dr. Hildegard Johnson who so kindly directed the statistical analyses of the data, and to Miss Jeanette Sievers for her constructive criticisms of the study.

TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
The Problem	1
Definitions of Terms Used	3
Procedure	5
II. REVIEW OF LITERATURE	8
Carpet Fibers	8
Methods of Making Carpets	14
Carpet Treatments	18
Choosing a Carpet	19
Care of Carpets	22
III. FINDINGS	25
Description of Families	26
Description of Carpets	29
Factors Related to Carpet Wear	37
Care of Carpets	40
Carpet Selection	45
Carpet Information Homemakers Desired	50
Ratings Given Carpets by Homemakers	50
IV. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS FOR FURTHER STUDY	60
Summary and Conclusions	60
Recommendations for Further Study	69

PAGE

BIBLIOGRAPHY	70
APPENDIX	73
A. Map of Reidsville, North Carolina	73
B. Identifying Letter	74
C. Interview Schedule	75
D. Questionnaire	80

LIST OF TABLES

TABLE	PAGE
I. Homes Visited	26
II. Occupations	28
III. Educational Level of Husbands and Homemakers.	29
IV. Income of Participating Families	30
V. Size of Carpets	31
VI. Age of Carpets	33
VII. Carpet Color in Relation to Carpet Age . . .	33
VIII. Solid Color Carpets by Age	34
IX. Predominant Color of All Carpets by Age . . .	35
X. Cost of Carpets	36
XI. Wear Given Carpets in Relation to Number of Living Room Doors	38
XII. Location of Exterior Doors Opening into the Living Room	39
XIII. Wear Given Living Room Carpets in Relation to Occurrence of Family Room	40
XIV. Wear Given Carpets in Relation to Family Size	41
XV. Frequency of Home Cleaning of Carpets	41
XVI. Cost of Home Cleaning of Carpets	42
XVII. Frequency of Professional Cleaning of Carpets	43
XVIII. Cost of Professional Cleaning of Carpets . .	44
XIX. Immediate Family Members Who Participated in Planning Carpet Purchase	46

TABLE	PAGE
XX. Persons Who Made the Decision in Carpet Purchase	47
XXI. Sources of Information Used Prior to Carpet Purchase	48
XXII. Reasons for Selecting the Store for Carpet Purchase	48
XXIII. Carpet Characteristics Homemakers Would Consider if Buying	51
XXIV. Information Homemakers Desired in Relation to Carpets	52
XXV. Carpet Satisfaction Ratings	53
XXVI. Carpet Service Expectancy in Relation to Cost of Carpet	54
XXVII. Carpet Characteristics Contributing to Satisfaction	56
XXVIII. Carpet Characteristics Contributing to Dissatisfaction	57

CHAPTER I

INTRODUCTION

During the past ten years, 1950-60, dramatic changes have occurred in the carpet industry. New fibers and new techniques of producing carpets were developed. The American Carpet Institute sums up the situation in this way:

Through the injection of style and fashion, the industry's carpet lines were revolutionized. More new patterns and weaves were introduced in the last ten years than in the previous half century.¹

A nation-wide study made by the United States Department of Agriculture in 1957 showed that "approximately 76% of all homes had soft floor covering in the living room."² Forty-nine percent of these were room-size rugs, 14 percent were wall-to-wall carpeting, and the remainder was composed of scatter rugs.

I. THE PROBLEM

Research on rugs and carpets is needed in order to aid homemakers in purchasing soft floor coverings with which

¹Basic Facts About the Carpet and Rug Industry, American Carpet Institute Inc., 1960 Edition, p. 24.

²Homemakers Appraise Cotton, Wool and Other Fibers in Household Furnishings, Marketing Research Report No. 279, United States Department of Agriculture, p. 10.

they will be satisfied. Since the end of World War II, the carpet industry

. . . has been in the throes of a technological revolution involving new manufacturing methods, new fibers, new dyes and dyeing methods, and a new attitude toward texture, color and other style feature. . . . At the same time, consumer demand for carpets is at a peak and the world supply of traditional raw materials for rugs is noticeably diminishing. . . . new developments have been introduced prematurely. . . .³

The result is that homes are used as test laboratories, at the consumer's expense. Naturally, complaints have arisen.

Our way of life affects today's carpets. They get harder wear, especially in rooms where we "scoot our feet" while watching television. Picture windows cause them to fade, and the pastels which are now fashionable show dirt quickly.⁴ Consequently, homemakers need to know how to care for their carpets properly. Consumer Bulletin states:

No other household textiles are given as severe wear as rugs and carpets, which are expected to be walked on, subjected to dirt and grit, and to remain in place for many years, often without regular and thorough cleaning.⁵

For a period of three years Good Housekeeping laboratories carried on tests to establish a set of standards for carpets (first published in 1960) based on the questions

³"What You Ought to Know about Buying Rugs and Carpets," Consumer Reports, November, 1958, p. 558.

⁴"Problems in Buying a Rug," Consumers Research Bulletin, January, 1956, p. 29.

⁵"Rugs and Carpets," Consumer Bulletin, April, 1960, p. 6.

consumers ask most often. This material is one of the few sources of information readily available to homemakers who are selecting carpets on today's market.

There are numerous pamphlets available from the manufacturers of carpets which answer questions about their particular product.

An interest in home furnishings and a recognition of the rapid rate of new developments in the carpet and rug industry within the last ten years, and the fact that research in this area was limited, led to the selection of the problem for study--Factors Influencing the Selection of Rugs and Carpets, and the Resulting Satisfaction.

The purposes of this study were:

1. To determine the types of soft floor coverings that are in use in living rooms within a certain residential section of Reidsville, North Carolina.
2. To ascertain some of the factors influencing the selection of these living room soft floor coverings.
3. To learn the reasons for the homemakers' satisfactions or dissatisfactions.

II. DEFINITIONS OF TERMS USED

Carpet--"The general designation of fabric for soft floor covering . . ."⁶

⁶A Close-Up of American Carpet and Rugs, American Carpet Institute Inc., [n.d.], p. 8.

Wall-to-wall carpeting--a carpet which has been cut to fit the room with no floor showing around the edge.

Rug--a soft floor covering which does not cover the entire floor and is not tacked down.

Broadloom--"is a designation of width, not a special construction or style. It means seamless carpet of any weave produced on broad looms, from six to eighteen feet wide. It is used also for tufted carpet made in wide widths. The term is applied to plain colors and patterns."⁷

File--"The tufts of yarn that stand erect from the base of the carpet and form the surface."⁸

Embossed pile--the pattern is made "by varying the pile height, the texture of individual yarns, or colors of yarns."⁹ This includes carved and sculptured rugs.

Texture--the appearance of the surface of the carpet.

Carpet yarn--those made especially for carpets, in special lengths, thicknesses, and colors.

Twist--"indicates the direction and shape the yarn has been given to produce a particular texture effect."¹⁰

Woven design--those of carpets having an Oriental design, a geometric or floral design of two or more colors, in contrast to a tweed or a design created by varying heights of pile.

⁷Basic Facts About the Carpet and Rug Industry, op. cit., p. 28.

⁸A Close-Up of American Carpet and Rugs, loc. cit.

⁹A Carpet Man's Notes 1961, James Lees and Sons Company, p. 7.

¹⁰Carpet Buying Guide, E. I. du Pont de Nemours and Company, [n.d.], p. 13.

Fluffing or shedding--"appearance, on the carpet surface, of light fiber fragments which are not bound in the carpet."¹¹

Pilling--"formation on the carpet surface of bunches or balls of tangled fibers which cannot be removed without breaking a fiber."¹²

Soil resistance--"The ability of a fiber to release street or household soils brought into contact with the fiber in service. Soil applied to the fiber in service should be removable by mechanical and vacuum devices."¹³

Crush recovery--"is the ability of carpet pile to regain its original height and texture after crushing by furniture or foot steps."¹⁴

III. PROCEDURE

An area survey of a residential district in Reidsville, North Carolina, the residence of the researcher, was undertaken to learn the procedure used by the homemakers living in this area in the selection of carpets, and to learn the carpet characteristics which the homemaker especially liked or disliked after using the carpet for a period of at least one year.

¹¹Basic Facts About the Carpet and Rug Industry, loc. cit.

¹²Ibid.

¹³J. W. Schappel, "Performance Characteristics of Synthetic Fibers, Wool, Viscose, and Blended Fibers in Axminster Carpets," Textile Research Journal, March, 1956, p. 211.

¹⁴Carpet Buying Guide, loc. cit.

The sampling plan was designed to give unbiased estimates of the opinions of homemakers living in the selected area. This particular area was selected because it was believed that in this section of Reidsville a large percentage of homes would contain living room carpets.

A map of Reidsville was used in planning the sampling procedures (see Appendix). The area chosen is designated as the country club section, the Ann Ruston development, and a connecting area of older homes intersected by South Main Street. The area is bounded on the north by West Harrison Street, on the east by South Scales Street, and on the south by Park Lane. On the west there was no single street boundary; however, a boundary line was drawn from Park Lane on the south north through Spring Street, and from there to West Harrison on the north.

A route to be followed was marked with colored pencils. The sampling plan provided for the inclusion of every fourth house. In order to select at random the first house with which to begin the survey, the numbers one through four were placed in a bowl and one was chosen. Thereafter, every fourth house was surveyed.

Residences on both sides of the street were included, with the exception of two of the border streets, South Scales and West Harrison. Only the residences on the west side of South Scales and the south side of West Harrison were included.

Businesses, vacancies, and residences containing more than two separate family living quarters were excluded.

An interview schedule and questionnaire were developed and pretested with three homemakers who had either a living room rug or carpet. The purpose of the pretest was three-fold: first, to test the interview schedule and questionnaire for clarity and completeness; secondly, to determine the homemakers' reactions to the types of information called for in the schedules; and lastly, to develop some skill in interviewing. The revised interview schedule and questionnaire took a minimum of 20 minutes to administer (see Appendix).

The following procedure was used by the interviewer in collecting data for the study:

1. Introduced self, giving an identifying letter from The School of Home Economics at The Woman's College (see Appendix).
2. Explained purposes of visit.
3. Established whether homemaker had a carpet which was eligible to be included in the study.
4. Asked for co-operation, explaining what use was to be made of the findings.
5. Offered to call later in cases where it seemed to be an inconvenient time for the homemakers.
6. Secured information needed for the interview schedule.
7. Requested that the homemaker complete the short questionnaire.
8. Expressed appreciation for homemaker's co-operation.

Eligibility requirements for study of the carpet were immediately established by asking the questions in the interview schedule concerned with size and age. If at this point it was clear that the carpet did not meet the requirements, no further questions were asked. Only those who had carpets which met the following requirements were asked all of the questions on the interview schedule and questionnaire:

1. Living room carpet at least a year in age.
2. Living room carpet at least 9' x 12' in size.
3. Living room carpet which was not a hooked rug, a woven reversible rug, or an Oriental rug.

The investigator was courteously received, and the information in almost all cases was freely given.

When the researcher could not contact anyone at home, she tried to secure from a neighbor the name of the occupant and whether the homemaker had a living room carpet. Once the name of the occupant or the house number was determined, the city directory or the telephone book was used so that appointments for recalls could be made by telephone. The researcher continued to try to make an appointment with each homemaker until she received a refusal or was convinced that it was inconvenient for the homemaker to be interviewed.

