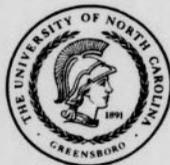


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The purpose of this study was to investigate the furniture needs, preferences, and purchasing capabilities of public housing consumers.

One hundred families living in public housing in Greensboro, North Carolina, were interviewed and tested to determine preference for selected furniture product characteristics--fabric, style, color, color scheme, and hard surface materials. Only women were interviewed.

Data was analyzed by descriptive statistics. A Family Living Pattern concept and measurements of preference for each product characteristic were developed.

The results of the study indicate that the Elderly had fewer furniture needs than did any other family group. Bedroom furniture, particularly beds, was most needed by all respondents, especially by families with children.

About twenty percent of the respondents expressed preference for the fabric characteristics of saturated color, warm colors, small design, smooth texture and both strong and weak figure-ground value contrasts. About one-fifth of the respondents (mostly Elderly) preferred Early American/Colonial furniture style. The most preferred colors were Blue and Green. The Monochromatic color scheme was most preferred, followed by Analogous and Complementary.

A preference trend was noted for natural finish wood and wood-grained surfaces. The respondents were generally open to the use of new materials in furniture.

Most of the respondents reported they could allow \$1 to \$10  
monthly for furniture purchase.

FURNITURE NEEDS, PREFERENCES, AND PURCHASING CAPABILITIES

OF THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

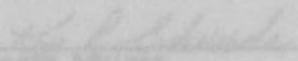
by

Carolyn Shigkire Turner

A Thesis Submitted to  
the Faculty of the Graduate School at  
The University of North Carolina at Greensboro  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Science in Home Economics

Greensboro  
1972

Approved by

  
Thesis Advisor

APPROVAL PAGE

FURNITURE NEEDS, PREFERENCES, AND PURCHASING CAPABILITIES of the  
" Faculty of the Graduate School of PUBLIC HOUSING CONSUMERS of North Carolina at  
Greensboro.

by

Carolyn Simpkins Turner  
" "

Oral Examination  
A Thesis Submitted to  
the Faculty of the Graduate School at  
The University of North Carolina at Greensboro  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Science in Home Economics

Greensboro  
1972

7/14/72  
Date of Examination

Approved by

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APPROVAL PAGE

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

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Statement of the Problem

Public housing personnel have found from experience that many families living in public housing face a problem of inadequate home furnishings. They are unable to purchase durable, easily maintained furniture at a price they can afford. Some young families lack furniture when they move in, while others move from other areas with shabby, worn furniture. When many residents try to improve their furniture or buy new furniture, they fall prey to unscrupulous dealers in the retail market, pay exorbitant installment credit charges, or are unable to obtain credit at all. Public housing families have special needs in furniture related to durability, versatile design, and easy maintenance not available presently at a price they can afford.

It appears that many families are unable to provide adequate furniture for their needs for some of the same basic reasons that they are unable to independently provide housing in the private market. Although housing authorities have traditionally functioned to provide "safe, decent, and sanitary" housing units for families of limited income, it seems desirable to also assist the family in improving its total near environment by providing some means of obtaining adequate furniture.

One proposed solution to this problem is a system whereby furniture that meets special needs of residents is made available to

## INTRODUCTION

### Statement of the Problem

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One proposed solution to this problem is a system whereby furniture that meets special needs of residents is made available to

resident families through the Housing Authority by means of a lease-purchase arrangement. Through this system, furniture would be rented or sold to residents at a low-monthly payment, plus a three percent interest charge.

To implement a lease-purchase furniture program, new furniture must be developed to meet the special needs of the limited-income families in terms of cost, durability, versatile design, and easy maintenance--as well as to satisfy their preferences for style, color, color scheme, texture and materials.

As with the development of any new market offering, the first step is to obtain information about the needs and preferences of the consumer in order to ensure that desired characteristics are embodied in the end product. Also, research is needed to determine the capabilities of public housing families for participating in a furniture rental and/or purchase program.

#### Purpose and Significance of the Study

The purpose of this study is to determine the furniture needs of public housing consumers, the preferred product characteristics of furniture in terms of color, style, texture, and materials, and the financial resources and knowledge available to the public housing consumer for making furniture expenditures. The following four objectives were established:

1. Determine the furniture items most needed by families living in public housing.

2. Determine the preferences of public housing consumers for selected product characteristics of furniture, e.g., style, color, color scheme, texture, and materials.
3. Determine the financial capabilities of families living in public housing for purchasing furniture.
4. Determine what family characteristics, if any, are associated with specific furniture needs, preferences and purchasing capabilities.

This study will provide objective evidence of the low-income public housing consumer's needs and preferences for furniture in general and also for selected product characteristics. Traditionally, the furniture industry has been production oriented, in that it has offered furniture lines which the producer thought would please the majority of consumers and consequently be purchased by furniture retailers. This study employs the more recently recognized and practical approach of gathering information from the consumer prior to product development so that furniture products will more nearly meet the needs and desires of low-income families living in public housing.

The Greensboro Housing Authority has received a grant from the Department of Housing and Urban Development to support the development and distribution of furniture to meet the needs of families living in public housing. The grant project will serve as the pilot study for a model system for making furniture available to public housing families which can be utilized by housing authorities throughout the United States. This thesis will provide some of the basic information

for developing the furniture design specifications to be used by the Greensboro Housing Authority.

#### REVIEW OF LITERATURE

Research into consumer behavior has focused more on market behavior and the selection and use of furniture than it has on the consumer's perception of his furniture needs and his expressed preferences for furniture product characteristics. Even fewer studies were reviewed which dealt primarily with the furniture needs and preferences of low-income consumers.

The basic elements in the classical economic theory of consumer choice are the individual and his preferences. Preferences are the ranking of priorities utilized by the individual in satisfying his desires and needs. It is assumed that he will act in a rational manner and, therefore, will try to maximize his utility of the satisfaction of his desires in any given situation (Beaver, 4).

The theory of economic choice provides an explanation of how the individual decides which wants will be satisfied and which combination of characteristics in a product or service will best satisfy his wants (4).

The family life-cycle is a sociological concept used to explain the different phases which a given family experiences in its life history (14). Many attempts have been made to classify the stages of the family life-cycle for purposes of analysis. George Row (19:206-207) says that two main categories exist--expansion and contraction. Green and Grandell (12) use three main stages--beginning, expanding and contracting. They emphasize particularly the beginning family or the

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period after marriage but before children are born. Regardless of how the stages of the family cycle are delineated, the concept is useful for analyzing certain differences in the behavior of families as they move from one stage to another. Little (16) studied the adequacy of home furnishings at various stages in the family life cycle. Four main stages were used--beginning, expanding, launching and contracting. About forty-three percent of the families in Little's sample reported an annual income of less than five thousand dollars. Specific findings were as follows:

1. A gradual increase occurred in the adequacy of furnishings for the sleeping areas as families progressed through the stages of the family life cycle.
2. With one exception, regardless of life cycle stage, a majority of the living rooms had liberal furnishings. Statistical tests revealed that the adequacy of living room furniture was related to the level of living factor.
3. Adequacy of furnishings for the living room and dining areas was not associated with the size of the family. However, the size of the family was closely associated with the adequacy of furnishings for the sleeping areas.
4. The size of the house and the number of bedrooms were closely related to the adequacy of furnishings for the dining and sleeping areas. As the number of bedrooms

increased, the adequacy of dining and bedroom furniture also increased.

5. Values held important by families vary with the area being furnished. Generally comfort was the value ranked as most important by families. Family centeredness and privacy were second choices, while convenience and economy were third.

It appeared that families were either not aware or were hesitant to admit that beauty influenced their choice in home furnishings.

In a 1951 study by Van Syckle in Flint, Michigan (26), furniture inventories were used to determine a variety of information about furniture selection, including homemakers' preferences for style and wood finish. Four hundred eighty-two families were included in the stratified random sample. The age of the majority of the respondents was thirty-five years or older. Between sixty-three and seventy-five percent of the respondents expressed no preference for a furniture style. The preferences of the younger groups were equally divided between contemporary and traditional furniture. About three-fourths of the respondents had no preference for any one wood tone described as light, medium or dark, while those indicating a preference selected dark wood tone most frequently.

Margot Olsen (18) investigated the relationship of home furnishings preferences and personality variables. A preference test in which line was varied as to complexity was developed. The

personality variables of anxiety, introversion-extroversion, sensation versus intuition, cognitive style, judgment versus perception, and thinking versus assessment were measured by existing instruments for personality assessment. From the data, a prediction equation for home furnishings preferences was calculated using multiple regression analysis. The findings of Olsen's study manifest sufficient evidence to recommend further studies to determine the degree of a relationship between furniture style preference and personality variables.

In June, 1970, the Operation Breakthrough Program of the Department of Housing and Urban Development awarded a grant to the Washington Center for Metropolitan Studies to develop approaches for improving the availability of furniture to families living in low- and moderate-income housing (25). One major program of the grant was a design competition seeking new approaches to providing solutions to the specific problems and needs of low-income consumers. A second major program was a pilot Consumer Preference Conference that included as participants twenty-two low-income consumers of different age and ethnic groups, including Black, Indian, Oriental, Spanish-speaking, and White. Eight large cities were represented. The Conference explored what low-income families like or prefer in furniture. Many people have the idea that low-income families prefer the bulky, heavy, and nonfunctional furniture frequently found in their homes. The study maintained that these families have had limited exposure to furniture alternatives which are in a scale more closely related to their functional needs, and are also well-constructed, well-designed, and reasonably priced.

The consumers who participated viewed a display of the furniture design competition and discussed the furniture in practical as well as conceptual terms. Practical considerations included comfort, safety, materials, and guarantees of quality. The conceptual considerations were modular units, multi-functional pieces, fold-away sleeping units, disposable furnishings, and air-inflated pieces. Some of the findings from this Conference were the following:

1. The consumers expressed no negative reaction to contemporary styling.
2. Temporary solutions for furniture were not acceptable, in that the groups expressed a preference for investing in articles that would be permanent.
3. Ease of maintenance of the vinyl-coated foam was found quite desirable by mothers of small children.
4. The group unanimously approved the concept of a fold-away bed.
5. Additional pieces of furniture suggested by the participants were storage headboards, rocking chairs for all age groups as well as furniture that can respond to movement.
6. Variable seat heights should be available which meet the needs of all age groups--children, youth/adults, and elderly.
7. Lounge and side chairs should be adequate for heavy-set people.

8. Flexible furnishings were praised. Side chairs should be harmonious in design with the conversation areas to insure that a guest will feel comfortable and included.

9. Dining chairs should be harmonious in design with the living room furniture, since dining chairs are frequently used for extra seating in the living room.

A study by Good and Suchsland (10) of consumer life styles and their relationship to marketing behavior relative to household furniture did not limit analysis to the standard demographic variables such as age and income but also included life style factors such as interests, opinions, and attitudes. Approximately half of the sample were families with an income under eight thousand dollars. The respondents who answered the mailed questionnaire tended to be married, thirty-five through forty-nine years of age, with higher educational levels and high family incomes. The results indicated the last item purchased costing over fifty dollars most frequently reported were lounge chair, sofa, bedroom set, and living room set. The items were purchased from a furniture store in ninety percent of the cases. Contemporary was the style most frequently favored by the respondents. Line drawings of four styles were included in the questionnaire for the respondent to use in indication the style of his last furniture purchase. Lower-income families selected either Early American/Colonial or Contemporary as the style of their last furniture purchase. In general, the groups choosing these two styles showed very little interest in community affairs, the arts, sports, or social activities.

In an exploratory study of marketing problems in low-income neighborhoods, Halloway and Cardoza (13) found that the ownership of furniture is an aspiration of a limited-income family and its realization presents a problem. When asked, "What would they purchase if given one thousand dollars, tax-free?" The items most frequently mentioned were houses, appliances, and furniture. One-half of the sample surveyed in this study lived in public housing.

In a study of installment credit and retail sales practices in Washington, D. C. (9), it was found that many retailers who sell primarily to low-income customers have a high mark-up on their furniture. Sometimes the mark-up is three times the cost of comparable products in other retail stores. These same people also pay high finance charges to get "easy credit."

Shulte (10:5) investigated the role played by style in the decision to purchase household furniture. He considered a number of areas, including the importance of style to the purchase of a broad range of furniture items, the stage in the fashion cycle of the most popular furniture styles, the difference in acceptance of furniture styles in all geographical regions of the country, the degree of acceptance of styles from one room to another, and style preference in relation to the price of the furniture item. His major conclusions were as follows:

1. Style was rated as extremely important in selection of end tables and sofas, but of little importance in the choice of beds and recliners.

2. Mediterranean/Spanish, Country French, and Italian Provincial styles were currently in the rapid growth phase of the fashion cycle, while Traditional, Modern, and Contemporary were in the declining stages of popularity.
3. Regional differences in style preference were not significant.
4. Informal styles tended to be desired more often in family rooms or dens, while a formal style was preferred in the living room and master bedroom.
5. Preference for two styles was related to price. As price increased, the popularity of Modern decreased. As price increased, the popularity of Mediterranean/Spanish increased.

A study sponsored by the Chicago Tribune in 1959 (10:5-6) provided data on the relationship of social class and furniture style preference. Although the study is dated, it indicated a relationship exists between style preference and social class. Modern was popular in 1959 in all homes, but was found less frequently in homes at the lower end of the social scale. Contemporary, Period Traditional, and Early American were considered "prestige" items, and were found most frequently in homes of families in the middle social class. Little relationship to social class was noted for Provincial and Danish Modern furniture.

Avery (2) investigated the importance of using visual materials in the selection of furniture style. Names were confusing

to families selecting living room and dining room furniture, and pictures were a more accurate means of determining preferences for furniture style.

#### METHODS AND PROCEDURES

##### The Sample

The population selected for investigation was all families living in public housing in Greensboro, North Carolina. A random sample of one hundred families was selected from the total population of 1,857 families by the following method:

Each public housing project was listed. The number of all individual housing units and the number of bedrooms per unit in the project were noted. The number of units in the sample selected from each project was based on an arbitrarily designated five percent representation of the population. (See Appendix A.)

Every unit on the site layout was marked for number of bedrooms with the exception of Ball Tower. The study included the high-rise and Sage Square Apartments. Starting points and areas were drawn on the site layout and every unit was assigned a number. A random sample of units was selected to be included in the study. The sample was selected from the high-rise and Sage Square Apartments. The study included the high-rise and Sage Square Apartments. The study included the high-rise and Sage Square Apartments.

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Every unit on the site layouts was marked for number of bedrooms with the exception of Hall Towers (the elderly high-rise) and Page Square Apartments. Starting points and routes were drawn on the site layouts and every unit was assigned a number. A random digit table was used to select the units to be included in the sample.

All units are identical in the high-rise project for the elderly. Each unit was assigned a number and eight families were selected for the sample with the

use of a random digit table. Families living in the Page Square Apartments were listed and the first and third families were selected.

#### Instruments

To determine the furniture needs, preferences, and purchasing capabilities of public housing consumers, an interview schedule and multiple choice visuals were selected or developed for use in this study. The interview schedule included a questionnaire to obtain demographic characteristics, family economic situations, furniture needs, and score sheets to record expressed preferences for fabric characteristics, furniture style, color, color scheme and materials. (See Appendix B.)

#### Pretest

The investigator pretested the interview schedule with twelve public housing residents (all female), four of whom were elderly and eight from families with children. The pretesting of the interview schedule indicated several areas in which the instrument failed to obtain the desired facts about needs and preferences. This information was used to restructure the interview schedule used in this study.

The pretest indicated a need for visuals to measure preferences for selected furniture materials and more definitive and uniform sketches of furniture styles.

For use in the pretest, the Compton Fabric Preference Test was administered by use of photographs made from the slides and mounted

on six-inch by eight-inch cards. Since some distinctions between selections of the paired-comparison choices were less easily interpreted from photographs, slides were used for the final study.

#### Compton Fabric Preference Test (7)

The Compton Fabric Preference Test was used to determine preferences for selected characteristics of fabric, including color saturation, color warmth and coolness, strong and weak design, size of pattern and texture. This test consists of seventy-eight slides of fabric swatch cards. Each card has two fabric swatches carefully chosen to determine preference for the above-mentioned fabric characteristics. Although Compton developed the measure to study fabric preference for clothing, it was believed that this measure could be used to determine general preferences for the five variables for fabrics used for furniture.

The slides were shown to each respondent by projecting the image on a small white illustration board.

#### Furniture Style Preference Test

Pen and ink line drawings were made of five furniture styles for seven furniture items. Each drawing was approximately of the same size and artistic quality. (See Appendix B.)

The five furniture styles used were Colonial, Contemporary, Mediterranean, Modern, and Provincial. These styles were chosen as basic but distinct furniture styles suitable for giving the interviewee a choice of styles most frequently found on the furniture market. The

furniture items included were the following:

Living Room: Sofa, Lounge Chair, and End Table

Dining Room: Table and Chair

Master Bedroom: Headboard and Chest

Girl's Bedroom: Headboard and Chest

Boy's Bedroom: Headboard and Chest

The initial furniture styles for each furniture item were selected by the investigator; however, a three-member panel of judges, chosen because of their knowledge of furniture style, made the final selections.

The line drawings were duplicated and mounted separately on six-inch by eight-inch medium weight white illustration board. During the interview of each respondent, five styles of one furniture item were shown simultaneously and the subject selected her preference.

#### Color Preference Test

To determine individual preference for color, the pure hue primary and secondary colors were secured from Color-aid, an artist's packet of 202 co-ordinated color sheets by Geller Artist, Inc., in which each color sheet is marked for value and intensity as related to its pure hue. The colors were cut into strips with the dimensions of one and one-half inch by four inches and mounted lengthwise on six-inch by eight-inch white illustration board. The colors used were Red, Blue, Yellow, Orange, Green, and Purple, and were individually labeled as A, B, C, D, E, and F, respectively. (See Appendix B).

Two color cards at a time were shown to the respondent until each color was matched against every other color. Each time a color was preferred over another color, it scored one point and could obtain a maximum of five points. Also, first, second and third choices for color were obtained by displaying all the colors in front of the interviewee who was asked to choose her favorite color. After that color was removed, the respondent was asked to choose her favorite color of those remaining. That choice was removed and the third choice was obtained from the remaining colors. The test was administered without a specified time limit for decisions.

#### Color Scheme Preference Test

This study used an abstract method to determine an individual's preference for color scheme. The three basic color schemes of Monochromatic, Complementary, and Analogous were developed in basic colors from both sides of the color wheel using yellow and blue. (See Appendix B).

