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Consumer Attitudes Toward the Use of Wood in Residential Homes.

Edward Lawrence Klein
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CONSUMER ATTITUDES TOWARD THE USE OF WOOD
IN RESIDENTIAL HOMES.

Louisiana State University and Agricultural and
Mechanical College, Ph.D., 1968
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CONSUMER ATTITUDES TOWARD THE USE OF WOOD
IN RESIDENTIAL HOMES

A Dissertation

Submitted to the Graduate Faculty of the
Louisiana State University and
Agricultural and Mechanical College
in partial fulfillment of the
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Doctor of Philosophy

in

The School of Forestry and Wildlife Management

by

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This dissertation is dedicated to my mother and father,
for without their love and understanding I would
not have reached the stage in life where
this work would have been possible.

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ABSTRACT

This study was conducted in an effort to determine consumer attitudes toward the use of wood in residential homes in Louisiana. A random sample of 500 housewives from the cities of Baton Rouge, Shreveport, New Orleans, Oakdale, Ville Platte, Lake Charles, and Monroe was interviewed during the spring and summer of 1965. In addition, 25 architects and 25 contractors were also interviewed to determine if their attitudes toward wood were significantly different from the attitudes of housewives.

The data gathered were grouped and analyzed by city as well as by occupation, income, age, and education of the respondents.

Two basic types of questions were used in the questionnaire. The first was the open-ended type; the second type of question was designed to use "Osgood's Semantic Differential." In this question, nine bipolar adjectives that described many of the features of wood were used. These adjectives were placed on a seven-point scale varying from neutral in the middle to extremes on each end.

In general the housewives had a favorable attitude toward wood, but they preferred other materials over wood in some sections of the house. One such section was the roof. The housewives preferred asphalt roofing over any other type of material. Brick was also the preferred material for the exterior walls of houses with wood being the second choice.

The size of the house and the material used were the two most important items the housewives considered when building a new home. However, when purchasing a new home, the housewives indicated that the floor plan was the most important item they considered.

The housewives thought that the wood industry was doing a good job of advertising. They could not give any valid reasons for this belief; thus, some respondent bias may have entered the study at this point. Television was the leading medium through which the housewives stated they saw ads promoting the use of wood or wood products.

Approximately one-half of the respondents thought that wood was good for a particular use; however, less than one-third of the respondents could give a valid reason for this opinion.

The architects and contractors differed slightly from the housewives in their attitudes toward wood. A larger percentage preferred wood shingle roofing than did the housewives. The architects and contractors also liked the natural appearance, beauty, workability, and availability of wood while the housewives stated they preferred its beauty and cleaning adaptability. The housewives reported that there was nothing they disliked about wood, but the architects and contractors reported that the physical properties and up-keep were the things they disliked about wood.

The architects and contractors rated wood considerably higher than the housewives in reference to the sets of bipolar adjectives

pleasing in appearance-not pleasing in appearance and warmth-coldness.

However, they rated wood lower than the housewives in reference to the bipolar adjectives easy to clean-hard to clean, strength-weakness, and safe-unsafe; these differences could be attributed to the architects and contractors thinking in terms of wood's structural ability rather than an emotional feeling.

This study has indicated that the wood industry could possibly increase the sale of its product through an effective advertising campaign that would educate the consumer in the proper uses and care of wood products.

INTRODUCTION

The wood industry of the United States has had a history of being production-oriented; whereas, industries such as steel, aluminum, concrete, and plastics, which compete directly with wood, exhibit considerable consumer orientation. In the past the consumer had little choice as to the type of wood products he could purchase. The wood industries produced certain products and the consumer had to use them if he wanted a wood product. Few substitutes were available. This monopoly has changed as a result of the many wood-substitute products now on the market, and as a result the wood industry has lost a portion of its market to these substitute products.

The forest industries today are in a transition period from a production-oriented industry to a consumer-oriented one. Through technological advances, new wood products are being developed and old ones improved. Examples of these new products are particle board, plywood, and laminated beams.

The development of these new products has resulted in the forest industry entering new markets, and thus facing additional competition. It is through this changing pattern of marketing activities the forest industry is changing from a production-oriented industry to one that is more consumer-oriented.

The forest industry of Louisiana is one of the leading industries in the State. It has approximately 41,000 employees or roughly 20

percent of the manufacturing employees in Louisiana. The industry's payroll is 201.5 million dollars and the economic activity generated by this industry is valued at 669 million dollars.¹

If the forest industry of Louisiana is to continue to grow and expand, it must maintain its present markets and at the same time expand into new markets. Some of the substitute products for wood have made serious inroads into the traditional markets for wood. For example, aluminum now comprises one-half to three-fourths of the siding material used for home improvements (Rich 1966).

The producers of materials competitive to wood undertake aggressive promotional programs which results in these materials being used in place of wood. Culp (1964) stated that the lumber and plywood industries would spend approximately eight million dollars during 1964 on all types of advertising. However, during 1963 the five companies listed below, each a competitor of the wood industry spent in excess of 81 million dollars on advertising:

Armstrong	(aluminum)	\$12,697,000
Alcoa	(aluminum)	20,900,000
Kaiser	(aluminum)	13,200,000
Reynolds	(aluminum)	10,500,000
U. S. Steel	(steel)	24,225,000

¹Personal communication with Mr. William Mathews, Executive Director of the Louisiana Forestry Association.

This indicates one of the reasons why the wood industry is losing sales to these competing companies.

The use of wood and wood products has been decreasing during the past several years. Hair and Ulrich (1967) showed that the per capita consumption of timber products in the U. S. had dropped from 80.3 cubic feet in 1950 to 67.9 cubic feet in 1966. In most retail lumber yards today lumber and wood products do not account for the bulk of the sales; in fact, in some instances they comprise only 30 percent of the total sales volume (National Wood Promotion Program Undated).

It is evident that more wood and wood products must be sold to the final consumer if the wood industry is to prosper and grow. A knowledge of the needs, desires, and patterns of acceptance and rejection of final consumers is one method by which this can be accomplished.

One of the largest markets for wood and wood products is in the residential home. Since the housewife controls, to a very large extent, what goes into the home, she was chosen as the major interviewee in this study. Architects and contractors were also interviewed because of their influence on the use of materials in house construction.

The purpose of this investigation was to acquire a knowledge of the consumer's attitudes toward wood that would be helpful to the forest industry in the development of a marketing program.

The specific objectives of the study were as follows:

1. To ascertain the attitude of housewives toward the use of wood in residential homes.

2. To determine if the attitudes of architects and contractors toward wood differed significantly from those of housewives.
3. To determine if there was any difference in consumers' attitudes toward wood between persons living in a large city and those living in a small urban community.
4. To determine if there was any difference in consumer attitudes between two small urban communities, one whose economy is based on the wood-manufacturing industry and the other whose economy is based on agriculture.
5. To determine the extent of consumer knowledge of established scientific data on wood properties and performance.
6. To determine how best the forest industry can use the media of advertising to sell more wood and wood products.

REVIEW OF LITERATURE

A review of the literature revealed several studies that attempted to measure consumer attitudes toward wood. The majority of these studies, however, attempted to determine consumer attitudes toward a specific wood product; whereas, this study was designed to determine consumer attitudes toward several wood products as well as wood in general.

The American Forest Products Industries, Inc. (1963) conducted a study on "What the Public Thinks of Wood." They asked 1028 people nine questions pertaining to wood and its comparison to steel, plastic, and aluminum. They found that the general public thought that wood projected a feeling of being by far more warm and friendly than the three competing products. They also found that the general public ranked wood extremely higher than steel, plastic, and aluminum in reference to "always in style" and "plentiful." The respondents also thought wood to be only slightly more attractive than plastic and aluminum and much more attractive than steel. Wood was considered by the interviewees to be less expensive than aluminum and steel and more expensive than plastic. The respondents in this study also ranked wood behind plastic and ahead of aluminum and steel in reference to "has many uses" and "doesn't last long." The study showed that wood ranked behind aluminum and plastic but ahead of steel when the respondents were asked what material they thought of as being the most "modern." The respondents were also asked to rank the four materials as to which they thought was the "strongest," and wood was ranked last.

Thompson (1965), in a study of why people do not use more hardwood flooring, discovered that maintenance was the major reason people used substitute products for wood flooring. The housewives preferred wood floors but, since they were more difficult to keep looking nice, they used other flooring materials. Anderson (1966) stated that the wood industry was developing new types of wood flooring that would last longer and hold up better under heavy use. He believed that if the wood industry would develop a wood floor that required less maintenance and advertised and informed the housewife of the best method of keeping wood floors attractive, it would sell more flooring and gain back some of the markets lost to substitute products.

Walters (1959) in a study on wood paneling found that the consumers had a favorable attitude toward the use of wood paneling in their homes. In fact one-third of the homes he visited had some form of wood paneling in them. The family room, the study, and the recreation room or den were the rooms that the respondents would most likely panel. The persons in the inquiry preferred paneling on all walls in a room rather than in combination with other materials. The majority of the respondents stated that they preferred the light-colored woods and finishes over the darker ones. It was also noted that 58 percent of the respondents said that they would use wainscoting in their homes. This is an interesting finding since wainscoting has not been popular for many years.

Huber et al. (1966), in a more recent study on home-owner attitudes toward wood paneling, discovered that approximately one-half of the homes

visited had some wood paneling in them. They noted that there was a definite correlation between the cost of the house and the use of wood paneling. The more expensive the house the more wood paneling was used. Another significant result of this study was that 50 percent of the respondents felt they were able to help make the choice of type of wall finish used. This is noteworthy, since it has been thought by many that the consumers had little or no voice in selecting the type of material used, but this study showed that they could exercise a great deal of influence if they so desired. When men were interviewed alone during the study, they indicated a higher preference for wood paneling than women, but when interviewed with women they agreed with the women. Thus it was suggested that women had a considerable influence on men in making family purchases. This study is in agreement with the one conducted by Walters (1959) in reference to the choice of rooms where paneling should be used; however, Huber et al. (1966) found that darker colors were preferred. This change in choice of color (light color in 1959 to dark color in 1966) is something that the wood industry should keep close watch on so it can use its advertising to best advantage.

In reference to the respondents' attitudes toward wood paneling, Huber et al. (1966) reported that 70 percent of the respondents stated appearance as their main reason for choosing wood paneling; ease of maintenance and warmth were secondary reasons.

McDermid and Hopkins (1959) stated that wood was one of the most popular building materials because of its availability, warm beauty, cost,

and ease of workability. These were the major reasons people used wood in their homes rather than some other material.

The lumber industry has lost a large portion of the house-siding market. Eickhoff and Robinson (1966) reported that in their opinion the lumber industry would not be able to recover this lost market. They stated that some subdivision developers specify the types of siding that must be used in new housing developments, and in most cases this is a siding material other than wood. This indicates a new type of market for the forest industries and a special sub-group for which to design advertisements.

Zaremba (1959a,b) determined that the lumber industry must use advertising and trade promotion and improve and maintain quality products if it is to regain some of its lost markets. He felt that builders must use the materials preferred by consumers, thus the lumber industry should convince these final consumers to demand wood in their homes rather than some substitute product. Zaremba also believed that the consumers are only interested in the wood in their homes that can be seen and not the wood used as structural materials. He further stated that foresters must produce the kinds of wood the consumers desire rather than the traditional products.

Blomgren (1965) described the psychological image people have regarding wood. He stated that people subconsciously believe that wood represents the natural processes of life and growth. Many people felt that wood suggested strength and security to them. The following examples

indicate some of the ways in which people subconsciously think of wood: (1) "Staunch and true as a tall pine tree;" (2) "Stout-hearted as an oak." He stated that the wood industry seems to be relectant to talk about the more primary features of wood, such as maintenance and initial cost. The wood industry should take advantage of these feelings of people and use advertising to carry its message to the consumer in such a manner as to convince the consumer to buy its product. .

The Chicago Tribune (1956) conducted a study that showed the wood industry needed more appealing ads if it wanted to improve the sales of its products. There was little advertising designed for women. This is an area where most of the advertising expenditures for certain wood products should be spent, since women have a great influence on family purchases.

Evans (1967) described the wood industry as falling behind other industries in its marketing management philosophy. He believed that the wood industry needed to conduct more consumer research so it could determine the best type of advertising to use on the various classes of consumers. The wood industry should sell the most influential family member in the decision-making process, which in most instances is the housewife. It should also explore the system of advertising in various magazines so it can reach various consumer sub-groups with the appropriate advertising.

Sherrill (1966) suggested that once one decides on his target audience, he has a better chance of reaching this audience by determining what magazine that audience actually reads rather than the magazines to which

they subscribe. Some consumers subscribe to various magazines, as the thing to do, but they never read them; thus an ad in the magazine they do not read will never be seen by them.

Holbert (1965) felt that the most logical and the best place to start an advertising campaign was at the grassroots level, or the final consumer. The final consumer is the only person who really knows what he wants; therefore, this is the place to start in designing advertisements to sell the most products.

Portis (1966) proposed that marketing people use some of the concepts developed by psychologists in conducting their consumer research. He felt that for one to go beyond a recitation of shopper attitudes and habits, the individuals' needs should be assessed independently of their shopping habits. He felt that a long-run conceptualization of consumer behavior should be incorporated in the promoting and distributing of goods. It is not until the analysis is tested on the market and the results studied that its full value will be shown.

Britt (1965) suggested that advertising people could use psychology's rules of learning to better prepare their advertisements so as to achieve more reader action. Some of his suggestions are as follows:

- (1) Unpleasant things can be learned as well as pleasant things. Thus, one should try to design an advertisement so that seeing it gives the audience a rewarding experience. An advertisement should make the audience feel they have gained something useful for just having seen the ad.
- (2) The order in which one presents the materials to be learned is very

important. The order should follow a logical plan of action that will hold the readers' attention. (3) It is easier to recognize something than to recall it. The name of the product and the package design should be such that the consumer can recognize it at a glance. (4) Repetition is very effective. The use of the same tune, colors, package design, etc., should be used in all advertisements since through repetition the consumers will come to know the product. (5) The knowledge of results leads to increase in learning. One should tell the consumer about specific benefits he will receive and in this way he will associate himself with the product he feels he knows more about.

Cox (1964) stated that advertising itself is not a case of audience effects, but rather that it works through various mediating factors. He believed that audience predispositions and personal influence were the two greatest reasons an advertisement was effective. An ad is most effective in reinforcing an attitude or activating certain predispositions rather than changing the attitude or behavior of an individual. Thus, the more the advertising appeals and the individuals' predispositions are alike, the greater the effect the ad will have on the individuals. Hence, a strategy of selective advertising should be set by the firm. The greatest difficulty in using selective advertising is selecting those groups relevant to a particular product and then matching advertising appeals with these groups' predispositions. This type of advertising uses many different types of appeals to many different audiences through various media. This is very effective where the firm has many products for a variety of audiences or,

as in the case of wood paneling, one product that must be sold to a variety of audiences.

Collazzo (1966) reported that as average income increased the consumers became more mature shoppers, that is, consumers became more discriminating and more particular in their shopping. Thus, as this takes effect, it becomes necessary for the manufacturer and retailer to determine more accurately what the wants and desires of the consumer are. It is only through such action that the retailer and manufacturer can continue to maximize profits at the same time the consumer is maximizing satisfaction.

It has been reported that the housewife should be the focal point for most of the advertisements used. She is normally the purchasing agent for the family, and housewives earn approximately 45 billion dollars per year, which in itself is a significant factor. It has also been noted that she controls 65 percent of all savings accounts in the United States (Anonymous 1958). It was also concluded that the housewives' attitudes are constantly changing and if advertisers do not alter their marketing strategy to keep in step with these changes they will lose sales. Shafer (1965) agreed with this and stated that the best way to keep in touch with the consumers' changing wants and desires is periodically to go into the field and ask the consumers what they want and then provide it.

Ito (1967) described a study conducted with buyers of new cars. He found that certain discriminant functions that were based solely on

attitude variables were successful in determining what respondents were potential switchers of brand when purchasing a new car. He also reported that the system did not always identify the loyal buyer who would not switch. This is, perhaps, a technique that the wood industry could employ to see if it could determine which consumers would be willing to switch from a substitute product to wood.

Rich (1966) felt that many of the new materials on the market offered an advantage over wood; thus, the wood industry would have to develop an effective advertising campaign to counter effectively these materials. If they did not, he believed the wood industry would lose sales to these products.