The remainder of this study is organized as follows: a review of literature relating to carpets, the findings of the survey, a summary, conclusions, and recommendations for further study.

CHAPTER II

REVIEW OF LITERATURE

Buying a carpet usually means investing a consequential portion of the family income. There are a number of factors that affect the performance of a carpet, such as the fiber or blend of fibers, the height and thickness of the pile, the size and twist of the yarn, the particular construction used and the type of backing.

Carpets give a home beauty, luxury, warmth, safety, and comfort. They buff air-borne and impact noises. In a study carried on at Iowa State College, it was found that it takes less time and effort to care for a carpet than a smooth floor covering.¹⁵

I. CARPET FIBERS

Due to the great number of carpet fibers, and variability of the fibers of the different manufacturing companies, it is difficult to discern which fibers are best for carpets. No one fiber is necessarily best in every way. Each one has its particular advantages whether it is a natural fiber or a man-made fiber especially developed

¹⁵Elizabeth Beveridge, Glenn R. Hawkes, and Emil Jebe, "Carpet and Smooth Floor Covering--Maintenance Required and Satisfaction to Users," Journal of Home Economics, November, 1959, p. 781.

for carpets. With each fiber it is necessary to raise the questions of its durability, resistance to soil, its ability to recover from crushing, and its ease of cleaning. Many grades of carpets are made from every fiber.

One manufacturer of carpet fiber has explained the difference in crush resistance and crush recovery of carpets:

No fiber is crush 'resistant' in carpets. Heavy weight of furniture and foot traffic 'crushes' any soft surface floor covering. 'Resilience' is not a measurable quality. The crush recovery of carpet pile, however, is a most important measure of fiber performance. Two factors are measured to determine crush recovery: (a) Speed of recovery. (b) Percentage regain of original pile height.¹⁶

Wool. Wool, the principle fiber used in the making of carpets for hundreds of years, is still widely used in their manufacture. Wool constituted 62 percent of the fibers used in broadloom rugs and carpets in 1959.¹⁷ Wool is excellent in resisting soil.¹⁸ A good grade of wool has good crush recovery, retains texture and appearance, has a natural fire-retardant quality, and responds well to wet-cleaning. However, wool is not as readily spot cleaned as man-made fibers, needs mothproofing, and its colors are not

¹⁶Answers to Questions About Carpets, E. I. du Pont de Nemours & Company, 1958, p. 4.

¹⁷Basic Facts About the Carpet and Rug Industry, American Carpet Institute Inc., 1960 Edition, p. 20.

¹⁸"What You Ought to Know about Buying Rugs and Carpets," Consumer Reports, November, 1958, p. 559.

as clear as man-made fibers.¹⁹

Cotton. Cotton's two chief attributes are low price and colors which are warm and available in a wide range.²⁰ It is poor in crush recovery and soil resistance. Consumer Bulletin states that it has excellent resistance to abrasive wear;²¹ however, Consumer Reports state that cotton's durability is poor because it crushes easily and the side of the yarn wears off.²² Recognized authorities agree that cotton carpets should be labeled shrink resistant and color fast.

Man-made fibers. Man-made fibers are mothproof, mildew-proof, and non-allergenic. They take dye well, and their fast drying makes them easily cleaned on location. According to the American Carpet Institute, these fibers "have been especially developed for the carpet industry and are not substitutes but a permanent addition to the raw material supply."²³

¹⁹Eileen Burke, "Rugs and Carpets," Forecast for Home Economists, December, 1960, p. 35.

²⁰"The New Carpets," Consumers Research Bulletin, September, 1952, p. 13.

²¹"Rugs and Carpets," Consumer Bulletin, April, 1960, p. 9.

²²"What You Ought to Know about Buying Rugs and Carpets," Consumer Reports, loc. cit.

²³Basic Facts About the Carpet and Rug Industry, op. cit., p. 19.

Nylon has many advantages. It recovers quickly from crushing, is resistant to stains, retains little soil after vacuuming, is unequaled in moth, mildew, and rot resistance, and has high fiber strength. Nylon's main disadvantage is static electricity; however, it may be treated with anti-static sprays.²⁴ According to Consumer Bulletin, nylon has excellent flame resistance, is resistant to most acids and solvents, and is the "strongest and most durable fiber in the industry."²⁵ Nylon's soil resistance depends on its luster: delustered fibers are good to excellent, semi-bright fibers are poor to fair, and bright fibers are poor.²⁶ Continuous filament nylon, of which Du Pont 501 Carpet Nylon, Caprolan, Cumuloft, Nyloft, and Tycora are examples, have improved resistance to soil and pilling.

Du Pont 501 Carpet Nylon is spun by a new process. It is a rich, bulky fiber that offers advantages in styling and performance. It is available as continuous filament with no short loose fibers to cause shedding of fuzzing in loop pile carpets.²⁷

Thus, carpet shedding no longer seems to be a problem with this new type of carpet nylon.

²⁴"Carpets Get That New Look," Chemical and Engineering News, March 11, 1957, p. 112.

²⁵"Rugs and Carpets," Consumer Bulletin, loc. cit.

²⁶Ibid.

²⁷Carpet Buying Guide, E. I. du Pont de Nemours & Company, [n.d.], p. 9.

The fibers classed as Acrylics, of which Acrilan, Creslan, and Orlon are examples, and the modified acrylics, known as Dynel and Verel, differ from one another in some physical and chemical characteristics, but all wear well and their ability to recover from crushing is good to excellent. Acrylics resist soil well.²⁸ Some of the acrylics are so new that their long-range characteristics are not known. In 1959 "there was a decrease in the use of cellulosic fibers and an increase in the use of nylon, particularly continuous filament, and acrylic types."²⁹

In general, rayon and acetate are considered to be poor fibers for carpets.³⁰ They are not as resistant to crushing or soil as nylon. Rayon and acetate in 1959 composed only 15 percent of all carpets manufactured.³¹ All carpet fibers will burn, but some are much more flammable than others, for instance, when a cigarette is dropped on them. Consumer Reports consider Acrilan and acetate to be a fire hazard.³²

²⁸"What You Ought to Know about Buying Rugs and Carpets," loc. cit.

²⁹Basic Facts About the Carpet and Rug Industry, op. cit., p. 20.

³⁰"Rugs and Carpets," Consumer Bulletin, loc. cit.

³¹Basic Facts About the Carpet and Rug Industry, loc. cit.

³²"What You Ought to Know about Buying Rugs and Carpets," loc. cit.

Blends. Today carpets are often made of a blend of two or more fibers. This may be good, for each can contribute desirable qualities to a carpet.

Generally, for a fiber to contribute to performance, it should represent at least 15-20% of the total fiber content, and, in the opinion of CU's [Consumer Union's] consultants, 25 or more per cent would be more realistic.³³

The addition of 30 percent nylon with wool is needed in twist carpets in order to effectively add to twist and texture retention.³⁴

Good Housekeeping magazine predicted that more and more carpets will be "made of 80 to 100 percent Creslan acrylic fiber, or of 70 percent Orlon acrylic blended with"³⁵ Verel or Dynel. This same source suggested that a blend of Orlon and wool improves serviceability and that Cellaire, a trade name for a yarn blend of acetate with 20 to 30 percent nylon, adds crush recovery and durability.³⁶

³³Ibid., p. 561.

³⁴Answers to Questions about Carpets, op. cit., p. 9.

³⁵"That New Rug in Your Life," Good Housekeeping, February, 1961, p. 118.

³⁶Ibid., p. 119.

II. METHODS OF MAKING CARPETS

Carpets are woven, tufted to a woven backing, or knitted.

Weaving. The conventional method of making rugs for many years has been to weave them, using wool fibers. In 1939, of all woven carpets, 83 percent were 9 feet or less in width, leaving 17 percent woven in widths 12 feet or over. By 1959 the figures had changed drastically: only 22 percent of all woven carpets were 9 feet or less in width, while 78 percent were 12 feet or over.³⁷

Three types of woven carpets that have maintained their popularity over the years are Axminster, Velvet, and Wilton. A fourth type, more expensive and today most often custom made, is the Chenille. "Axminster shipments, which a decade ago accounted for 46% of the total, were down to 10% in 1959."³⁸ The Wiltons and Velvets have also decreased in percentage of manufacture since 1950. However, "there was renewed strength in the over-all woven area during the past year [1959]."³⁹

³⁷Basic Facts About the Carpet and Rug Industry,
op. cit., p. 5.

³⁸Ibid., p. 3.

³⁹Ibid.

The Wilton carpet "is woven on a loom with a specialized combination of a Jacquard system."⁴⁰ A good quality Wilton carpet is luxurious and durable, with deep, dense pile. It is made in "a wide range of multicolor designs and also solid colors."⁴¹ The Axminster carpet is also woven on a special loom. The variety of possible patterns are endless. The pile is usually cut, and if of good quality is compact, affording excellent crush recovery and durability.⁴² A distinguishing feature is that the carpet can be rolled lengthwise, but not crosswise. The Velvet carpet, which is used mostly for solid colors, is the simplest carpet weave. For different textures, it may be cut, looped, or a combination of cut and uncut pile.⁴³ Chenille carpets require two looms for weaving. They are thick and soft, and "can be woven in any pattern, color, shape or size up to 30 feet wide."⁴⁴

Midway of this century, due to a price increase of imported wool, manufacturers began to experiment with carpet materials. The idea of tufting large carpets was derived

⁴⁰Ibid., p. 26.

⁴¹Ibid.

⁴²Ibid.

⁴³Ibid.

⁴⁴Ibid., p. 27.

from the manufacture of bath and scatter rugs.⁴⁵

Tufting.

Tufting is essentially a sewing operation. The needles (up to 1,800 of them), each threaded from its own spool, penetrate a backing material simultaneously, making countless loops or tufts. For 'cut-pile,' minute knives clip the loops as the needles leave the backing; for a twist-pile effect, an attachment twists the cut ends. A layer of liquid rubber latex applied to the backing locks the loops in.⁴⁶

In 1956 it was stated in Business Week that:

. . . tufted carpet appears to be on the way to doing what woven has tried to do for years: increase per family use of carpet. . . . What's more, it would seem that the lower prices of most tufting has brought carpet within the range of the lower-income pocketbook In five years, the tufters have come up from a bare 6% of total soft floor covering sales to 43%.⁴⁷

The American Carpet Institute reported that in 1959 the total yardage of tufted carpeting, 59.5 percent of the total broadloom yardage produced, represented an increase of 21 percent over the preceding year.⁴⁸

The market for tufted carpet continued to grow during 1959, but at a slower rate than in earlier years. Tufted

⁴⁵"Problems in Buying a Rug," Consumers Research Bulletin, January, 1956, p. 28.

⁴⁶"Tufted Carpet: How Much More Can It Grow?" Business Week, June 16, 1956, p. 58.

⁴⁷Ibid., pp. 58, 60.

⁴⁸Basic Facts About the Carpet and Rug Industry, op. cit., p. 3.

carpets "represent the largest single category of soft floor covering produced in the United States."⁴⁹ There are three reasons for tufting's fast growth: 1) faster production rate, 2) much lower priced product, and 3) use of new fibers.⁵⁰

The amount of man-made fibers used for tufted carpet yarn increased from 2 percent in 1951 to 75 percent in 1956.⁵¹ At first, most tufted carpets were made of cotton. Although they can be made of any carpet fiber, few are made of wool.