The pure yellow or blue hue was used as a starting point for selection of all three color schemes and three colors formed each color scheme. The colors in the yellow set of color schemes were matched identically by value and intensity to the comparable colors in the three blue-based color schemes. The color samples were selected from the same Color-aid packet used for the Color Preference Test.

The color sheets were cut to a size of one and one-half inches by four inches. The three strips for each color scheme were mounted parallel to the six-inch side of the six-inch by eight-inch card. Pure

hues of either blue or yellow were placed at the bottom of the card while the value and intensity of the remaining color strips decreased toward the top of the card.

The cards were displayed for the interviewee to have a choice between the schemes. The schemes were shown two at a time without a specified time limit for the decision, and all were matched against each other in the same manner as the test for color preference.

Finally, the three separate color schemes in yellow were shown together and the consumer was asked to choose her preference of the three. The same procedure was followed for the set of color schemes in blue.

Each of the six color schemes could receive a maximum score of five points. The combined scores of the yellow-and blue-based schemes of each of the three major color schemes gave each of the three color schemes a maximum combined score of nine points.

#### Materials Preference Test

Visuals were developed to determine individual preference for the following hard surface and upholstery materials for furniture:

1. Wood versus wood-grained plastic
2. Wood-grained plastic versus colored finish plastic
3. Natural finish wood versus painted finish wood
4. Shiny versus matte finish
5. Textured versus smooth surface plastic
6. Plastic versus cloth upholstery fabric
7. Patterned versus plain plastic upholstery fabric

A descriptive list of the visuals used in this test appears in Appendix B.

During the interview cards with the mounted materials were shown separately to the individual while she answered certain questions about preference and durability.

Wood versus wood-grained plastic. Samples of wood in walnut and rosewood were matched in grain and wood tone to samples of laminated plastic. All samples were then cut into two-inch squares. The walnut wood and wood-grained plastic samples were then mounted for a paired comparison selection on a six-inch by eight-inch white illustration board and were labeled A and B, respectively. The rosewood and wood-grained plastic samples were mounted likewise.

Wood-grained plastic versus colored finish plastic. A sample of wood-grained laminated plastic was matched with a colored finish laminated plastic sample of the same color tone. The wood-grained and colored finish plastic samples were then cut to the size of two-inch squares, were mounted for a paired comparison selection on a six-inch by eight-inch white illustration board and were labeled A and B, respectively.

Natural finish wood versus painted finish wood. Two samples of unfinished plywood were cut to a size of two and three-eighths inches square. One sample then received two coats of clear shellac to form a natural finish wood and the other plywood sample was sprayed with two coats of white paint. Both samples appeared to have a glossy finish, were mounted for a paired comparison selection on a six-inch by eight-inch white illustration board and were labeled A and B, respectively.

Shiny versus matte finish. Both shiny and matte surface samples in black, white, and wood-grained plastic were cut to the size of two-inch squares. Then the two black samples of shiny and matte surface were mounted for a paired comparison selection on a six-inch by eight-inch white illustration board and were labeled A and B, respectively. The white and wood-grained samples were similarly cut, mounted, and labeled.

Textured versus smooth surface plastic. Samples of textured and smooth plastic of the same color were cut to a size of two-inch squares, for a paired comparison selection on a six-inch by eight-inch white illustration board and were labeled A and B, respectively.

Plastic versus cloth upholstery fabric. Swatches of cloth upholstery fabric and plastic upholstery fabric in identical colors of yellow and blue were secured. All samples were cut to a size of one and one-half inches by three inches. The blue colored fabrics were mounted for a paired comparison selection on a six-inch by eight-inch white illustration board and were labeled A and B, respectively. The yellow samples were prepared in the same manner. The two color samples were chosen to control color as a variable.

Patterned plastic versus plain plastic upholstery fabric. Samples of patterned plastic and plain plastic upholstery fabric of the same orange color were cut to a size of one and one-half inches by two inches, mounted for a paired comparison selection on a six-inch by eight-inch white illustration board, and were labeled A and B, respectively.

### Interview

Three professional interviewers, trained in individual sessions by the investigator, collected all of the data during the period of January 8 through February 20, 1972. Instruction was given for display of materials, showing the slides and directions to be given the interviewees. The interviewee was to be told that there were no right or wrong answers--the purpose of the interview was to determine what she liked. The questionnaire was to be carried on a clipboard and kept out of the interviewee's direct view. After the interviewers had sufficient time to practice with the questionnaire, visuals, and slides, each privately interviewed the investigator until any misconceptions were clarified.

The female adult in the family in whose name the unit was rented was interviewed in her home. In cases where there was no female adult, or if the female adult had some sickness, extended absence from the home, or refused to be interviewed, substitutes were made. Substitutes were obtained by one of two methods: (1) use of the random digit table, and (2) selection of a family of the same bedroom size located on the left closest to the sample family dwelling when facing the unit. No other substitutes were accepted.

Interviewees in most of the projects were contacted by the resident leader in the public housing community who explained the study and that she would be contacted by an interviewer for an appointment. In some projects, the interviewers or community workers made the initial family contact. Each interview averaged about one hour and fifteen minutes in length.

## Analysis of Data

### Family Living Pattern

The investigator originally intended to classify each sample family into the life-cycle stages used as an explanatory variable in family sociology (14). However, few families clearly fit into the categories of development described in the life-cycle concept.

The investigator developed a scheme of family living patterns for categorizing public housing families which appears to offer greater descriptive potential for analyzing behavior in this particular setting than does the life-cycle concept. Four major living patterns with eight possible subcategories are included in the new classification concept:

Families Without Children. This pattern includes non-elderly couples or singles with no children presently in the home.

Families With Children. This pattern was subdivided into three categories:

1. All children age ten or under
2. All children over age ten
3. Children both under and over age ten

Intergenerational Families. This pattern includes those families in which three generations live in the same residence and those families in which first and third generations live in the same residence.

Elderly Families. This pattern includes all elderly persons living alone or with a spouse or other adult.

### Measurement of Preference

Preferences for fabric characteristics of the Compton Fabric were determined by the system outlined in the Manual. Two categories of preference were established by the investigator for analyzing data from the preference measurement instruments developed specifically for this study:

"Strong Preference." Consistent choice of certain furniture product characteristics.

"Preference." Less consistent choice than the strong preference of certain furniture product characteristics, but shows a definite pattern of preference.

The investigator arbitrarily established criteria for categorizing the scores of respondents as expressing "strong preference", "preference", or no preference for the characteristics studied. The criteria used for analyzing the data from all the preference measurement instruments are as follows:

Compton Fabric Preference Test. A "strong preference" is indicated by a score of ten to twelve points for color saturation and by a score of twelve to fifteen points for all other variables in the Compton Fabric Preference Test. This test does not permit a gradation of preference measurement but only a measure of preference versus no preference.

Furniture Style Preference Test. A "strong preference" for furniture style was noted when the same style was chosen for any of the combinations listed below:

Sofa, Lounge Chair, and End Table

Dining Table and Dining Chair

Chest and Headboard in Master Bedroom

Chest and Headboard in Girl's Bedroom

Chest and Headboard in Boy's Bedroom

A "preference" for style was indicated only when the same style was preferred for any two of the following three items—sofa, lounge chair and end table. Combinations other than those mentioned above were considered as no preference.

A "strong preference" between rooms was noted if the same style of furniture was chosen for all items in the living and dining room, or for all items in the living room, dining room and master bedroom.

Color Preference Test. A "strong preference" for color was measured by a score of four or five points and the selection as first choice. A "preference" was noted by either a score of four or five points and the selection as second choice, or by a score of three points and the selection as first choice. All other combinations were interpreted as expressions of no preference for color.

Color Scheme Preference Test. A "strong preference" for a color scheme was measured by a score of eight to nine points and also first choice in either or both the yellow or the blue card set. A "preference" was noted by a score of eight to nine points and also second choice in either or both the yellow or the blue card set. Any other responses were considered as no preference for color scheme.

Material Preference Test.

Wood versus wood-grained plastic. A "strong preference" for either wood or wood-grained plastic was noted by choices

of either wood or wood-grained plastic from both walnut and rosewood as a finish for an end table, dining table, and a chest. A "preference" was determined by either the choice of wood or wood-grained plastic in both walnut and rosewood for two of the three designated furniture items.

Wood-grained plastic versus colored finish plastic. A "strong preference" was measured by choosing either wood-grained or colored finish plastic consistently for the finish of an end table, a dining table, and a chest. A "preference" was noted if either the wood-grained or solid colored plastic was chosen consistently for two of the furniture items. A consistent answer of "doesn't matter" or combinations other than those mentioned previously indicated no preference.

Natural finish wood versus painted wood. A "strong preference" was measured by choosing consistently either natural finish wood or painted finish wood for three furniture items—end table, dining table, and chest. A "preference" was indicated by selection of either natural finish wood or painted finish wood for two of the furniture items.

Shiny versus matte finish. A "strong preference" was noted by the consistent selection of either shiny or matte finishes from the black, white and woodgrained samples for the living room furniture, dining room furniture and a chest. A "preference" was indicated by the choice of the either shiny or matte finish from the black, white and wood-grained samples for any two sets of furniture—either the

living room and dining room, or the living room and chest, or the dining room and chest.

Textured versus smooth surface plastic. A "strong preference" was measured by the consistent selection of either textured or smooth surfaces for living room furniture, dining room furniture, and a chest. A "preference" was noted by the selection of either textured or smooth surfaces in two sets of furniture—either the living room and dining room, or the living room and chest, or the dining room and chest.

Plastic versus cloth upholstery material. A "strong preference" for either the plastic or the cloth upholstery material was measured by the selection of either the plastic or the cloth material from both the blue and yellow samples consistently for the three furniture items—a sofa, a lounge chair, and a dining chair. A "preference" was noted when either the plastic or the cloth upholstery material was chosen from both the blue and yellow samples for two of the furniture items. All other responses were judged as expressing no preference.

Patterned versus plain plastic upholstery material. A "strong preference" for either the patterned or plain plastic upholstery material was measured by the selection of either the patterned or plastic upholstery material consistently for the three furniture items—sofa, lounge chair, and dining

chairs. A "preference" was noted when either the patterned or plain upholstery material is preferred for two of the above furniture items. All other responses were judged as expressing no preference.

The sample of one hundred families, representative of 1957 families living in public housing in Greensboro, North Carolina, had the following characteristics:

#### Demographic Characteristics

Of the 100 families interviewed, adult males were present in slightly less than one-fourth of the homes. They tended to be older and to have completed more years of formal education than the female respondents.

More than one-half (56 per cent) of the men were in the 46-65 age category, while 41 per cent of the women were in the 26-45 age group (Table 1).

TABLE 1

#### AGE DISTRIBUTION

Age	Female		Male	
	Number	Percentage	Number	Percentage
26 - 45 years	7		2	8
46 - 65 years	41	41	6	25
66 or over	14		14	58
Total	18		22	8
Total	100		24	100

\*Percentages may not equal 100 due to rounding.

## RESULTS AND DISCUSSION

### The Sample

The sample of one hundred families, representative of 1857 families living in public housing in Greensboro, North Carolina, had the following characteristics:

### Demographic Characteristics

Of the 100 families interviewed, adult males were present in slightly less than one-fourth of the homes. They tended to be older and to have completed more years of formal education than the female respondents.

More than one-half (58 per cent) of the men were in the 46-65 age category, while 41 per cent of the women were in the 26-45 age group (Table 1).

TABLE 1

### AGE DISTRIBUTION

Age	Female		Male	
	Number	Percentage	Number	Percentage*
20 - 25 years	7		2	8
26 - 45 years	41		6	25
46 - 65 years	34		14	58
66 or over	<u>18</u>		<u>2</u>	<u>8</u>
Total	100		24	100

\*Percentages may not equal 100 due to rounding.

Thirty-eight percent of the men graduated from high school and completed special training or some years in college, while one-third of the women had a similar level of education (Table 2).

An explanation as to why the men were older and had completed more years in education was not immediately available. It may have been related to the old belief that men should be better educated since they traditionally have been the major "bread winners". This may be a reasonable explanation, as almost three-fourths of the men were employed while only slightly more than one-fourth of the women were employed.

TABLE 2  
EDUCATIONAL LEVEL

Educational Level (grades completed)	Female		Male	
	Number/Percentage*	Number	Percentage**	
Less than 1	4	--	--	
1 - 8	32	9	41	
9 - 11	31	5	23	
High School Graduate	26	7	32	
Special - Technical School, etc.	1	--	--	
College 1 - 3	6	1	5	
Total	100	22***	100	

\*Frequency and percentage are the same.

\*\*Percentages may not equal 100 due to rounding.

\*\*\*Information concerning the educational level of two men was not obtained from the interview.

Eighty-one percent of the women were either full-time homemakers (54 percent), retired (14 percent), or disabled (3 percent). Twenty-nine percent of the women were employed; 72 percent in service occupations and the remaining 28 percent as factory workers, sales clerks or clerical assistants (Table 3).

Twenty-one percent of the men were disabled or retired. Of the employed men, sixty percent were factory workers while twenty percent had construction jobs. The remaining men had jobs as maintenance supervisors and service workers (Table 3).

TABLE 3  
OCCUPATION

Occupation	Female		Male	
	Number	Percentage*	Number	Percentage
Salaried professional and technical	—	—	—	—
Self-employed professional and technical	—	—	—	—
Managers and Officials	—	—	—	—
Non-farm Proprietors	—	—	—	—
Farm Proprietors	—	—	—	—
Clerical	1	—	—	—
Sales	1	—	—	—
Craftsmen and Foremen	—	—	2	9
Operatives and Kindred Workers	5	—	9	39
Service Workers	21	—	1	4
Non-farm Laborers	—	—	3	13
Farm Laborers	—	—	—	—
Retired	14	—	2	9
Homemaker	54	—	—	—
Disabled	3	—	5	22
Others	1	—	1	4
Total	100	—	23	100

\*Frequency and percentage are the same.

The response to a question about marital status was somewhat distorted (Table 4). It appeared that some of the women confused the definitions of "married" and "separated", as only twenty-four males were reported present in the home, while twenty-seven women reported they were married (Table 4). The three males may have been temporarily out of the home at the time of the interview and the interviewee may have, as a result, failed to give other personal information about them.

It is evident that at one time in most of the homes the respondents had participated in the traditional male/female marriage relationship, as only six percent of the women reported they were single. Over one-third of the women were either divorced or separated, while over one-fourth were widowed. These frequencies explain somewhat why men were present in only one-fourth of the homes.

TABLE 4  
MARITAL STATUS

Marital Status	Respondents
	Number/Percentage*
Single	6
Married	27
Separated	29
Divorced	10
Widowed	18
Total	100

\*Frequency and percentage are the same.

Eighty-two percent of the respondents were Negro, while 18 percent were Caucasian.

Seventy-seven percent of the families interviewed had one to five persons in the family (Table 5). Thirty-six percent of the families had no children. Forty-six percent of the families had either two, three, or four children (Table 6).

Most of the families without children were elderly. All of the young couples had children. Of those families that had children, the most frequent number of children in the home was two, three, or four. This was influenced by the size of public housing units in Greensboro and by public housing policies that limit the number of children per bedroom. In Greensboro public housing, two and three bedroom size units are most frequent and public housing policy sets the limit for these units at two, three or four children.

The monthly incomes of these families ranged from \$0 to \$803 , with most families reporting within the income range from \$101 - \$200 (Table 7). The average monthly income was \$237

About two-thirds of respondents had only one source of income, while one-third listed two sources (Table 8). Mentioned most frequently as income sources were wages (42 percent), Social Security (34 percent) and Aid to Families with Dependent Children (33 percent). About 14 percent of the respondents reported miscellaneous sources, including disability, alimony, and child support payments.

TABLE 5  
SIZE OF FAMILY

Number in Family	Respondents Number/Percentage*
1	18
2	14
3	14
4	16
5	15
6	8
7	6
8	4
9	4
10	1
Total	100

\*Frequency and percentage are the same.

TABLE 6

NUMBER OF CHILDREN IN THE HOME

Number of Children	Respondents Number/Percentage*
0	26
1	8
2	18
3	17
4	11
5	5
6	7
7	4
8	4
Total	100

\*Frequency and percentage are the same.

Family Living Pattern

TABLE 7

For purposes of determining needs, preferences, and purchasing capabilities related to certain characteristics, families were classified on the basis of income. Living patterns were also a better classification scheme for families in the housing than the traditional family life cycle. Possible variations in family living patterns were observed. The use of income makes it possible to classify families in any one of the groupings. (See explanatory Analysis of Data, page 23).

Monthly Income	Families
	Number/Percentage*
\$100 and under	10
\$101 - \$200	44
\$201 - \$300	19
\$301 - \$400	13
\$401 - \$500	9
Over \$500	5
Total	100

\*Frequency and percentage are the same.

TABLE 8

Twenty-five percent of the people were in this group. SOURCE OF INCOME

Source	Responses
	Number/Percentage*
Wages	42
Aid to Families with Dependent Children (AFDC)	33
Old Age Assistance (OAA)	4
Veterans Administration	7
Social Security	34
Other**	14
Total	134

\*Frequency and percentage are the same.

\*\*Disability, alimony, and child support payments.

### Family Living Pattern

For purposes of determining furniture needs, preferences, and purchasing capabilities related to certain family characteristics, families were categorized on the basis of living patterns. Living patterns were considered to be a better classification scheme for families living in public housing than the traditional family life cycle. Four main categories in family living patterns were observed. The use of sub-categories makes it possible to classify families in any one of eight groupings. (See explanation in Analysis of Data, page 23).

When eight categories were used (Table 9), the largest number of families was within the pattern in which children both under and over age ten were present in the home. Twenty-five percent of the sample were in this group. Eighteen percent of the sample were families with children age ten or less, while 16 percent had children over age ten.

Elderly living alone accounted for 13 percent of the sample and three-generation families, and non-elderly Families Without Children represented 10 percent each.

When the four main categories of living patterns were examined (Table 10), the largest group was Families With Children (59 percent). Sixteen percent of the families were Elderly and 15 percent were Intergenerational. The group of Families Without Children constituted only 10 percent of the total sample.