Evans (1963) mentioned that the wood industry needed to correct some of the popular misconceptions about the use of wood and wood products. He felt that the wood industry needed to teach the consumer, through advertising, why wood is good for certain uses and how it will benefit him.

Advertising is a powerful tool if it is used effectively. Thomann (1956) described how the Douglas-fir Plywood Association was able to reduce the seasonal sales slump for plywood through effective advertising. It chose to concentrate its advertising toward the "Do-it-yourself" segment of the market and as a result it was able to increase the sales of plywood during the summer. One company through an effective advertising campaign was able to sell a new product, thus showing how ads could increase sales (Anonymous 1959). A careful analysis of its market target

indicated what the company would need if it was to enter the market, and by following this plan the company was able to gain a substantial portion of the existing market. This demonstrates that advertising is a very effective selling tool if it is used properly.

Fleischer (1960) mentioned that the two most common complaints regarding today's houses are: (1) a lack of floor area and (2) a lack of storage space. He felt that adding space to a house, whether it be floor area or storage area, would take more wood; thus the wood industry should promote these features in new houses. He also thought that the wood industry should promote housing trends that use more wood in their construction as a method of increasing the sale of wood. In conjunction with this is a report by Coleman (1966). He described how the renovations of the tenements in New York City have opened up a new market for wood. There is also an opportunity for the wood industry to expand its markets to include the federal urban renewal programs. In these programs the government will renovate the building if the basic structure is sound. This includes houses as well as apartment buildings. An effort by the wood industry to pursue these markets should be made because of the size of these potential markets.

The studies in this review have indicated some of the problems facing the wood industry if it is to compete successfully in today's markets. This review has further shown that new studies are needed in the area of consumer attitudes if the wood industry is to use the attitudes of persons toward wood to its advantage.

METHODS AND PROCEDURES

This study was designed primarily to determine consumer attitudes toward the use of wood in residential homes in Louisiana. A secondary objective was to determine if a difference in attitudes existed: (1) between persons living in large urban areas and small urban areas, (2) between persons living in wood-manufacturing centers and agricultural centers, and (3) between architects and contractors and housewives. The consumer in this instance was the housewife since she, according to McCarthy (1960), has the greatest influence on the type of purchases affecting the household.

Housewives

Data were gathered from housewives in seven selected cities of Louisiana during the spring and summer of 1965. It would have been too time consuming and expensive to locate and personally contact all housewives in the state. Therefore, a random sample of 500 housewives was taken from the urban areas. Only urban areas were considered in the sample because the 1960 census showed that 63 percent of the population of Louisiana was located in urban areas and that there was a shift of population from the rural areas to the urban areas. Bertrand (1961) further substantiated this movement of the population from the rural areas to the urban areas. Bertrand and Wright (1964) predicted that by 1970 the urban population would increase by 13 percent while the rural population would decrease by this amount, and since the population is

shifting toward the urban areas, these are the areas where the majority of new housing construction will be located. This then is the area in which the largest market for wood and wood products will exist.

The cities of Baton Rouge, Shreveport, New Orleans, Lake Charles, Monroe, Oakdale, and Ville Platte were selected as the sample cities. The first five cities were chosen because of their geographic location and because they contain 50 percent of the population of the state (Figure 1). Oakdale and Ville Platte were selected as the two small urban communities because of their location relative to one another and also because their economies are based on different industries. The economy of Oakdale is based on the wood manufacturing industry; whereas, the economy of Ville Platte is based on agriculture.

The numbers of housewives that were interviewed in each city are presented in Table 1. The cities of Baton Rouge and Shreveport received the majority of the interviews since an in-depth comparison of the two cities was to be made. This is also the case for the towns of Oakdale and Ville Platte which were used to compare an economy based on the wood industry against an economy based on agriculture.

The housewives in each city were chosen randomly by block.² The 1960 Bureau of the Census data divided four of the seven cities into census "tracts."³ Each tract listed all the city blocks within it and

²A "block" as used in this study is an area bounded by a street on each side.

³As used by the Bureau of the Census "tracts" are small, permanently established, geographical areas into which large cities and adjacent areas have been divided for statistical purposes.

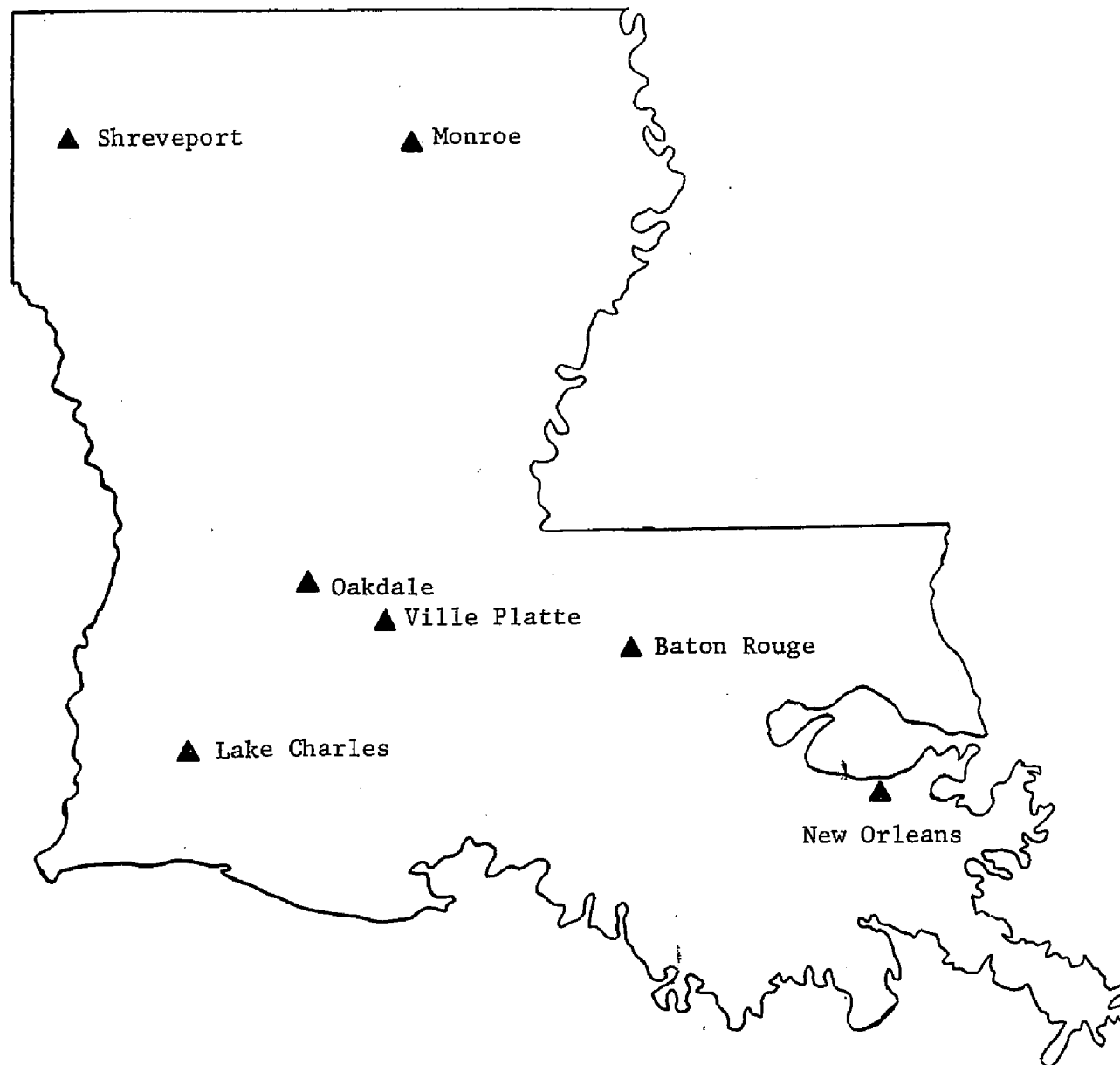


Figure 1. Location of cities included in the study.

Table 1. Number of interviews by city

<u>City</u>	<u>Number of Interviews</u>
Baton Rouge	150
New Orleans	50
Shreveport	150
Lake Charles	25
Monroe	25
Oakdale	50
Ville Platte	50
Total	500

the number of houses on each block. Only the residents of tracts that had a median income equal to or greater than \$3,399, which was the median income of the state as listed in the 1960 Census, were selected. The median income of the population of Louisiana was selected as the lower limit because it was believed that persons who were in the lower income bracket would not have enough disposable income to buy many wood products and thus should not be considered as part of the primary market for wood and wood products.

All blocks in each city were listed in consecutive order and a table of random numbers was used to select those blocks which would comprise the sample. Since the number of houses on each block was known, blocks were selected until the desired number of respondents for that city was reached.

Once the blocks were chosen, every house on the block was included in the sample. There were two call-backs made and if no one was home, if the house was vacant, or if the resident refused to be interviewed, another house was chosen.

The Bureau of the Census listed the income data by census tracts and not by blocks; thus, there were several blocks within some tracts whose residents had a medium income below that required for inclusion in the sample. During the interview process if it was determined that residents of a selected block had an average income below \$3,399 then the block was discarded and the next block on the sample list was chosen.

Three cities chosen in this study did not have census tract data available on them. They were Lake Charles, Oakdale, and Ville Platte.

In order to determine the areas of these cities in which resided persons with an income equivalent to or higher than the median income of the population of the state, a banker in each city was contacted and asked to mark a city map outlining these areas. A count of the blocks in these areas was made and the sample was then selected as previously described.

Prior to the interviewing of the chosen respondents, a random sample of 25 housewives was interviewed to test the schedule. The data from these schedules were analyzed to determine whether the respondents had understood the questions. A complete analysis indicated that only a few minor changes needed to be made. These changes were effected and the schedule was then prepared for field use. A copy of the schedule is included in Appendix A.

A personal data sheet was attached to each schedule for the respondent to complete. The answers on this sheet permitted the answers on the questionnaire to be cross classified with the occupation of the head of the household, the total household income, and the respondent's age and education (Appendix A).

Architects and Contractors

A random sample of 25 architects and 25 contractors who design or build residential homes was interviewed in addition to the housewives. This was done in order to determine if there were any indications of significant differences between the attitudes of the housewives and those of the architects and contractors. The list of architects from which the sample was selected was secured from the Louisiana Architects Association.

A list of contractors who build residential homes was obtained by combining the names secured from the Louisiana Chapter of the National Association of Home Builders and the Federal Housing Authority offices in New Orleans and Shreveport. A table of random numbers was used to select the respondents from the available lists of architects and contractors in the cities of Baton Rouge, Shreveport, New Orleans, Lake Charles, and Monroe. If the respondent was not available after the second call-back or refused to answer, another respondent was chosen from the list with the aid of the table of random numbers.

A copy of the schedule used by the architects and contractors is also included in Appendix A. This schedule contained the same basic information as that asked of the housewives, but the questions were worded in a slightly different manner.

Question Types

There were two basic types of questions used in the questionnaires. The first of these was the open-ended type question. Such a question allows the respondent to answer in his own words. It seeks to gain the respondent's opinion and actual knowledge without any help from the interviewer.

The second type of question (number ten on the housewives' questionnaire and number eight on the architects' and contractors' questionnaire) permits the use of a marketing research technique known as "Osgood's Semantic Differential." The technique of semantic differential is explained in detail in The Measurement of Meaning by Charles E.

Osgood (1957). This technique uses bipolar adjectives, placed upon a scale, as a means of judging a concept or idea. The respondent is asked to indicate her feelings by placing a mark at that point on the scale which best describes her feelings regarding the ideas being judged.

A list of bipolar adjectives that describe many of the features of wood was chosen and placed on a seven-point scale varying from neutral in the middle to extreme on either end. A value of one was assigned to the negative end of the scale and a value of seven to the positive end. The remaining points were assigned consecutive numbers with the neutral or middle position having a value of four.

Data Analysis

The data were analyzed using the IBM 1620 computer and auxiliary equipment. The first nine questions of the schedule used in the interviews with housewives and the first seven questions of the schedule used in the interviews with architects and contractors were analyzed using a program on file that calculated the frequency of each occurrence. Question ten of the housewives' schedule and question eight of the architects' and contractors' schedule were analyzed using the MSDCV (Means, Standard Deviations, and Coefficients of Variation) program on file in the Computer Research Center of the Louisiana State University. The data were sorted and analyzed according to city and occupation, age, income, and education.

DISCUSSION OF RESULTS

The findings of this study should indicate to the wood industry how consumers in urban areas feel toward the use of wood in residential homes. The specific objectives were to compare consumer attitudes according to city, occupation, income, age, and education of the respondents. As was previously mentioned the consumer in this instance is the housewife.

Comparison of Two Large Urban Areas

One hundred and fifty interviews were made in each of the cities of Baton Rouge and Shreveport. This large number of respondents was chosen in order to be able to make an in-depth comparison of the two cities.

The data revealed that 92 percent of the respondents in Baton Rouge and 93 percent in Shreveport owned their homes. Thus, the majority of the responses received in this study were from homeowners. Consequently, their answers to questions were in terms of personal desires and experiences regarding something they owned rather than something they were temporarily living in.

Ninety-nine percent of the respondents in Baton Rouge and 96 percent in Shreveport presently had wood kitchen cabinets. Ninety-eight percent of the housewives in Baton Rouge and 96 percent of the housewives in Shreveport stated they were satisfied with their wood cabinets

and they would not change. This, then, is one area in which the wood industry is presently in control of the market.

Housewives in both cities preferred wood floors over carpet and tile for the living room and bedroom. The percentage preferring the various types of materials is shown in Table 2. The respondents in Shreveport preferred wood floors for the living room and bedroom to a greater extent than the respondents in Baton Rouge. More housewives in both cities preferred wood floors in the bedroom than in the living room, and this increase in the preferred use of wood flooring caused a corresponding decrease in the use of carpet.

Asphalt roof covering was found on 97 percent of the houses visited in these two cities, while wood was found on only one percent of the houses. This is partially a result of the prejudice concerning wood roofing due to requirements of building codes for fire-proof material. This, however, is slowly beginning to change as the wood industry has been actively promoting the use of a fire-retardent treatment of wood products, such as on wood shingles. The wood industry is also contacting the building code authorities in an effort to get the antiquated building codes modernized. It was also surprising to learn that only four percent of the respondents in Baton Rouge would change from asphalt roofing to wood-shingle roofing while in Shreveport none of the respondents would change. This lack of desire to change may be a result of the respondents not being able to change because of existing building code restrictions. This is an area where the wood industry has a possibility of greatly expanding its market through the use of proper promotion.

Table 2. Floor covering preferred by housewives in Baton Rouge and Shreveport

Floor Covering	Baton Rouge		Shreveport	
	Living Room	Bedroom	Living Room	Bedroom
	- - - - -Percent- - - - -			
Wood	57	67	67	72
Carpet	30	19	27	18
Tile	11	12	6	9
Other	2	2	--	1
Total	100	100	100	100

Brick was the preferred material for the exterior walls of houses in Baton Rouge and Shreveport (Table 3). In Baton Rouge 54 percent of the homes had exterior walls of brick while 70 percent of the homes in Shreveport had brick exterior walls. This gain by brick in Shreveport resulted in a corresponding loss to asbestos siding rather than wood (Table 3). Wood held third place in Baton Rouge and second place in Shreveport. Even though more brick was used for exterior siding in Shreveport, more wood was also used. The housewives did not think wood was as good a material for the exterior walls, especially from the standpoint of up-keep. In this instance the housewife was referring to the maintenance of wood siding, such as repainting. This is probably the area in which the wood industry has lost its biggest market and it is going to take a great effort on its part to recapture some of this market.

The large use of asbestos siding in Baton Rouge could be a result of many of the interviews being conducted in older sections of the city. In these older sections a large number of the houses have asbestos siding covering wood siding in an effort to reduce maintenance on the exterior of the house. Many of the older houses were covered with asbestos siding because aluminum siding was not on the market at that time.