Tufted carpets have brighter colors than woven carpets, and they can be washed. It was stated in Business Week in 1956 that design possibilities of tufted carpets were limited, compared with those of woven construction.⁵²

Knitting. "In knit, as well as woven carpets, the backing and surface are interwoven simultaneously on a loom or knitting machine."⁵³ This is the newest method of making

⁴⁹Ibid., p. 4.

⁵⁰"Tufted Carpet; How Much More Can It Grow?"
op. cit., p. 56.

⁵¹Ibid.

⁵²Ibid., p. 60.

⁵³The Good Housekeeping Guide to Buying Carpets,
The Hearst Corporation, 1960, p. 4.

carpets. They are available in cut or loop pile, a random high or low pile, embossed patterns, in solid color or in tweeds. Figures are not yet available on the output of these carpets.⁵⁴

III. CARPET TREATMENTS

Mothproofing. According to Whittall Carpet Company, it is now possible to mothproof wool carpets for their "usable" lifetime. This company uses mitin, an odorless chemical in dry powder form which is non-toxic to humans and animals. It is usually applied with the dyestuffs. This process, says Whittall Company, is inexpensive and easy to do.⁵⁵

Soil retardants. In 1955 Chemical and Engineering News reported that carpets could be treated with a soil retardant by the manufacturer; or a homemaker could treat her own carpet with a soil retardant. Soil retardants were produced especially for man-made fibers and pastel carpets.⁵⁶ They are in liquid form, and approximately one pint will

⁵⁴Basic Facts About the Carpet and Rug Industry, op. cit., p. 5.

⁵⁵"Mothproofing Carpets," Modern Textiles Magazine, December, 1956, p. 36.

⁵⁶"No Dirt Under Our Feet," Chemical and Engineering News, October 17, 1955, p. 4404.

service a 9' x 12' carpet. Soil retardants may be sprayed or brushed on freshly cleaned "rugs, upholstery fabrics, lamp shades, painted walls, wallpaper, and draperies."⁵⁷ Soil retardants form a coat over the fiber, thus

. . . filling in the microscopic pits and crevices that all fiber surfaces possess in varying degrees. Thus, soil retardants prevent much of the soil from getting down into the minute pits and crevices and tend to retard the discoloration and darkening of the pile.⁵⁸

Fletcher and Hensley found that the application of soil retardants after each cleaning made carpets more resistant to soil. Those carpets without a soil retardant soiled on an average of 1.6 times faster than those treated with a soil retardant. The three soil retardants used were equally effective.⁵⁹ One of the soil retardants contained sodium carboxymethyl-cellulose, one was an aluminum silicate compound, and one contained colloidal silica.

IV. CHOOSING A CARPET

The density and thickness of the surface yarns determine to a great extent carpet durability and its ability to

⁵⁷"Treating Rugs with Soil Retardants," Consumers Research Bulletin, August, 1956, p. 20.

⁵⁸Ibid.

⁵⁹H. M. Fletcher and M. L. Hensley, "Effects of Finishes on Soiling and Cleaning of Cotton Carpets," Journal of Home Economics, April, 1959, p. 282.

recover from crushing. The height of the pile and whether of cut or loop construction affect not only the carpet's durability and ability to recover from crushing, but also its ease of maintenance.

According to Consumer Reports, there are three important factors in choosing a carpet:

1. Fiber content--Check the label.
2. Pile density and height--The closer the pile, the better. Check the rows of stitching on the back.
3. Workmanship--Tufts should be well anchored, yarns straight and at right angles.⁶⁰

Earlier, Consumer Reports made the statement that:

. . . the total density of the pile--that is, the relative mass of the fibers crowded into a given unit area--is of greater importance than the thickness of the yarns in the pile or the height of the pile. . . . What you are seeking is carpeting with the greatest amount of fiber per square inch of carpet surface that you can afford.⁶¹

Forecast for Home Economists reported that a multi-colored pattern is often difficult to fit into an existing color scheme.

But rugs with ribbed, sculptured and other patterns, combining dull and bright, twisted and plain yarns, cut and looped pile, or pile of different heights give pattern interest with no color conflict. And

⁶⁰"Rugs and Carpets," Consumer Reports, December, 1960, p. 159.

⁶¹"What You Ought to Know about Buying Rugs and Carpets," op. cit., p. 562.

patterned, tweed or multitoned rugs show footprints and soil less than plain carpet.⁶²

". . . long service life is not guaranteed by high price," states Consumer Bulletin, "Styling costs money . . ." ⁶³ In 1956 this same source reported that durability was no longer the quality which women looked for first in a rug. First of all, they look for an attractive appearance and easy maintenance.⁶⁴

The backing of a carpet holds the pile yarns in place and provides a firm foundation. Backings are usually of cotton, jute, or kraftcord, and more recently latex has been used as a backing. A double layer of any one of these backings may be used to improve carpet quality.

In 1958 Consumer Reports suggested several advantages of latex backing on carpets. It helps to anchor the tufts, reduces stretching and shrinking, helps the carpet to lie flat, and some latex permits the carpet to be cut and fitted without binding the edge, thus cutting the installation cost.⁶⁵

⁶²Burke, "Rugs and Carpets," loc. cit.

⁶³"Rugs and Carpets," Consumer Bulletin, op. cit., p. 6.

⁶⁴"Problems in Buying a Rug," op. cit., pp. 28, 29.

⁶⁵"What You Ought to Know about Buying Rugs and Carpets," loc. cit.

The Textile Fiber Products Identification Act, which went into effect March, 1960, requires that the generic name of the fiber(s) present in a carpet be on the label. Carpeting in the store must be labeled, but the consumer's piece of wall-to-wall carpeting does not have to be labeled. Consumer Reports states that this law "requires a statement of the percentage and type of each fiber in the surface yarns only, but the quality of such fibers need not be specified."⁶⁶

However, according to the mandate of the aforementioned act, a wool carpet labeled "100% virgin wool" will contain no other fibers and no reused wool. For good durability, the carpet fibers need to be of coarse carpet quality.⁶⁷

V. CARE OF CARPETS

Good Housekeeping has found that a carpet underlay prolongs the life of a carpet. It is a buffer against wear, helps to insulate the room, and absorbs some noises, as well as increasing comfort in walking.⁶⁸ Consumer Reports also

⁶⁶Ibid., p. 561.

⁶⁷Ibid.

⁶⁸The Good Housekeeping Guide to Buying Carpets, op. cit., p. 10.

recommend the use of a carpet underlay.⁶⁹

Burke suggests a four point maintenance program for the care of carpets:

1. Daily vacuuming to remove surface litter.
2. Spot cleaning.
3. Brightening with shampoo or dry-cleaning compound.
4. Professional cleaning.⁷⁰

Some of the disadvantages of cleaning a carpet at home, as listed by Consumer Bulletin are:

1. People and pets must stay off the rug while it dries.
2. It is physically hard work.
3. If gotten too wet, the rug may spot.
4. Rapid resoiling is expected.⁷¹

The February 1959 Consumer Bulletin stated:

. . . rug shampooing is not a cure-all for problems of rug care as newspaper and magazine advertising would lead one to believe. Even when the job is well done, the results do not measure up anywhere near to good commercial cleaning, and the effect of amateur shampooing on a rug's life is, to say the least, questionable.⁷²

⁶⁹"What You Ought to Know about Buying Rugs and Carpets," op. cit., p. 563.

⁷⁰Eileen Burke, "A Home Management House Cares for Its Carpets," December, 1960, p. 40.

⁷¹"Rug Cleaners," Consumer Bulletin Annual 1960-1961, September, 1960, p. 124.

⁷²"Cleaning Rugs at Home," Consumer Bulletin, February, 1959, p. 16.

The suggestion has been made that if the color of the carpet seems changed after being cleaned, it may be because the carpet has been dirty so long that the homemaker has forgotten the original shade.⁷³ Good Housekeeping recommends that a carpet be cleaned professionally every year or two.⁷⁴

The National Institute of Rug Cleaning (NIRC) has stated that their Seal of Cleanability denotes that a carpet will not be damaged by professional cleaning methods. It does not mean, however, that the carpet will necessarily be clean after professional cleaning.⁷⁵

⁷³Burke, "A Home Management House Cares for Its Carpets," op. cit., p. 41.

⁷⁴The Good Housekeeping Guide to Buying Carpets, op. cit., p. 12.

⁷⁵"Rugs and Carpets," Consumer Bulletin, op. cit., p.9.

CHAPTER III

FINDINGS

In the winter of 1961 a survey was made of an area composed of homes in and surrounding the country club section of Reidsville, North Carolina. A count had been made of homes in this area through the use of the city directory, with the expectation that 100 homes would meet the eligibility requirements for the study.

The sample consisted of 143 homes to which visits were made (Table I). Eighty-five percent of these homes had either wall-to-wall carpeting or a room-size rug in the living room. This was a higher percentage than the 63 percent that the United States Department of Agriculture found to be the nation's average in 1957.⁷⁶ Forty-two of the total homes visited did not have carpets which met the eligibility requirements for study. Nine homemakers could not be contacted and two homemakers refused to have an interview. One of these was under the impression that the researcher was a salesperson, and the other homemaker said that she did not have time for an interview. Therefore, a total of 90 homes in the survey had carpets which were included in the present study.

⁷⁶Homemakers Appraise Cotton, Wool and Other Fibers in Household Furnishings, loc. cit.

TABLE I
HOMES VISITED

Homes	Number
Homes included in study	90
Homes lacking eligibility requirements of study:	
No living room carpet	21
Carpet less than one year old	6
Carpet less than 9' x 12' in size	5
Hooked carpet	3
Woven reversible carpet	2
Oriental carpet	1
Vacant residence	4
Homes excluded for other reasons:	
Could not contact homemaker	9
Refused to have an interview	2
Total	143

I. DESCRIPTION OF FAMILIES

Children and Adults in Family. In general, the residential area chosen for the study was an old section of town, with many families having older children not residing at home. However, a small section was composed of comparatively new homes occupied by young families. Thirty-one families had no children living at home at the time of the study. Approximately one-half of the families had one or two children residing at home. Only 13 families had three or more children at home.

The number of children per family was as follows:

<u>Number of Children in Family</u>	<u>Number of Families</u>
One	20
Two	26
Three or more	<u>13</u>
Total	59

Ninety-one percent of the families had two or more adults living in the home. However, in three of these families the husband was deceased. One of these families consisted of a mother and child and two adult relatives. One family was composed of a widow and an adult son. A son and his wife lived with one elderly widow. There was a total of 11 widows. Five widows lived alone, whereas there were three widows who each had one or two children living at home. The number of adults per family was as follows:

<u>Number of Adults in Family</u>	<u>Number of Families</u>
One	8
Two	62
Three or more	<u>20</u>
Total	90

Occupations. Sixty percent of the husbands belonged to one of two occupational groups: (1) professional and technical, or (2) manager, official and proprietor (Table II). Sixty-three percent of the homemakers interviewed were full time homemakers. Slightly over one-third

of the working homemakers had clerical jobs. Nine were operatives, and eight had occupations which would be classified as professional or technical.