TABLE 9

## FAMILY LIVING PATTERN - EIGHT CATEGORIES

Family Living Pattern	Families
	Number/Percentage*
No children (non-elderly couples or single)	10
Children age 10 or less	18
Children over age 10	16
Children both age 10 or less and over age 10	25
Grandparent-child-grandchild	10
Grandparent-grandchild	5
Elderly alone	13
Elderly with adult	3
Total	100

\*Frequency and percentage are the same.

TABLE 10

## FAMILY LIVING PATTERN - FOUR CATEGORIES

Family Living Pattern	Families
	Number/Percentage*
Without children (1)	10
Children (2, 3, 4)	59
Intergenerational (5, 6)	15
Elderly (7, 8)	16
Total	100

\*Frequency and percentage are the same.

### Furniture Needs

When asked what furniture items the family needed most, the respondents frequently stated a complete suite of furniture. Those who indicated a whole room of furniture rather than items within a room, said they were not able to "single out" items within a room. They explained that they usually purchased a suite of furniture rather than one article at a time. Fifteen percent of the women stated their families needed a complete suite of bedroom furniture. Next most frequently mentioned as needed were a dining room suite, a double bed, twin beds and a sofa—each was indicated by nine percent of the sample (Table 11). Fourteen percent of the women reported their families had no furniture needs.

In regard to needed items of furniture, it appears that bedroom items, particularly beds, were most needed. Living room furniture was second on the list of most needed items, with the sofa being most frequently mentioned. Dinette set or dining room furniture ranked third.

When asked what furniture item was planned for the next purchase (Table 12), 20 percent of the respondents said "nothing". Thirteen percent reported they planned to purchase a double bed, while 12 percent said they would buy a bedroom suite. Nine percent reported they would buy a living room suite.

As expected, respondents intended to purchase next the items they reported as most needed. The first six items were the same for both lists.

TABLE 11  
 MOST NEEDED FURNITURE ITEMS

Items	Item Ranked as Most Needed (1st) Number/Percentage*	All Items Mentioned as Needed** Number/Percentage*
Living Room Suite	9	9
Bedroom Suite	15	18
Dinette Set/Dining Room Furniture	8	11
Sofa	9	14
Living Room Chair	4	11
End Tables	2	2
Coffee Tables	3	4
Dining Table	1	2
Dining Chairs	1	3
Double Bed	9	12
Twin Beds	9	10
Bunk Beds	-	2
Chest of Drawers	3	13
Dresser	2	7
Desk	-	-
Box Springs/Mattress	6	8
Bookcase	1	1
Wardrobe	-	1
Nothing	16	16
Other***	2	2
Total	100	

\*Frequency and percentage are the same.

\*\*Maximum of five items

\*\*\*Reclining chair and work table

TABLE 12

## FURNITURE PURCHASE PLANNED NEXT

Items	Items Mentioned Number/Percentage*
Living Room Suite	9
Bedroom Suite	13
Dinette Set (Dining Room Furniture)	7
Sofa	8
Living Room Chair	8
End Tables	3
Coffee Table	3
Dining Table	1
Dining Chairs	1
Double Bed	13
Twin Beds	6
Bunk Beds	2
Chest of Drawers	9
Dresser	6
Desk	-
Box Springs/Mattress	6
Bookcase	2
Wardrobe	-
Nothing	21
Other**	<u>1</u>
Total	100

\*Frequency and percentage are the same.

\*\*Sectional sofa

Forty-seven percent of the respondents stated that of all the rooms in their homes they would refurnish the living room first (Table 13). Fifteen percent said they would redo the master bedroom. Eleven percent reported a boy's bedroom. Eleven percent reported a boy's bedroom.

TABLE 13

## ROOM PREFERRED TO COMPLETELY "REDO" FIRST

Room	Responses Number/Percentage*
Living Room	47
Master Bedroom	15
Boy's Bedroom	11
Girl's Bedroom	6
Kitchen (Dining)	6
Bathroom	5
Child's Room (Unspecified)	3
No response	7
Total	100

\*Frequency and percentage are the same.

Chair	3
Table	4
Chair and Table	9
Bedroom	
Bed	17
Dresser	3
Mattress/Box Springs	4
No response	12
Total	100

\*Frequency and percentage are the same.

Twenty-seven percent of the respondents said that of all the items of furniture in their homes, they would like most to replace the sofa (Table 14). Next would be beds (17 percent) and a living room chair (9 percent).

It appears that these families can distinguish between furniture items needed and rooms and furniture items most important to them.

TABLE 14  
ITEM OF FURNITURE RESPONDENTS WOULD  
MOST PREFER TO REPLACE

Item	Number/Percentage*
Living Room	
Sofa	27
Chair	9
End Table	2
Coffee Table	3
Desk	1
Other	3
Dining Room	
Chair	2
Table	6
Chair and Table	6
Bedrooms	
Bed	17
Dresser	3
Mattress/Box Springs	4
No responses	<u>17</u>
Total	100

\* Frequency and percentage are the same.

Almost two-thirds of the respondents reported need for additional storage in the home (Table 15). Sixty-five percent of the respondents reported a need for additional storage in their home for clothing. One-third of the women reported the need for additional space to store miscellaneous items such as Christmas decorations, seldom used items, recreational items (bicycles, wagons, etc.) and gardening tools. Over one-fourth of the women expressed the need for toy and dish storage while almost one-fifth reported the need for more book storage.

Ninety percent of the women said that built-in storage, such as underneath beds and in furniture pieces, was acceptable method of providing storage.

Over two-thirds of the women reported no family or individual interest requiring special furniture. Of those that reported a need for some special furniture, one person indicated a need for a desk for her husband who is a minister, while the remaining women indicated a need for a sewing machine cabinet.

TABLE 15  
NEED FOR ADDITIONAL STORAGE

Item	Responses
	Number/Percentage*
Clothing	65
Toys	28
Miscellaneous	33
Dishes	27
Books	19

\*Frequency and percentage are the same.

\*\*Christmas decorations, seldom used items, recreational items (bicycles, wagons, etc.) gardening tools.

### Furniture Preferences

Results from the Compton Fabric Preference Test indicated that with the exception of color saturation, at least twenty percent of the respondents expressed a "strong preference" for one of the paired alternative choices of each fabric characteristic (Table 16).

TABLE 16

PREFERENCES DETERMINED BY THE EXPRESSED IN THE  
COMPTON FABRIC PREFERENCE TEST

Choices	<u>"Strong Preference"</u> Number
Color Saturation and Shade	34
Saturated	16
Tint	4
Shade	14
Figure-Ground Value Contrast	40
Strong	20
Weak	20
Warm-Cool Color Dimensions	37
Warm	25
Cool	12
Design Size	29
Large	7
Small	22
Texture	26
Rough	6
Smooth	20

With a score of 10 to 12 points necessary to indicate a "strong preference" for the characteristic color saturation and value, sixteen percent of the respondents preferred the saturated color, fourteen selected the shade while only four percent chose the tint. It appeared that the respondents preferred colors of high intensity or shade (hue plus complementary color) to tints (hue plus white).

A "strong preference" for figure-ground value contrast was expressed by forty percent of the respondents. Their responses were equally divided between a strong and weak contrast of figure and background.

For the warm-cool dimensions of color, a "strong preference" for the warm side of the color wheel was indicated by one-fourth of the respondents. Only twelve percent expressed a "strong preference" for colors from the cool side of the color wheel. More respondents showed a "strong preference" for warm colors than for any other single tested fabric characteristic.

For the characteristic design size, a "strong preference" for small design was scored by twenty-two percent of the respondents as contrasted with seven percent who preferred large design.

For the texture characteristic, a "strong preference" for rough texture was expressed by twenty percent of the respondents. Six percent preferred the smooth texture.

Generally, the Compton Fabric Preference Test is used in research to determine if the norm preference for clothing fabrics of one group is different from that of another group. In this study,

the test was used to determine the amount of "strong preference" for each fabric characteristic expressed by low-income respondents to determine preferences for characteristics that may also apply to furniture fabrics. When the test was administered, the interviewers were instructed to tell the respondent that these fabric samples were not necessarily to be used for furniture items but that the purpose of the test was to determine "what they like." Although the test may have limited use in this study, it was used to obtain some general idea of fabric preference.

To summarize, it appeared that in general the preferences for fabric characteristics of public housing consumers were for saturated colors from the warm side of the color wheel, small design, and rough texture. Strong and weak background contrasts were equally preferred.

#### Furniture Style Preference

Combined results from the Furniture Style Preference Test indicated that over one-fourth of the women (27 percent) preferred Early American/Colonial style (Table 17). Next in frequency of choice were Mediterranean and Provincial styles, which were both chosen by about one-fifth of the respondents (19 percent and 18 percent). Modern furniture style was the next most frequently selected (14 percent), while Contemporary was chosen least frequently (13 percent).

TABLE 17  
 COMBINED PREFERENCES FOR FIVE FURNITURE STYLES FOR  
 ELEVEN FURNITURE ITEMS

Furniture Style	Responses	
	Number	Percentage*
Early American/ Colonial	290	27
Contemporary	138	13
Mediterranean	203	19
Modern	153	14
Provincial	203	18
No response	<u>113</u>	<u>10</u>
Total	1100	101

\* Percentage may not equal 100 due to rounding.

\*\* One respondent was blind. The remaining were elderly who either refused or failed to relate furniture style preferences for children's rooms.

The respondents were not consistent in their choice of style from furniture item to item, as the selected style preference for each item was different from the preferences for all items when they were grouped together. A detailed breakdown of furniture style per furniture item can be found in Table 18. The most frequent selected style per furniture item is listed below:

<u>Item</u>	<u>Furniture Style Most Frequently Preferred</u>
Sofa	Mediterranean
Lounge Chair	Early American/Colonial
End Table	Early American/Colonial
Dining Table	Mediterranean
Dining Chair	Mediterranean
Chest - Master Bedroom	Provincial
Chest - Girl's Bedroom	Early American/Colonial
Chest - Boy's Bedroom	Contemporary
Headboard - Master Bedroom	Provincial
Headboard - Girl's Bedroom	Mediterranean
Headboard - Boy's Bedroom	Modern

Although the respondents were not consistent in the over-all furniture style preferences per item, style preferences were evident within each room. Although the most frequently chosen style for the sofa was Mediterranean, the style most often selected for the lounge

TABLE 18  
FURNITURE STYLE PREFERENCE FOR INDIVIDUAL FURNITURE ITEMS

Furniture Style	STYLE																					
	Sofa		Lounge Chair		End Table		Dining Table		Dining Chairs		Chest - Master Bedroom		Chest - Girl's Room		Chest - Boy's Room		Headboard Master Bedroom		Headboard Girl's Room		Headboard Boy's Room	
	Number	Percentage*	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Early American/ Colonial	24	24	56	57	50	51	19	19	28	28	25	25	21	29	10	14	21	21	16	22	20	27
Contemporary	7	7	13	13	7	7	11	11	9	9	16	16	14	19	25	34	18	18	5	5	13	18
Mediterranean	34	34	9	9	22	22	30	30	29	29	8	8	11	15	9	12	14	14	29	40	8	11
Modern	20	20	9	9	5	5	13	13	18	18	6	6	20	27	24	32	7	7	8	11	23	31
Provincial	14	14	12	2	15	15	26	26	15	15	44	44	7	10	6	8	39	39	15	21	10	14
No Response																						
Total	99	99	99	100	99	100	99	99	99	99	99	99	73	100	74	100	99	99	73	100	74	101

\*Percentage may equal 100 due to rounding.

chair and end table was Early American/Colonial. Considering that two of three style choices were the same, a "preference" for living room furniture style was noted.

In dining room furniture, Mediterranean was chosen most frequently for both the dining table (30 percent) and the dining chair (29 percent).

The women indicated a preference for Provincial style in the master bedroom for the chest (44 percent) and the headboard (39 percent).

Of the style preferences indicated for a girl's room, a consistent choice was not evident. Early American/Colonial was chosen for the chest (29 percent), while Mediterranean was selected for the headboard (40 percent). Although a preference in style did not appear, a relationship of intricacy of design did exist in the two styles.

Of the preferences reported for furniture style in a boy's room, a definite choice for straight lines was evident as the women selected Contemporary for the chest (34 percent) and Modern for the headboard (31 percent).

A "strong preference" for living room furniture style was noted by sixteen women. Ninety-five percent of those expressing a "strong preference", preferred Early American/Colonial. (See Table 19). Fifty-three percent of the women expressed a "preference" for furniture style in the living room by choosing the same style for two of the furniture items. Of those expressing a "preference," over one-half preferred Early American/Colonial, while one-fourth selected

Mediterranean. Thirty percent of the respondents had no preference for living room furniture style.

TABLE 19  
FURNITURE STYLE PREFERENCE FOR LIVING ROOM FURNITURE

Furniture Style	"Strong Preference"		"Preference"	
	Number	Percentage	Number	Percentage*
Early American/ Colonial	15	94	28	53
Contemporary	--	--	3	6
Mediterranean	--	--	13	25
Modern	--	--	3	6
Provincial	<u>1</u>	<u>6</u>	<u>6</u>	<u>11</u>
Total	16	100	53	101

\*Percentage may not equal 100 due to rounding.

A "strong preference" for dining room furniture style was indicated by 43 percent of the respondents (Table 20). Thirty percent of those expressing a "strong preference" preferred Early American/Colonial, while twenty-eight percent selected Mediterranean. Over half the respondents had no preference for dining room furniture style.

A "strong preference" for furniture style in the Master bedroom was indicated by 45 percent of the women. Over half of those women preferred Provincial style (53 percent) and 24 percent preferred Contemporary (See Table 21). Over half of the respondents indicated no preference for furniture style in the master bedroom.

TABLE 20

## FURNITURE STYLE PREFERENCE FOR DINING ROOM FURNITURE

Furniture Style	"Strong Preference"	
	Number	Percentage
Early American/ Colonial	13	30
Contemporary	3	7
Mediterranean	12	28
Modern	10	23
Provincial	5	12
Total	43	100

TABLE 21

## FURNITURE STYLE PREFERENCE FOR MASTER BEDROOM FURNITURE

Furniture Style	"Strong Preference"	
	Number	Percentage*
Early American/ Colonial	6	13
Contemporary	11	24
Mediterranean	3	7
Modern	1	2
Provincial	24	53
Total	45	99

\*Percentage may not equal 100 due to rounding.

### Color Preference

When responding to the Color Preference Test, the respondents indicated a stronger interest in the pure hue cool colors than the pure hue warm colors. With a maximum score of five for each color when matched against every other color, almost three-fifths of the women gave Blue a score of either four or five points (Table 22). Almost half the women (49 percent) scored Green with 4 to 5 points, while about one-third of the women (34 percent) scored Purple 4 to 5 points.

In the warm segment of the color wheel, one fourth of the women (27 percent) gave Yellow a score of four to five points, ten percent gave Orange a score of four to five points, and six percent of the respondents gave Red a similar score.

TABLE 22

#### COLOR PREFERENCE TEST SCORES

Score	Responses					
	Red Number/ Percentage*	Orange Number/ Percentage*	Yellow Number/ Percentage*	Blue Number/ Percentage*	Green Number/ Percentage*	Purple Number/ Percentage*
Score of 4,5	6	10	27	57	49	34
Score of 3	17	19	16	23	23	17
Score of 2,1,0	54	67	43	17	20	27
No response**	23	4	13	3	8	22
Total	100	100	100	100	100	100

\* Frequency and percentage are the same.

\*\* Due to failure of respondent to make choice

When the respondents were asked to choose from all the six colors their first, second and third preferences, almost one-half of the women chose Blue (43 percent) as first choice, while one-third selected Green (33 percent) as second choice and almost one-fourth reported Green again as third choice (23 percent), (Table 23).

A "strong preference" for color was expressed by almost three-fourths of the sample. Of those expressing a "strong preference", fifty percent chose Blue (Table 24). Eighteen percent indicated a "strong preference" for Green and sixteen percent expressed a "strong preference" for Yellow. Purple, Red and Orange were chosen next in frequency by eight percent, five percent and three percent, respectively, of those expressing a "strong preference."

TABLE 23

## FIRST, SECOND AND THIRD CHOICE SCORES OF COLOR PREFERENCE

Color	Responses		
	1st Choice Number/ Percentage*	2nd Choice Number/ Percentage*	3rd Choice Number/ Percentage*
Red	10	6	15
Orange	4	9	13
Yellow	19	15	17
Blue	43	18	15
Green	16	33	23
Purple	6	17	15
No Response**	2	2	2
Total	100	100	100

\*Frequency and percentage are the same.

\*\*One blind respondent, another failed to respond

TABLE 24

## "STRONG PREFERENCE" AND "PREFERENCE" FOR COLOR

Color	"Strong Preferences"		"Preference"		Mean Score
	Number	Percentage	Number	Percentage*	
Red	4	5			2.0
Orange	2	3	3	5	2.2
Yellow	12	16	9	16	10.5
Blue	37	50	9	16	29.5
Green	13	18	23	40	18.0
Purple	<u>6</u>	<u>8</u>	<u>14</u>	<u>24</u>	<u>10.0</u>
Total	74	100	58	101	

\*Percentage may not equal 100 due to rounding.

A "preference" for color was expressed by fifty-eight respondents. Forty percent of those expressing a "strong preference" selected Green, and twenty-four percent chose Purple. Yellow and Blue chosen equally by nine percent of those expressing a "preference." Five percent of the respondents chose Orange.

When the scores for "strong preference" and "preference" of each color were combined to obtain a mean score, the order of color preference was Blue (29.5), Green (18), Yellow (10.5), Purple (10), Orange (2.2), and Red (2) (Table 24).

Obviously the cool colors were most frequently preferred and particularly the blue pure hue. As for the reasons why their preferences exist, the investigator conjectures that a psychologically related factor may be involved. Cool colors have a quieting, calming effect on an individual. There may be a reaching out for the calm

serene qualities exemplified in blue. Another aspect of the explanation is that some public housing units in Greensboro have poor ventilation circulation patterns, resulting in excessive heat in the summer and hence, desire for rooms with cool colors.

A difference in warm-cool preferences was noted between the Color Preference Test and the Compton Fabric Preference Test. The Color Preference Test determined a preference for cool colors while the Compton Fabric Preference Test indicated a preference for warm colors. This suggests some doubt in the validity of the Color Preference Test since the Compton Fabric Preference Test has been tested for validity. One important factor to consider is that the fabric samples in the Compton Fabric Preference Test were not pure hues whereas the colors used in the Color Preference Test were scientifically valid pure hues. (See page 17 for description of each sample color used in the Color Preference Test.)