The housewives' responses to the type of material being used on the walls of their living rooms and bedrooms are presented in Table 4. Respondents in both cities preferred sheetrock to all other materials. The data show that the respondents in Baton Rouge preferred sheetrock to a greater extent than those in Shreveport, but the respondents in Shreveport

Table 3. Material preferred on exterior walls of houses by Baton Rouge and Shreveport housewives

Wall Material	Baton Rouge	Shreveport
	- - - - -Percent - - - - -	
Brick	54	70
Wood	17	21
Asbestos	26	7
Perma Stone	1	1
Aluminum	1	--
Other	1	1
Total	100	100

Table 4. Baton Rouge and Shreveport housewives' preferences for living room and bedroom wall covering

Wall Material	Baton Rouge		Shreveport	
	Living Room	Bedroom	Living Room	Bedroom
	- - - - - Percent - - - - -			
Sheetrock	89	89	74	74
Wood	9	8	9	7
Wallpaper	1	3	10	11
Other	1	--	7	8
Total	100	100	100	100

preferred wallpaper to a greater extent than those in Baton Rouge.

Wood, however, has a very small portion of the market in both cities.

There is a possibility that wood paneling could gain some of this market since 21 percent of the respondents in Baton Rouge and 16 percent in Shreveport stated they would like to change their wall covering from its present material to wood. This is an area in which the wood industry could increase its sales if its promotion programs were established to conform to the consumers' wants and desires in reference to this product.

Wooden windows were found in 49 percent of the homes in Baton Rouge and 39 percent of the homes in Shreveport. This is a larger percentage than one would assume at first. This large use of wooden windows could be a result of older homes being included in the study sample. No attempt was made to separate new houses from old houses; however, the majority of older homes have wooden windows since the aluminum window was not placed on the market until about 1950.

This large use of wooden windows is not as bright a picture for the wood industry as one would first assume. Nineteen percent of the respondents in Baton Rouge and 12 percent in Shreveport would change their windows from the present material to something else and the majority of these changes would be from wooden windows to aluminum windows. This prejudice against wooden windows is a result of the older wooden windows being of poor design and made of inferior materials. With the technological advances that have been made in the conditioning of wood,

the wooden windows on today's markets are of excellent quality. The wood industry needs to conduct a promotional program to inform the consumer of the improved design and insulation quality of wooden windows.

A new challenge to the wood industry in this respect is the new steel window, with a wood laminate on one side, now on the market. This window offers the advantages of the aluminum window coupled with the beauty and insulation quality of the wooden window; thus, the steel-wood window may take part of the market away from both wood and aluminum.

The housewives were asked what they thought were the most important items to keep in mind with reference to the construction of a new house. The responses to this question are presented in Table 5. There is little difference between the cities of Baton Rouge and Shreveport, but the ranking of the responses is very interesting. Size was the most important feature indicated by the housewives. The material used in the house and the foundation were the second and third items for the first choice. Location received a higher ranking in Baton Rouge than it did in Shreveport. Material received the highest ranking for the second choice. Little significance could be attached to the third choice since few of the respondents gave a third choice.

The respondents from both Baton Rouge and Shreveport indicated the floor plan as being the item that would most influence them when purchasing a new home (Table 6). The remaining items received little attention, but the listing of the items indicated that the respondents from the two cities did not agree on the order of their importance. The

Table 5. Opinions on new house construction details given by housewives in Baton Rouge and Shreveport

Construction Details	Baton Rouge			Shreveport		
	Choice			Choice		
	1st	2nd	3rd	1st	2nd	3rd
	- - - - - Percent - - - - -					
Material	19	14	5	17	11	3
Foundation	12	5	1	13	4	1
Builder	7	4	3	9	8	4
Location	10	10	5	6	6	3
Size	29	10	3	27	6	5
Cost	2	2	1	--	1	1
Heating	1	4	1	2	3	1
Other	10	17	7	11	21	9
No Answer	10	34	74	15	40	73
Total	100	100	100	100	100	100

Table 6. Factors influencing the purchase of a new home by housewives in Baton Rouge and Shreveport

Items Considered	Baton Rouge			Shreveport		
	Choice			Choice		
	1st	2nd	3rd	1st	2nd	3rd
	- - - - - Percent - - - - -					
Floor Plan	30	11	2	35	6	1
Heating	7	1	1	3	2	3
Storage	8	8	1	9	12	1
Single Story	2	--	1	4	2	--
Location	7	9	1	11	5	2
Other	30	17	6	20	15	5
No Answer	16	54	88	18	58	88
Total	100	100	100	100	100	100

respondents listed so few second and third choices that any attempt at ranking these choices would have little meaning.

Fifty-two percent of the respondents in Baton Rouge and 47 percent in Shreveport thought that the wood industry was doing a good job of advertising its products (Table 7). However, there is an equally large percentage of respondents who gave a direct "No" or an "I don't know" answer. This indicates that the wood industry is not doing an outstanding job of advertising its products and that there is considerable room for improvement.

Fifty-four percent of the respondents in Baton Rouge and 63 percent in Shreveport stated they had seen a recent ad promoting the use of wood or wood products. Thus, all of the respondents who had seen an ad promoting wood did not think the wood industry was doing a good job of advertising.

In conjunction with this, Table 8 shows the respondents' answers to the question of why they thought the wood industry was doing a good job of advertising. Table 7 shows that a large percentage of respondents thought the wood industry was doing a good job of advertising, while Table 8 indicates that there were few respondents who thought the wood industry was doing a good job of advertising as a result of having seen an ad promoting wood or wood products. Consideration should also be given to the large number of non-responses presented in Table 8. The reliability of the data presented in Table 7 is questionable. The author believes that many of the respondents stated they thought the wood

Table 7. Baton Rouge and Shreveport respondents who thought the wood industry was doing a good job of advertising their products

Response	Baton Rouge	Shreveport
	- - - - -Percent- - - - -	
Yes	52	47
No	19	15
Don't Know	26	36
No Answer	3	2
Total	100	100

Table 8. Why Baton Rouge and Shreveport housewives
thought the wood industry was doing a good
job of advertising

Response	Baton Rouge	Shreveport
	- - - - - Percent - - - - -	
Saw an Ad	17	24
Did not see an Ad	14	13
Invalid Answer	17	5
Don't Know	13	7
Poor Ad	3	1
Good Ad	5	1
Other	5	9
No Answer	29	40
Total	100	100

industry was doing a good job of advertising in order to please the interviewer rather than giving an honest answer.

Responses from housewives in both Baton Rouge and Shreveport were essentially the same with respect to the various media in which they stated they saw ads promoting the use of wood. Television was the leading medium through which the respondents stated they saw an ad promoting the use of wood or wood products (Table 9). This is an interesting finding since the wood industry uses television to a lesser extent than do other industries. If the retention from television is this high, the wood industry should explore the possibility of increasing its advertising expenditures for television. Magazines accounted for less than one-half of the responses that television received, but the wood industry advertises extensively in some magazines. The large number of non-responses should also be taken into consideration when evaluating the data in Table 9. The wood industry should evaluate its use of advertising in order to determine the effectiveness of the type of ads used and the choice of media.

Advertisements featuring wood paneling were the ones most frequently seen by housewives (Table 10). This correlates with the responses presented in Table 9 because the most frequent type of wood-product ad presented on television is wood paneling. Table 10 further shows that the respondents in Shreveport saw more ads than those in Baton Rouge; however, the large number of non-responses in Baton Rouge must be considered when comparing the two cities. It should be

Table 9. Media in which ads promoting wood were seen
by Baton Rouge and Shreveport respondents

Media	Baton Rouge	Shreveport
	- - - - -Percent- - - - -	
Television	34	38
Magazine	15	15
Newspaper	1	3
Other	1	3
No Answer	49	41
Total	100	100

Table 10. Type of ads seen by Baton Rouge and Shreveport respondents

Type of Ad	Baton Rouge	Shreveport
	- - - - -Percent- - - - -	
Paneling	29	37
Flooring	1	5
Cabinets	3	3
Lumber	3	5
Other	4	4
No Answer	60	46
Total	100	100

mentioned that some of the local distribution warehouses for various wood-products firms conduct local advertising campaigns and this could be the reason for the differences between the two cities.

Table 11 indicates that there is little variation between Baton Rouge and Shreveport in the things housewives liked and disliked about wood in general. It is significant that 40 percent of the respondents in Baton Rouge and 34 percent in Shreveport reported that there was nothing they disliked about wood.

The first section of Table 11, which presents the things liked about wood, could be of great help in determining what features of wood should be emphasized in advertisements. This can be done to exploit the features the housewife already likes or it can be used to try to change the housewife's attitude toward other features she may not like, such as those presented in the lower section of Table 11.

Only 45 percent of the respondents in Baton Rouge and 39 percent in Shreveport thought that wood was good for a particular use. This indicates that over 50 percent of respondents could not think of a particular use of wood. In this attempt to determine if the housewife had any knowledge of the physical properties and performance of wood, the majority of respondents could not give any specific reason why they thought wood was good or bad for a particular use. Only in one instance did a respondent indicate some knowledge of the properties of wood, and in this case the respondent stated that wood warped and thus was not good for use in certain areas. This reveals that there could be some bias

Table 11. Things liked and disliked about wood by housewives in Baton Rouge and Shreveport

Things Liked	Baton Rouge	Shreveport
	- - - - - Percent - - - - -	
It is Pretty -	25	36
Pleasing Color	3	1
Easily Altered	7	6
Natural Appearance	13	19
Easily Cleaned	15	13
Other	26	21
No Answer	11	4
Total	100	100
Things Disliked	Baton Rouge	Shreveport
	- - - - - Percent - - - - -	
None	40	34
Cost	5	2
Physical Features	26	20
Up-keep	19	16
Other	3	2
No Answer	7	26
Total	100	100

that entered the study at this point. This fact should be considered when studying the housewives' conception of wood and its uses.

The only properties of wood that the housewives discussed were such things as its appearance, warmth in reference to feeling and not insulation qualities, and how easy it was to clean. It was interesting to note that none of the housewives indicated the resilient properties of wood floors as compared to concrete floors. This property of wooden floors is important in such rooms as the kitchen where the housewife spends much of her time since the resilience of wood floors results in less fatigue to the housewives' legs. This is another area in which the wood industry should concentrate some advertising effort in order to educate the housewives in the uses of wood. If the consumers know what a product is good for and how it can be of benefit to them, they will be more inclined to purchase it over a product they know nothing about.

The housewives were asked how they thought the wood industry could increase the sale of wood. The majority of the respondents thought that the wood industry should advertise more (Table 12). The quality of the ads and the quality and cost of the product were secondary suggestions for increased sales, but they were considerably below the level of response that increased advertising received.

Chi-square Comparison of Baton Rouge and Shreveport

A chi-square test was used to determine if there were any significant differences in the data obtained from respondents in Baton Rouge

Table 12. How Baton Rouge and Shreveport housewives
thought the wood industry could increase
the sale of wood

Responses	Baton Rouge	Shreveport
	- - - - - Percent - - - -	
Advertise More	26	26
Use Better Ads	7	5
Reduce Cost	10	5
Improve Product	11	11
Don't Know	29	38
Other	4	9
No Answer	13	6
Total	100	100

and Shreveport. All sources of variation in Tables 2 through 12 were tested. Seventy chi-square tests were made, and those items showing the greatest variation are presented in Table 13.

A statistically significant difference existed in only three of the 70 items at the .05 level of probability. When considering the 70 items from the standpoint of chance alone, 3.5 of them are expected to be significantly different at the .05 level of probability. Since this number is greater than the number determined to be statistically significant by chi-square analysis, it is apparent that there is little or no statistically significant difference in the responses of the housewives between the cities of Baton Rouge and Shreveport.

Discussion of Bipolar Adjectives for Baton Rouge and Shreveport

Little difference is found when comparing the cities of Baton Rouge and Shreveport according to the responses of the housewives to the nine bipolar adjectives presented in question ten of the housewives' questionnaire (Table 14). Only in the case of the bipolar adjectives modern-old fashioned did much difference occur in any of the means. The respondents in Shreveport indicated that wood was more expensive and more socially acceptable than did the respondents in Baton Rouge. This is only natural since they thought wood to be more modern.

The bipolar adjectives inexpensive-expensive and socially acceptable-not socially acceptable were chosen for presentation in graphic form in Figures 2, 3, and 4. They were the only ones in which there

Table 13. Chi-square tests on responses to selected questions asked housewives in Baton Rouge and Shreveport

Source of Variation	χ^2
Wood floors in living room (Table 2)	2.12
Brick, exterior walls (Table 3)	5.43
Asbestos shingle, exterior walls (Table 3)	13.01**
Sheetrock wall covering for living room and bedroom (Table 4)	7.46*
Wallpaper wall covering for living room (Table 4)	7.79*
Wallpaper wall covering for bedroom (Table 4)	4.91
Respondents who saw an advertisement promoting wood (Table 8)	1.50
Respondents who saw an advertisement promoting wood paneling (Table 10)	1.45
Wood is pretty (Table 11)	2.85

*Significant at the .05 level of probability with 2 degrees of freedom (percentage point = 5.99).

**Significant at the .01 level of probability with 2 degrees of freedom (percentage point = 9.21).

Table 14. Comparison of bipolar adjective ratings of Baton Rouge and Shreveport respondents

Bipolar Adjectives ^{1/}	Baton Rouge			Shreveport		
	Mean	Standard Deviation	Coefficient of Variation	Mean	Standard Deviation	Coefficient of Variation
Easy to Clean Floors Hard to Clean Floors	4.9	1.48	30.20	4.4	1.68	38.18
Easy to Clean Walls Hard to Clean Walls	5.4	1.23	22.78	5.7	0.87	15.26
Warmth - Coldness	5.7	0.99	17.37	5.7	0.89	15.61
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.64	10.67	6.1	0.65	10.66
Safe - Unsafe	5.2	1.13	21.73	5.1	1.13	22.16
Modern - Old Fashioned	4.7	1.49	31.70	5.4	1.17	21.67
Strong - Weak	5.5	0.91	16.55	5.2	1.03	19.81
Inexpensive - Expensive	3.8	1.37	36.05	3.6	1.21	33.61
Socially Acceptable Not Socially Acceptable	5.8	0.95	16.38	6.0	0.72	12.00

^{1/}The bipolar adjective that is first listed in a series indicates a positive reaction.

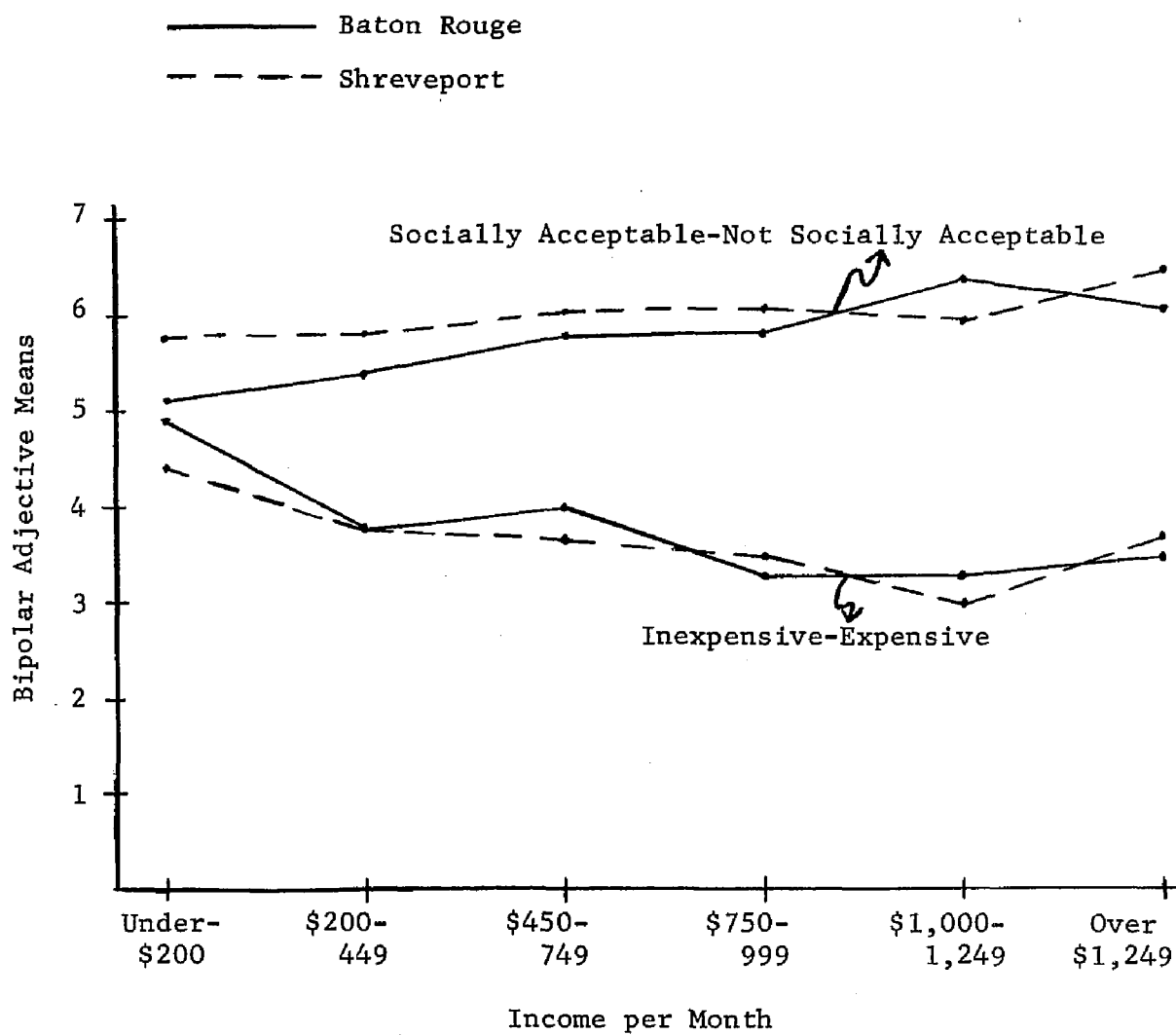


Figure 2. Means of bipolar adjectives by income for Baton Rouge and Shreveport respondents.