TABLE II
OCCUPATIONS

Occupations*	Wives	Head of Household	
		Husbands	Widows
Professional, technical, and kindred workers	8	19	
Managers, official, and proprietors, excluding farm	1	29	
Clerical and kindred workers	10	2	3
Sales workers	1	11	1
Craftsmen, foremen, and kindred workers		4	
Operatives and kindred workers	8	7	1
Laborers, except farm and mine		2	
Retired		5	
Homemaker	51		6
Total	79	79	11

*Based on occupations listed in Statistical Abstract of the United States 1960, 81st Annual Edition. Prepared under the direction of Edwin D. Goldfield, United States Department of Commerce, Bureau of the Census. P. 218.

Educational Level of Husbands and Homemakers. In response to the question regarding schooling, it was reported that 25 of the homemakers and 27 of the husbands had attended college four years or longer (Table III). Seventeen homemakers who were college graduates were married

to college graduates. The majority of both men and women had completed high school.

TABLE III
EDUCATIONAL LEVEL OF HUSBANDS
AND HOMEMAKERS

Highest School Level Completed	Husbands	Homemakers
1- 6 grade	1	2
7- 9 grade	7	3
10-12 grade	44	60
4 years of college	14	23
Graduate work	13	2
Total	79	90

Income of Participating Families. It is interesting to note that 34 percent of the homemakers either did not know or refused to answer the question regarding the approximate family income (Table IV). The median income for the 66 percent of the families reporting was in the \$8,000 to \$10,000 bracket.

II. DESCRIPTION OF CARPETS

Construction of Carpets. Of the 90 carpets included in the study, the construction of 82 could be identified as follows:

<u>Construction</u>	<u>Number of Carpets</u>
Woven	77
Tufted	4
Knitted	<u>1</u>
Total	82

Eight of the carpets which were permanently installed could not be identified as to construction by either the homemaker or the interviewer.

TABLE IV
INCOME OF PARTICIPATING FAMILIES

Approximate Family Income* (before taxes)	Families	
	Number	Percent
Up to \$ 5,999	18	20
\$ 6,000- 7,999	6	7
8,000- 9,999	14	16
10,000- 14,999	12	13
15,000 or over	9	10
Did not know	29	32
No response	2	2
Total	90	100

*Based on income categories given by Nat Rogg, "Housing's Prosperity in '60s Won't Be Automatic, Predicts NAHB's Rogg," House and Home, November, 1959, p. 60.

Size of Carpets. Of all the carpets, 22 percent were wall-to-wall installations, and 78 percent were rugs (Table V). Thirty-nine percent of the rugs were 9 feet wide;

43 percent were 12 feet wide; 11 percent were 15 feet wide, and seven percent were 18 feet wide. This corresponds with the findings of The Carpet Institute that carpets of wider widths than nine feet have increased in popularity.

TABLE V
SIZE OF CARPETS

Carpet Size				Carpets	
Width	Length	Width	Length	Number	Percent
Rugs					
9'	x 12'	-	9' x 18'	27	30
12'	x 10'	-	12' x 20'	30	33
15'	x 13'	-	15' x 24'	8	9
18'	x 20'	-	18' x 33'	5	6
Wall-to-wall carpeting				20	22
Total				90	100

Carpet Fibers. Seventy of the 90 carpets were identified by the homemakers as 100 percent wool. Eleven homemakers did not know the predominant fiber of the carpet. One homemaker thought that the carpet was a blend of man-made fibers, but could not identify the fibers by name. The predominant fibers of the carpets were as follows:

<u>Predominant Fiber</u>	<u>100 Percent</u>	<u>Blend</u>	<u>Total</u>
Wool	70	3	73
Nylon	1	2	3
Cotton	<u>2</u>	-	<u>2</u>
Total	73	5	78

Carpet Yarn. The majority of the carpets were made with untwisted yarns. Approximately one-half of the carpets had cut pile, and the remaining portion were of looped pile. Some of the homemakers referred to the twisted yarns of the carpet as a hard finish.

Age of Carpets. Approximately one-half of all the carpets were ten or more years old (Table VI). Eight of these were 20 or more years in age. This included one carpet which was said to be 35 years old, and one which was approximately 50 years old. Of the carpets and rugs bought ten or more years ago, only seven percent were wall-to-wall carpeting and 93 percent were rugs. In comparison, of the carpets bought in the last ten years, 40 percent were wall-to-wall carpeting and 60 percent were rugs. This indicates that although wall-to-wall carpets have greatly increased in popularity in the last ten years, there was a preference shown for rugs by this group of homemakers.

Carpet Color. Exactly two-thirds of all the carpets

were of a single color (Table VII). It was apparent that there was a definite trend toward carpets of a single color.

TABLE VI
AGE OF CARPETS

Age of Carpet in Years	Wall-to-Wall Carpets	Rugs	Total
1-3	6	10	16
4-6	9	12	21
7-9	2	4	6
10 or more	1	39	40
Unknown	2	5	7
Total	20	70	90

TABLE VII
CARPET COLOR IN RELATION
TO CARPET AGE

Age of Carpet in Years	Color	
	One Color	More Than One Color
1-3	15	1
4-6	16	5
7-9	3	3
10 or more	23	17
Unknown	3	4
Total	60	30

Beige was the color of carpet most often selected by all of the homemakers who owned solid colored carpets

(Table VIII). This color has increased in use in the last six years. Rose, green, and grey followed as the most often selected colors; however, beige outranked any one of these by approximately two to one.

TABLE VIII
SOLID COLOR CARPETS BY AGE

Color	Age of Carpet in Years					Total Carpets	
	1-3	4-6	7-9	10 or More	Un- known	Number	Percent
Beige	9	7	1	4		21	35
Rose		5		5	1	11	18
Green	2	1		8		11	18
Grey	1	1	2	2	2	8	13
Nutria	1	1				2	3
Wine				2		2	3
Blue	1					1	2
Brown				1		1	2
Gold	1					1	2
White		1				1	2
Blue-green				1		1	2
Total	15	16	3	23	3	60	100

Beige was most frequently the predominant color of all carpets studied, whether solid color, patterned, sculptured, or tweed (Table IX). Rose, green, and grey followed in descending order. It was the observation of the researcher that the majority of the carpets were of medium value and intensity.

One-third of the 90 carpets were of patterned design.

The majority of these were American Orientals. There were three tweed carpets and a like number that could be designated as sculptured. Twenty-one of the patterned carpets were ten or more years old, whereas only nine patterned carpets had been bought in the last ten years. This further suggests the increasing use of a single color carpet.

TABLE IX
PREDOMINANT COLOR OF ALL CARPETS BY AGE

Color	Age of Carpet in Years					Total Carpets	
	1-3	4-6	7-9	10 or More	Un- known	Number	Percent
Beige	9	9	1	8	1	28	31
Rose		5		10	2	17	19
Green	2	2		9	1	14	16
Grey	1	3	3	3	2	12	13
Wine				5		5	6
Red	1		1	3		5	6
Blue	1		1			2	2
Nutria	1	1				2	2
Blue-green				1	1	2	2
Brown				1		1	1
Gold	1					1	1
White		1				1	1
Total	16	21	6	40	7	90	100

Cost of Carpets. Fifty of the 66 homemakers who had selected the carpet remembered the cost (Table X). Six homemakers included the cost of the carpet underlay, four included the cost of the installation, and three included the cost of both underlay and installation in the price of

the carpet.

Only 35 of the homemakers could give the cost for the carpet alone. Of these, 78 percent of the carpets under ten years of age cost less than \$15.00 per square yard, whereas surprisingly, only 50 percent of the carpets ten or more years old cost less than \$15.00 per square yard. The majority of the carpets costing \$15.00 or more per square yard were ten or more years old. However, when the chi-square test was applied, there was no significant relationship between the age of the carpet and the cost per square yard. This lack of significance may be due to the small number of cases analyzed.

TABLE X
COST OF CARPETS

Carpet	Cost Per Square Yard						Total
	Up to \$4.99	\$5.00 to 9.99	\$10.00 to 14.99	\$15.00 to 19.99	\$20.00 to 29.99	\$30.00 and Above	
Carpet Only	4	12	8	4	4	3	35
Carpet and Underlay	1	1	4				6
Carpet and Installation		3		1			4
Carpet, Underlay, and Installation		1	1		1		3
Carpet (No installation; did not remember about the underlay)		1	1				2
Total	5	18	14	5	5	3	50*

*Based on answers of 50 homemakers.

III. FACTORS RELATED TO CARPET WEAR

Over one-third of the homemakers reported that they thought that the living room carpet received heavy wear (Table XI). Slightly under a third stated that the carpet received medium wear, and the remainder of the homemakers said that the carpet received light wear. At the time the interview schedule was developed, the number of doors in the living room was believed to be a factor which was related to the wear given the living room floor covering. Table XI shows that a majority of the living rooms had one exterior door and two interior doors.

Exterior Doors. Of the 58 living rooms having an exterior door, almost two-thirds had either a front door or a front porch door (Table XII). Fourteen percent of the exterior doors opening into the living room were side porch doors.

Interior Doors. The majority of the living rooms had one hall door plus one other door, the latter most frequently being a dining room door.

Since it seemed possible that the number of doors in the living room might be related to the wear the carpet received, the following null-hypothesis was tested: there is no relationship between the wear given the living room

carpet and the number of interior or exterior doors to the living room. The chi-square test of independence of these two factors was not significant.

TABLE XI
WEAR GIVEN CARPETS IN RELATION TO
NUMBER OF LIVING ROOM DOORS*

Living Room Doors	Wear			Total
	Light	Medium	Heavy	
<hr/>				
Exterior				
0	13	8	11	32
1	11	16	20	47
2	1	4	5	10
3		1		1
Total	25	29	36	90
<hr/>				
Interior				
1	8	4	6	18
2	11	17	19	47
3	6	7	7	20
4		1	4	5
Total	25	29	36	90

*Chi-square for exterior doors = 5.15, not significant. Chi-square for interior doors = 3.33, not significant.

TABLE XII
 LOCATION OF EXTERIOR DOORS OPENING
 INTO THE LIVING ROOM

Exterior Doors	Living Rooms
Front door	19
Front porch door	17
Side porch door	8
Front door and side porch door	5
Front porch door and side porch door	2
Two side porch doors	1
Front door and side door	1
Front door and two sun deck doors	1
Front door and patio door	1
Carport door	1
Breezeway door	1
Back porch door	1
Total	58*

*Based on the 58 living rooms which had exterior doors.

Two-thirds of the total families had a family room (Table XIII). Fifty-two of the 90 families used the living room daily. A much larger percentage (73 percent) of those families not having a family room gave the living room carpet heavy wear than those which did have a family room (23 percent). The chi-square test which was applied was highly significant, indicating that there is a relationship between the wear given the living room carpet and the occurrence of a family room in the home. The living room carpet received less wear when there was a family room.

The number of people in the family did not seem to affect the wear given the living room carpet (Table XIV). When the chi-square test was applied, there was no significant increase in the wear given the carpet as the number of people in the family increased.

TABLE XIII

WEAR GIVEN LIVING ROOM CARPETS IN RELATION
TO OCCURRENCE OF FAMILY ROOM*

Occurrence of Family Room	Wear Given Living Room Carpet			Total
	Light	Medium	Heavy	
Had a Family Room	24	23	15	62
Did not have a Family Room	1	6	21	28
Total	25	29	36	90

*Chi-square = 22.78, significant beyond the .01 level.