Also, somewhat a paradox, is the fact that blue and green are stock colors of the housing authority for bedroom walls. Residents have expressed dislike for these colors, yet, in the test, these colors were strongly preferred.

Perhaps the paradox exists because wall color preferences and preferences for color in furniture fabrics differ. A difference in preference for shades or tints of blue and green may have significance as the pure hues were used in the study and the colors available in the Housing Authority paint stock are pastels. As noted from the Compton Fabric Preference Test, the respondents preferred saturated

colors to tints and shades. This may offer some explanation of the paradox in that intensity of the color may be more important to the respondents than the hue itself.

#### Color Scheme Preference

When the scores from both color scheme sets were combined for each of the three color schemes, a score of eight or nine for Monochromatic color scheme was noted by an average of thirty-eight respondents while Analogous was the second most preferred (28.5) and Complementary was third (21) (Table 25).

The respondents had a first choice of each of the three color schemes from each of the two color sets--yellow and blue. Monochromatic color scheme was chosen most frequently from both sets (Table 26). Complementary was preferred over Analogous in the yellow set, but the order was reversed for the blue sets. When the mean score for each color scheme set was obtained, the order of preference appeared as Monochromatic, Analogous and Complementary.

TABLE 25

#### COLOR SCHEME PREFERENCE TEST SCORES

Color Scheme	Score of 8-9 Number
Monochromatic	38
Complementary	21
Analogous	28.5

A "strong preference" for color scheme was noted by twenty percent of the respondents. Eighty percent of those expressing a "strong preference" selected Monochromatic color scheme, fifteen chose Analogous and five percent preferred Complementary (Table 27).

A "preference" for color scheme was indicated by one-fourth of the respondents (Table 27). Seventy-two percent of those expressing a "preference" selected Monochromatic color scheme, twenty-four percent chose Analogous and four percent chose Complementary.

From the results, Monochromatic was the most preferred color scheme followed by Analogous and Complementary. The only variation from this order was in the first choice scores of Set 1 (yellow) when the Complementary Color Scheme was chosen more frequently than the Analogous Color Scheme.

#### Materials Preferences

Wood versus wood-grained plastic. When given a choice of wood or wood-grained plastic to be used as the surfacing material of an end table, forty-four percent of the respondents preferred the wood material from both the walnut and rosewood samples (Table 28). The wood material was also chosen for use in a dining table by forty-seven percent of the women in both wood-grain samples and by fifty-three percent of the women as the material for a chest.

Fewer respondents preferred the wood-grained samples to the wood from both the walnut and rosewood samples. Twenty-two percent selected the wood-grained plastic from both the walnut and rosewood samples for use in an end table, while twenty percent of the women

TABLE 26

FIRST CHOICE SCORES OF COLOR SCHEME PREFERENCE TEST  
IN YELLOW AND BLUE SETS

	<u>Set 1 (Yellow)</u> Number	<u>Set 2 (Blue)</u> Number	Mean Score
Monochromatic	38	54	46
Complementary	33	17	25
Analogous	26	26	26

TABLE 27

"STRONG PREFERENCE" AND "PREFERENCE" FOR COLOR SCHEME

Color Scheme	<u>"Strong Preference"</u>		<u>"Preference"</u>	
	Number	Percentage	Number	Percentage
Monochromatic	16	80	18	72
Complementary	1	5	1	4
Analogous	<u>3</u>	<u>15</u>	<u>6</u>	<u>24</u>
Total	20	100	25	100

TABLE 28

PREFERENCE FOR EITHER WOOD OR WOOD-GRAINED  
PLASTIC FOR THREE FURNITURE ITEMS

Materials in both Walnut and Rosewood Samples	Furniture Items		
	<u>End Table</u> Number/ Percentage*	<u>Dining Table</u> Number/ Percentage*	<u>Chest</u> Number/ Percentage*
Wood	44	47	53
Wood-Grained Plastic	22	20	17
Mixed*	<u>33</u>	<u>32</u>	<u>29</u>
Total	99	99	99

\*Percentages may not equal 100 due to rounding.

selected the same sample for the dining table and seventeen percent of the women preferred the same for the chest.

Approximately one-third of the respondents expressed no preference by giving mixed choices between wood and wood-grained plastic.

A "strong preference" was noted for forty-two percent of the respondents as they consistently chose from both the walnut and rosewood samples the same material to be used in all three furniture items--and end table, a dining table and a chest (Table 29). Of those expressing a "strong preference", seventy-six percent chose wood while twenty-four percent selected the wood-grained plastic.

TABLE 29

## PREFERENCES FOR WOOD VERSUS WOOD-GRAINED PLASTIC

Choices	"Strong Preference"		"Preference"	
	Number	Percentage	Number	Percentage
Wood	32	76	15	83
Wood-grained plastic	10	24	3	17
Total	42	100	18	100

A "preference" was indicated by eighteen percent of the respondents since they expressed a consistent choice of either wood or wood-grained plastic in both the walnut and rosewood samples for two of the three furniture items. Eighty-three percent chose wood for two furniture items, while only seventeen percent chose the wood-grained plastic.

Thirty-nine percent of the respondents gave inconsistent answers or expressed a no preference for either wood or wood-grained plastic. In contrast, "strong preference" definitely appeared for the wood material.

When asked "Which of these would you say is plastic" either the wood or wood-grained plastic, over half of the women (56 percent) expressing a "strong preference" for wood correctly identified the wood-grained plastic. Thirty-eight percent of the same women who expressed a "strong preference" for wood incorrectly identified the wood-grained plastic. The remaining six percent failed to consistently choose any answers. Of the ten percent of the respondents who showed a "strong preference" for wood-grained plastic, forty percent correctly identified the plastic sample, while thirty percent incorrectly identified the plastic sample. The remaining thirty percent failed to consistently choose either answer.

It appears that regardless of whether the respondent had a "strong preference" for either the wood or wood-grained plastic, a majority of the women who had a "strong preference" correctly identified the plastic material. These women apparently could identify plastic and did not prefer it when given the choice.

When asked which of the two materials was most durable, fifty-three of the respondents reported that the wood from both the walnut and rosewood samples were the more durable and thirteen percent of the women said the plastic from the walnut and rosewood samples was more durable (Table 30). Thirty-four percent of the respondents had

inconsistent answers concerning the durability of wood versus the wood-grained plastic.

TABLE 30

## DURABILITY OF WOOD VERSUS WOOD-GRAINED PLASTIC

Choice	Durability Number/Percentage*
Wood	53
Wood-grained plastic	13
Mixed	<u>34</u>
Total	100

\*Frequency and percentage are the same.

Twenty-seven percent of the women correctly identified the plastic material and said the wood from both the walnut and rosewood samples was more durable. Nine percent of the respondents incorrectly identified the plastic material in both the walnut and rosewood samples and also said wood was more durable. Only eight percent of the women said the plastic samples were more durable and also correctly identified the plastic samples.

One factor that may explain the more frequent selection of wood from both the walnut and rosewood samples as being the more durable material was that the wood samples were thicker and may have influenced some choices by appearing more substantial and subsequently more durable. When it was realized that the thickness of the samples could not be made the same without damaging the wood samples, the investigator

decided to obtain the closest possible identical thickness of the samples and to instruct the interviewee to respond only to the surface of the material. To perfect this test, the investigator suggests an overlay of some type to make only the surface of the two materials visible to the respondents.

Wood-grained plastic versus colored finish plastic. A "strong preference" was indicated by over three-fourths of the respondents (89 percent) for materials to be used as a surfacing material for three furniture items—an end table, a dining table and a chest (Table 31). Eighty-nine percent of those expressing a "strong preference" preferred the wood-grained plastic, while eleven percent preferred the colored finish plastic.

TABLE 31  
PREFERENCES FOR WOOD-GRAINED PLASTIC VERSUS  
COLORED FINISH PLASTIC

Choices	"Strong Preference"		"Preference"	
	Number	Percentage*	Number	Percentage*
Wood-grained plastic	70	89	9	75
Colored finish plastic	<u>9</u>	<u>11</u>	<u>3</u>	<u>21</u>
Total	79	100	12	96

\*Percentages may not equal 100 due to rounding.

Thirteen percent of the respondents expressed a "preference" for either the wood-grained plastic or colored finish plastic samples (Table 31). Seventy-five percent of those expressing a "preference" selected the wood-grained plastic, while twenty-one percent chose the colored finish plastic. Only seven percent of the respondents expressed no preference for the two materials.

A pattern of preference is obvious for the wood-grained plastic versus the colored finish plastic. As the component material of the two samples was identical, it can be concluded that the women preferred a wood-grained surface for furniture to a solid color finish.

When asked to identify the more durable sample, one half of the respondents said the wood-grained plastic, while 23 percent said the colored finish plastic. Twenty-six percent said the two samples were about the same in durability. Some commented that the solid colored surface would show scratches. Both samples are made of the same material and should have about equal durability.

Durability must have been an important factor in determining preference, since only twenty-six percent of the women who expressed "strong preference" said the samples were about the same in durability, while seventy percent said their own selections were more durable. The remaining four percent of the women said the sample they chose was not the more durable one.

Natural finish wood versus painted finish wood. A "strong preference" between natural finish wood and painted finish wood was indicated by over half of the women (58 percent) for the surface material

of three furniture items--and end table, a dining table and a chest (Table 32). Of those expressing a "strong preference," most preferred the natural finish wood (83 percent), while less than one-fifth (19 percent) preferred the painted finish wood.

TABLE 32  
PREFERENCES FOR NATURAL FINISH WOOD VERSUS  
PAINTED FINISH WOOD

Choices	"Strong Preference"		"Preference"	
	Number	Percentage	Number	Percentage
Wood-grained plastic	48	83	17	57
Painted finish wood	<u>10</u>	<u>17</u>	<u>13</u>	<u>43</u>
Total	58	100	30	100

Slightly less than one-third of the respondents (30 percent) showed a preference for either natural finish wood or painted finish wood. The "preference" was almost equally divided between the two materials, with fifty-seven percent preferring the natural finish wood and forty-three percent preferring the painted finish wood. Almost one-fourth of the women (21 percent) indicated no preference between the two material samples.

For the three furniture items in this materials test, the women seemed to prefer natural finish wood over painted finish wood.

It appeared that the women were trying to choose the material they considered the more durable. Seventy percent of those with a

"strong preference" for the natural finish wood identified it as the more durable material, while only seven percent of the same group said that the painted finish wood was more durable. Similarly, slightly over one-fourth of the women with a "strong preference" for the painted finish wood said it was more durable than the natural finish wood. Only seven percent of the same group said that the natural finish wood was more durable.

Shiny versus matte finish. About one-third of the women expressed a "strong preference" by choosing either the shiny or matte finish for all furniture (Table 33). The choices were about equally divided between the shiny (49 percent) and the matte finish (51 percent). Apparently most of the respondents could care less whether the finish of furniture was shiny or matte as almost half of the women had no preference between the two finishes. Perhaps, this indicated that the women's preferences varied with the furniture items as well as the color and type of surface finish. More women expressed no preference in this test than in any other test included in the Materials Preference Test.

TABLE 33

## PREFERENCES FOR SHINY VERSUS MATTE FINISH

Material	"Strong Preference"		"Preference"	
	Number	Percentage	Number	Percentage
Shiny Finish	18	49	14	74
Matte Finish	<u>19</u>	<u>51</u>	<u>5</u>	<u>26</u>
Total	37	100	19	100

\*Frequency and percentage are the same.

Textured versus smooth surface plastic. Almost three-fourths of the respondents (74 percent) indicated a "strong preference" for either the textured or smooth surface plastic for use on three furniture items--an end table, a dining table and a chest. Of those expressing a "strong preference", over three-fourths (77 percent) preferred the textured surface material while about one-fourth (24 percent) preferred the smooth surface plastic (Table 34).

TABLE 34

## PREFERENCES FOR TEXTURED VERSUS SMOOTH SURFACE PLASTIC

Materials	"Strong Preference"		"Preferences"	
	Number	Percentage*	Number	Percentage
Textured Surface Plastic	56	77	14	56
Smooth Surface Plastic	18	24	11	44
Total	74	101	25	100

\*Percentages may not equal 100 due to rounding.

Since there were only two choices of materials, all responses other than the "strong preference" were interpreted as "preferences". One-fourth of the women expressed a "preference" which was almost equally divided between the textured (56 percent) and the smooth surface plastic (44 percent).

The textured surface plastic is considered by some furniture manufacturers as more durable than the smooth surface plastic since scratches are not as readily visible. Usually manufacturers find

that the average consumer reacts negatively to the pebbled-like surface and chooses the smooth surface plastic. It was interesting to find that public housing consumers prefer the textured surface.

When asked which of the two plastic materials was more durable, the respondents who expressed a "strong preference" tended to select the same material that they had preferred (Table 35). Ninety-three percent of the respondents expressing a "strong preference" for the textured surface also selected it as the more durable material. Ninety-nine percent of those expressing a "strong preference" for the smooth surface material also selected it as the more durable material.

TABLE 35

THE RELATIONSHIP OF DURABILITY AND "STRONG PREFERENCE" FOR  
TEXTURED OR SMOOTH SURFACE PLASTIC

"Strong Preference"	Most Durable Material			
	Textured Surface		Smooth Surface	
	Number	Percentage	Number	Percentage
Textured Surface Material	49	98	4	29
Smooth Surface Material	<u>1</u>	<u>2</u>	<u>10</u>	<u>71</u>
Total	50	100	14	100

Plastic versus cloth upholstery fabric. Approximately one-fourth of the respondents (22 percent) expressed a "strong preference" for either plastic or cloth upholstery fabric by consistently selecting the same fabric for three furniture items—a sofa, a lounge chair and a dining table (Table 36). Fifty-five percent of those expressing a "strong preference" preferred the plastic upholstery fabric while twenty-one percent favored the cloth upholstery fabric.

TABLE 36

## PREFERENCES FOR PLASTIC VERSUS CLOTH UPHOLSTERY FABRIC

Fabric in both Blue and Yellow samples	"Strong Preference"		"Preference"*	
	Number	Percentage	Number	Percentage
Plastic Upholstery Fabric	13	59	24	44
Cloth Upholstery Fabric	9	41	31	56
Mixed	—	—	—	—
Total	22	100	55	100

\*Frequency and percentage are the same.

More than half the respondents (57 percent) showed a "preference" by choosing the same fabric for two items of furniture. Over half preferred the cloth upholstery fabric for two items while only forty-four percent favored the plastic upholstery fabric.

The remaining one-fourth of the respondents expressed no preference between the two fabrics.

Since the number of "strong preferences" was relatively small with the majority of the respondents displaying only a "preference", definite preferences for one fabric for two furniture items seemed apparent. A "preference" existed for the plastic upholstery fabric to be used on the lounge chair and the dining chair (Table 37). It appears that this relationship occurred as the related use of the two furniture items would require a more durable and easily-cleaned fabric.

TABLE 37

PREFERENCE FOR EITHER PLASTIC UPHOLSTERY FABRIC OR CLOTH  
UPHOLSTERY FABRIC FOR THREE FURNITURE ITEMS

Fabrics in both Blue and Yellow samples	Item					
	Sofa		Lounge Chair		Dining Chair	
	Number	Percentage*	Number	Percentage	Number	Percentage*
Plastic Upholstery Fabric	20	21	36	37	58	60
Cloth Upholstery Fabric	57	59	40	41	21	22
Mixed	<u>20</u>	<u>21</u>	<u>21</u>	<u>22</u>	<u>18</u>	<u>19</u>
Total	97	101	97	100	97	101

\*Percentages may not equal 100 due to rounding.

A strong relationship also appeared between the sofa and the lounge chair for the cloth upholstery fabric. The association here could have been that the two items were used in the same room or could have been that the respondent desired a "softer" effect in home furnishings in the living room.

Patterned versus plain plastic upholstery fabric. A "strong preference" was indicated by over half of the respondents by their consistent choice of the same fabric for three furniture items--a sofa, a lounge chair and a dining chair. Of those expressing a "strong preference, seventy percent preferred the patterned upholstery fabric while thirty percent preferred the plain upholstery fabric (Table 38).

TABLE 38

## PREFERENCES FOR PATTERNED VERSUS PLAIN UPHOLSTERY FABRIC

Fabrics	"Strong Preference"		"Preference"	
	Number	Percentage	Number	Percentage*
Patterned Upholstery Fabric	39	70	24	66
Plain Upholstery Fabric	<u>17</u>	<u>30</u>	<u>12</u>	<u>33</u>
Total	56	100	36	99

\*Percentage may not equal 100 due to rounding.

Over one-third of the respondents (37 percent) expressed a "preference" by choosing the same fabric for two of the three furniture items. Two-thirds of those expressing a "preference" chose patterned upholstery fabric while the remaining one-third chose the plain upholstery fabric.

Only six percent expressed no preference between the two upholstery fabrics.

When asked which of the two fabrics was more durable, forty-one percent said the patterned and plain plastic upholstery fabric were about the same in durability (Table 39). Twenty-six percent said the plain upholstery fabric was more durable and twenty-nine percent said the patterned was more durable. It appears that the two fabrics were ranked about equal in durability by the respondents.

TABLE 39

DURABILITY OF PATTERNED VERSUS PLAIN  
UPHOLSTERY FABRIC

Choices	Durability Number/Percentage*
Patterned	26
Plain	29
"About the same"	41
No response	4
Total	100

\*Frequency and percentage are the same.

When asked which of the two plastic upholstery fabrics was more durable, the respondents who expressed a "strong preference" tended to select the same fabric they had preferred (Table 40). Fifty-seven percent of the respondents expressing a "strong preference" for the plain plastic upholstery fabric also selected it the more durable fabric. Ninety percent of those expressing a "strong preference" for the patterned plastic upholstery fabric also selected it as the more durable fabric.

TABLE 40

THE RELATIONSHIP OF "STRONG PREFERENCE" FOR PLAIN OR PATTERNED  
PLASTIC UPHOLSTERY FABRIC TO DURABILITY

"Strong Preference"	More Durable Fabric			
	Plain		Patterned	
	Number	Percentage	Number	Percentage
Plain	8	57	2	10
Patterned	6	43	18	90
Total	14	100	20	100

Miscellaneous Preferences

When asked "For which rooms are bunk beds suitable?" fifty-seven percent reported boy's room, while twenty-four percent replied the girl's room. Only eighteen percent indicated bunk beds would not be suitable for either a boy's or girl's room. Several mentioned that bunk beds would not be suitable because the heat was so great in the

summer months that sleeping on the upper bed would be almost unbearable. The persons reporting this lived in a project in which the windows would open only from the bottom creating poor ventilation and causing the rooms to be especially warm in summer.