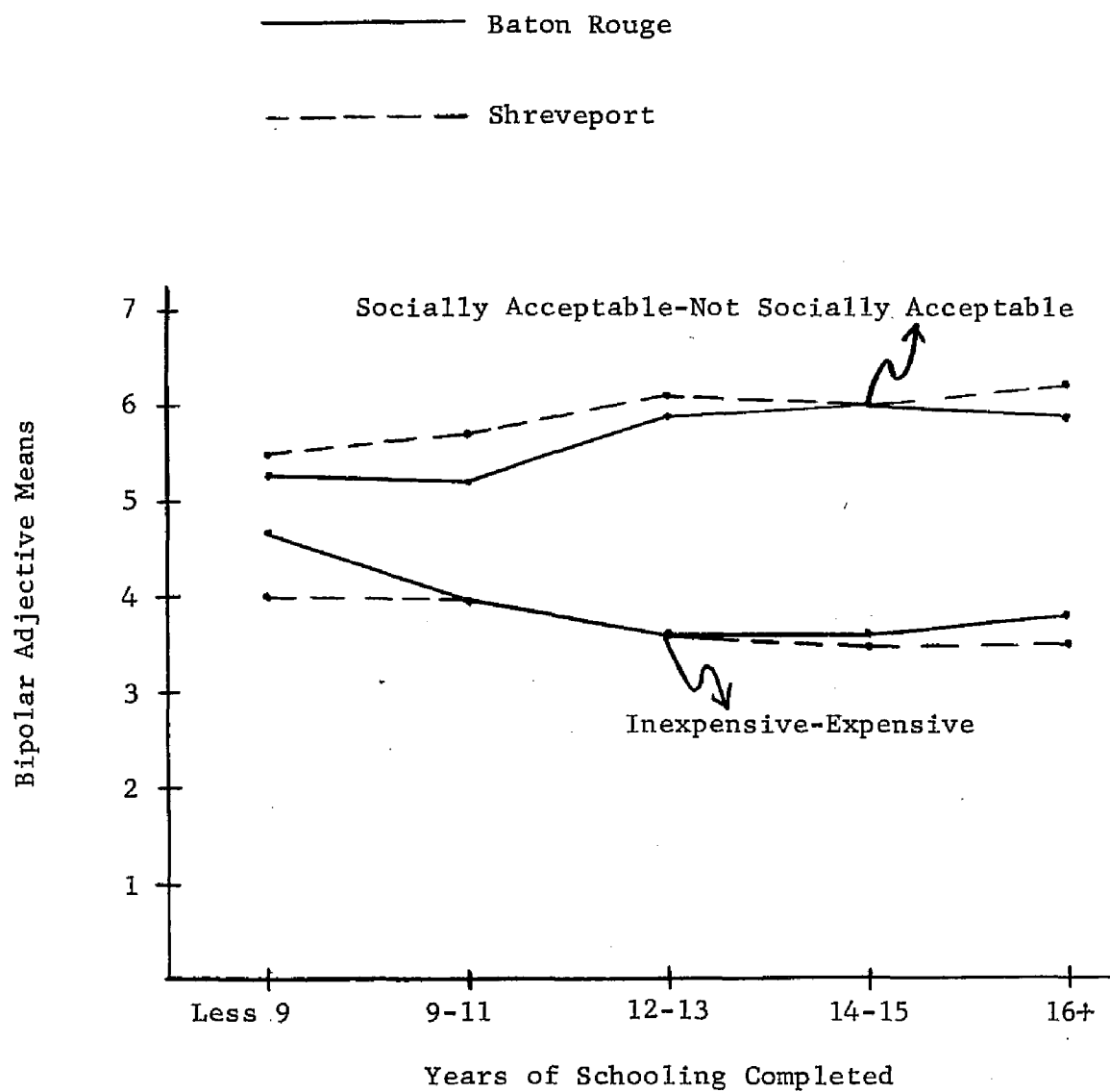


Figure 3. Means of bipolar adjectives by years of schooling completed for Baton Rouge and Shreveport respondents.

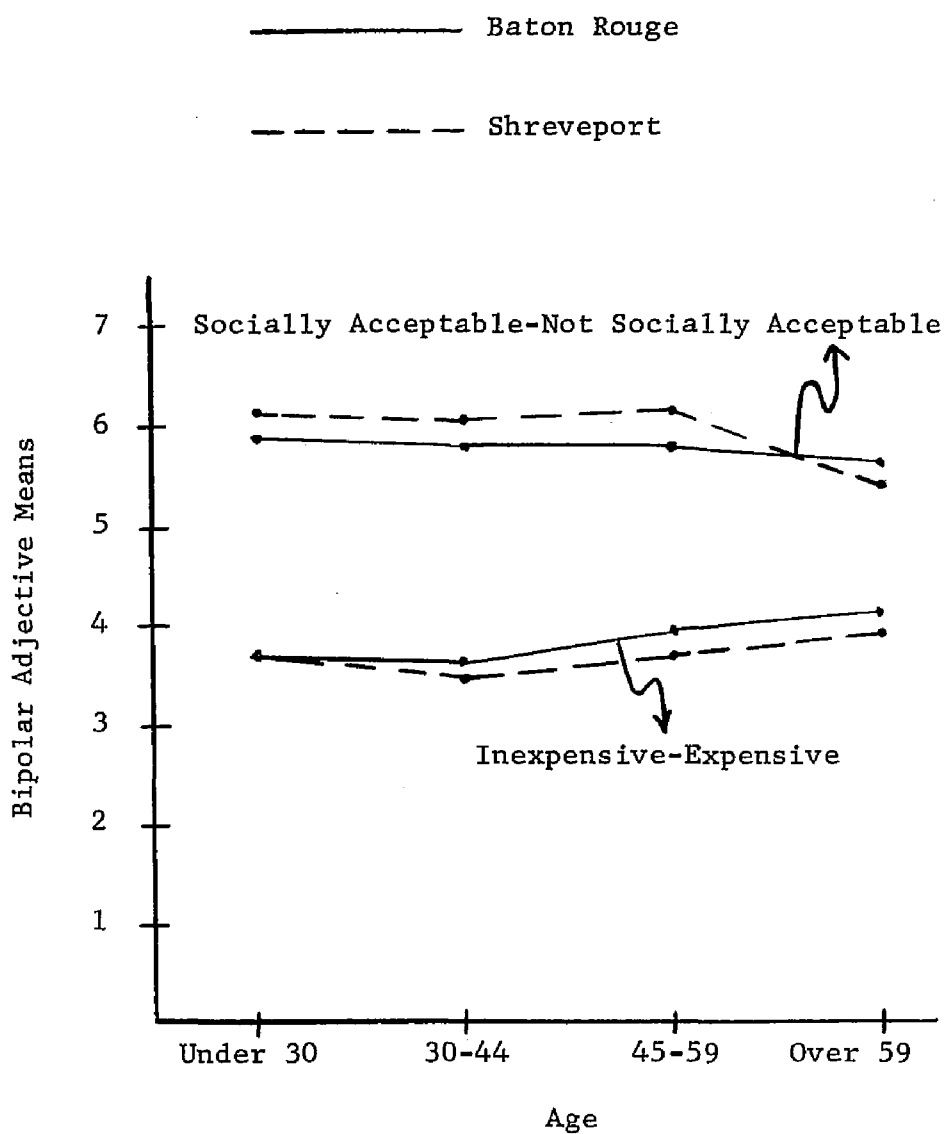


Figure 4. Means of bipolar adjectives by age for Baton Rouge and Shreveport respondents.

were sufficient variations in responses to indicate other than straight-line relationships. The data presented graphically in Figure 2 show that for the cities of Baton Rouge and Shreveport as the income of the household increased wood was thought to be more socially acceptable and more expensive. A close comparison of the graphs, or an analysis of the data in Tables 30 to 37 (Appendix B), indicates that the respondents in Shreveport, in both instances, gave wood a higher rating than the respondents in Baton Rouge.

An analysis of Figure 3, responses by years of schooling completed, shows the same general trends as those presented in Figure 2. Wood was considered more socially acceptable and more expensive as the level of education of the respondents increased. This similarity in pattern of responses as presented in Figures 2 and 3 cannot be considered as unusual since there is a correlation between income and level of education.

The graph presented in Figure 4, responses by age, shows a difference in the pattern of responses than those presented in Figures 2 and 3. The data in Figure 4 show that the older the housewife the less socially acceptable and the less expensive she believes wood to be. It would be expected, normally, that the same pattern of response would have been obtained for age as income, since income usually increases with age, at least until a person retires. However, in this instance, a reverse from what was expected occurred. This would be very important to a firm in designing a product or product advertisement. This indicates to the firm the proper marketing mix to use for each target market as well as the proper ad for the medium chosen.

It should also be noted that in Figure 4 the respondents in Baton Rouge gave a more negative response generally than the respondents in Shreveport, which is also opposite that presented in Figures 2 and 3.

Summary of Results Obtained in Baton Rouge and Shreveport

A complete analysis of the data did not reveal any significant differences between the respondents' attitudes toward wood in the cities of Baton Rouge and Shreveport. However, as indicated there were several important findings, common to both cities, that should be of interest to the wood industry in promotion of its products.

Comparison of Two Small Urban Areas

Fifty interviews were made in each of the cities of Oakdale and Ville Platte. This number was believed adequate for the purpose of this study because of the small populations of the cities. The 1960 Census showed that the population of Oakdale was 6,618 and the population of Ville Platte was 7,512.

Oakdale and Ville Platte were chosen for inclusion in the sample in order to determine if there was a difference in attitudes between persons living in a wood-based economy (Oakdale) as compared to persons living in an agricultural-based economy (Ville Platte).

Ninety-two percent of the respondents in Oakdale and 88 percent in Ville Platte owned their homes. This follows the general trend that the majority of the respondents in this study owned their homes in preference to renting.

The respondents in both cities preferred wood kitchen cabinets over metal by a considerable margin: 92 percent in Oakdale and 98 percent in Ville Platte. A similar condition existed in this respect in Baton Rouge and Shreveport.

The respondents in both small cities preferred wood floors in both the living room and bedroom over other materials. The percentage of housewives preferring the various types of material are presented in Table 15. The data also revealed that the housewives from both Oakdale and Ville Platte preferred wood floors in the bedroom to a greater extent than in the living room.

A very interesting factor revealed in Table 15 is that the respondents in Ville Platte preferred wood floors to a much greater extent than those in Oakdale in both the living room and bedroom. This is an important finding since it is not normally what would be expected. In this case it is the agricultural community rather than the wood-based industrial community that has the most favorable attitude toward the use of wood for flooring. There may be several reasons for this feeling; however, this study was not designed to specifically discover the reasons behind the respondents' answers. It might be that, since the majority of the people in Oakdale see wood every day in their work, they do not wish to observe it in their homes, i.e., they have the desire for something different. Also there might be some factors in the cultural complex of the residents of Oakdale that cause them to have an unfavorable attitude toward wood. As indicated in this instance, as well as

Table 15. Floor covering preferred by housewives in Oakdale and Ville Platte

Floor Covering	Oakdale		Ville Platte	
	Living Room	Bedroom	Living Room	Bedroom
	- - - - -Percent - - - - -			
Wood	52	64	72	86
Carpet	32	20	18	6
Tile	12	14	8	6
Other	4	2	2	2
Total	100	100	100	100

other aspects of the study, this condition obviously did not exist in Ville Platte.

Asphalt roofing was found on 94 percent of the houses visited in these two small cities. This follows the same general trend found throughout this study.

Brick was the preferred material for the exterior walls of the houses in Oakdale, while wood was the preferred material for the exterior walls of houses in Ville Platte (Table 16). This is another instance where the respondents from the non-wood-based economy chose to use wood to a larger extent than those respondents from a wood-based economy.

The housewives' responses as to their preference for the type of material used on living room and bedroom walls are presented in Table 17. The data show that sheetrock was the preferred material in both cities. However, the respondents in Ville Platte preferred sheetrock to a much greater extent than those in Oakdale. The second choice of the respondents in Oakdale was wood; whereas, in Ville Platte it was wallpaper. This is the only instance in which the respondents from the wood-based economy used more wood than those from the non-wood-based economy. Wallpaper was preferred to a much greater extent than it was in Baton Rouge and Shreveport.

Fifty-four percent of the respondents in Oakdale had wooden windows in their homes, while 72 percent of the homes visited in Ville Platte had wooden windows. This is a considerably larger percentage

Table 16. Material preferred on exterior walls of
houses by Oakdale and Ville Platte
housewives

Wall Material	Oakdale	Ville Platte
	- - - Percent-	- - - - -
Brick	52	42
Wood	44	46
Asbestos	4	8
Aluminum	--	4
Total	100	100

Table 17. Oakdale and Ville Platte housewives' preferences for living room and bedroom wall covering

Wall Material	Oakdale		Ville Platte	
	Living Room	Bedroom	Living Room	Bedroom
	- - - - -Percent - - - - -			
Sheetrock	60	64	72	72
Wood	24	22	8	8
Wallpaper	16	14	20	20
Total	100	100	100	100

than was found in Baton Rouge and Shreveport and it is possible that the size of the community had an influence on the use of this wood product. The data indicated again the preference of Ville Platte residents for wood products in house construction. This may be a result of the majority of the homes in Ville Platte having been constructed prior to the introduction of the aluminum window. There is also the possibility that the respondents in Ville Platte have a tradition for the use of wood to a greater extent than the respondents in Oakdale.

Housewives' responses, in Oakdale and Ville Platte, to the question of what they thought were the most important items to keep in mind with reference to the construction of a new house are presented in Table 18. The table shows that there is a noteworthy difference between the two cities. There is not only a difference in the rankings but also a difference in the number of responses per item. The respondents in Oakdale chose the foundation as the most important item followed by the material, size, other, and location categories. The respondents in Ville Platte chose the builder as the most important item, followed by the material, other, foundation, and size. Thus, the only item the respondents in the two cities agreed upon was the material and both placed it in second place. A large number of respondents in Ville Platte failed to answer this question.

When asked how past experiences would influence the purchase of a new home, the respondents in both Oakdale and Ville Platte indicated that the floor plan was the most important consideration. The remaining

Table 18. Opinions on new house construction details given by housewives in Oakdale and Ville Platte

Construction Details	Oakdale			Ville Platte		
	Choice			Choice		
	1st	2nd	3rd	1st	2nd	3rd
	- - - - - Percent - - - - -					
Material	24	24	8	12	16	4
Foundation	28	4	2	10	4	--
Builder	4	8	6	14	6	2
Location	10	8	4	8	8	4
Size	14	14	6	10	2	--
Cost	--	2	4	4	6	--
Heating	--	4	--	2	8	4
Other	12	16	4	12	2	6
No Answer	8	24	66	28	48	80
Total	100	100	100	100	100	100

items received little attention, but it should also be noted that again there was a large number of non-responses in Ville Platte (Table 19).