IV. CARE OF CARPETS

Thirty-eight of the 90 carpets had been cleaned neither professionally nor at home with carpet shampoo or dry cleaning compound.

Home Cleaning. Carpet shampoo or a dry cleaning compound had been used by 46 homemakers in cleaning the living room carpet (Table XV). The majority of these homemakers stated that they had cleaned the living room carpet once a

year or oftener. Ten had cleaned it less frequently than once a year, and seven had cleaned it only in spots. In addition, a few had cleaned the carpet, at least in spots, with a detergent.

TABLE XIV*
WEAR GIVEN CARPETS IN RELATION
TO FAMILY SIZE

Size of Family	Wear Given Living Room Carpet			Total
	Light	Medium	Heavy	
One or Two	6	12	9	27
Three	5	4	8	17
Four	10	6	12	28
Five or More	4	7	7	18
Total	25	29	36	90

*Chi-square = 4.49, not significant.

TABLE XV
FREQUENCY OF HOME CLEANING
OF CARPETS

Frequency	Carpets
Twelve times a year	2
Four times a year	3
Three times a year	1
Twice a year	12
Once a year	11
Less frequently than once a year	10
Only in spots	7
Total	46*

*Based on answers of
46 homemakers.

Two-thirds of the homemakers who cleaned the carpet reported that the cost was less than \$2.00 per cleaning (Table XVI). Twelve homemakers did not remember the cost of home cleaning the carpet.

TABLE XVI
COST OF HOME CLEANING
OF CARPETS

Cost Per Cleaning	Carpets
Under \$1.00	17
\$1.00- 1.99	12
2.00- 2.99	3
3.00 or more	2
Did not remember	12
Total	46*

*Based on answers of 46 homemakers.

Professional Cleaning. Thirty-one carpets, only one over one-third of the total, had been cleaned professionally (Table XVII). Sixteen of these carpets had been cleaned less frequently than once every four years.

Twenty-nine percent of the homemakers who had carpets cleaned professionally did not remember the cost of cleaning (Table XVIII). Twenty-six percent reported that the cost for professional cleaning of the carpet was \$.04 or \$.05 per square foot, whereas a larger percent (35 percent) reported the cost to be from \$.06 to \$.09 per square foot. The

remaining ten percent reported the cost to be \$.10 or more per square foot. The total cost per professional cleaning ranged from \$5.00 to \$32.00.

TABLE XVII
FREQUENCY OF PROFESSIONAL
CLEANING OF CARPETS

Frequency	Carpets
More frequently than once a year	1
Once a year	3
Once every two years	3
Once every three years	5
Once every four years	3
Less frequently than once every four years	16
Total	31*

*Based on answers of 31
homemakers.

Twenty-three of the carpets which were cleaned professionally were sent to the cleaners; eight were cleaned on the floor. Most of the homemakers patronized local cleaning establishments or those in a town about fifteen miles away.

Only six homemakers were displeased with the results of the professional cleaning of their carpets: four homemakers reported that the carpet shrank when cleaned, and two said that the carpet was not clean when returned.

Carpet Treatments. Eighteen of the carpets had been mothproofed before they were purchased. Several of the homemakers had used moth crystals. Only nine of the homemakers reported that the carpet had had moths in it.

Two of the carpets had been treated with a soil retardant. One of these had been treated before it was purchased. The majority of the homemakers did not know that soil retardants were on the market.

TABLE XVIII

COST OF PROFESSIONAL
CLEANING OF CARPETS

Approximate Cost Per Square Foot	Carpets
\$.04	4
.05	4
.06	3
.07	3
.08	1
.09	4
.10 or more	3
Did not remember	9
Total	31*

*Based on answers
of 31 homemakers.

Cost of Upkeep. Only one of the 90 homemakers stated that she had not been satisfied with the cost of upkeep of the living room carpet.

Number of Pets Owned by Family. Consumer Bulletin reports that keeping pets inside the house creates a carpet cleaning problem.⁷⁷ Thirty-three percent of the families owned a pet. A majority of these families allowed the pet in the living room. However, there seemed to be an acceptance of an increased cleaning problem, and there were few complaints. The number of pets per family was as follows:

<u>Number of Pets</u>	<u>Number of Families</u>
One	27
Two	5
Three or more	<u>8</u>
Total	40

Carpet Underlay. A carpet underlay was used under two-thirds of the 90 carpets. Three of the homemakers who had not selected the carpet did not know if there was a carpet underlay used with the wall-to-wall carpeting.

V. CARPET SELECTION

Source of Carpets. Sixty-six families had selected the carpet in their living rooms. Thirteen had a carpet which had been given to them; nine had bought the carpet with

⁷⁷"Cleaning Rugs at Home," Consumer Bulletin, February, 1959, p. 15.

the house, and two homemakers said that the husband owned the living room carpet before they were married.

Planning Carpet Purchase. In most families, the wife and husband had planned together to buy the carpet; however, 30 percent of the 66 carpets purchased were planned for by the wife alone (Table XIX).

TABLE XIX
IMMEDIATE FAMILY MEMBERS WHO PARTICIPATED
IN PLANNING CARPET PURCHASE

Family Member(s)	Families	
	Number	Percent
Wife and husband	43	65
Wife	20	30
Wife and child(ren)	2	3
Husband	1	2
Total	66*	100

*Based on answers of 66 homemakers.

The decision as to which carpet was to be bought was made by the wife in over one-half of the families (Table XX). In 29 percent of the families, the decision was made by the wife and husband together.

Sources of Information Used Prior to Carpet Purchase. Forty-seven of the 66 homemakers who had purchased the carpet stated that an effort was made to obtain information on

the buying of rugs and carpets before the actual purchase was made (Table XXI). Thirty-two homemakers "shopped around" before buying the carpet, and 11 asked friends or relatives for information about carpets. About one-half of the homemakers (31) who had purchased the carpet said they believed that they knew enough about rugs and carpets at the time of purchase to make a wise decision.

TABLE XX
PERSONS WHO MADE THE DECISION
IN CARPET PURCHASE

Person(s)	Families	
	Number	Percent
Wife	38	58
Wife and husband	19	29
Husband	2	3
Wife and daughter	2	3
Wife, husband, and wife's brother	1	1
Wife's brother	1	1
Salesman	1	1
Did not remember	2	3
Total	66*	99

*Based on answers of 66 homemakers.

Reasons for Selecting the Store for Carpet Purchase.

Table XXII reports the reasons for selecting the particular store where the floor covering was bought. The reputation of the store or the brand of carpet was the most frequently

TABLE XXI
SOURCES OF INFORMATION USED
PRIOR TO CARPET PURCHASE

Source of Information	Responses
Shopped Around	32
Friends or relatives	11
Articles	8
Salesman	4
Advertisement	3
Total	58*

*Based on answers of 47 homemakers. They mentioned as many sources as they wished.

TABLE XXII
REASONS FOR SELECTING THE STORE FOR CARPET PURCHASE

Reasons	Responses	
	Number	Percent
Reputation of store or brand of carpet	23	31
Sale or price	19	25
Friend or relative worked there	16	21
Had carpet she wanted	7	9
To support county carpet manufacturer	3	4
Salesperson had patronized husband's business	2	3
Conveniently near	2	3
Salesperson was doing other work on the new house	1	1
Only store which stocked actual carpets	1	1
Had a charge account there	1	1
Only local store which had wall-to-wall carpeting	1	1
Total	76*	100

*Based on answers of 62 homemakers. They mentioned as many reasons as they wished.

given reason (29 percent). Twenty-three percent of the carpets were bought on sale or because of their relatively inexpensive price. Twenty percent were bought at a particular store because a friend or relative worked there.

Locality of Stores. Fifty-nine of the 66 carpets selected by the families were bought within a 25 mile radius of Reidsville. Approximately one-half of these were bought in Leaksville, a town about 15 miles from Reidsville, which has a rug and carpet mill. The next largest number of carpets were bought in Reidsville. Only three of the families were not residing in Reidsville at the time the living room carpet was purchased.

Carpet Characteristics Homemakers Would Consider if Buying. Wall-to-wall carpeting was preferred two to one by the 67 homemakers stating a preference as to the size of carpet they would consider if they were buying a living room carpet in the near future (Table XXIII). A solid color carpet was preferred over a patterned carpet approximately five to one. Beige was mentioned three times as often as any other single color. Twenty-four homemakers specified wool as the fiber they would choose; thirteen said they would prefer nylon. Only four homemakers said they would look for a carpet which was durable. This agrees with the statement made by Consumers Research Bulletin that homemakers consider

appearance before durability.⁷⁸

VI. CARPET INFORMATION HOMEMAKERS DESIRED

Less than one-half of the 90 homemakers stated that they would like to know more about soft floor coverings (Table XXIV).

Type of Information Desired. Forty percent of the homemakers desiring information regarding carpets stated that they wanted information, but they did not specify what type of information. Twenty-one percent were interested in the comparison of the different carpet fibers on the market. Some of these homemakers were especially interested in comparing the durability of carpet fibers. Nineteen percent wanted information about cleaning and caring for carpets. A small number of these homemakers evidenced a special interest in soil retardants.

VII. RATINGS GIVEN CARPETS BY HOMEMAKERS

After the researcher had completed the interview schedule, a short questionnaire was given to the homemaker to complete. The questionnaire allowed the homemaker to express her reaction to the carpet in terms of satisfactions.

⁷⁸"Problems in Buying a Rug," Consumers Research Bulletin, January, 1956, pp. 28, 29.

TABLE XXIII

CARPET CHARACTERISTICS HOMEMAKERS
WOULD CONSIDER IF BUYING

Carpet Characteristics	Responses
Size	
Wall-to-wall carpeting	47
Room size rug	20
Pattern	
No	48
Yes	10
Fiber	
Wool	24
Nylon	13
Blend	2
Not wool	1
Cotton	1
Man-made	1
Color	
Beige	15
Neutral	5
Rose	4
Grey	3
Light	3
Green	2
Blue	2
Gold	1
Brown	1
Not wine	1
Miscellaneous Characteristics	
Twisted pile	9
Looped pile	8
American Oriental	4
A specific brand	4
Durability	4
Soft, luxurious pile	3
A specific construction	1
Treated with a soil retardant	1
One which does not soil easily	1
One that would not shrink	1
Not a carved design	1
Total	241*

*Based on answers of 89 homemakers. They mentioned as many characteristics as they wished.

TABLE XXIV
 INFORMATION HOMEMAKERS DESIRED
 IN RELATION TO CARPETS

Information	Responses
General information	17
Advantages and comparison of the different carpet fibers, especially concerning durability	9
Cleaning and care, including soil retardants	8
Advantages of carpeting under molding versus carpeting not under molding	2
Available colors	1
Advantages of wall-to-wall carpeting versus a rug	1
What to expect of a carpet or rug	1
Characteristics of Karastan Orientals	1
Removal of stain	1
Installation of underlay for present wall-to-wall carpeting	1
Availability of a specific style of rug	1
Total	43*

*Based on answers of 41 homemakers. They mentioned as many types of information as they wished.

Carpet Satisfaction Ratings. A scale was provided, allowing five degrees of satisfaction from extremely satisfactory to extremely unsatisfactory. Eighty-two homemakers rated their carpets satisfactory or above (Table XXV). Only seven rated the living room carpet unsatisfactory. Two of these seven homemakers had selected the carpet, whereas four

carpets had been gifts, and one had been purchased with the house.