When asked "Which bed size would you buy for the master bedroom if you had the choice?" over half said a regular double bed (54 percent). Twenty percent said a twin bed, while eighteen percent replied a queen-size bed and nine percent a king-size bed. Seventy-eight percent of the women said a king-size bed would not fit in their bedroom, while twenty-two percent said the bed would fit in their bedroom. When given the choice of a convertible sofa for sleeping or a sofa only for sitting, sixty percent of the respondents chose the sofa convertible for sleeping. Forty percent preferred the sofa only for sitting.

When asked if their children would like cushions to sit on the floor while they were watching television, eighty-seven percent of those respondents with children said "yes." Many of the respondents added that their children sat on the floor anyway, and frequently took cushions from the chairs for this purpose.

Eighty percent of the women with children said their children need individual desks in their rooms to study.

Seventy percent of the respondents said that they on occasion bring their dining room chairs into the living room, while thirty percent said they never did. When asked whether it mattered to them whether the chairs go well with the living room furniture, twenty-six percent said it did matter and seventy-three percent said it did not

matter to them. The respondents who said that it did not matter if the dining chairs go well in the living room said that the chairs are not in the living room very long or that they just don't use them in the living room.

#### Rental Versus Purchase of Furniture

Ninety-seven percent of the respondents said they had never rented furniture. When asked "How do you feel about renting furniture?" ten percent said they would like to try it, while eighty-two percent said they would not like to rent furniture. Seven percent were undecided on whether they would like to try it or not. The respondents who gave negative answers concerning the rental of furniture offered such explanations as, "If I pay for it, I want to own it," or "I don't want to worry about it, afraid it would get torn up."

When asked "If you could rent or buy furniture from the Housing Authority that was suitable with a reasonable cost, would it matter whether you rented or bought it from the Housing Authority or from some other source," ninety-four percent said they had no reservations about renting or buying it from the Housing Authority.

#### Financial Resources

##### Amount Available Monthly for Furniture Purchase

When asked "If they were going to purchase furniture, how much each month did they feel they could spend," thirty-five percent reported they could spend \$1 - \$10 a month. Nineteen percent reported they could spend no money, while twelve percent reported they

could spend \$16 - \$20 and eleven percent said they could spend \$11 - \$15 (Table 41).

TABLE 41.

## AMOUNT AVAILABLE MONTHLY FOR PURCHASE OF FURNITURE

Amount	Respondents Number/Percentage*
\$ 0	19
1 - 10	35
11 - 15	11
16 - 20	12
21 - 25	8
26 - 30	9
31 - 35	—
36 - 40	1
Over 40	3
Don't know/ Can't remember	2
Total	100

\* Number and percentage are the same.

Present or Past Furniture Purchase

Thirty-one percent of the respondents were purchasing furniture at the time of the study (Table 42). Items of furniture most frequently being purchased were sofas (29 percent), living room suites (22 percent) and bedroom suites (19 percent). The remainder included several dinette sets and living room chairs.

TABLE 42  
FURNITURE ITEMS CURRENTLY BEING PURCHASED

Item	Respondents	
	Number	Percentage*
Living room suite	7	23
Bedroom suite	6	19
Dinette set	3	9
Sofa	9	29
Living room chair	2	6
End table	1	3
Coffee table	--	--
Double bed	--	--
Twin	1	3
Bunk bed	--	--
Chest of Drawers	--	--
Dresser	--	--
Desk	--	--
Box Springs and Mattress	1	3
Bookcase	1	3
Rocking chair	--	--
Other	--	--
Dining chairs	--	--
Total	31	100

\*Frequency and percentage are the same.

These purchases were being made primarily (97 percent) from furniture stores through a credit arrangement with the store which required a down payment and monthly payments.

Twenty-five percent of the purchasers reported they were paying around \$20 a month for the furniture. Sixteen percent reported they were paying \$25 a month, while twelve percent each reported paying \$30 and \$15 a month (Table 43). Almost half said they had no idea when the furniture will be paid for, while the others said in one year or less. Of those families presently purchasing furniture, ten had other loan and/or sales credit.

TABLE 43

AMOUNT CURRENTLY BEING PAID FOR  
FURNITURE PURCHASE

Amount	Respondents*	
	Number	Percentage
\$ 1 - 10	3	10
11 - 15	4	13
16 - 20	8	26
21 - 25	5	16
26 - 30	5	13
31 - 35	1	3
36 - 40	2	6
Over 40	4	13
Total	31	100

\*Frequency and percentage are the same.

Sixty-nine percent of the families were not purchasing furniture at the time of the study. Most frequently listed as an item last purchased included a sofa, living room chair, and coffee table (Table 44).

TABLE 44  
FURNITURE PURCHASE MADE LAST

Item	Responses	
	Number	Percentage*
Living room suite	8	9
Bedroom suite	8	9
Dinette set	5	12
Sofa	16	23
Living room chair	4	6
End table	1	1
Coffee table	4	6
Double bed	4	6
Twin bed	5	7
Bunk bed	1	1
Chest of Drawers	--	--
Dresser	--	--
Desk	--	--
Box Springs/Mattress	1	1
Bookcase	1	1
Rocking chair	--	--
Other	3	4
Dining chairs	--	--
No response	8	12
Total	69	98

\* Percentage may not equal 100 due to rounding.

Forty-eight percent of the women said the purchase was made 0 - 2 years ago, while thirty-seven percent said the purchase was made 3 - 10 years ago. Eighty-four percent of the purchases were made through a furniture store. Twenty-five percent of the purchases were made by cash. Seventy-five percent made credit arrangements through the store which required a down payment and monthly payments. Twenty-six percent of these purchases were paid for with a \$10 monthly payment (Table 45). Twenty percent made a \$20 payment, while fifteen percent each paid \$15 and \$25 a month. Forty-five percent of the ladies said their payments were completed in 0 - 2 years.

TABLE 45.

## MONTHLY EXPENDITURE OF LAST FURNITURE PURCHASE

Amount	Responses	
	Number	Percentage*
\$ 1 - 10	12	27
11 - 15	7	16
16 - 20	9	20
21 - 25	7	16
26 - 30	3	7
31 - 35	—	—
36 - 40	2	4
Over 40	1	2
Don't know/ Can't remember	4	9
Total	45	101

\*Percentage may not equal 100 due to rounding.

Of those who were not purchasing furniture, twenty-nine had other outstanding loan and/or sales credit obligations. Perhaps those who were not currently purchasing furniture were unable to do so because of their other loan and sales credit obligations.

#### Factors Related to Furniture Purchase

The respondents were asked to identify items in a list that were most important in helping them make a decision when they were making a furniture purchase.

Forty percent of the respondents said quality of construction ranked as most important in helping them make a decision to buy, while twenty-four percent of the respondents indicated price was most important (Table 46). Fifteen percent of the women reported comfort as most important.

The factor most frequently ranked as second most important to the women in deciding on a furniture purchase was price (29 percent). The factor most frequently ranked as third most important was again price (23 percent).

When all choices were combined, the factors which appeared most frequently were price (25 percent), quality of construction (23 percent), and comfort (14 percent).

Apparently, the three most important factors influencing the decision to purchase furniture were quality of construction, price, and comfort. Although price was mentioned most frequently when studying all three choices of items influencing the decision to purchase, it was not mentioned most frequently as the first choice.

There may have been some hesitancy on the part of the respondents to admit that price was the most important factor.

TABLE 46  
ITEMS INFLUENCING DECISIONS WHEN MAKING  
A FURNITURE PURCHASE

	Item Ranked as Most Important		Item Ranked as Second		Item Ranked as Third		All Ranked Choices	
	Number/Per- centage*		Number/Per- centage*		Number/Per- centage*		Number/Per- centage*	
Beauty	3	3	8	8	3	3	14	5
Brandname	2	2	1	1	2	2	5	2
Color	4	4	13	14	15	16	32	11
Comfort	15	15	12	13	14	15	41	14
Guarantee	7	7	11	11	17	18	35	12
Multipurpose	2	2	5	5	2	2	9	3
Price	24	24	27	29	22	23	73	25
Quality of Construction	39	40	17	18	11	11	67	23
Upkeep	2	2	2	2	10	10	14	5
Total	98	99	96	101	96	100	290	100

\*Percentage may not equal 100 due to rounding.

### Related Family Characteristics

An extensive computer analysis was carried out to examine the relationships between selected family characteristics and the furniture needs, preferences, and purchasing capabilities of public housing consumers. The following discussion is limited to those relationships which appeared meaningful in terms of the objectives of the study.

#### Furniture Needs

Family Living Pattern was related to furniture needs of the respondents. Although families in all categories of the Family Living Pattern reported needs in bedroom furniture, families with children present in the home (Families With Children and Intergenerational categories) expressed a need for bedroom furniture to a greater degree. Families With Children also had more need for living room furniture than did any other group.

The Elderly had fewer furniture needs than any other family category. Their concerns were centered more on the comfort of existing items than on an expressed need for additional items. They reported comfort was needed in mattresses and box springs, and frequently mentioned the importance of the padding and seat height of chairs. Almost all of the respondents that lived in the high-rise for the elderly found the lobby furniture to be satisfactory in terms of comfort.

Family size was also related to furniture needs. Respondents from one person households expressed fewer needs than respondents in any other family size. All one persons households were Elderly.

### Furniture Preferences

The characteristics of Family Living Pattern and the age group of the female seemed related to preferences for fabric, style, color, color scheme, and hard surface materials to be used in furniture.

Fabric preference. For the characteristic of color saturation, the respondents from Families With Children and women in the youngest age group (20-25 years) preferred the saturated colors. Elderly families and women in the oldest age group (66 years and over) preferred tints. More of these elderly were Caucasian. Preference for color shade was expressed by the younger, Negro respondents.

For the warm-cool dimensions of color, women in the age group 26 - 45 years preferred the warm colors, while the women over age 45 preferred the cool colors.

Furniture style preference. The Elderly chose more frequently than any other group the traditional furniture styles--Early American/Colonial and Provincial. Women in Families With Children and in the age group under 45 were the only respondents who chose the Mediterranean, Modern, or Contemporary furniture styles.

Color preference. Color preference was not related to any of the selected family characteristics of the respondents other than the age group of the female. Even though the cool colors were preferred more frequently than the warm colors by all respondents, all those who chose warm colors were in the age group under 45.

The results of the Color Preference Test and the Compton Fabric Preference Test differed for the warm and cool color preferences of the

respondents. However, age group of the women who preferred the cool or warm colors was the same for the two tests. Since warm colors are considered generally less formal, this may have indicated a preference trend of younger women for an informal mood in their homes.

Color scheme preference. Almost three-fourths of the respondents expressed no preference for color scheme. Family Living Pattern and the age group of the female were the characteristics related to expressed preferences for color scheme. Women from families with no children in the home, both Elderly and Non-elderly, expressed fewer preferences for color scheme than did families who had children in the home—Families With Children and Intergenerational. Although the Monochromatic Color Scheme was preferred by a higher proportion of the women than the Analogous and Complementary color schemes, the respondents in Families With Children showed stronger preference for each of the three schemes than did respondents in any other category of the Family Living Pattern. These respondents were in the age group of 26 to 45.

Materials preference. More women in the Elderly category of the Family Living Pattern consistently expressed strong preference for materials than did women in any other category. The Elderly respondents showed strongest preference for natural finish wood and wood-grained surface materials. The youngest women (age 20 - 45) were more open to the use of the less traditional materials in furniture, such as painted finish wood, and smooth surface plastic.

### Amount of Money Reported Available Monthly for Furniture Purchase

Generally, it was found that Intergenerational families and the Elderly had less money available for furniture purchase. A positive relationship existed between the amount of money reported available monthly for furniture purchase and the amount of monthly family income reported by the respondents.

The purpose of the study was to determine the furniture needs, preferences, and purchasing capabilities of public housing consumers. This study will provide background information to be used in developing a Housing and Urban Development Grant to the Greensboro Housing Authority for the development and distribution of furniture for low-income families.

The purpose of the study was to determine the furniture needs, preferences, and purchasing capabilities of public housing consumers.

#### Methods and Procedures

The population selected for investigation was all families living in public housing in Greensboro, North Carolina. A random

## SUMMARY AND CONCLUSIONS

### Description of the Problem

This study was suggested by the present unmet furniture needs of public housing families. These families have special furniture needs in terms of durability, versatile design, and easy maintenance that are not presently available at a price they can afford. Some families have difficulty obtaining credit, while others who do manage to obtain credit pay exorbitant credit charges.

One possible way to meet this problem is to develop a new product tailored to meet the special needs and preferences of public housing families at a price they can afford and to develop a new type of furniture distribution system. As with any new product offering, the first step is to investigate the needs and preferences of the consumer to whom the product is directed.

This study will provide background information to be used in implementing a Housing and Urban Development Grant to the Greensboro Housing Authority for the development and distribution of furniture for limited income families.

The purpose of the study was to determine the furniture needs, preferences, and purchasing capabilities of public housing consumers.

### Methods and Procedures

The population selected for investigation was all families living in public housing in Greensboro, North Carolina. A random

sample of one hundred families was selected from the total population of 1,857 families.

To determine the furniture needs, preferences, and purchasing capabilities of public housing consumers, an interview schedule was prepared which included a general questionnaire to determine demographic characteristics, family economic situations, furniture needs, and score sheets for recording expressed preferences for furniture style, color, and fabric characteristics.

The Compton Fabric Preference Test was used to determine preferences for selected characteristics of fabric, including color saturation, color warmth and coolness, strong and weak design, and size of pattern.

A Furniture Style Preference Test was developed using the following five furniture styles: Colonial, Contemporary, Mediterranean, Modern, and Provincial. Pen and ink line drawings of seven furniture items were completed for each of the furniture styles. During the interview the five styles of one furniture item were displayed simultaneously for the interviewee to select her preference.

A Color Preference Test and a Color Scheme Preference Test were developed to provide an abstract measure of preferences for color and color scheme.

A Materials Preference Test was developed to determine individual preference between the following materials:

1. Wood versus wood-grained plastic
2. Wood-grained plastic versus colored finish plastic

3. Natural finish wood versus painted finish wood
4. Shiny versus matte finish
5. Textured versus smooth surface plastic
6. Plastic versus cloth upholstery fabric
7. Patterned versus plain plastic upholstery fabric

During the interview, cards with the mounted materials were shown separately to the individual while she answered certain questions about preference and durability.

For all of the above tests, a system of scoring was developed to establish "strong preference," and a "preference."

Professional interviewers administered all interviews during the period of January 8 through February 20, 1972. Three women interviewers were trained separately by the investigator. The female adult in the family in whose name the housing unit was rented was interviewed. Substitutes were made by pre-determined methods.

### Results

#### The Sample

Of the 100 families interviewed, adult males were present in slightly less than one-fourth of the homes. They tended to be older and to have completed more years of formal education than the female respondents.

Twenty percent of the women and seventy percent of the men were employed. The majority of the women were service workers while most of the men had construction jobs.

Twenty-seven percent of the respondents said they were married, while the remaining women were either single, separated, divorced, or widowed.

Eighty-two percent of the respondents were Negro and eighteen percent were Caucasian.

Over three-fourths of the families interviewed had five persons or fewer in the family. Twenty-five percent of the families had no children. Of those that had children, the most frequent number of children was two, three, or four.

Most of the families reported an income range from \$101-200. About two-thirds of the respondents had only one source of income, while one-third listed two sources. Mentioned most frequently as sources of income were wages (42 percent), Social Security (34 percent), and Aid to Families with Dependent Children (33 percent).

The largest number of families were experiencing the family living pattern in which children both under and over age ten were present in the home (25 percent). Sixteen percent of the families were Elderly while 15 percent were Intergeneration. Ten percent of the non-elderly families had no children.

#### Furniture Needs

Fourteen percent of the respondents said they had no furniture needs. The elderly had fewer needs than expected. Of those who said they needed furniture, bedroom furniture, particularly beds, were most needed. Living room furniture was second on the list of most needed

items, with the sofa being most frequently mentioned. Dinette set or dining room furniture ranked third.

Respondents intended to purchase next the items they reported as most needed. The women reported most frequently their next purchase was to be a double bed or a bedroom suite. A smaller number reported their next purchase would be living room suite.

Respondents apparently could distinguish between items most needed and items most important to them. The most important room in the house in terms of desire to completely "redo" was the living room, followed by the master bedroom and a boy's bedroom. The most important item in terms of an expressed desire to replace or change was the sofa, followed by beds and a living room chair.

### Preferences

#### Fabric Preferences

Scores from the Campton Fabric Preference Test indicated that "strong preference" was expressed by about twenty percent of the women for most of the selected fabric characteristics. A "strong preference" was evident for saturated color (16 percent), warm colors (25 percent), small design (22 percent), rough texture (20 percent), and equally for both weak and strong figure-ground contrasts (20 percent).

#### Furniture Style Preferences

Results from the Furniture Style Preference Test indicated a "strong preference" for Early American/Colonial furniture was held

by about one-fifth of the respondents. Next in frequency of choice were Mediterranean and Provincial. Modern and Contemporary were selected least frequently.

The respondents were not consistent in their over-all style choice from furniture item to item or from room to room. Style preference was consistent within each room as women seemed to have definite ideas about style for each room:

Living Room: Early American/Colonial  
 Dining Room: Early American/Colonial and Mediterranean  
 Master Bedroom: Provincial  
 Girl's Bedroom: Undetermined  
 Boy's Bedroom: Contemporary and Modern

#### Color Preference

Respondents indicated a stronger preference for the pure hue cool colors than for the pure hue warm colors. The women preferred Blue, Green, and Yellow, in that order. These results were different from the warm-cool preference results of the Compton Fabric Preference Test, which revealed a preference for colors from the warm side of the color wheel. These differences suggest further study is needed to determine the validity of the Color Preference Test.

#### Color Scheme Preference Test

A "strong preference" for Monochromatic color scheme was expressed by almost one-fifth of the women. Analogous color scheme was second in preference while Complementary color scheme was third.

Each color scheme was reproduced in a yellow and a blue color set. The scores for each color set were combined to determine preference for color scheme.