Sixty percent of the respondents in Oakdale and 44 percent in Ville Platte indicated that the wood industry was doing a good job of advertising (Table 20). It is interesting that a large percentage of respondents in Oakdale indicated that the wood industry was doing a good job of advertising their products. This is especially pertinent, since the data indicated that the respondents in Oakdale prefer other materials to wood. The opinion expressed by Oakdale residents in this instance is questionable, since 40 percent of them stated they had not seen a recent advertisement using wood or wood products as the main theme of the advertisement. In comparison, only 36 percent of the respondents in Ville Platte stated that they had not seen a recent advertisement promoting wood or wood products.

The respondents' answers as to why they thought the wood industry was doing a good job of advertising are presented in Table 21. The respondents of both cities were in agreement on their first choice but they did not agree on the ranking of the other reasons. Again there was a large number of non-responses in Ville Platte. This repeatedly large number of non-responses might be due to the type of economy or cultural differences between the two communities.

A comparison of the data in Tables 20 and 21 shows the large variation between two questions of similar type. In one interviewees were asked if they thought the wood industry was doing a good job of

Table 19. Factors influencing the purchase of a new home by housewives in Oakdale and Ville Platte

Items Considered	Oakdale			Ville Platte		
	Choice			Choice		
	1st	2nd	3rd	1st	2nd	3rd
	- - - - - Percent - - - - -					
Floor Plan	34	12	2	28	6	2
Heating	6	4	2	6	2	6
Storage	4	10	2	10	4	2
Single Story	4	--	--	2	--	--
Location	6	4	4	--	2	--
Other	26	18	2	12	16	2
No answer	20	52	88	42	70	86
Total	100	100	100	100	100	100

Table 20.. Oakdale and Ville Platte respondents who
thought the wood industry was doing a good
job of advertising their products

Response	Oakdale	Ville Platte
	- - - -Percent-	- - - - -
Yes	60	44
No	12	10
Don't Know	24	46
No Answer	4	--
Total	100	100

Table 21. Why Oakdale and Ville Platte housewives
thought the wood industry was doing a
good job of advertising

Response	Oakdale	Ville Platte
	- - - - Percent - - - - -	
Saw an Ad	28	18
Did not see an Ad	10	2
Invalid Answer	2	8
Don't Know	10	4
Poor Ad	2	2
Good Ad	2	--
Other	16	16
No Answer	30	50
Total	100	100

advertising and in the other they were asked if they had seen a recent advertisement promoting wood or wood products. The respondents tended to contradict themselves because, if they, the respondents, believed the wood industry was doing a good job of advertising, there should have been more who indicated they had seen an advertisement promoting wood and wood products.

Magazines were the medium in Oakdale where advertisements promoting wood or wood products were more frequently seen (Table 22). This was followed closely by television. The respondents in Ville Platte indicated television as the principal medium in which wood advertisements were observed. Oakdale residents differed from those of other cities in this respect. This could be due to the presence of wood industries in Oakdale and their extensive use of magazines for advertising.

Advertisements featuring wood paneling were indicated as the type most frequently seen (Table 23). This corresponds with the responses from other cities.

The data revealed that there was a significant difference between what the housewives of Oakdale and Ville Platte liked and disliked about wood in general (Table 24). There is a great variation between the two cities in the order of listing of the things the housewives liked about wood. The greatest difference is in the category of natural appearance where 42 percent of the respondents in Ville Platte stated this as the thing they liked about wood while only six percent of the respondents in Oakdale chose this category.

Table 22. Media in which ads promoting wood were seen by Oakdale and Ville Platte respondents

Media	Oakdale	Ville Platte
	- - - - Percent - - - -	
Television	24	38
Magazine	26	16
Newspaper	2	--
Other	2	--
No Answer	46	46
Total	100	100

Table 23. Type of ads seen by Oakdale and Ville Platte respondents

Type of Ad	Oakdale	Ville Platte
	- - - - Percent - - - -	
Paneling	32	24
Flooring	6	6
Cabinets	6	8
Lumber	8	2
Other	6	2
No Answer	42	58
Total	100	100

Table 24. Things liked and disliked about wood by housewives in Oakdale and Ville Platte

Things Liked	Oakdale	Ville Platte
	- - - - - Percent - - - - -	
It is Pretty	30	28
Pleasing Color	2	--
Easily Altered	8	10
Natural Appearance	6	42
Easily Cleaned	18	6
Other	34	8
No Answer	2	6
Total	100	100
Things Disliked	Oakdale	Ville Platte
None	12	62
Cost	2	2
Physical Features	16	22
Up-keep	14	10
Other	4	--
No Answer	52	4
Total	100	100

The lower section of Table 24, which indicates the things disliked about wood, presents some interesting findings. Only 12 percent of the respondents in Oakdale stated there was nothing they disliked about wood; 62 percent of the respondents in Ville Platte were in this category. There were a large number of non-responses to this question for Oakdale residents as compared to Ville Platte residents. This is contrary to expectations since Oakdale's economy is based on the wood industry and one would expect these respondents to have a greater response to this question than the respondents in Ville Platte.

Fifty percent of the respondents in Oakdale and 34 percent in Ville Platte stated that they thought wood was good for a particular use. The respondents were then asked if they knew why wood was good or bad for a particular use. Fifty percent of the respondents in Oakdale and 32 percent in Ville Platte stated that they knew why wood was good or bad for a particular use. Over 50 percent of the housewives interviewed in the small cities were unable to indicate a particular use of wood. A similar situation existed with respect to residents of Baton Rouge and Shreveport. This substantiates an earlier conclusion that the wood industry should conduct an advertising campaign for the purpose of educating the consumers in the specific uses of wood and the advantages of using wood over other products.

The housewives were asked how they thought the wood industry could increase the sale of wood (Table 25). The responses received from the housewives in Oakdale and Ville Platte were similar to those

Table 25. How Oakdale and Ville Platte housewives
thought the wood industry could increase
the sale of wood

Responses	Oakdale	Ville Platte
	- - - - ~ Percent - - - - -	
Advertise More	24	32
Use Better Ads	4	4
Reduce Cost	12	2
Improve Product	16	8
Don't Know	30	40
Other	--	4
No Answer	14	10
Total	100	100

received from the housewives in Baton Rouge and Shreveport (Table 13). Respondents in both cities believed that an increase in advertising was the best way the wood industry could increase the sale of their products.

Chi-square Comparison of Oakdale and Ville Platte

All sources of variation in Tables 15 through 25 were tested by chi-square analysis to determine if there were any significant differences in the data obtained from respondents in Oakdale and Ville Platte. This analysis resulted in 70 chi-square tests and those items showing the greatest variation are presented in Table 26.

A statistically significant difference existed in 11 of the 70 items at the .05 level of probability and five of these were significant at the .01 level of probability. In only two instances, in the 11 significant tests, did the respondents in Oakdale have a more favorable attitude toward wood than the respondents in Ville Platte. The Oakdale respondents preferred wood paneling in the living room and bedroom to a greater extent than the respondents in Ville Platte (Table 17). As a result of the chi-square analysis it is evident that the respondents in Ville Platte had a more favorable attitude toward wood than the respondents in Oakdale.

This significant difference between the responses of the housewives from Oakdale and Ville Platte is important since it is a comparison of the attitudes of persons from a wood-based economy with those from a non-wood-based economy. In this comparison it was the housewives from

Table 26. Chi-square tests on responses to selected questions asked housewives in Oakdale and Ville Platte

Source of Variation	χ^2
Wood floors in living room (Table 15)	8.49*
Wood floors in bedroom (Table 15)	12.91**
Carpet in living room (Table 15)	5.23
Carpet in bedroom (Table 15)	8.66*
Sheetrock wall covering in living room (Table 17)	4.97
Wood paneling in living room (Table 17)	9.52**
Wood paneling in bedroom (Table 17)	7.69*
Material (Table 18)	4.88
Foundation (Table 18)	10.53**
Builder (Table 18)	6.10*
The wood industry does a good job of advertising (Table 20)	5.13
Respondents who saw an advertisement promoting wood on television (Table 22)	4.58
Natural appearance (Table 24)	35.53**
Easily cleaned (Table 24)	6.82*
Disliked nothing about wood (Table 24)	53.62**
Reduce cost of products (Table 25)	7.68*

*Significant at the .05 level of probability with 2 degrees of freedom (percentage point = 5.99).

**Significant at the .01 level of probability with 2 degrees of freedom (percentage point = 9.21).

the agricultural-based economy of Ville Platte that had the more favorable attitude toward wood.

Discussion of Bipolar Adjectives for
Oakdale and Ville Platte

A comparison of the nine bipolar adjectives included in question ten of the housewives' questionnaire indicated that there was little difference in the responses of the residents in Oakdale and Ville Platte (Table 27). There is only one set of adjectives, easy to clean walls-hard to clean walls, that varied more than two tenths in the means. Interviewees from both cities rated this set high with the respondents in Oakdale giving the higher rating. There was no apparent significant difference between the respondents in answers given to this type of question, but there was a significant difference in the answers obtained through the use of the open-ended questions previously analyzed. This might be due to the type of questions employed or it could be due to bias on the part of the respondents in that they were giving answers which they thought the interviewer wanted.

An analysis of the data presented in Tables 38 to 45 in Appendix B failed to show any significant patterns in responses other than the patterns shown in Figures 2, 3, and 4 pertaining to data obtained in Baton Rouge and Shreveport. It is of interest that the same general trends exist in these small cities as in the larger cities of Baton Rouge and Shreveport.

Table 27. Comparison of bipolar adjective ratings of Oakdale and Ville Platte respondents

Bipolar Adjectives ^{1/}	Oakdale			Ville Platte		
	Mean	Standard Deviation	Coefficient of Variation	Mean	Standard Deviation	Coefficient of Variation
Easy to Clean Floors Hard to Clean Floors	4.6	1.55	33.70	4.8	1.25	26.04
Easy to Clean Walls Hard to Clean Walls	6.1	0.88	14.43	5.6	0.95	16.96
Warmth - Coldness	5.8	0.63	10.86	5.7	0.77	13.51
Pleasing in Appearance Not Pleasing in Appearance	6.2	0.52	08.39	6.0	0.61	10.17
Safe - Unsafe	5.4	1.01	18.70	5.3	1.03	19.43
Modern - Old Fashioned	5.0	1.30	26.00	5.1	1.41	27.65
Strong - Weak	5.6	0.73	13.04	5.5	0.79	14.36
Inexpensive - Expensive	3.9	1.22	31.28	3.9	1.11	28.46
Socially Acceptable Not Socially Acceptable	5.8	0.85	14.66	5.8	0.71	12.24

^{1/} The bipolar adjective that is listed first in a series indicates a positive reaction.

Summary of Results Obtained in Oakdale
and Ville Platte

The primary difference between the cities of Oakdale and Ville Platte occurred in two separate areas. First, the respondents in Ville Platte used more wood than the respondents in Oakdale. Second, the respondents in Oakdale were more critical of the type of job the wood industry was doing in the promotion of their products and the use of wood for various reasons.

There are several possible reasons why these differences in the attitude toward wood exists between the cities of Oakdale and Ville Platte. One explanation is that a basically agrarian community such as Ville Platte could be expected to use more wood in homes since wood is traditionally the primary construction material on farms. This traditional use of wood on farms could have carried over into the present day community.

The respondents in Oakdale, having a closer association with the wood industry, could be bringing some of their old prejudices against wood into their decisions. These prejudices could have resulted from their culture or were established at a time when the wood industry of the area produced an inferior product. Individuals working in the wood industry of Oakdale and others with such a familiarity with wood therefore could be expected to prefer other than wood products in home construction. However, the wood industry is now producing quality products that can be used with satisfactory results. Therefore, the wood industry could possibly change these unfavorable attitudes through

an advertising program established to educate the consumer of the quality and proper uses of wood.

There is also the possibility that the respondents in Oakdale are more critical toward the use of wood because they feel themselves victims of the industry or it might be that they feel "fenced in" by the industry. This could create a feeling of rebellion against the wood industry. This study was not designed to determine the reasons behind the respondents' answers; however, the results of the study indicate an area where further research is needed.

Comparison of Attitudes as to Occupation,
Income, Education, and Age

The data from all cities in this study were grouped together, sorted, and analyzed according to the occupation, income, age, and education of the respondents. The occupations of the respondents in this study were categorized into the following groups: (1) Professional and Technical; (2) Managers, Officials, and Proprietors; (3) Clerks-sales; (4) Craftsmen and Foremen; (5) Operatives (truck drivers, packers, welders, etc.); (6) Household, Service, Farm and Manual Laborers; and (7) Retirees. The income, age, and education categories were divided according to the breakdown presented on the personal data sheet in Appendix A. The analysis of the data, compiled in this manner, indicated that there were few major differences in the responses from those previously discussed in the sections under the large cities. The differences noted are discussed in the following paragraphs.

Occupation

Respondents who had retired indicated that they preferred wood on exterior walls to a greater extent than those in the other occupations. There was a similar preference shown by this group for wooden windows. In fact the percentage of interviewees using wooden windows increased from 25 percent usage in the professional and technical category to 84 percent usage in the retiree category. There was a steady increase in the use of wooden windows according to the occupational categories (1) through (7) listed above.

Income and Education

The higher the income and the higher the level of education of respondents, the less wood was used on the exterior of the house, with a corresponding increase in the use of brick. Similarly, the use of wooden windows by respondents decreased as their income and number of years of schooling completed increased. The use of wood on the living room and bedroom walls also declined as income and level of education increased.

Respondents whose income was greater than \$750 per month used less wood flooring in the living room and bedroom than those respondents in the lower income brackets. Individuals in the higher income brackets preferred carpet over the other materials.

The higher the income and the more schooling completed, the more interviewees thought that wood was good for a particular use. These persons indicated that they knew why wood was good for a particular use.

Respondents in the higher income brackets stated that they thought the wood industry was doing a good job of advertising because they had seen ads promoting the use of wood.

The specific reasons as to why individuals with higher incomes and more formal education do not show a preference for wood in home construction is not known. This situation might be due to the fact that these individuals are living in newer homes. Home builders in recent years have utilized such products as aluminum windows, brick exterior walls, carpeting over poured concrete floors, to such an extent that these products and concepts in home construction have become the standards. These standards established by the building industry, often to offset the demands of labor, are no doubt sought after by individuals seeking status in conformity with an affluent society.

Age

An analysis of the data by age categories showed that the respondents over 60 years of age chose wooden windows to a greater degree than those under 60. However, the use of wood paneling on living room and bedroom walls decreased with an increase in age of respondents.

The older interviewees indicated that they thought the wood industry was doing a good job of advertising; however, fewer of the older individuals had seen an ad promoting the use of wood products. In this connection, as the age of respondents increased there was a decrease in the percentage of them who had seen ads of wood products on television.

Bipolar Adjectives

The ratings given to the bipolar adjectives were analyzed according to the occupation, income, age, and education of respondents as an average of all cities (see Appendix B, Tables 46, 47, 48, and 49). The analysis showed that the pattern of responses was essentially the same as that previously discussed.

Comparison of Attitudes of Architects and Contractors to Attitudes of Housewives

A random sample of 25 architects and 25 building contractors was made in order to determine if these groups differed to any great extent from housewives in their attitude toward wood (Table 28).⁴

Both architects and contractors preferred wood kitchen cabinets over metal as did housewives. Also they preferred wood floors in the living room and bedroom to the same extent as the housewives. Wood was the architects' preferred material on the living room and bedroom walls; however, both architects and contractors indicated a much greater preference for aluminum windows than did the housewives.

The one notable difference in the choice of building material was in the type of roof covering preferred. Sixteen percent of the architects and 20 percent of the contractors preferred wood shingles on the roof; whereas, the housewives showed little preference for wood shingles. They preferred asphalt shingles.

⁴Responses of housewives are an average of all cities.

Table 28. Opinions of architects, contractors, and housewives
toward wood ^{1/}

Item	Architects	Contractors	Housewives
	Percent		
Wood kitchen cabinets	100	96	97
Wood living room floors	54	56	61
Wood bedroom floors	62	58	68
Wood living room walls	20	11	9
Wood bedroom walls	12	8	9
Aluminum windows	60	76	54
Wood shingles	16	20	1

^{1/} Responses of housewives are an average of all cities.