TABLE XXV
CARPET SATISFACTION RATINGS

Rating	Homemakers
Extremely satisfactory	19
More satisfactory than expected	4
Satisfactory	59
Less satisfactory than expected	4
Extremely unsatisfactory	3
No response	1
Total	90

Carpet Service Expectancy. Over one-half of the homemakers (54 percent) expected the carpet to last more than 15 years before there was a need for replacement. An additional 20 percent expected it to last between 11 and 15 years, making a total of 74 percent who expected the life of the carpet to be over ten years. All but eight of the homemakers interviewed gave an estimate of carpet service expectancy. Service expectancy was reported as follows:

<u>Number of Years</u>	<u>Homemakers</u>
Up to 5	4
6-10	11
11-15	18
More than 15	49
Total	82

It was stated in Consumer Reports that a carpet costing \$10.00 to \$12.00 per square yard should give ten years of service, and that "very high quality carpeting with a good strong back" will cost about \$20.00 per square yard or more.⁷⁹ Only 34 of the 90 homemakers could give both the cost per square yard of the carpet and an estimated service expectancy (Table XXVI). Fourteen of the carpets were estimated to have a service expectancy of 15 years or less, whereas 20 of the carpets were expected to last more than 15 years.

TABLE XXVI
CARPET SERVICE EXPECTANCY IN RELATION
TO COST OF CARPET

Carpet Service Expectancy in Years	Cost Per Square Yard						Total
	Up to \$4.99	\$5.00 to 9.99	\$10.00 to 14.99	\$15.00 to 19.99	\$20.00 to 29.99	\$30.00 and Above	
Up to 5	1						1
6-10	1	3					4
11-15		4	2		1	2	9
More than 15	2	4	6	4	3	1	20
Total	4	11	8	4	4	3	34*

*Based on answers of 34 homemakers.

⁷⁹"What You Ought to Know About Buying Rugs and Carpets," Consumer Reports, November, 1958, p. 563.

This small group of homemakers indicated that they had little understanding of a relationship between carpet cost per square yard and expectancy of carpet service. For example, two of the carpets that cost \$30.00 or more per square yard were expected to last 15 years or less, whereas two of the carpets that cost less than \$5.00 per square yard were expected to last more than 15 years.

The majority of the homemakers said that their carpet thus far had been worth the purchase price. Only two definitely stated that the carpet had not been worth the purchase price.

Carpet Characteristics Contributing to Satisfaction or Dissatisfaction. When the homemakers were asked what they particularly liked about the carpet, 42 said that they liked its color (Table XXVII). Eighteen said that they liked its resistance to soiling, and twelve said that they were particularly pleased with its durability. Eight stated that they liked the fact that the carpet did not show footprints easily. Nine especially liked the characteristic of its ease in cleaning. Nine homemakers liked the carpet, but did not specify any particular characteristic.

Forty-two homemakers reported that they were not dissatisfied with any characteristic of the carpet. Ten homemakers reported dissatisfaction with the carpet because it soiled easily (Table XXVIII). Ten homemakers were dissatisfied with the size of the carpet: three wished it were larger, and seven desired wall-to-wall carpeting. Eight homemakers reported that they were dissatisfied with the color of the carpet.

TABLE XXVII
CARPET CHARACTERISTICS CONTRIBUTING
TO SATISFACTION

Carpet Characteristics	Responses
Color	42
Does not show soil easily	18
Durability	12
Easy to clean	9
Does not show footprints easily	8
Hard finish (twist pile)	7
Design	4
Washable	2
Blends well with other furnishings	2
Does not crush easily	2
Adds beauty to the room	1
Soft finish (cut pile)	1
Does not wrinkle easily	1
Total	109*

*Based on answers of 74 homemakers. They mentioned as many characteristics as they wished.

TABLE XXVIII
 CARPET CHARACTERISTICS CONTRIBUTING
 TO DISSATISFACTION

Carpet Characteristics	Responses
Shows soil easily	10
Size	10
Desired larger carpet (3)	
Desired wall-to-wall carpeting (7)	
Color	8
Lack of durability	3
Can't remove some spots	3
Threads come up when vacuumed	3
Seamed or in separate pieces	3
Lack of luxurious pile	2
Fading	2
Fringe on edge	2
Crushes badly	2
Shrinkage from professional cleaning	2
Edges ravel	2
Pattern	2
Desired solid color (1)	
Did not like carved design (1)	
Puckers, after being stretched twice	1
Tired of carpet	1
Covers part of the hearth	1
Not anchored around hearth	1
Lack of carpet underlay	1
Shows footprints easily	1
Total	60*

*Based on answers of 48 homemakers.
 They mentioned as many characteristics as they wished.

The homemaker was asked to answer 13 questions regarding her carpet, answering either yes or no.

Ninety percent were pleased in general with the appearance of the carpet in the living room. Ninety percent

or more indicated each of the following satisfactions:

- (1) the color was easy to combine with other furnishings,
- (2) the texture was pleasing, (3) the carpet had lasted well,
- (4) it added a feeling of comfort, (5) it decreased the noise in the living room, and (6) it was easy to vacuum.

Seventy-two percent or more had not been conscious of any color change in the carpet and had not grown tired of the color. The same percentage answered that the carpet added a feeling of luxury; that it did not show footprints or soil easily, and that it did not crush easily.

Fifteen percent of the homemakers had noticed a color change in the carpet, and had grown tired of the color. The same percentage of homemakers indicated that the carpet showed footprints easily, and that it had not added a feeling of luxury. The interviewer thought it interesting that one husband, who was present when his wife was interviewed, stated that he was very displeased with the living room carpet because it had not added a feeling of luxury, and added that he was planning to have it replaced immediately.

Four homemakers reported that the color had not been easy to combine with other furnishings, and two stated that the texture had not blended well with other furnishings.

Only one homemaker reported that the carpet was not lasting as well as expected, and only one reported that the carpet was difficult to vacuum.

The majority of the homemakers checked the 13 questions in a manner that indicated they were pleased with the carpet in respect to all the characteristics mentioned.

CHAPTER IV

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS FOR FURTHER STUDY

I. SUMMARY AND CONCLUSIONS

The purposes of this study were to determine the types of soft floor coverings in use in living rooms, to learn some of the factors which influence the selection of floor coverings, and to learn the reasons for the homemaker's satisfaction or dissatisfaction with the carpet after use over a period of time.

Approximately two-thirds of the families had one or more children living at home. Eighty-two of the 90 families had two or more adults living in the home.

The majority of the husbands had professional, technical, managerial, or official occupations. Fifty-seven of the homemakers did not work outside the home. The majority of both men and women had completed high school. Twenty-five wives and 27 husbands had attended college four years or longer. The median income for the families was in the \$8,000 to \$10,000 bracket, which was considerably higher than the 1958 median income, \$5,331, for non-farm families

in the United States.⁸⁰ Therefore, the level of education, the occupations, and the median income of these families indicated above average socio-economic status.

The 90 carpets were composed of 70 rugs and 20 wall-to-wall carpets. The majority of the carpets were of 100 percent wool. There were only three carpets containing nylon fiber, and only two carpets of cotton fiber. Within the last ten years 43 carpets had been purchased. Although during this period carpets of man-made fibers had become widely available, only three of the homemakers had chosen carpets of man-made fiber. This raises the question as to whether the homemakers are informed of the new carpet fibers and blends and their advantages.

The carpets were placed in four age categories: 1-3, 4-6, 7-9, and 10 or more years. One-half of all the floor coverings were ten or more years old. It was found that the majority of these were rugs. Of the 43 carpets bought within the last ten years, over one-third were wall-to-wall carpets. Although there was an increase in the use of wall-to wall carpeting, there continued to be a preference for rugs by this group of homemakers. This may be attributed to

⁸⁰Statistical Abstract of the United States 1960, 81st Annual Edition. Prepared under the direction of Edwin D. Goldfield, United States Department of Commerce, Bureau of the Census. P. 321.

three factors: (1) American Orientals were made in a nearby town, (2) some of the middle-age or elderly homemakers preferred the custom of using a rug and exposing an area of the wood floor, and (3) wall-to-wall carpets usually are permanently installed and are left behind when the family moves.

Only 22 of the 70 rugs were 9' x 12' in size. Sixty-one percent of the rugs were 12, 15, and 18 feet in width, which is in agreement with the statement of The Carpet Institute that carpets of wider width have increased in use.

Of the 90 carpets included in the study, 77 were of woven construction; only four were tufted; and one was knitted. Eight carpets which were wall-to-wall installations could not be identified as to construction. The homemaker seemed to be more conscious of the texture and general appearance of the carpet than the weave.

The majority of the carpets were made with untwisted yarns. Some of the homemakers who had a carpet of twisted yarn referred to the carpet as having a hard finish which would wear well and be resistant to soil. Approximately one-half of the carpets had cut pile, and the remaining carpets had looped pile.

The homemakers seemed to consider the carpet pile as related to a luxurious appearance rather than consider pile density and height as related to carpet performance.

Two-thirds of all the carpets were of a single color.

The trend toward carpets of a single color during the last six years suggests that the homemakers have been cognizant of the fashion trend toward solid color carpets. One-third of the 90 carpets had a patterned design. Most of these were American Orientals. Beige was the most popular color for single color carpets and for the background of patterned carpets. The preference for a solid color carpet and for the color beige, whether in a single color carpet or as a background for a patterned carpet, may be due in part to the ease in co-ordinating with other living room furnishings.

Only 35 homemakers could give the cost for the carpet alone. An additional 15 homemakers could give a cost which included the carpet and either the underlay or installation, or both. Although approximately one-half of the homemakers did not know the cost of the carpet, there were indications of their awareness of the costliness of soft floor coverings.

Sixty-six of the 90 carpets in the study had been selected by the family using them. Thirteen had been gifts, and nine had been purchased with the house. Two homemakers reported that the husband owned the living room carpet before they were married. This indicates that often a carpet may not be the selection of the user.

Fifty-two homemakers reported that the living room was used daily, and 30 of the homemakers stated that the living room carpet received heavy wear. At the time the

interview schedule was prepared, the researcher believed that the following three factors affected the wear of carpets: (1) the number of doors in the living room, (2) the occurrence of a family room in the house, and (3) the size of the family. When the chi-square test of independence was applied to these data, surprisingly, only one of these factors was significant--the occurrence of a family room in the house. The living room carpet received less wear when there was a family room. Neither the number of doors in the living room nor the number of people in the family significantly affected the wear that the carpets in this study received. It should be pointed out, however, that the degree of wear (light, medium, or heavy) was the homemaker's opinion, and was not measured objectively. The fact that one-half of the carpets had lasted ten or more years, and in some instances as long as 50 years, implies that either the carpets were very durable, or that they had not received heavy wear.

Many of these carpets had lasted longer than might have been expected, considering the statement made in Consumer Reports that a carpet should give approximately one year of service for each dollar per square yard that it cost.