#### Material Preference

The results from the Materials Preference Test indicate the following:

1. Women tended to be able to distinguish between wood-grained plastic and wood and to choose most frequently the wood.
2. A great majority of the women preferred wood-grained plastic to colored finish plastic.
3. Natural finish wood was preferred over painted finish wood.
4. Preferences for shiny and matte finishes were about equally divided and it varied with the use of the item and its color.
5. Overwhelmingly, the respondents chose a textured surface plastic versus a smooth surface plastic.
6. The plastic upholstery material was preferred more frequently than the cloth upholstery material.
7. The patterned plastic upholstery material was preferred to the plain plastic upholstery material.

#### Furniture Purchasing Capabilities

Almost one-fourth of the respondents said they could spend no money for purchase of home furnishings at the time of the study.

Of those who said they could allow an expenditure for furniture, over one-third reported they could spend \$10 monthly.

Almost one-third of the respondents were purchasing furniture at the time of the study. The item most frequently mentioned as currently being purchased was a sofa. Twenty dollars a month was the amount being paid for furniture most frequently. Most of these purchases were being made through furniture stores requiring a small down payment and monthly payments. Most of the women had no idea when the furniture payments would be completed.

Sixty-nine percent of the women were not purchasing furniture at the time of the study. The most frequently listed items of last purchase were a sofa, living room chair, and coffee table. The purchases were made mostly through furniture stores requiring a down payment and monthly payments. Ten dollars was most frequently the amount of the monthly payment.

Of those purchasing furniture, fewer had other outstanding loans or sales credit obligations than of those not purchasing furniture at the time of the study.

The women reported that the three most important factors influencing their decision to purchase furniture were quality of construction, price, and comfort.

#### Related Family Characteristics

The characteristics of Family Living Pattern and family size were related to furniture needs. The Elderly had fewer furniture needs than expected. One-person households also had fewer furniture needs. All one-person households were Elderly.

The Family Living Pattern and the all category of the female were related to preferences for fabric, style, color, color scheme, and hard surface material to be used in furniture.

Generally, it was found that Family Living Pattern and the amount of monthly family income were related to the amount of money available monthly for furniture purchase. The Intergenerational and Elderly Families had less money available for furniture purchase, and the amount of money available for furniture purchase increased with the amount of monthly family income.

#### Conclusions

One-fourth of the respondents said they had no furniture needs. Most of these persons were the elderly. The results gave evidence that emphasis, from the Housing and Urban Development pilot furniture study to be conducted by the Greensboro Housing Authority, should be directed primarily toward the needs of non-elderly families with children, rather than to the needs of the elderly residents of public housing.

One-fourth of the respondents said they could not afford to spend anything for furniture at this time. Over one-third of the women said they could spend \$10 a month for furnishings. This figure should serve as a sound working base for the rental or purchase system to be developed by the Housing Authority in a pilot furniture study funded through a Housing and Urban Development Grant.

Since the respondents had difficulty choosing a single furniture item within a room that they would purchase next and indicated they

were accustomed to purchasing suites or one whole room at a time, they would probably make purchases for a whole room from the Housing Authority, also some means were available for them to do this. It will be a major challenge for the Housing Authority to develop a system whereby families can afford to get a complete room of furniture at one time when so few monthly dollars are available.

Further study is needed to determine the reaction of the respondents to a lease-purchase agreement of a furniture distribution system. Unfortunately, the question in the questionnaire referred only to the rental aspect of the program. Most of the women reacted negatively to furniture rental and most gave reasons which plainly stated that if they were to pay for furniture they would want to own it. It appeared that many of these women would react favorably to a lease-purchase agreement.

The women reported that the room they would most like to "redo" was the living room, in which the most important item was the sofa. The item most frequently mentioned as being currently purchased and as being the item of last purchase was the sofa. It appeared that the women's purchasing behavior supported their expressed desire to have the public area in their home furnished list.

Further, the women reported most frequently that their family needed beds and other bedroom furniture, which was exactly what they planned to buy next. After the public areas of their homes were taken care of, they attempted to meet the more private furniture needs of the family.

A design factor to be considered by furniture designers and manufacturers is the need for more storage, particularly in bedroom furniture. This storage should be verticle because of limited floor space. Some means of providing study desks in the verticle storage system developed for childrens' rooms would be desirable. The women reported built-in storage was a reasonable and acceptable means of providing storage. A suggestion of storage underneath beds was considered acceptable, although many said they had never seen this type of storage.

Sofas convertible for sleeping are preferred by most of the respondents, and furniture design should definitely offer this alternative. Perhaps all sofa designs could have this as an option.

A broad range of fabrics, color and color scheme possibilities should be made available to the families. The Compton Fabric Preference Test gave general fabric preferences, but they are not reliable enough when applied to furniture to design a complete new line of furniture. A conflict that exists between the preference results for warm and cool colors from the Compton Fabric Preference Test and from the Color Preference Test needs to be resolved.

The three most preferred furniture styles are Early American/ Colonial, Mediterranean, and Provincial. One line of furniture with Contemporary or Modern styling should be sufficient to handle the preferences for straight line styling. These four furniture styles should provide a sufficient range of alternatives for families to make a satisfactory choice of furniture items both independently and in relating to specific rooms.

There appears to be a preference trend for furniture surfaces with a natural appearance of wood. There was a definite preference expressed for wood over wood-grained plastic, and for a natural wood finish over a painted wood finish.

It appeared that these women will accept some of the new materials that would help meet their special furniture needs. They considered plastic acceptable if it has a wood-grained or textured surface. Smooth plastic was not acceptable to them.

#### Need for Further Research

Further research is needed to develop a means of determining preferences for characteristics fabric to be used in home furnishings. The Compton Fabric Preference Test was not satisfactory for determining preferences for home furnishing fabrics characteristics.

Also, study is needed to resolve the differences in results gained by the Color Preference Test and the Compton Fabric Preference Test for the warm-cool dimension of color. The Color Preference Test indicated a "strong preference" for cool colors while the Compton Fabric Preference Test indicated a preference for warm colors.

Another method should be designed to determine color scheme preferences that can be compared to the results of the Color Scheme Preference Test. Maybe a method using actual pictures or photographs of rooms with different color schemes would also be useful in determining color scheme preferences.

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## APPENDIX A

## APPENDIXES

Sample Summary List of

Bedrooms per Project

Project Name	Bedrooms	Project Name	Bedrooms
1. [Faint]	[Faint]	1. [Faint]	[Faint]
2. [Faint]	[Faint]	2. [Faint]	[Faint]
3. [Faint]	[Faint]	3. [Faint]	[Faint]
4. [Faint]	[Faint]	4. [Faint]	[Faint]
5. [Faint]	[Faint]	5. [Faint]	[Faint]
6. [Faint]	[Faint]	6. [Faint]	[Faint]
7. [Faint]	[Faint]	7. [Faint]	[Faint]
8. [Faint]	[Faint]	8. [Faint]	[Faint]
9. [Faint]	[Faint]	9. [Faint]	[Faint]
10. [Faint]	[Faint]	10. [Faint]	[Faint]
11. [Faint]	[Faint]	11. [Faint]	[Faint]
12. [Faint]	[Faint]	12. [Faint]	[Faint]
13. [Faint]	[Faint]	13. [Faint]	[Faint]
14. [Faint]	[Faint]	14. [Faint]	[Faint]
15. [Faint]	[Faint]	15. [Faint]	[Faint]
16. [Faint]	[Faint]	16. [Faint]	[Faint]
17. [Faint]	[Faint]	17. [Faint]	[Faint]
18. [Faint]	[Faint]	18. [Faint]	[Faint]
19. [Faint]	[Faint]	19. [Faint]	[Faint]
20. [Faint]	[Faint]	20. [Faint]	[Faint]
21. [Faint]	[Faint]	21. [Faint]	[Faint]
22. [Faint]	[Faint]	22. [Faint]	[Faint]
23. [Faint]	[Faint]	23. [Faint]	[Faint]
24. [Faint]	[Faint]	24. [Faint]	[Faint]
25. [Faint]	[Faint]	25. [Faint]	[Faint]
26. [Faint]	[Faint]	26. [Faint]	[Faint]
27. [Faint]	[Faint]	27. [Faint]	[Faint]
28. [Faint]	[Faint]	28. [Faint]	[Faint]
29. [Faint]	[Faint]	29. [Faint]	[Faint]
30. [Faint]	[Faint]	30. [Faint]	[Faint]
31. [Faint]	[Faint]	31. [Faint]	[Faint]
32. [Faint]	[Faint]	32. [Faint]	[Faint]
33. [Faint]	[Faint]	33. [Faint]	[Faint]
34. [Faint]	[Faint]	34. [Faint]	[Faint]
35. [Faint]	[Faint]	35. [Faint]	[Faint]
36. [Faint]	[Faint]	36. [Faint]	[Faint]
37. [Faint]	[Faint]	37. [Faint]	[Faint]
38. [Faint]	[Faint]	38. [Faint]	[Faint]
39. [Faint]	[Faint]	39. [Faint]	[Faint]
40. [Faint]	[Faint]	40. [Faint]	[Faint]
41. [Faint]	[Faint]	41. [Faint]	[Faint]
42. [Faint]	[Faint]	42. [Faint]	[Faint]
43. [Faint]	[Faint]	43. [Faint]	[Faint]
44. [Faint]	[Faint]	44. [Faint]	[Faint]
45. [Faint]	[Faint]	45. [Faint]	[Faint]
46. [Faint]	[Faint]	46. [Faint]	[Faint]
47. [Faint]	[Faint]	47. [Faint]	[Faint]
48. [Faint]	[Faint]	48. [Faint]	[Faint]
49. [Faint]	[Faint]	49. [Faint]	[Faint]
50. [Faint]	[Faint]	50. [Faint]	[Faint]

## SAMPLE SELECTION

By Number of Bedrooms Per Project  
 Greenboro Housing Authority  
 Low-Rent Housing in Management

PROJECT	Total Units	0-Br.	1-Br.	2-Br.	3-Br.	4-Br.	5-Br.
WC-11-1 South Haven	(20) 400	-	(2) 42	(11) 236	(6) 96	(3) 20	-
WC-11-2 Woodsdale Homes	(22) 400	-	(1) 6	(10) 200	(5) 84	(3) 60	-
WC-11-3 Green Homes	(25) 250	-	(1) 10	(10) 70	(5) 100	(2) 25	(1) 10
WC-11-4 (Elderly) South Haven	(4) 30	(1) 10	(3) 20	-	-	-	-
WC-11-5 Maple Homes	(9) 172	-	-	(1) 16	(4) 75	(3) 69	(1) 13
WC-11-6 Horton Homes	(5) 102	(1) 10	(2) 20	-	(2) 30	(1) 27	(1) 9
WC-11-7 Clarendon Courts	(13) 250	-	(3) 60	(1) 24	(3) 60	(4) 74	(2) 32
WC-11-8 (Elderly) Hall Towers	(8) 156	-	(8) 155	-	1	-	-
WC-11-10 Leased Housing Pope Square	(2) 4	-	-	(2) 4	-	-	-
Springview Courts	(5) 156	-	-	(1) 34	(3) 55	(1) 21	-
Totals	(150) 1,857	(3) 26	(21) 389	(29) 604	(28) 501	(18) 277	(4) 64

## APPENDIX A

Sample Selection by Number of  
 Bedrooms per Project

\* Sample figures are in parentheses.

## SAMPLE SELECTION

By Number of Bedrooms Per Project

Greensboro Housing Authority

Low-Rent Housing in Management

<u>Project</u>	<u>Total</u> <u>Units</u> *	O-Br.	1-Br.	2-Br.	3-Br.	4-Br.	5-Br.
NC-11-1 Smith Homes	(20) 400	-	(2) 48	(11) 236	(6) 96	(1) 20	-
NC-11-2 Morningside Homes	(22) 400	-	(4) 76	(10) 200	(5) 84	(3) 40	-
NC-11-3 Warren Homes	(12) 236	-	(1) 10	(3) 90	(5) 100	(2) 26	(1) 10
NC-11-4 (Elderly) Smith Homes	(4) 30	(2) 10	(2) 20	-	-	-	-
NC-11-5 Hampton Homes	(9) 173	-	-	(1) 16	(4) 75	(3) 69	(1) 13
NC-11-6 Hamton Homes	(5) 102	(1) 10	(2) 20	-	(2) 30	(1) 27	9
NC-11-7 Claremont Courts	(13) 250	-	(3) 60	(1) 24	(3) 60	(4) 74	(2) 32
NC-11-8 (Elderly) Hall Towers	(8) 156	-	(8) 155	-	1	-	-
NC-11-10 Leased Housing Page Square	(2) 4	-	-	(2) 4	-	-	-
Springview Courts	(5) 156	-	-	(1) 34	(3) 55	(1) 21	-
Totals	(100) 1,857	(3) 20	(21) 389	(29) 604	(28) 501	(15) 277	(4) 64

\* Sample figures are in parentheses.

## APPENDIX B

## Instruments

Protest
NO-11-1 Seth Hox
NO-11-2 Hoxington
NO-11-3 Hoxington
NO-11-4 Seth Hox
NO-11-5 Hoxington
NO-11-6 Hoxington
NO-11-7 Clarendon
NO-11-8 Hill Top
NO-11-10 Page Spg
Spring
Total

\*200

No. \_\_\_\_\_  
 No. of Bedrooms \_\_\_\_\_  
 FLC \_\_\_\_\_  
 Page I

INTERVIEW QUESTIONS TO DETERMINE FURNITURE NEEDS,  
 PREFERENCES, AND PURCHASING CAPABILITIES  
 OF PUBLIC HOUSING CONSUMERS

Personal Data \*

1. Age

Female

   A. Below 20

   B. 20-25

   C. 26-45

   D. 46-65

   E. 66 and over

Male

   A. Below 20

   B. 20-25

   C. 26-45

   D. 46-65

   E. 66 and over

2. Education (Grade Completed)

Female

   A. Less than 1

   B. 1-8

   C. 9-11

   D. High School Graduate

   E. Special (GPI, etc. \_\_)

   F. College 1-3

   G. College Graduate

Male

   A. Less than 1

   B. 1-8

   C. 9-11

   D. High School Graduate

   E. Special (GPI, etc. \_\_)

   F. College 1-3

   G. College Graduate

3. Occupation

Female

(If different from information from folder, include Question 9)

Male

(If different from information from folder, include Question 9)

\*Person interviewed is female adult in family.

4. Marital Status \_\_\_\_\_
- A. Single \_\_\_\_\_
  - B. Married \_\_\_\_\_
  - C. Separated \_\_\_\_\_
  - D. Divorced \_\_\_\_\_
  - E. Widow \_\_\_\_\_
5. Race \_\_\_\_\_
- A. Negro \_\_\_\_\_
  - B. White \_\_\_\_\_
  - C. Indian \_\_\_\_\_
  - D. Other \_\_\_\_\_
6. What is your total family income per month from each of the following? \_\_\_\_\_
- A. Wages \_\_\_\_\_
  - B. AFDC (Aid to Families with Dependent Children) \_\_\_\_\_
  - C. OAA (Old Age Assistance) \_\_\_\_\_
  - D. Veterans Administration \_\_\_\_\_
  - E. Social Security \_\_\_\_\_
  - F. Other \_\_\_\_\_
  - Total \_\_\_\_\_
7. What is the total number of persons living in your home? \_\_\_\_\_
8. How many children live in your home? \_\_\_\_\_  
(If elderly with no children in the home, go to Question 1 under "Finances")

9. What relation are these children to you? (List number)
- A. Own children
  - B. Grandchildren
  - C. Adopted
  - D. Nieces, Nephews
  - E. Foster or Friend's Children
10. What is the age of the youngest child? \_\_\_\_\_
11. What is the age of the oldest child? \_\_\_\_\_

#### Finances

1. If you were going to purchase furniture, how much money each month do you feel you could spend? \_\_\_\_\_
2. Are you presently purchasing furniture?
- A. Yes (Go to Question 3)
  - B. No (Go to Question 4)
3. What item/items of furniture are you presently purchasing? \_\_\_\_\_
- \_\_\_\_\_
- A. Which of these did you purchase at the same time? \_\_\_\_\_
- B. From which store are you purchasing the furniture? \_\_\_\_\_
- C. What kind of retail outlet(s) is this store?
- 1. Department store
  - 2. Discount store
  - 3. Furniture store
  - 4. Mail-Order house
  - 5. Interior-Design shop
  - 6. Wholesale Outlet
  - 7. Other \_\_\_\_\_

- D. Did you pay cash or credit?
- 1. Cash (Go to Question 4)
  - 2. Credit
- E. How are you financing the purchase? \_\_\_\_\_
- F. How much are you paying monthly for furniture right now? \_\_\_\_\_
- G. When will the furniture be paid for? \_\_\_\_\_
4. What item or items of furniture did you last buy? \_\_\_\_\_  
\_\_\_\_\_
- A. About how long ago did you make the purchase? \_\_\_\_\_
- B. Which of these items were purchased at the same time? \_\_\_\_\_  
\_\_\_\_\_
- C. From which store did you make the purchase? \_\_\_\_\_
- D. What kind of retail outlet(s) is this store?
- 1. Department store
  - 2. Discount store
  - 3. Furniture store
  - 4. Mail-Order house
  - 5. Interior-Design shop
  - 6. Wholesale outlet
  - 7. Other \_\_\_\_\_
- E. Did you pay cash or credit?
- 1. Cash (Go to Question 5)
  - 2. Credit
- F. How did you finance the purchase? \_\_\_\_\_
- G. How much did you pay monthly for the furniture? \_\_\_\_\_
- H. How many months did you pay for it? \_\_\_\_\_

5. Which of the following monthly obligations to pay do you now have and how much for each?

   A. Loan Credit (For what) \_\_\_\_\_

   1. Car purchase \_\_\_\_\_

   2. Car repair \_\_\_\_\_

   3. Other (Specify) \_\_\_\_\_

   B. Sales credit (For what) \_\_\_\_\_

#### Furniture Preferences

1. What items of furniture does your family need most? (Please explain) \_\_\_\_\_

2. What furniture do you plan to buy next? \_\_\_\_\_

3. When you purchase furniture, which of these is most important in helping you make a decision to buy? (Hand card with items listed to respondent) Second most important? Third most important?