The architects stated that the features they liked best about wood were its natural appearance and beauty. The contractors stated that workability and availability were the things they liked best about wood.

The architects and contractors reported that the two major things they disliked about wood were its physical properties and up-keep. In reference to up-keep the differences between the responses of the housewives and architects and contractors could be a result of the architects and contractors thinking in terms of the outside uses of wood, such as siding; whereas, the housewives were probably thinking in terms of inside uses, such as paneling. As indicated previously the majority of the housewives stated there was nothing they disliked about wood.

The material and cost were the architects' major choices when asked what they thought were the most important things to keep in mind with reference to home construction. The contractors chose material and foundation as their first two choices when asked the same question. This differed somewhat from the responses received from the housewives who indicated size and material as their first two choices.

All the architects and 92 percent of the contractors stated that they had seen a recent ad promoting the use of wood or wood products. They differed from the housewives in the media in which they saw ads. Sixty-four percent of both the architects and contractors saw the ads in magazines rather than on television as was the case with housewives. This is because the wood industry advertises extensively in the trade journals that are read by architects and contractors.

Both the architects and contractors thought the wood industry was doing a good job of advertising its products. The architects stated it was doing a good job because they saw a large number of ads promoting wood. The contractors did not give any reason why they thought the wood industry was doing a good job of advertising.

The architects stated that if the wood industry would improve its product and advertise more, it could increase sales. The contractors believed that an improvement in the quality of advertising as well as in the product is necessary in order to increase sales.

Discussion of Bipolar Adjectives for Architects and Contractors

The architects' and contractors' responses to question eight of the architects' and contractors' questionnaire are presented in Table 29. The contractors indicated a higher rating for the bipolar adjective modern-old fashioned than the architects. In fact, the architects' rating was below that listed for the housewives of any city. It is interesting that the contractors rated wood as being more modern than the architects. This could be a result of the architects thinking of the historical uses of wood rather than of the current fashionable uses of wood.

Both architects and contractors rated wood as being more socially acceptable than did the housewives in any of the cities. In reference to whether they thought wood was expensive or inexpensive, they differed little from the housewives with the exception that the architects rated wood as being slightly expensive.

Table 29. Comparison of bipolar adjective ratings of architects and contractors.

Bipolar Adjectives ^{1/}	Architects			Contractors		
	Mean	Standard Deviation	Coefficient of Variation	Mean	Standard Deviation	Coefficient of Variation
Warmth - Coldness	6.4	0.92	14.38	6.3	0.98	15.56
Easy to Clean Hard to Clean	4.1	1.17	28.54	4.2	1.53	36.43
Pleasing in Appearance Not Pleasing in Appearance	6.6	0.49	07.42	6.5	0.71	10.92
Safe - Unsafe	4.6	1.04	22.61	4.6	1.58	34.35
Modern - Old Fashioned	4.7	1.28	27.23	5.6	1.39	24.82
Easy to Work With Hard to Work With	6.3	1.03	16.35	6.4	0.92	14.38
Strength - Weakness	4.6	1.08	23.48	5.0	1.44	28.80
Expensive - Inexpensive	4.2	1.27	30.24	3.9	1.44	36.92
Socially Acceptable Not Socially Acceptable	6.2	0.78	12.58	6.4	0.65	10.16

^{1/} The bipolar adjective that is first listed in a series indicates a positive reaction.

The bipolar adjectives that are presented in graphic form in Figures 5, 6, and 7 were chosen for presentation because they were the only ones in which there were sufficient variations in responses to indicate other than straight-line relationships. Figure 5 presents the means of the two bipolar adjectives pleasing in appearance-not pleasing in appearance and warmth-coldness for housewives, architects, and contractors. The reactions of the architects and contractors to these bipolar adjectives are compared with those of the housewives.⁵ The architects and contractors rated wood as being more pleasing in appearance than the housewives. They also indicated a higher rating for the warmth of wood. However, it must be stated that in this instance it is not known if the architects and contractors were thinking in terms of the insulation qualities of wood rather than the emotional qualities that were probably the reason for the housewives' responses. If so, this could account for some of the variation.

The responses of the architects and contractors to the bipolar adjectives easy to clean floors-hard to clean floors and strength-weakness were compared with those given by the housewives (Figure 6). In reference to the adjectives strength-weakness the architects and contractors rated wood considerably lower than the housewives, with the architects giving wood a somewhat lower rating than the contractors. This is probably a result of the architects and contractors comparing

⁵The bipolar-adjective mean for the responses of the housewives is an average of all cities.

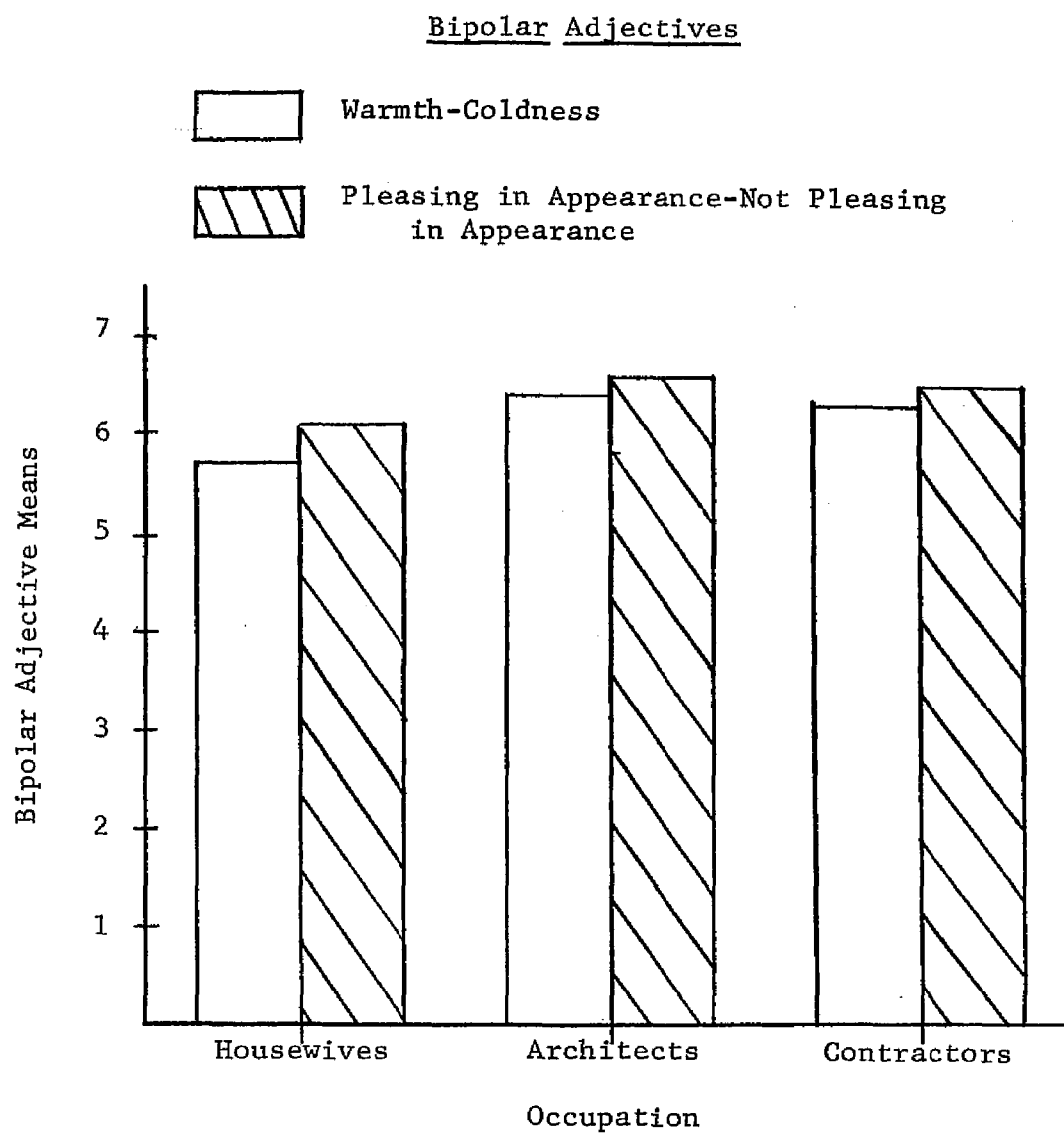


Figure 5. Means of the bipolar adjectives pleasing in appearance-not pleasing in appearance and warmth-coldness by occupation.

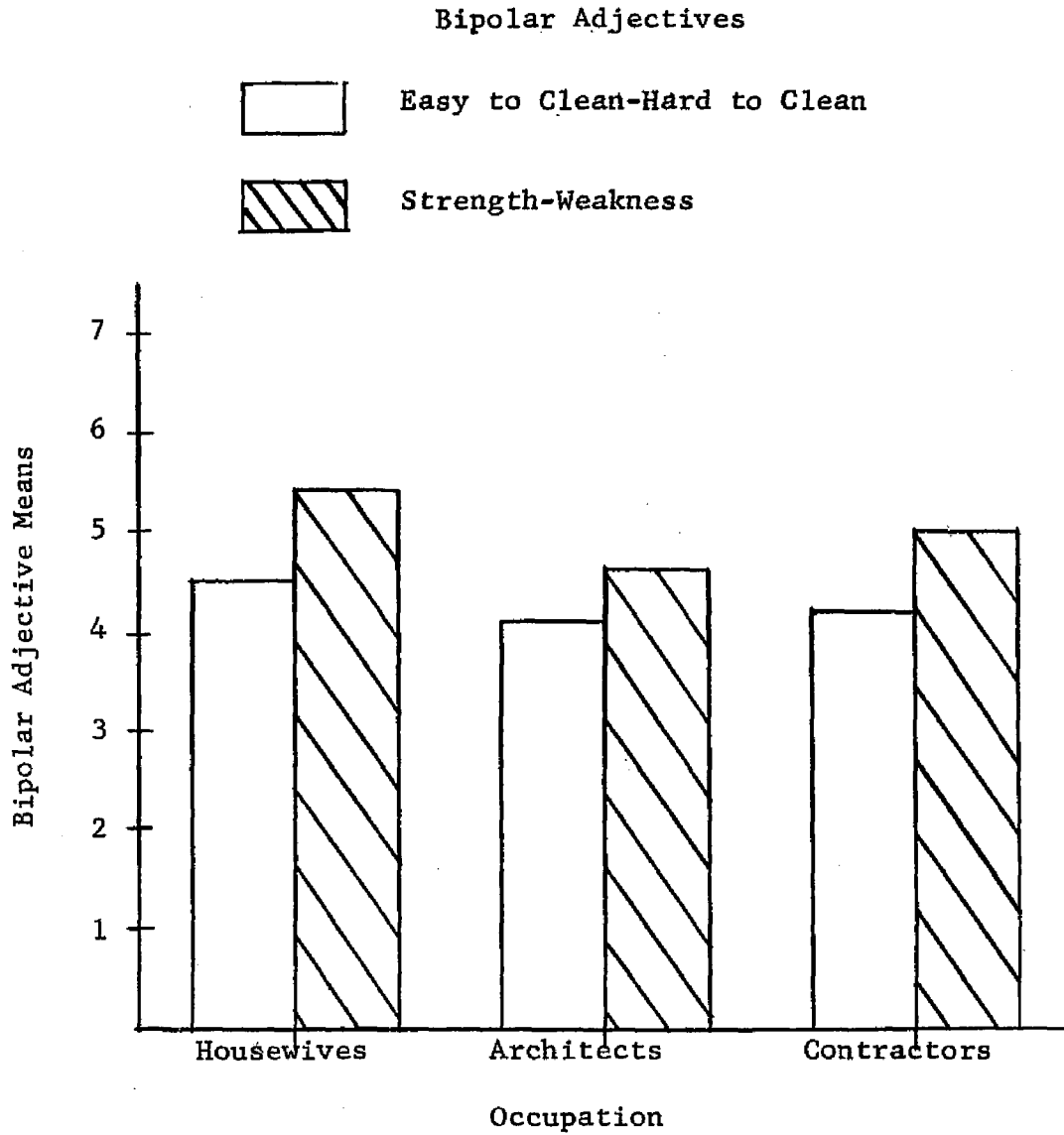


Figure 6. Means of the bipolar adjectives easy to clean-hard to clean and strength-weakness by occupation.

wood to other materials utilized in construction with which they are more familiar. The housewives in Monroe and Lake Charles rated wood lower as to its ability to be easily cleaned than did the architects and contractors but the housewives in the other five cities rated wood considerably higher in this respect (Table 14, 27, and 50).

The data in Figure 7 shows that the architects and contractors rated wood lower than the housewives in reference to safe-unsafe. The lower rating indicated by the architects is probably a result of the architects thinking in terms of the actual structural strength of wood rather than its strength relative to some other material, such as steel. Also architects probably think more critically from the standpoint of fire safety. In any event this indicates that architects need to be better informed on the strength and fire-resistance of certain types of wood products.

Forty percent of the residential homes built in Louisiana are built for speculation.⁶ This is of importance to the forest industry since the final consumers do not have any influence on the types of materials used in a speculative house. It is primarily contractors and real estate developers who build houses for speculation. Since their attitudes differ in some respects from those of the housewives, in their choice of material, the forest industries should make a concerted effort to reach the speculative builder and increase his use of wood.

⁶Personal communication with Mr. Louis Romero III, Field Representative of the Louisiana Building Material Dealers Association.

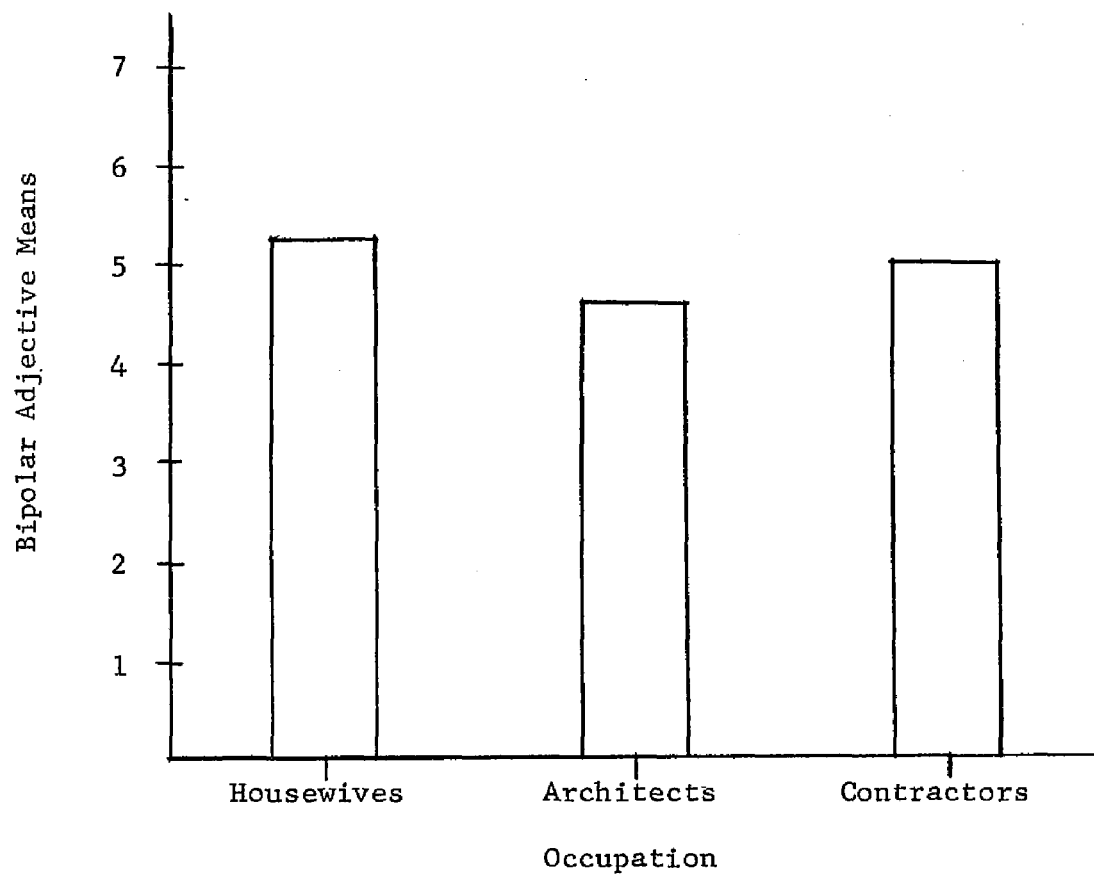


Figure 7. Means of bipolar adjectives safe-unsafe by occupation.