Thirty-eight of the 90 carpets had not been cleaned either professionally or at home with carpet shampoo or dry cleaning compound. Carpet shampoo or dry cleaning compound had been used on one-half of the carpets. The majority of

these had been cleaned once a year or oftener. Only one-third of the carpets had been cleaned professionally, and over one-half of these had been cleaned less frequently than once every four years. All but six of the homemakers were pleased with the cleaning results. The cost per home cleaning was usually less than \$2.00, and the cost for professional cleaning ranged from \$5.00 to \$32.00 per cleaning, depending upon the size of the carpet and the cost per square foot for cleaning. It is evident that this group of homemakers do not have carpets cleaned as frequently as recommended by the authorities on carpet care. The lack of regular carpet cleaning may be due to: (1) unawareness that regular carpet cleaning perhaps increases carpet service, (2) the cost of professional carpet cleaning, and (3) unawareness of the hygienic and aesthetic values of a clean carpet.

Forty families owned one or more pets. Many of the homemakers who allowed the pet in the living room were aware of the fact that pets create increased carpet soiling. However, they seemed to have accepted this fact without considering it a problem.

A carpet underlay was used with only 56 carpets. In addition, one homemaker desired an underlay under her present wall-to-wall carpeting. Thirty-three homemakers appeared to be unaware of the advantages of a carpet underlay.

In the majority of the 66 families who selected their carpets, the wife and husband planned together to make a carpet purchase. In over one-half of the purchases, the wife made the decision as to the particular carpet to purchase. Forty-seven of the homemakers tried to obtain information about carpets before making their purchases. Approximately one-half of the homemakers said they believed that they knew enough about carpets at the time of purchase to make a wise decision. However, it was evident that only a few of the homemakers had used printed literature, as the majority had depended upon comparative shopping and personal contacts. The question may be raised as to the use of available information regarding carpet performance in relation to specific carpet characteristics.

Fifty-nine of the 66 carpets were bought within a 25 mile radius of Reidsville. The reputation of the store or the brand of the carpet was given most frequently as the reason for choosing the store where the carpet was purchased.

Less than one-half of the 90 homemakers showed an interest in learning more about soft floor coverings. Only nine homemakers desired information comparing the different carpet fibers, and only eight homemakers wanted to know more about the cleaning and care of carpets. Again, it is evident that the homemakers were unaware of a need for carpet information.

The homemakers were asked what characteristics they would consider if they were choosing a living room carpet in the near future. The characteristics most often mentioned were (1) wall-to-wall carpeting, (2) a solid color carpet, (3) the color beige, and (4) wool fiber. Indications appear to be that the homemaker's interests are in fashion trends and possibly luxury; ease of co-ordinating furnishings; and quality as represented by the prestige of "100 percent wool." These characteristics may be contrasted with the following characteristics in which less interest was shown: (1) durability, (2) construction, (3) a particular type of pile, and (4) soil resistance or treatment with a soil retardant.

When asked to rate their carpets on a five degree scale from extremely satisfactory to extremely unsatisfactory, 82 homemakers rated their carpets satisfactory or above. Only seven rated their carpets unsatisfactory. The satisfaction expressed by this group of homemakers with the carpet now in use may have been affected by a pride of ownership or the realization that a large portion of a furnishings budget had been spent for the carpet.

Over one-half of the homemakers expected the living room carpet to last more than 15 years before it needed replacing, regardless of the cost per square yard of the carpet. This expectation may indicate that they either cannot afford another carpet for 15 years or, in the case of

some middle-aged or elderly homemakers, they do not expect to redecorate again in their lifetime. The majority of the homemakers reported that the carpet thus far had been worth the purchase price.

When asked what they particularly liked about the carpet, the color was the answer given by approximately one-half of the homemakers. The fact that it did not show soil easily was mentioned by 18 homemakers, and 12 homemakers mentioned its durability. The homemakers were also asked if they were dissatisfied with any carpet characteristic. Forty-two homemakers stated that they were not dissatisfied with any characteristic. Forty-eight homemakers mentioned a total of 60 individual characteristics with which they were dissatisfied. Ten homemakers wanted a larger carpet; seven of these wanted wall-to-wall carpeting. Ten homemakers reported that the carpet soiled easily. In addition, a number of characteristics were mentioned which concerned the carpet construction, installation, durability, and the co-ordination with other furnishings.

The statements of the homemakers suggest an interest in fashion trends and the co-ordinating of living room furnishings, and a lack of interest in carpet characteristics which contribute to performance. There was evidence of a lack of dissemination or use of available information regarding carpet fibers, carpet construction, carpet

selection in relation to performance, and carpet care. This points up a need for additional consumer education in relation to the selection and care of carpets.

II. RECOMMENDATIONS FOR FURTHER STUDY

As a result of this study, the researcher recommends:

1. That a similar study be made of living room carpets which are less than ten years in age and 4' x 6' or larger in size. It is suggested that the families owning the carpets be young married couples having at least one child in the home, and that none of the homes have a family room. The above limitations would reduce the great variability which was found among the carpets, and among the homes and families, and produce findings which possibly would be of more value to homemakers who are planning to buy a carpet in the future.
2. That a laboratory study be undertaken to test and compare characteristics of carpets of different fibers and fiber blends. Some characteristics which might be tested are durability and resistance to soil, crushing, and fading.
3. That a study be undertaken to determine the sources of information used by homemakers in making carpet selections. This type of study might be carried out in co-operation with a carpet retailer, in order to secure the information at the time the carpet selection is made.

BIBLIOGRAPHY

BIBLIOGRAPHY

A. BOOK

Statistical Abstract of the United States 1960, 81st Annual Edition. Prepared under the direction of Edwin D. Goldfield, United States Department of Commerce, Bureau of the Census.

B. PERIODICALS

- Beveridge, Elizabeth, Glenn R. Hawkes, and Emil Jebe. "Carpet and Smooth Floor Covering--Maintenance Required and Satisfaction to Users," Journal of Home Economics, 51:780-85, November, 1959.
- Burke, Eileen. "A Home Management House Cares for Its Carpets," Forecast for Home Economists, 76:39-41, 43, December, 1960.
- _____. "Rugs and Carpets," Forecast for Home Economists, 76:33-38, 43, December, 1960.
- "Carpets Get That New Look," Chemical and Engineering News, 35:112, March 11, 1957.
- "Cleaning Rugs at Home," Consumer Bulletin, 42:15, 16, February, 1959.
- Fletcher, H. M., and M. L. Hensley. "Effects of Finishes on Soiling and Cleaning of Cotton Carpets," Journal of Home Economics, 51:277-82, April, 1959.
- "Mothproofing Carpets," Modern Textiles Magazine, 37:36, 50, December, 1956.
- "No Dirt Under Our Feet," Chemical and Engineering News, 33:4404, 4405, October 17, 1955.
- "Problems in Buying a Rug," Consumers Research Bulletin, 37:28-30, January, 1956.
- Rogg, Natt. "Housing's Prosperity in '60s Won't Be Automatic, Predicts NAHB's Rogg," House and Home, 16:60, 61, November, 1959.

- "Rug Cleaners," Consumer Bulletin Annual 1960-1961, 35:124, 125, September, 1960.
- "Rugs and Carpets," Consumer Bulletin, 43:6-10, April, 1960,
- "Rugs and Carpets," Consumer Reports, 25:159-161, December, 1960.
- Schappel, J. W. "Performance Characteristics of Synthetic Fibers, Wool, Viscose, and Blended Fibers in Axminster Carpets," Textile Research Journal, 26:211-26, March, 1956.
- "That New Rug in Your Life," Good Housekeeping, 152:118, 119, 198, February, 1961.
- "The New Carpets," Consumers Research Bulletin, 29:13-17, September, 1952.
- "Treating Rugs with Soil Retardants," Consumers Research Bulletin, 38:20, 21, August, 1956.
- "Tufted Carpet: How Much More Can It Grow?" Business Week, 56, 58, 60, June 16, 1956.
- "What You Ought to Know about Buying Rugs and Carpets," Consumer Reports, 23:558-563, November, 1958.

C. PUBLICATIONS OF THE GOVERNMENT,
LEARNED SOCIETIES, AND
OTHER ORGANIZATIONS

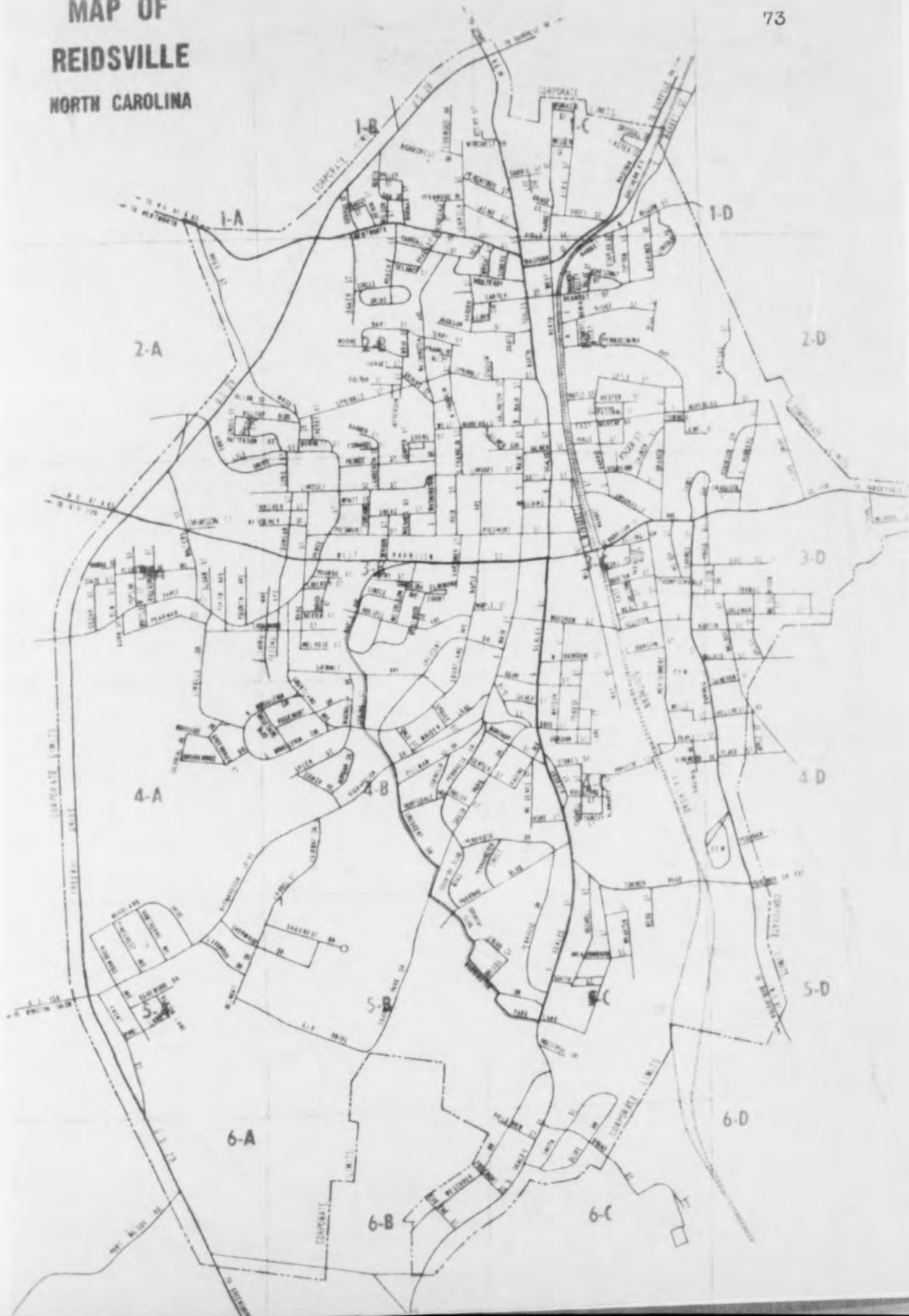
- American Carpet Institute Inc. A Close-Up of American Carpet and Rugs. A Teacher's Manual. New York 1, New York. [n.d.]
- _____. Basic Facts About the Carpet and Rug Industry. 1960 Edition. A Research Publication. Empire State Building, New York 1, New York.
- E. I. du Pont de Nemours & Company. Answers to Questions About Carpets. Textiles Fibers Department, Wilmington 98, Delaware, 1958.
- _____. Carpet Buying Guide. How to Choose the Right Carpet For Your Home. Wilmington 98, Delaware. [n.d.]