   A. Beauty

   B. Brand name

   C. Color

   D. Comfort

   E. Guarantee (if any)

   F. Multi-Purpose

   G. Price

   H. Quality of construction

   I. Upkeep

4. What items do you feel you will never be able to buy? \_\_\_\_\_



10. What item in the living room would you change first?

   A. Sofa

   B. Chair

   C. Coffee table

   D. Side table

   E. Other \_\_\_\_\_

Why? \_\_\_\_\_

11. What item in the dining room would you change first?

   A. Table

   B. Chair

   C. Other \_\_\_\_\_

Why? \_\_\_\_\_

12. What item in the master bedroom would you change first?

   A. Bed

   B. Dresser

   C. Chair

   D. Side table

   E. Other \_\_\_\_\_

Why? \_\_\_\_\_

13. In the children's room what item would you change first? (Take each bedroom separately)

A. Bedroom \_\_\_\_\_

   1. Bed

   2. Dresser

   3. Side table

   4. Other \_\_\_\_\_

Why? \_\_\_\_\_

## B. Bedroom \_\_\_\_\_

 1. Bed 2. Dresser 3. Side table 4. Other \_\_\_\_\_

Why? \_\_\_\_\_

## C. Bedroom \_\_\_\_\_

 1. Bed 2. Dresser 3. Side table 4. Other \_\_\_\_\_

Why? \_\_\_\_\_

## D. Bedroom \_\_\_\_\_

 1. Bed 2. Dresser 3. Side table 4. Other \_\_\_\_\_

Why? \_\_\_\_\_

14. Do you enjoy looking at furniture?

 A. Yes (Go to Question 15) B. No (Go to Question 16)

15. Where do you look?

 A. Stores B. Magazines

- C. Friends' homes
- D. Newspaper
- E. Television
- F. Other \_\_\_\_\_
16. In which stores do you feel you could find the furniture that you want and need?
- \_\_\_\_\_
17. Which of the following do you read?
- A. Newspapers
- B. Magazines (Which Ones? \_\_\_\_\_)
18. Other than the bathroom, in which room do you usually go to be alone?
- \_\_\_\_\_
19. How do you provide privacy for your children inside your home?
- \_\_\_\_\_
20. In which rooms do your children usually carry on the following activities?
- A. Watching television
- B. Studying
- C. Playing with friends
- D. Playing alone
- E. Listening to Music
21. Do you think your children would like cushions to sit on the floor when watching television?
- A. Yes
- B. No

22. Do your children need individual desks in their rooms to study?

   A. Yes

   B. No

Would they use them?

   A. Yes

   B. No

23. What special interest does your family or individual members have that require special furniture, space, etc.?

---

24. Do you ever bring the dining room chairs into the living room?

   A. Yes

   B. No

25. Does it matter to you whether the chairs go well with the living room furniture?

   A. Yes

   B. No

Explain \_\_\_\_\_

26. For which of these do you need additional storage in your home?

   A. Clothes

   B. Toys

   C. Junk

   D. Dishes

   E. Books

27. For which rooms do you feel bunk beds are suitable?

A. Girl's

B. Boy's

C. None

28. Do you think built-storage either underneath beds, in furniture pieces or closets is a good way to provide storage?

A. Yes

B. No

Explain \_\_\_\_\_

29. Which bed size would you buy for the master bedroom if you had the choice?

A. Twin

B. Regular double

C. Queen-size (explain sizing)

D. King-size (explain sizing)

30. Would a king-size bed fit in your bedroom?

A. Yes

B. No

Explain \_\_\_\_\_

31. What sleeping arrangements do you usually make for overnight house guests?

\_\_\_\_\_

32. If you had a choice, which would you choose?

A. Sofa convertible for sleeping

B. Sofa only for sitting

33. Which of these activities do you usually do and in which room do you do them?

<u>Activity (Do you...?)</u>	<u>Room (In which room?)</u>
<u>A.</u> Sew	_____
<u>B.</u> Read (Books and Magazines)	_____
<u>C.</u> Write letters	_____
<u>D.</u> Have guests	_____
<u>E.</u> Have parties	_____
<u>F.</u> Watch television	_____
<u>G.</u> Listen to Radio/Phonograph	_____
<u>H.</u> Other _____	_____

#### Elderly

1. What makes some furniture more comfortable than others?

\_\_\_\_\_

2. What would you suggest to improve the comfort of your lobby furniture?

\_\_\_\_\_

#### Furniture Style, Color, Color Scheme, and Material Preferences

Present visual, multiple-choice items for resident to choose preferences from the following tests:

1. Campton Fabric Preference Test
2. Color Preference Test
3. Color Scheme Preference Test
4. Style Preference Test
5. Material Preference Test

## COMPTON FABRIC PREFERENCE TEST

<u>Slide Number</u>	<u>Slide Number</u>	<u>Slide Number</u>	<u>Slide Number</u>
1. A B	24. A B	47. A B	70. A B
2. A B	25. A B	48. A B	71. A B
3. A B	26. A B	49. A B	72. A B
4. A B	27. A B	50. A B	73. A B
5. A B	28. A B	51. A B	74. A B
6. A B	29. A B	52. A B	75. A B
7. A B	30. A B	53. A B	76. A B
8. A B	31. A B	54. A B	77. A B
9. A B	32. A B	55. A B	78. A B
10. A B	33. A B	56. A B	
11. A B	34. A B	57. A B	
12. A B	35. A B	58. A B	
13. A B	36. A B	59. A B	
14. A B	37. A B	60. A B	
15. A B	38. A B	61. A B	
16. A B	39. A B	62. A B	
17. A B	40. A B	63. A B	
18. A B	41. A B	64. A B	
19. A B	42. A B	65. A B	
20. A B	43. A B	66. A B	
21. A B	44. A B	67. A B	
22. A B	45. A B	68. A B	
23. A B	46. A B	69. A B	

## COLOR PREFERENCE TEST

1. A B
2. A C
3. A D
4. A E
5. A F
6. B C
7. B D
8. B E
9. B F
10. C D
11. C E
12. C F
13. D E
14. D F
15. E F
16. A B C D E F
17. A B C D E F
18. A B C D E F

## COLOR SCHEME PREFERENCE TEST

1. A B
2. A C
3. A D
4. A E
5. A F
6. B C
7. B D
8. B E
9. B F
10. C D
11. C E
12. C F
13. D E
14. D F
15. E F
16. A C E
17. B D F

## STYLE PREFERENCE TEST

1. Sofa  A  B  C  D  E
2. Lounge Chair  A  B  C  D  E
3. End Table  A  B  C  D  E
4. Dining Table  A  B  C  D  E
5. Dining Chairs  A  B  C  D  E
6. Chest
- Master Bedroom  A  B  C  D  E
- Girl's Bedroom  A  B  C  D  E
- Boy's Bedroom  A  B  C  D  E
7. Headboard
- Master Bedroom  A  B  C  D  E
- Girl's Bedroom  A  B  C  D  E
- Boy's Bedroom  A  B  C  D  E

## MATERIALS PREFERENCE TEST

I. Wood Versus Wood-Grained Plastic

1. Which of these two materials do you think is more durable?

WalnutRosewood A. Wood A. Wood B. Wood-Grained Plastic B. Wood-Grained Plastic C. About the same C. About the same

2. Which of these two materials do you think would look best after use for one year?

WalnutRosewood A. Wood A. Wood B. Wood-Grained Plastic B. Wood-Grained Plastic C. About the same C. About the same

3. From which of these would you prefer to have an end table made?

WalnutRosewood A. Wood A. Wood B. Wood-Grained Plastic B. Wood-Grained Plastic C. Does not matter C. Does not matter

4. From which of these would you prefer to have a dining table made?

WalnutRosewood A. Wood A. Wood B. Wood-Grained Plastic B. Wood-Grained Plastic C. Does not matter C. Does not matter

5. From which of these would you prefer to have a chest made?

WalnutRosewood

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <u>  </u> A. Wood                 | <u>  </u> A. Wood                 |
| <u>  </u> B. Wood-Grained Plastic | <u>  </u> B. Wood-Grained Plastic |
| <u>  </u> C. Does not matter      | <u>  </u> C. Does not matter      |

6. Which of these would you say is plastic?

WalnutRosewood

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <u>  </u> A. Wood                 | <u>  </u> A. Wood                 |
| <u>  </u> B. Wood-Grained Plastic | <u>  </u> B. Wood-Grained Plastic |

## II. Wood-Grained Plastic Versus Colored Finish Plastic

1. Which of these two materials would you say is more durable?

- A. Wood-Grained Plastic  
   B. Colored Finish Plastic  
   C. About the same

2. Which of these two materials would look best after use for one year?

- A. Wood-Grained Plastic  
   B. Colored Finish Plastic  
   C. About the same

3. From which of these two materials would you prefer to have an end table made?

- A. Wood-Grained Plastic  
   B. Colored Finish Plastic  
   C. Does not matter

4. From which of these two materials would you prefer to have a dining table made?
- A. Wood-Grained Plastic
- B. Colored Finish Plastic
- C. Does not matter
5. From which of these two materials would you prefer to have a chest made?
- A. Wood-Grained Plastic
- B. Colored Finish Plastic
- C. Does not matter

### III. Natural Finish Wood Versus Painted Finish Wood

1. From which of these would you prefer to have an end table made?
- A. Natural Finish Wood
- B. Painted Finish Wood
- C. Does not matter
2. From which of these would you prefer to have a dining table made?
- A. Natural Finish Wood
- B. Painted Finish Wood
- C. Does not matter
3. From which of these would you prefer to have a chest made?
- A. Natural Finish Wood
- B. Painted Finish Wood
- C. Does not matter

4. Which do you think is more durable?
- A. Natural Finish Wood
- B. Painted Finish Wood
- C. About the same
5. Which do you think would look best after use for a year?
- A. Natural Finish Wood
- B. Painted Finish Wood
- C. About the same

#### IV. Shiny Versus Matte Finish

1. Which of these two samples would you prefer for your living room furniture?

<u>Black</u>	<u>White</u>	<u>Wood-Grained</u>
<input type="checkbox"/> A. Shiny	<input type="checkbox"/> A. Shiny	<input type="checkbox"/> A. Shiny
<input type="checkbox"/> B. Matte	<input type="checkbox"/> B. Matte	<input type="checkbox"/> B. Matte

2. Which of these two samples would you prefer for your dining room furniture?

<u>Black</u>	<u>White</u>	<u>Wood-Grained</u>
<input type="checkbox"/> A. Shiny	<input type="checkbox"/> A. Shiny	<input type="checkbox"/> A. Shiny
<input type="checkbox"/> B. Matte	<input type="checkbox"/> B. Matte	<input type="checkbox"/> B. Matte

3. From which of these two samples would you prefer to have a chest made?

<u>Black</u>	<u>White</u>	<u>Wood-Grained</u>
<input type="checkbox"/> A. Shiny	<input type="checkbox"/> A. Shiny	<input type="checkbox"/> A. Shiny
<input type="checkbox"/> B. Matte	<input type="checkbox"/> B. Matte	<input type="checkbox"/> B. Matte

V. Textured Versus Smooth Surface Plastic

1. Which of these two surfaces would you prefer for living room furniture?
  - A. Textured
  - B. Smooth
2. Which of these two surfaces would you prefer for dining room furniture?
  - A. Textured
  - B. Smooth
3. Which of these two surfaces would you prefer to have a chest made?
  - A. Textured
  - B. Smooth
4. Which of these two surfaces is more durable?
  - A. Textured
  - B. Smooth
5. Which of these two surfaces would look better after use for a year?
  - A. Textured
  - B. Smooth

VI. Plastic Versus Cloth Upholstery Fabric

1. For what furniture items would this material be most suitable?

	<u>Yellow</u>	<u>Blue</u>
A. Plastic Upholstery Fabric	_____	_____
B. Cloth Upholstery Fabric	_____	_____

2. Which of these two materials would you say is more durable?

Yellow

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery  
Fabric
- C. About the same

Blue

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery  
Fabric
- C. About the same

3. Which would you say would look best after use for one year?

Yellow

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery Fabric
- C. About the same

Blue

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery Fabric
- C. About the same

4. From which of these two materials would you prefer to have a sofa made?

Yellow

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery Fabric
- C. Does not matter

Blue

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery Fabric
- C. Does not matter

5. From which of these two materials would you prefer to have a lounge chair made?

Yellow

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery Fabric
- C. Does not matter

Blue

- A. Plastic Upholstery  
Fabric
- B. Cloth Upholstery Fabric
- C. Does not matter

6. From which of these two materials would you prefer to have dining chairs made?

YellowBlue

- |   |   |
|---|---|
| <input type="checkbox"/> A. Plastic Upholstery Fabric | <input type="checkbox"/> A. Plastic Upholstery Fabric |
| <input type="checkbox"/> B. Cloth Upholstery Fabric   | <input type="checkbox"/> B. Cloth Upholstery Fabric   |
| <input type="checkbox"/> C. Does not matter           | <input type="checkbox"/> C. Does not matter           |

7. From which of these two materials would you prefer to have study chairs made for the children?

YellowBlue

- |   |   |
|---|---|
| <input type="checkbox"/> A. Plastic Upholstery Fabric | <input type="checkbox"/> A. Plastic Upholstery Fabric |
| <input type="checkbox"/> B. Cloth Upholstery Fabric   | <input type="checkbox"/> B. Cloth Upholstery Fabric   |
| <input type="checkbox"/> C. Does not matter           | <input type="checkbox"/> C. Does not matter           |

VII. Patterned Versus Plain Plastic Upholstery Fabric

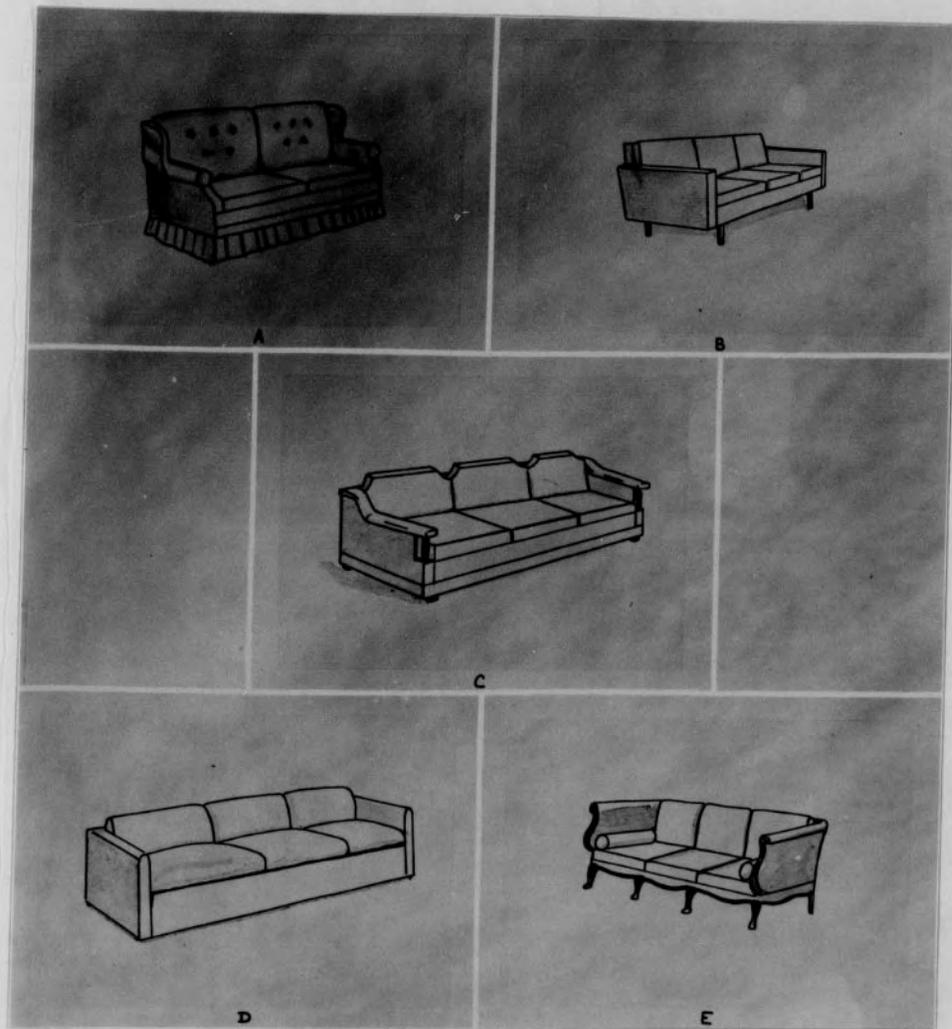
1. From which of these two samples would you prefer to have a sofa upholstered?