Comparison of the Cities of New Orleans,
Lake Charles, and Monroe

Analysis of data collected from housewives in New Orleans, Lake Charles, and Monroe indicated that their attitudes were essentially the same as the housewives in Baton Rouge and Shreveport. The data are so similar that any attempt to present it in discussion form would be a repetition of those factors previously discussed for Baton Rouge and Shreveport. Thus, there were no significant differences noted between the housewives living in the cities of Baton Rouge, Shreveport, New Orleans, Lake Charles, and Monroe.

The data received from question ten of the housewives' questionnaire for the cities of New Orleans, Lake Charles, and Monroe are presented in Tables 50 through 62 in Appendix B.

SUMMARY AND CONCLUSIONS

The forest industries today are in a transition period of changing from a production-oriented industry to one that is basically consumer-oriented. This change has been necessitated by the loss of markets by the wood industry to substitute products. This change, coupled with an increased selling effort on the part of the forest industries, should result in their regaining some of their lost markets as well as gaining entrance into new markets.

It is evident that if the forest industries are to become consumer-oriented, it must understand the wants and desires of its target market. One of the largest consumer markets for wood is in the construction of the residential home. Since the housewife controls, to a large extent, all family purchases, she was chosen as the interviewee in this study. The major purpose of this study was to determine the housewife's attitude toward wood and wood products. A secondary purpose was to determine if architects and contractors differed from housewives in their attitude toward the use of wood.

Five hundred housewives were interviewed in seven selected cities in Louisiana during the spring and summer of 1965. Only housewives who resided in census tracts in which residents had a median income equal to or greater than the median income of residents of the State were included in the sample. Twenty-five architects and 25 contractors who build or

design residential homes were interviewed to determine if there were any indications of significant differences between their attitudes toward wood and those of the housewives.

Attitude of Housewives Toward Wood

The analysis of the data revealed that the housewives had a generally favorable attitude toward wood. Slight differences were noted between the respondents mainly as a result of differences that occurred between residents of the small urban cities.

Exterior Walls and Roof. Brick was the preferred material for the exterior walls of the housewives' homes. There was some variation between cities with reference to the preference of material for exterior walls; the respondents in some cities preferred brick to a much greater degree than the respondents in other cities. The primary reason the housewives chose brick as the preferred siding material was its ease of maintenance. Some housewives also stated that they preferred brick because it was more socially acceptable than other materials. The only exception was in Ville Platte where the respondents preferred wood exterior walls to brick.

The housewives preferred asphalt roofing almost exclusively over wood.

Interior Walls. The housewives preferred sheetrock to wood paneling on the walls of their living rooms and bedrooms. There was, however, an indication that the housewives would like to use more wood paneling in their homes.

Floors. Wood flooring was the preferred material for both the living room and bedroom. More housewives preferred wood floors in the bedroom than in the living room and this increase in the preferred use of wood flooring caused a corresponding decrease in the use of carpet on the bedroom floors.

Windows. Wooden windows were found in a large percentage of the homes visited but they were being substituted in new homes by aluminum windows. The data suggest, therefore, that housewives have a preference for aluminum windows.

New Home Construction. The data revealed that the housewives chose size and material as the two most important items they considered in construction of a new house. However, when purchasing a new home, the housewives considered the floor plan, rather than materials used in construction as the most important factor.

Quality and Use. The majority of the housewives contacted stated that they liked wood and a large percentage stated that there was nothing they disliked about wood. Most of the housewives reported that they liked wood because it was pretty, had a good natural appearance, and was easily cleaned.

There was a significant variation between the residents of Oakdale and Ville Platte in the order of listing of the things they liked about wood, indicating a familiarity with wood related to the presence of wood industries.

Almost one-half of the respondents thought that wood was good for a particular use while less than one-third of the respondents could give a valid reason as to why they thought wood had good qualities.

Little differences were noted between the responses of housewives to the bipolar adjectives describing wood quality and use. The bipolar adjectives modern-old fashioned, inexpensive-expensive, and socially acceptable-not socially acceptable are the ones where some variation was noted.

Socioeconomic Conditions. The data from all cities were grouped together, sorted, and analyzed by occupation, income, education, and age of the respondents.

There was a steady increase in the use of wooden windows according to the occupational categories (1) through (7) used in this study.

The higher the income and the more years of schooling completed the less wood was used on the exterior of the house with a corresponding increase in the use of brick.

The older the respondents the more they preferred wooden windows; however, the use of wood paneling on the living room and bedroom walls decreased with an increase in age.

There were no new patterns established when the bipolar adjectives were analyzed under this grouping.

Advertisement. Approximately 50 percent of the housewives interviewed stated that they thought the wood industry was doing a good job of advertising their products. A majority of the respondents indicated that they had seen a recent advertisement promoting the use of wood or wood products. However, the data showed that, while approximately one-half of the respondents thought the wood industry was doing a good job of advertising, only a small percentage knew why.

The respondents indicated that television was the leading medium through which they saw ads promoting the use of wood or wood products. In this connection, advertisements promoting the use of wood paneling were the most frequently seen. This was true for respondents in all cities studied except Oakdale where magazines were the leading medium of advertisement.

The responses received indicated the housewives thought that the best ways for the forest industries to increase the sale of wood would be for them to advertise more and improve the quality of their products.

Attitude of Architects and Contractors Toward Wood

The responses received from the architects and contractors indicated that their attitudes toward wood were somewhat different from those of the housewives.

Roof. The architects and contractors favored wood shingle roofs to a much larger degree than did the housewives.

Interior Walls. The architects and contractors showed a greater preference for wood on the living room and bedroom walls than housewives.

Floors. The architects and contractors preferred wood floors in the living room and bedroom to the same extent as the housewives.

Windows. Aluminum windows were preferred to a greater extent by the architects and contractors than by the housewives.

New Home Construction. The material and cost were the architects' first choices when asked what they thought were the most important items

to keep in mind with reference to home construction. The contractors chose material and foundation as their first two choices when asked the same question.

Quality and Use. The architects and contractors also differed from the housewives in the things they liked best about wood. Architects preferred the natural appearance, beauty, workability, and availability of wood while the contractors preferred its beauty and ease of cleaning. The architects and contractors stated that the physical properties and up-keep were the things they disliked about wood; whereas, the majority of the housewives stated there was nothing they disliked about wood.

Some differences were noted between the responses of the architects and contractors and housewives to the bipolar adjectives describing wood quality and use. The architects and contractors rated wood higher than the housewives in reference to pleasing in appearance-not pleasing in appearance and warmth-coldness. They, however, rated wood lower than the housewives in reference to the bipolar adjectives easy to clean-hard to clean, strength-weakness, and safe-unsafe.

Advertisement. The medium through which the architects and contractors saw advertisements promoting the use of wood or wood products were magazines. This differed from the housewives who indicated television as the medium where they most frequently saw wood advertisements.

The findings of this study lead to the following conclusions:

1. Housewives in Louisiana generally have favorable attitudes toward the use of wood in residential homes.
2. Housewives in the larger cities have essentially the same value orientation toward wood regardless of urban residence.
3. Use of wood by residents in small urban cities is related to the cultural complex of individuals. That is, the cultural complex of individuals conditions their attitudes toward the use of wood.
4. Housewives have an emotional feeling toward the use of wood; however, they possess little specific knowledge of the physical properties of wood.
5. Use of wood (wood paneling) and non-use of wood (brick exterior walls, aluminum windows, etc.) in homes is related to socioeconomic conditions and achievement of social status.
6. Architects and contractors differ from housewives in their attitudes toward wood.
7. Advertisements of wood products should be developed for each segment of the market. The target market should be specifically informed of quality and use of each wood product.

This study has been an attempt to determine the factors that are related to the acceptance and use of wood in home construction. Further research is needed in order to determine the situations that condition the attitudes of people in the acceptance of wood.

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APPENDIX A
QUESTIONNAIRES

HOUSEWIVES' QUESTIONNAIRE

LOUISIANA STATE UNIVERSITY
MARKETING RESEARCH SCHEDULE

1. What type of material do the following items in your house consist of?
Would you prefer to change any of these materials and if so, why?
 - a. Kitchen cabinets _____
 - b. Floors (Living Room) _____
(Bedroom) _____
 - c. Roof covering _____
 - d. House exterior _____
 - e. Inside walls (Living Room) _____
(Bedroom) _____
 - f. Windows _____
2. When buying a house, what do you think are the most important things to keep in mind with reference to the construction? _____

3. In what ways would past experiences in houses owned or rented influence you in the future purchase of a house? _____

4. In your opinion is the wood industry doing a good job of advertising their products? _____
Why? _____
5. Have you seen any recent advertisements promoting the use of wood or wood products? Yes _____ No _____. Where and what type? _____

6. What is there about wood that you like? _____

7. Do you know why wood is considered good or bad for a particular use?
Yes_____ No_____. Why? _____

8. In your opinion, what do you think the wood industry could do to increase the sale of wood? _____

9. Do you own or rent your present house? _____

10. Wood has many different features, some of which are listed below. Please check the category that best describes your feeling toward wood.

	Extremely	Very	Slightly	Neutral	Slightly	Very	Extremely	
Hard to clean (Floors)	_____	_____	_____	_____	_____	_____	_____	Easy to clean
Hard to clean (Walls)	_____	_____	_____	_____	_____	_____	_____	Easy to clean
Warmth	_____	_____	_____	_____	_____	_____	_____	Coldness
Pleasing in appearance	_____	_____	_____	_____	_____	_____	_____	Not pleasing in appearance
Unsafe	_____	_____	_____	_____	_____	_____	_____	Safe
Modern	_____	_____	_____	_____	_____	_____	_____	Old fashioned
Weak	_____	_____	_____	_____	_____	_____	_____	Strong
Expensive	_____	_____	_____	_____	_____	_____	_____	Inexpensive
Socially acceptable	_____	_____	_____	_____	_____	_____	_____	Not socially acceptable

HOUSEWIVES' PERSONAL DATA SHEET

LOUISIANA STATE UNIVERSITY
MARKETING RESEARCH SCHEDULE

1. What is the occupation of the head of the household? _____

2. Please check the category which best describes your household's monthly gross income (before the various deductions are made).
Under \$200____; \$200-\$449____; \$450-\$749____; \$750-\$999____;
\$1,000-\$1,249____; Over \$1,250____.
3. What is your age? Please check one: Under 30____; 30 but less than 45____; 45 but less than 60____; 60 or over____.
4. How many years of schooling have you had? Please check one: Under 9____; 9 but less than 12____; 12 but less than 14____; 14 but less than 16____; 16 or more____.

ARCHITECTS' AND CONTRACTORS' QUESTIONNAIRE

LOUISIANA STATE UNIVERSITY
MARKETING RESEARCH SCHEDULE

1. What type of material do you recommend for the following items in houses and why?
 - a. Kitchen cabinets _____
 - b. Floors (specify room) _____
 - c. Roof covering _____
 - d. Exterior walls _____
 - e. Inside walls (Specify room) _____
 - f. Windows _____
2. What is there about wood in general that you like? _____

- Dislike _____
3. When considering a house what do you think are the most important things to keep in mind with reference to the construction? _____

4. In what ways would past experiences with homes influence you in the plans for future homes? _____

5. Have you seen any recent advertisements promoting the use of wood or wood products? Yes _____ No _____. Where and what type? _____

6. In your opinion is the wood industry doing a good job of advertising their products? Yes _____ No _____. Why? _____

7. What do you think the wood industry should do to increase the sale of wood? _____

8. Wood has many different features, some of which you might like and others which you might dislike. Listed below are a number of different features. Please check the category that best describes your feeling toward wood.

	Extremely	Very	Slightly	Neutral	Slightly	Very	Extremely	
Warmth	_____	_____	_____	_____	_____	_____	_____	Coldness
Hard to clean	_____	_____	_____	_____	_____	_____	_____	Easy to clean
Pleasing in appearance	_____	_____	_____	_____	_____	_____	_____	Not pleasing in appearance
Unsafe	_____	_____	_____	_____	_____	_____	_____	Safe
Modern	_____	_____	_____	_____	_____	_____	_____	Old fashioned
Easy to work with	_____	_____	_____	_____	_____	_____	_____	Hard to work with
Weakness	_____	_____	_____	_____	_____	_____	_____	Strength
Expensive	_____	_____	_____	_____	_____	_____	_____	Inexpensive
Socially acceptable	_____	_____	_____	_____	_____	_____	_____	Not socially acceptable

APPENDIX B

TABLES SHOWING SUMMARY OF DATA OF BIPOLAR ADJECTIVES

Table 30. Means (M.), standard deviations (S.D.), and coefficients of variations (C.V.) for the nine bipolar adjectives in Baton Rouge by occupation of the head of the household

Bipolar Adjectives ^{2/}	Occupation											
	Professional (49) ^{1/}			Managers (28)			Clerks-Sales (10)			Craftsmen (36)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.7	1.40	29.79	4.8	1.52	31.67	5.4	1.08	20.00	4.9	1.60	32.65
Easy to Clean Walls Hard to Clean Walls	5.4	1.17	21.67	4.8	1.52	31.67	5.9	1.00	16.95	5.6	1.13	20.18
Warmth - Coldness	4.9	0.95	16.38	5.7	0.95	16.67	5.8	0.79	13.62	5.6	1.05	18.75
Pleasing in Appearance Not Pleasing in Appearance	6.1	0.55	09.02	6.0	0.69	11.50	5.5	0.85	15.45	6.0	0.51	08.50
Safe - Unsafe	4.9	1.13	21.73	5.4	1.06	19.63	5.3	0.95	17.92	5.0	1.18	23.60
Modern - Old Fashioned	5.1	1.37	26.86	4.7	1.70	36.17	4.8	1.14	23.75	4.7	1.44	30.65
Strong - Weak	4.9	0.87	15.82	5.6	0.74	13.21	5.7	0.68	11.93	5.4	1.07	19.81
Inexpensive - Expensive	3.6	1.34	37.22	3.5	1.43	40.86	3.7	1.50	40.54	3.9	1.42	36.41
Socially Acceptable Not Socially Acceptable	6.1	0.67	09.34	5.8	0.98	16.90	5.3	1.25	23.58	5.7	0.99	17.37

(Continued)

Table 30. (Continued).

Bipolar Adjectives	Occupation								
	Operatives (8)			Household (2)			Retirees (17)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	3.9	2.10	02.10	5.5	0.71	12.91	5.5	1.01	18.36
Easy to Clean Walls Hard to Clean Walls	5.8	0.71	12.24	5.5	0.71	12.91	5.2	1.13	21.73
Warmth - Coldness	5.9	0.35	05.93	4.5	3.54	78.67	5.5	1.01	18.36
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.00	0.00	6.0	1.41	23.50	5.9	0.86	14.58
Safe - Unsafe	5.4	0.92	17.04	2.5	0.71	28.40	5.2	1.09	20.96
Modern - Old Fashioned	5.6	0.74	13.21	2.5	2.12	84.80	3.6	1.27	35.28
Strong - Weak	5.6	1.06	18.93	5.5	0.71	12.91	5.2	1.03	19.81
Inexpensive - Expensive	4.8	1.17	24.38	2.0	0.00	0.00	4.2	1.08	25.71
Socially Acceptable Not Socially Acceptable	5.9	0.64	10.85	5.0	2.83	56.60	5.4	1.17	21.67

1/ Number in parentheses indicates the number of responses for each subgroup.

2/ For all tables of this series (Appendix B) the bipolar adjective that is first listed in a series indicates a positive reaction except in the case of the first set.