Homemakers Appraise Cotton, Wool and Other Fibers in Household Furnishings. Marketing Research Report No. 279,
United States Department of Agriculture.

James Lees and Sons Company. A Carpet Man's Notes 1961.
Bridgeport, Pennsylvania.

APPENDIX

**MAP OF
REIDSVILLE
NORTH CAROLINA**



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

74

SCHOOL OF HOME ECONOMICS

February 7, 1961

Dear Homemaker:

This is to introduce to you Patricia Hurley, a graduate student in the School of Home Economics at The Woman's College. Mrs. Hurley is making a survey of living room carpets to fulfill the thesis requirements for her Master's degree.

We join her in expressing appreciation for the time and help that you are giving to make this study possible.

Cordially yours,

Madeleine B. Street
Professor of Home Economics

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

74

SCHOOL OF HOME ECONOMICS

February 7, 1961

Dear Homemaker:

This is to introduce to you Patricia Hurley, a graduate student in the School of Home Economics at The Woman's College. Mrs. Hurley is making a survey of living room carpets to fulfill the thesis requirements for her Master's degree.

We join her in expressing appreciation for the time and help that you are giving to make this study possible.

Cordially yours,

Madeleine B. Street
Professor of Home Economics

INTERVIEW SCHEDULE

75

Factors Influencing the Selection of Rugs and Carpets,
and the Resulting Satisfaction
(To be used with approximately 100 homemakers in
Reidsville, North Carolina)

Name _____ Address _____ Tel. _____

1. Do you have a soft floor covering in your living room?
 Yes. No.
2. Did you select this rug?
 Yes. No.
3. Is it:
 wall-to-wall carpeting
 9'x 12' rug
 larger than 9' x 12' rug
 smaller than 9' x 12' rug
4. Square feet _____.
5. Approximately, how long have you had your carpet?
 1-3 years 7-9 years
 4-6 years 10 or more years
6. Is there a rug mat under the rug?
 Yes. No. Don't know.
7. What is the predominant fiber in your rug?
 wool dacron acetate
 cotton rayon dynel
 nylon acrilan verel
 orlon creslan other: _____.
8. Is it 100% of this fiber or a blend?
9. If a blend, what other fiber or fibers are in the rug?
_____.
10. Is the rug a solid color?
 Yes. No.
11. Predominant color of rug:
 red yellow blue white brown
 rose orange green black
 wine beige blue-green grey
12. The rug is light, medium, or dark in value.
13. It is of bright, medium, or dull intensity.
14. Does the rug have a pattern?
 Yes. No.

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

74

SCHOOL OF HOME ECONOMICS

February 7, 1961

Dear Homemaker:

This is to introduce to you Patricia Hurley, a graduate student in the School of Home Economics at The Woman's College. Mrs. Hurley is making a survey of living room carpets to fulfill the thesis requirements for her Master's degree.

We join her in expressing appreciation for the time and help that you are giving to make this study possible.

Cordially yours,

Madeleine B. Street
Professor of Home Economics

INTERVIEW SCHEDULE

75

Factors Influencing the Selection of Rugs and Carpets,
and the Resulting Satisfactions
(To be used with approximately 100 homemakers in
Reidsville, North Carolina)

Name _____ Address _____ Tel. _____

1. Do you have a soft floor covering in your living room?
 Yes. No.
2. Did you select this rug?
 Yes. No.
3. Is it:
 wall-to-wall carpeting
 9'x 12' rug
 larger than 9' x 12' rug
 smaller than 9' x 12' rug
4. Square feet _____.
5. Approximately, how long have you had your carpet?
 1-3 years 7-9 years
 4-6 years 10 or more years
6. Is there a rug mat under the rug?
 Yes. No. Don't know.
7. What is the predominant fiber in your rug?
 wool dacron acetate
 cotton rayon dynel
 nylon acrilan verel
 orlon creslan other: _____.
8. Is it 100% of this fiber or a blend?
9. If a blend, what other fiber or fibers are in the rug?
_____.
10. Is the rug a solid color?
 Yes. No.
11. Predominant color of rug:
 red yellow blue white brown
 rose orange green black
 wine beige blue-green grey
12. The rug is light, medium, or dark in value.
13. It is of bright, medium, or dull intensity.
14. Does the rug have a pattern?
 Yes. No.

15. If yes, is it made by:
 overall tweed
 woven design
 dull and bright fibers
 pile
 other: _____.
16. Describe the pile:
 all cut
 all looped
 cut and looped combination
17. Describe the pile:
 all twisted
 all untwisted
 twisted and untwisted combination
18. Does the pile have a combination of different heights?
 Yes. No.
19. Is the rug woven tufted knitted? Don't know.
20. What was the approximate cost of the rug?
 no response
 total _____.
 by sq. yd. _____.
21. Does this include a rug mat?
 Yes. No. Don't know.
22. Does this include the installation?
 Yes. No. Don't know.
23. If the carpet is wool or a wool blend, was it mothproofed before you bought it?
 Yes. No. Don't know.
24. Have you had any signs of moths in your rug?
 Yes. No.
25. Was the rug treated with a soil retardant before you bought it?
 Yes. No. Don't know.
26. Have you treated it with a soil retardant?
 Yes. No.
27. If neither, did you know there were soil retardants on the market?
 Yes. No.
28. If your rug has been treated with a soil retardant, do you think it has cut down on the soiling of the rug?
 Yes. No. Don't know.
29. Have you used rug shampoo or dry cleaning compound on your rug?
 Yes. No.

30. If yes, how often? _____.
31. What is the approximate cost of each cleaning? _____.
32. Have you had the rug cleaned professionally?
 Yes. No.
33. If yes, did you send it to the cleaners, or
 was it cleaned on the floor?
34. Where did you send it? _____.
(or)
From what town did the cleaners come? _____.
35. How frequently have you had it cleaned professionally? _____.
36. Did your rug shrink when it was cleaned professionally?
 Yes. No. Don't know.
37. What is the approximate cost of each professional cleaning? _____.
38. Have you been pleased with the cleaning results?
 Yes. No. Don't know.
39. Have you been satisfied with the cost of upkeep of the rug?
 Yes. No. Don't know.
40. How many exterior doors open into the living room?
 none two
 one more than two
41. What doors are they?
 front door side door other: _____.
 front porch door side porch door
42. How many other doors open into the living room?
 none two four more than five.
 one three five
43. To what areas do these doors lead?
 hall dining room bedroom other: _____.
 kitchen family room closet
44. Is this room used daily? Yes. No.
45. Do you have a family room or den? Yes. No.
46. Considering all the floors in your home, would you say that this rug gets light, medium, or heavy wear?
47. Who in your immediate family had a part in planning to buy the rug?
 wife child(ren)
 husband don't remember
48. Who made the decision as to which rug to buy?
 wife other: _____.
 husband don't remember.

49. Why did you choose the store where you bought your rug?
 don't remember.
50. Did you compare rugs at different stores before buying?
 Yes. No. Don't remember.
51. In what town did you buy your rug?
 Reidsville Greensboro other: _____
 Leaksville Danville
52. Where were you living at the time? _____.
53. Do you feel that you knew enough about rugs to make a good decision?
 Yes. No. Don't know.
54. Did you try to get information about buying rugs and carpets before the actual purchase was made?
 Yes. No. Don't remember.
55. If yes, how or from whom did you get information?
 shopped around friends or relatives
 read article(s) home demonstration agent
 saw or heard advertisement other: _____
 salesman
56. Would you like to know more about soft floor coverings?
 Yes. No.
57. If so, in what would you be most interested?
 _____.
58. Do you consider that the service of the rug thus far has been worth the purchase price?
 Yes. No. Don't know.
59. Approximately, how many years do you expect your rug to last, before it needs replacement?
 up to 5 years 11-15 years
 6-10 years more
60. What do you particularly like about your rug?
 _____.
61. With what, if anything, are you dissatisfied?
 _____.
62. In view of your experience, if you were buying a living room rug or carpet in the near future, what would you consider?
 color _____
 fiber _____
 size _____
 suitability _____
 durability _____
 pattern _____
 other: _____

63,64. Occupation of:

- | Wife | Husband | | |
|------|---------|--|----|
| () | () | 1. professional, technical, and kindred workers | |
| () | () | 2. managers, official, and proprietors, excluding farm | 79 |
| () | () | 3. clerical and kindred workers | |
| () | () | 4. sales workers | |
| () | () | 5. craftsmen, foremen, and kindred workers | |
| () | () | 6. operatives and kindred workers | |
| () | () | 7. private household workers | |
| () | () | 8. service workers, except private household | |
| () | () | 9. farm laborers and foremen | |
| () | () | 10. laborers, except farm and mine | |
| () | () | 11. retired | |
| () | () | 12. homemaker | |

65. How many people live here?
_____ adults (over 18)
_____ children

66. How many pets do you have? _____.

A. Please rate your rug or carpet by circling the number which, in your opinion, describes it best.

- 1-Extremely unsatisfactory.
- 2-Less satisfactory than expected.
- 3-Satisfactory.
- 4-More satisfactory than expected.
- 5. Extremely satisfactory.

B. Please check the following questions in regard to your living room floor covering:

- 1. Have you been pleased with the appearance of it in your living room?
() Yes. () No.
- 2. Has the color made it easy to combine other furnishings with it?
() Yes. () No.
- 3. Have you been conscious of any color change? () Yes. () No.
- 4. Have you grown tired of the color? () Yes. () No.
- 5. Does the texture blend well with other furnishings? () Yes. () No.
- 6. Is it lasting as well as expected? () Yes. () No.
- 7. Has it added a feeling of comfort and luxury? () Yes. () No.
- 8. Has it decreased the noise in your living room? () Yes. () No.
- 9. Does it show footprints easily? () Yes. () No.
- 10. Does it show dirt easily? () Yes. () No.
- 11. Is it easy to vacuum? () Yes. () No.
- 12. Does the pile tend to crush with use? () Yes. () No.
- 13. If yes, is it easy to raise the pile by vacuuming? () Yes. () No.

C. Please check the schooling completed by:

Wife Husband

- () () a. Elementary School (1-6 grade)
- () () b. Junior High School (7-9 grade)
- () () c. Senior High School (10-12 grade)
- () () d. 4 Years of College
- () () e. Graduate Work

D. Please check the approximate family income (before income taxes):

- () a. up to \$5,999
- () b. \$6,000-\$7,999
- () c. \$8,000-\$9,999
- () d. \$10,000-\$14,999
- () e. \$15,000 or over
- () f. don't know

Thank you for your co-operation in making it possible for me to collect the data necessary for my thesis.