- A. Plain upholstery Fabric  
 B. Patterned Upholstery Fabric  
 C. Does not matter

2. From which of these two samples would you prefer to have a lounge chair upholstered?

- A. Plain Upholstery Fabric  
 B. Patterned Upholstery Fabric  
 C. Does not matter

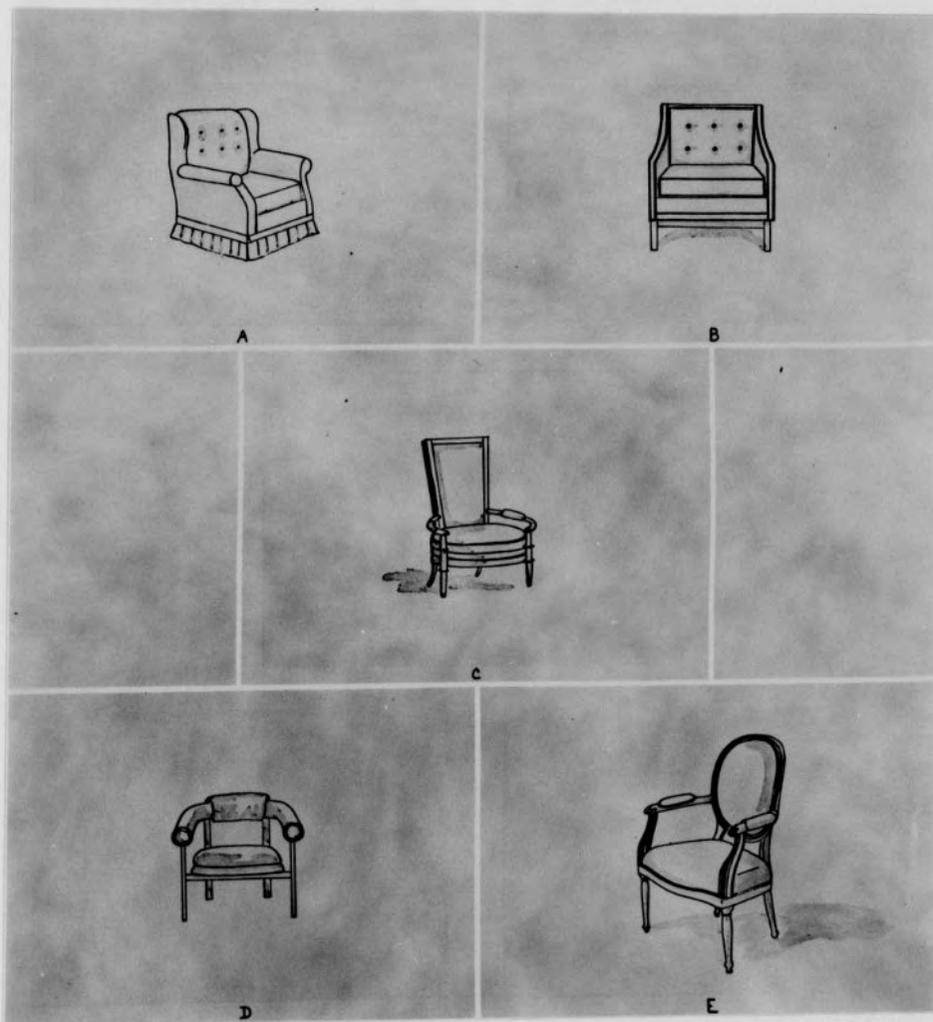
3. From which of these two samples would you prefer to have dining chairs upholstered?
- A. Plain Upholstery Fabric
  - B. Patterned Upholstery Fabric
  - C. Does not matter
4. From which of these two samples would you prefer to have study chairs upholstered?
- A. Plain Upholstery Fabric
  - B. Patterned Upholstery Fabric
  - C. Does not matter
5. Which of these two fabrics is more durable?
- A. Plain Upholstery Fabric
  - B. Patterned Upholstery Fabric
  - C. About the same
6. Which of these two fabrics would look best after use for a year?
- A. Plain Upholstery Fabric
  - B. Patterned Upholstery Fabric
  - C. About the same



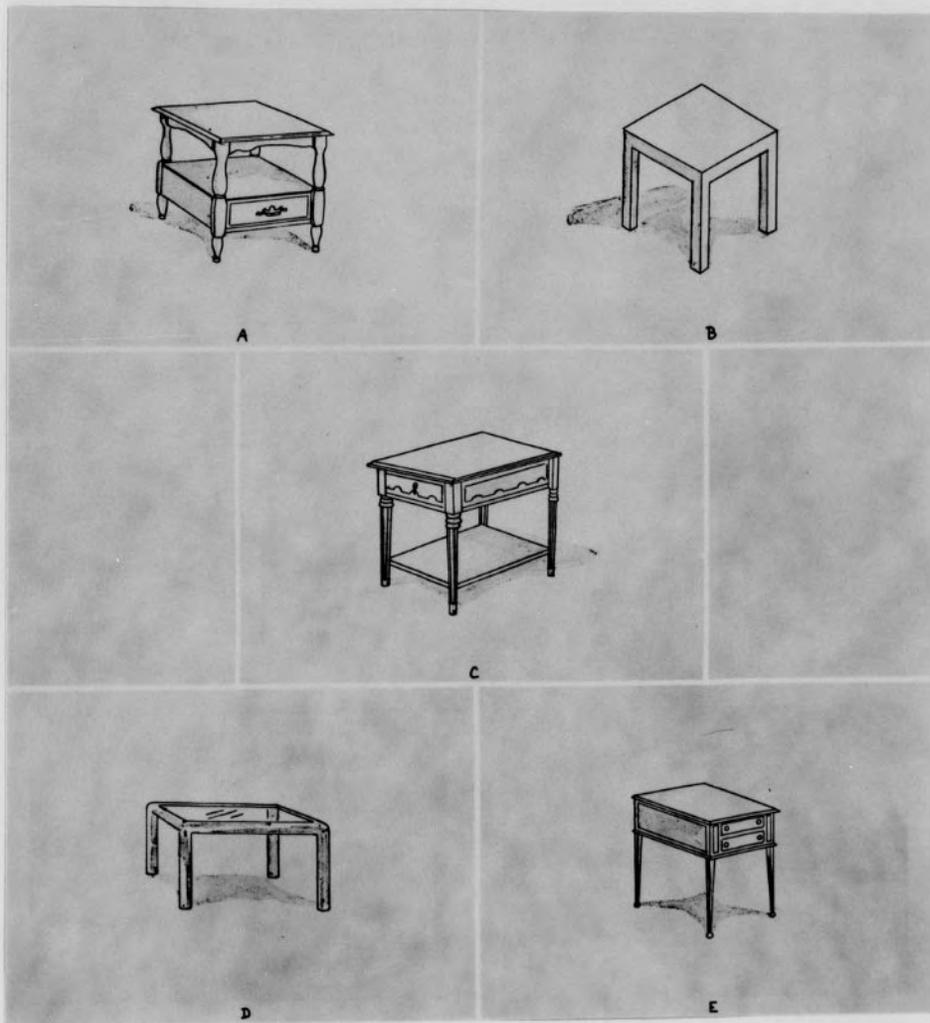
## SOFA

## FURNITURE STYLE PREFERENCE TEST

- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial

**LOUNGE CHAIR****FURNITURE STYLE PREFERENCE TEST**

- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial



## END TABLE

## FURNITURE STYLE PREFERENCE TEST

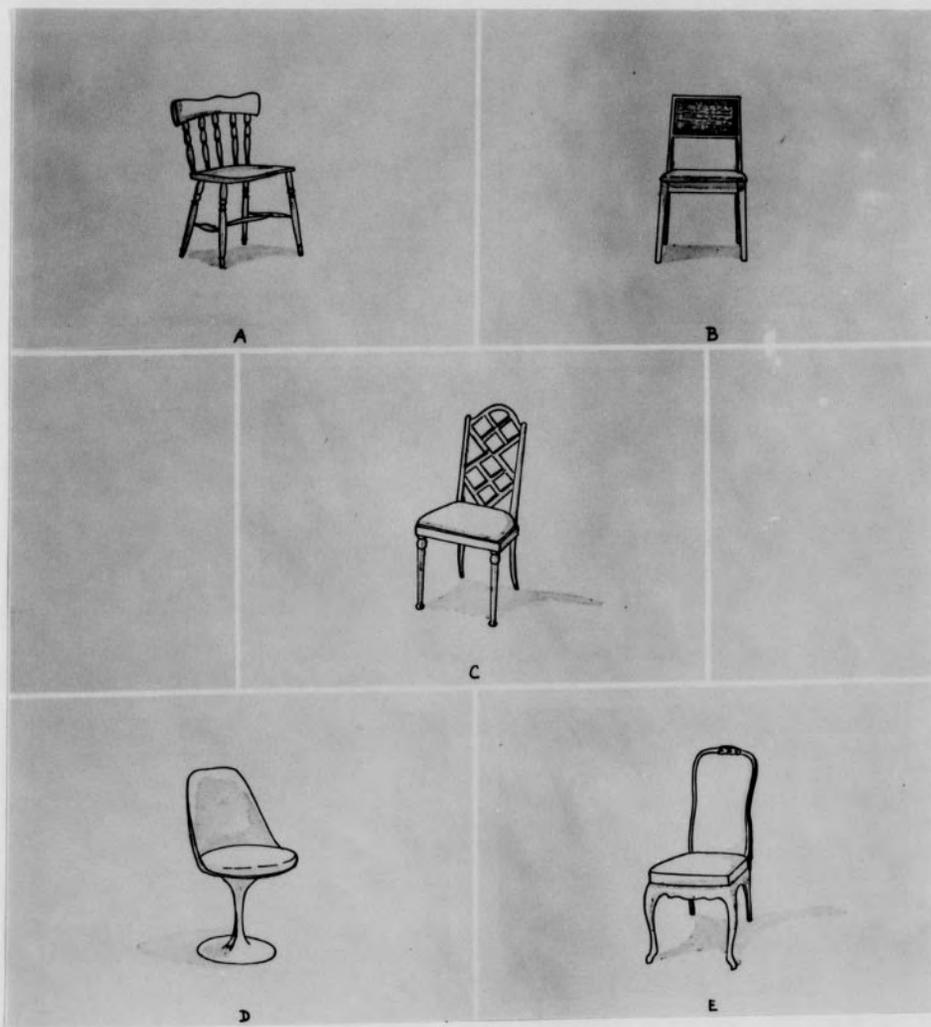
- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial



## DINING TABLE

## FURNITURE STYLE PREFERENCE TEST

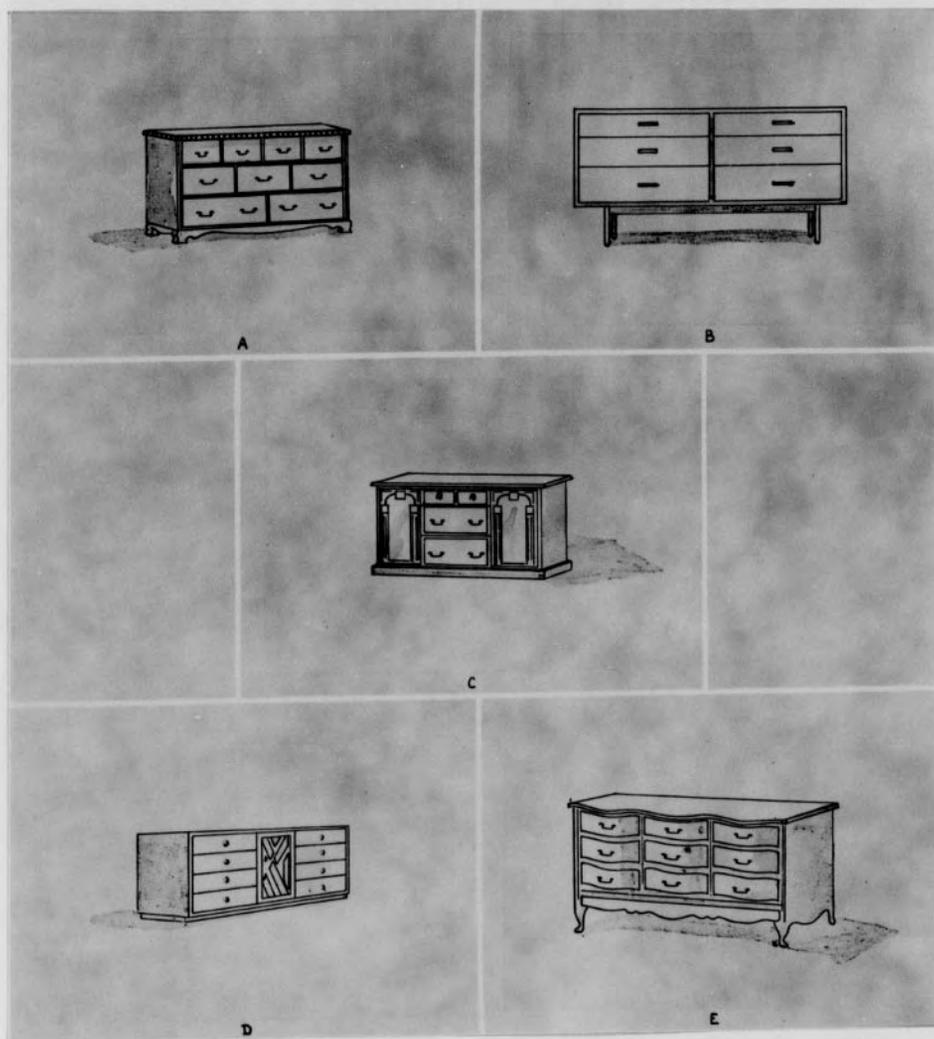
- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial



## DINING CHAIR

## FURNITURE STYLE PREFERENCE TEST

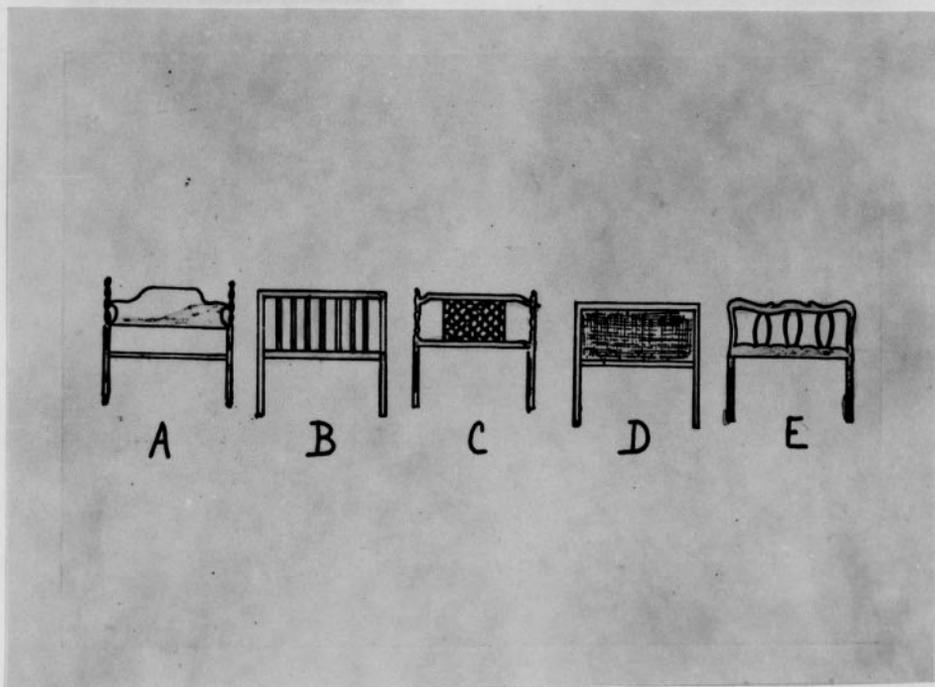
- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial



## CHEST

## FURNITURE STYLE PREFERENCE TEST

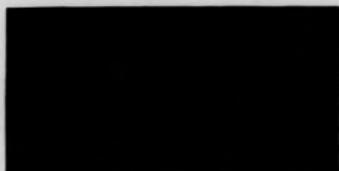
- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial



## HEADBOARD

## FURNITURE STYLE PREFERENCE TEST

- A= Early American/Colonial
- B= Contemporary
- C= Mediterranean
- D= Modern
- E= Provincial



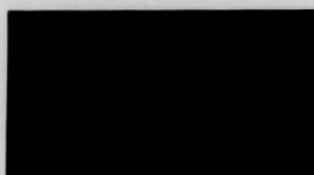
A



B



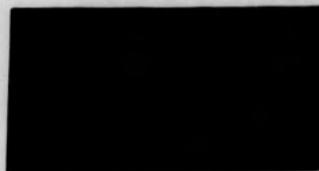
C



D



E



F

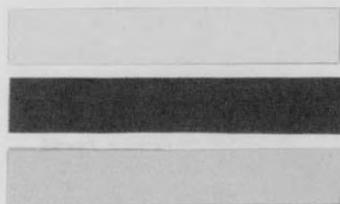
## COLOR PREFERENCE TEST

PURE HUE

A= Red  
B= Orange  
C= Yellow  
D= Blue  
E= Green  
F= Purple

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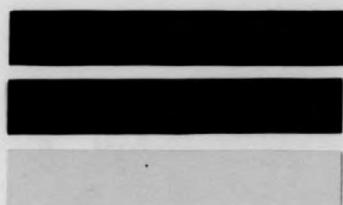
Source of Color Samples: Color-aid, Geller Artists Materials,  
Inc., 116 E. 27th St., New York, 10016.



A



B



C



D



E



F

COLOR SCHEME PREFERENCE TEST

- A= Monochromatic (Yellow)  
 B= Monochromatic (Blue)  
 C= Complimentary (Yellow)  
 D= Complimentary (Blue)  
 E= Analogous (Yellow)  
 F= Analogous (Blue)

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Source of Color Samples: Color-aid, Geller Artists Materials, Inc., 116 E. 27th St., New York, 10016.

## MATERIALS PREFERENCE TEST

## Descriptive List

1. Wood versus Wood-Grained Plastic

## A. Wood

Walnut: Walnut wood sample obtained from furniture manufacturer, Thayer Coggin Furniture Co., High Point, N. C.

Rosewood: Rosewood wood sample obtained from furniture manufacturer, Thayer Coggin Furniture Co., High Point, N. C.

## B. Wood-Grained Plastic

Walnut: Formica<sup>®</sup> laminated plastic, Flat-Cut Regency Walnut, 385-(64).

Rosewood: Formica<sup>®</sup> laminated plastic, Rosewood, 602-(64).

2. Wood-Grained Plastic versus Colored Finish Plastic

A. Wood-Grained Plastic: Formica<sup>®</sup> laminated plastic, Flat-Cut English Oak, 343-(64).

B. Colored Finish Plastic: Formica<sup>®</sup> laminated plastic, Gingersnap 843-(64).

3. Natural Finish Wood versus Painted Finish Wood

A. Natural Finish Wood: Unfinished plywood with two coats of clear shellac applied to surface.

B. Painted Finish Wood: Unfinished plywood with two coats of white spray glossy paint applied to surface.

4. Shiny versus Matte Finish

## A. Shiny Surface Finish

Black: Formica<sup>®</sup> laminated plastic, Black 909.

White: Formica<sup>®</sup> laminated plastic, White 949.

Wood-grained: Formica<sup>®</sup> laminated plastic, Teak 417.

B. Matte Finish

Black: Formica<sup>®</sup> laminated plastic, Black 909-(64).

White: Formica<sup>®</sup> laminated plastic, White 949-(64).

Wood-grained: Formica<sup>®</sup> laminated plastic, Teak 417-(64).

5. Textured versus Smooth Surface

A. Textured: Textured brown polypropylene foam.

B. Smooth: Brown laminated plastic.

6. Plastic versus Cloth Upholstery Fabric

A. Plastic Upholstery Fabric

Yellow: Thayer Coggin Furniture Co., Naugahyde, Gold Finch  
ST-72.

Blue: Thayer Coggin Furniture Co., Royal Naugahyde, D HG-67.

B. Cloth Upholstery Fabric

Yellow: Thayer Coggin Furniture Co., High Point, N. C.,  
C-2532.

Blue: Thayer Coggin Furniture Co., High Point, N. C., C-2530.

7. Patterned versus Plain Plastic Upholstery Fabric

A. Plain plastic upholstery Fabric: Thayer Coggin Furniture Co.,  
Statesman, Grade C, Apricot.

B. Patterned plastic upholstery Fabric: Thayer Coggin Furniture  
Co., Statesman, Grade C, Apricot.