Table 31. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Shreveport by occupation of the head of the household

Bipolar Adjectives	Occupation											
	Professional (36) ^{1/}			Managers (29)			Clerk-Sales (31)			Craftsmen (31)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.1	1.62	39.51	4.4	1.68	38.18	4.3	1.70	39.53	4.7	1.78	37.87
Easy to Clean Walls Hard to Clean Walls	5.8	0.94	16.21	5.7	0.94	16.49	5.7	1.03	18.07	5.8	0.69	11.90
Warmth - Coldness	5.8	0.84	14.48	5.8	0.89	15.34	5.7	0.90	15.79	5.6	0.95	16.96
Pleasing in Appearance Not Pleasing in Appearance	6.1	1.02	16.72	6.1	0.64	10.49	6.3	0.45	07.14	6.1	0.50	08.20
Safe - Unsafe	4.9	1.28	26.12	5.4	1.08	20.00	5.1	1.06	20.78	5.2	1.01	19.42
Modern - Old Fashioned	5.4	1.36	25.19	5.3	1.22	23.02	5.6	0.99	17.68	5.3	1.17	22.08
Strong - Weak	5.1	1.13	22.16	5.1	1.13	22.16	5.1	0.98	19.22	5.2	1.08	20.77
Inexpensive - Expensive	3.8	0.91	23.95	2.8	1.24	44.29	3.7	1.25	33.78	3.8	1.06	27.89
Socially Acceptable Not Socially Acceptable	6.2	0.61	09.84	6.0	0.95	15.83	6.1	0.62	10.16	6.0	0.61	10.17

(Continued)

Table 31. (Continued).

Bipolar Adjectives	Occupation								
	Operatives (12)			Household (3)			Retirees (8)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.5	1.78	39.56	3.3	1.53	46.36	5.9	0.35	05.93
Easy to Clean Walls Hard to Clean Walls	5.5	0.80	14.55	5.0	0.00	0.00	5.8	0.46	07.93
Warmth - Coldness	5.7	1.23	21.58	6.0	0.00	0.00	6.0	0.54	09.00
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.00	0.00	6.0	0.00	0.00	6.1	0.35	05.74
Safe - Unsafe	5.5	0.91	16.55	4.7	1.16	24.68	4.9	1.55	31.63
Modern - Old Fashioned	5.8	0.62	10.69	5.3	1.16	21.89	4.8	1.39	28.96
Strong - Weak	5.8	0.62	10.69	5.3	1.16	21.89	5.4	0.74	13.70
Inexpensive - Expensive	4.2	1.27	30.24	4.7	1.16	24.68	4.4	1.41	32.05
Socially Acceptable Not Socially Acceptable	6.0	0.00	0.00	6.0	0.00	0.00	5.4	1.30	24.07

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 32. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Baton Rouge by household income

Bipolar Adjectives	Income								
	-\$200 (7) ^{1/}			\$200-449 (29)			\$450-749 (56)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.3	1.50	28.30	5.0	1.23	24.60	4.9	1.75	35.71
Easy to Clean Walls Hard to Clean Walls	5.9	0.38	06.44	5.4	0.98	18.15	5.3	1.53	28.87
Warmth - Coldness	5.7	0.76	13.33	5.2	1.14	21.92	5.8	0.94	16.21
Pleasing in Appearance Not Pleasing in Appearance	5.9	0.90	15.25	5.7	0.66	11.58	6.0	0.59	09.83
Safe - Unsafe	5.3	1.11	20.94	4.9	1.18	24.08	5.1	1.20	23.53
Modern - Old Fashioned	3.9	1.57	40.26	3.9	1.24	31.79	4.8	1.50	31.25
Strong - Weak	5.1	1.07	20.98	5.4	0.87	16.11	5.5	0.97	17.64
Inexpensive - Expensive	4.9	1.22	24.90	3.8	1.15	30.26	4.0	1.39	34.75
Socially Acceptable Not Socially Acceptable	5.1	1.22	23.92	5.4	1.02	18.89	5.8	0.98	16.90

(Continued)

Table 32. (Continued).

Bipolar Adjectives	Income								
	\$750-999 (28)			\$1,000-1,249 (8)			\$1,250+ (22)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	5.0	1.20	24.00	4.3	1.49	34.65	4.5	1.37	30.44
Easy to Clean Walls									
Hard to Clean Walls	5.2	1.09	20.96	6.0	0.54	09.00	5.5	1.10	20.00
Warmth - Coldness	5.8	0.89	15.34	6.1	0.99	16.23	5.8	0.97	16.72
Pleasing in Appearance									
Not Pleasing in Appearance	6.2	0.39	06.29	6.5	0.76	11.69	5.9	0.68	11.53
Safe - Unsafe	5.4	1.07	19.81	5.0	1.20	24.00	5.4	0.95	17.59
Modern - Old Fashioned	5.2	1.25	24.04	5.9	1.25	21.19	4.9	1.58	32.24
Strong - Weak	5.5	0.84	15.27	5.5	0.76	13.82	5.3	0.95	17.92
Inexpensive - Expensive	3.3	1.28	38.79	3.3	1.91	57.88	3.5	1.37	39.14
Socially Acceptable									
Not Socially Acceptable	5.8	0.91	15.69	6.4	0.52	08.13	6.1	0.61	10.00

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 33. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Shreveport by household income

Bipolar Adjectives	Income								
	-\$200 (5) 1/			\$200-449 (28)			\$450-749 (72)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.2	1.64	39.05	5.0	1.56	31.20	4.3	1.66	38.60
Easy to Clean Walls Hard to Clean Walls	5.2	0.45	08.65	5.8	0.79	13.62	5.8	0.90	15.52
Warmth - Coldness	5.8	0.45	07.76	5.5	0.79	14.36	5.9	0.85	14.41
Pleasing in Appearance Not Pleasing in Appearance	6.2	0.45	07.26	6.0	0.00	00.00	6.1	0.80	13.11
Safe - Unsafe	5.0	1.41	28.20	5.1	1.11	21.76	5.3	1.11	20.94
Modern - Old Fashioned	5.4	1.34	24.81	5.0	1.22	24.40	5.6	1.00	17.86
Strong - Weak	5.0	1.00	20.00	5.5	0.84	15.27	5.2	0.97	18.65
Inexpensive - Expensive	4.4	0.90	20.45	3.8	1.31	34.47	3.7	1.20	32.43
Socially Acceptable Not Socially Acceptable	5.8	1.10	18.97	5.8	0.77	13.28	6.1	0.61	10.00

(Continued)

Table 33. (Continued).

Bipolar Adjectives	Income								
	\$750-999 (30)			\$1,000-1,249 (11)			\$1,250+ (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	4.3	1.78	41.40	4.4	1.80	40.91	3.8	1.71	45.00
Easy to Clean Walls									
Hard to Clean Walls	5.8	0.79	13.62	5.2	1.08	20.77	5.5	1.00	18.18
Warmth - Coldness	5.5	1.17	21.27	5.9	0.70	11.86	6.3	0.50	07.94
Pleasing in Appearance									
Not Pleasing in Appearance	6.3	0.64	10.16	6.3	0.47	07.46	6.5	0.58	08.92
Safe - Unsafe	4.9	1.21	24.69	5.1	1.05	20.59	4.5	1.00	22.22
Modern - Old Fashioned	5.3	1.34	25.28	5.4	1.36	25.19	5.3	1.50	28.30
Strong - Weak	5.2	1.18	22.69	4.9	1.14	23.27	4.5	1.92	42.76
Inexpensive - Expensive	3.5	1.17	33.43	3.0	1.34	44.67	3.8	0.50	13.16
Socially Acceptable									
Not Socially Acceptable	6.1	0.91	14.92	6.0	0.45	07.50	6.5	0.58	08.92

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 34. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Baton Rouge by age of housewife

Bipolar Adjectives	Age											
	<u>-30 Years (18)^{1/}</u>			<u>30-44 Years (76)</u>			<u>45-59 Years (39)</u>			<u>60+ Years (17)</u>		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.3	1.82	42.33	4.9	1.49	30.41	4.8	1.41	29.38	5.5	1.01	18.36
Easy to Clean Walls Hard to Clean Walls	5.2	1.35	25.96	5.5	1.10	20.00	5.4	1.44	26.67	5.2	1.13	21.73
Warmth - Coldness	5.5	1.20	21.82	5.6	0.97	17.32	5.8	0.99	17.07	5.7	0.85	14.91
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.59	09.83	6.0	0.62	10.33	6.0	0.56	09.33	5.9	0.90	15.25
Safe - Unsafe	5.0	1.09	21.80	5.2	1.09	20.96	5.2	1.18	22.69	5.1	1.32	25.88
Modern - Old Fashioned	4.8	1.00	20.83	4.9	1.48	30.20	4.8	1.52	31.67	3.6	1.46	40.56
Strong - Weak	5.2	0.94	18.08	5.6	0.85	15.18	5.5	0.94	17.09	5.3	1.05	19.81
Inexpensive - Expensive	3.7	1.14	30.81	3.6	1.39	38.61	3.9	1.56	40.00	4.1	1.05	25.61
Socially Acceptable Not Socially Acceptable	5.9	0.58	09.83	5.8	0.97	16.72	5.8	1.01	17.41	5.6	1.06	18.93

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 35. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Shreveport by age of housewife

Bipolar Adjectives	Age											
	<u>-30 Years (30)^{1/}</u>			<u>30-44 Years (65)</u>			<u>45-59 Years (46)</u>			<u>60+ Years (9)</u>		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors												
Easy to Clean Floors	4.2	1.76	41.90	4.6	1.62	35.22	4.2	1.73	41.19	5.6	1.01	18.04
Easy to Clean Walls												
Hard to Clean Walls	5.9	0.80	13.56	5.7	0.97	17.02	5.7	0.74	12.98	5.2	0.83	15.96
Warmth - Coldness	5.6	0.94	16.79	5.8	0.86	14.83	5.8	0.99	17.07	5.9	0.33	05.59
Pleasing in Appearance												
Not Pleasing in Appearance	6.1	0.40	06.56	6.2	0.87	14.03	6.2	0.44	07.10	6.1	0.33	05.41
Safe - Unsafe	5.1	1.04	20.39	5.2	1.16	22.31	5.0	1.17	23.40	5.2	1.09	20.96
Modern - Old Fashioned	5.2	1.05	20.19	5.6	1.17	20.89	5.4	1.16	21.48	4.7	1.32	28.09
Strong - Weak	5.4	0.86	15.93	5.1	1.01	19.80	5.2	1.11	21.35	5.1	1.37	26.86
Inexpensive - Expensive	3.7	0.95	25.68	3.5	1.03	29.43	3.7	1.57	42.43	3.9	1.17	30.00
Socially Acceptable												
Not Socially Acceptable	6.1	0.48	07.87	6.0	0.82	13.67	6.1	0.51	08.36	5.4	1.24	22.96

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 36. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.), for the nine bipolar adjectives in Baton Rouge by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	-9 (6) ^{1/}			9-11 (29)			12-13 (58)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.7	2.07	44.04	5.4	0.95	17.59	4.5	1.65	36.67
Easy to Clean Walls Hard to Clean Walls	5.7	0.82	14.39	5.6	0.90	16.07	5.3	1.26	23.77
Warmth - Coldness	5.8	0.41	07.07	5.2	1.29	24.81	5.7	1.00	17.54
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.00	0.00	5.6	0.68	12.14	6.1	0.57	09.34
Safe - Unsafe	5.0	1.10	22.00	5.0	1.13	22.60	5.1	1.21	23.73
Modern - Old Fashioned	5.0	0.63	12.60	4.3	1.41	32.79	4.9	1.61	32.86
Strong - Weak	4.7	0.82	17.45	5.5	0.91	16.55	5.5	0.92	16.73
Inexpensive - Expensive	4.7	0.82	17.45	4.0	1.30	32.50	3.6	1.49	41.39
Socially Acceptable Not Socially Acceptable	5.3	0.52	09.81	5.2	1.24	23.85	5.9	0.89	15.08

(Continued)

Table 36. (Continued).

Bipolar Adjectives	Years of Schooling					
	14-15 (25)			16+ (32)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.2	1.17	22.50	4.8	1.52	31.67
Easy to Clean Walls Hard to Clean Walls	5.3	1.31	24.72	5.3	1.42	26.79
Warmth - Coldness	5.8	0.41	07.07	5.9	0.96	16.27
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.35	05.83	6.0	0.82	13.67
Safe - Unsafe	5.4	0.77	14.26	5.2	1.26	24.23
Modern - Old Fashioned	5.3	0.98	18.49	4.3	1.60	37.21
Strong - Weak	5.5	0.77	14.00	5.4	0.98	18.15
Inexpensive - Expensive	3.6	1.16	32.22	3.8	1.43	37.63
Socially Acceptable Not Socially Acceptable	6.0	0.41	06.83	5.9	0.95	16.10

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 37. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Shreveport by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	-9 (4) ^{1/}			9-11 (22)			12-13 (86)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.0	1.41	28.20	4.8	1.65	34.38	4.2	1.75	41.67
Easy to Clean Walls Hard to Clean Walls	5.8	0.50	08.62	5.6	0.79	14.11	5.8	0.87	15.00
Warmth - Coldness	5.0	1.16	23.20	5.7	1.17	20.53	5.8	0.80	13.79
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.00	0.00	6.0	0.58	09.67	6.2	0.47	07.58
Safe - Unsafe	5.3	0.96	18.11	5.1	1.17	22.94	5.1	1.15	22.55
Modern - Old Fashioned	5.5	1.00	18.18	5.0	1.29	25.80	5.5	1.12	20.36
Strong - Weak	5.0	1.16	23.20	4.9	1.07	21.84	5.3	1.05	19.81
Inexpensive - Expensive	4.0	1.63	40.75	4.0	1.38	34.50	3.6	1.24	34.44
Socially Acceptable Not Socially Acceptable	5.5	0.58	10.55	5.7	1.12	19.65	6.1	0.64	10.49

(Continued)

Table 37. (Continued).

Bipolar Adjectives	Years of Schooling					
	14-15 (21)			16+ (17)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors						
Easy to Clean Floors	4.9	1.53	31.22	4.3	1.53	35.58
Easy to Clean Walls						
Hard to Clean Walls	5.7	0.90	15.79	5.6	1.06	18.93
Warmth - Coldness	5.7	1.02	17.89	5.9	0.70	11.86
Pleasing in Appearance						
Not Pleasing in Appearance	6.1	0.48	07.87	6.1	1.39	22.79
Safe - Unsafe	5.5	0.75	13.64	5.0	1.41	28.20
Modern - Old Fashioned	5.3	1.07	20.19	5.2	1.33	25.58
Strong - Weak	5.2	0.77	14.81	5.1	1.17	22.94
Inexpensive - Expensive	3.5	1.03	29.43	3.5	0.94	26.86
Socially Acceptable						
Not Socially Acceptable	6.0	0.55	09.17	6.2	0.53	08.55

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 38. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Oakdale by occupation of the head of the household

Bipolar Adjectives	Occupation											
	Professional (13) ^{1/}			Managers (9)			Clerk-Sales (9)			Craftsmen (6)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.6	1.80	41.86	4.1	1.97	48.05	5.3	1.16	21.89	4.7	1.75	37.23
Easy to Clean Walls Hard to Clean Walls	6.2	1.07	17.26	6.1	0.93	15.25	6.3	0.58	09.21	6.3	0.52	08.25
Warmth - Coldness	5.9	0.49	08.31	5.8	0.83	14.31	6.0	0.00	0.00	5.7	0.52	09.12
Pleasing in Appearance Not Pleasing in Appearance	6.3	0.48	07.62	6.4	0.53	08.28	6.0	0.00	0.00	6.0	0.63	10.50
Safe - Unsafe	4.8	1.57	32.71	5.7	0.50	08.77	6.0	0.00	0.00	5.7	0.82	14.39
Modern - Old Fashioned	5.4	1.26	23.33	4.9	1.17	23.88	5.3	1.16	21.89	5.2	1.60	30.77
Strong - Weak	5.5	0.78	14.18	5.7	1.00	17.54	6.0	0.00	0.00	5.8	0.41	07.07
Inexpensive - Expensive	3.8	1.42	37.37	3.3	1.23	37.27	4.0	0.00	0.00	4.2	1.33	31.67
Socially Acceptable Not Socially Acceptable	5.8	1.24	21.38	6.0	0.50	08.33	6.0	0.00	0.00	6.0	0.63	10.50

(Continued)

Table 38. (Continued).

Bipolar Adjectives	Occupation								
	Operatives (5)			Household (5)			Retirees (9)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	4.4	1.82	41.36	4.8	1.10	22.92	5.2	0.67	12.88
Easy to Clean Walls									
Hard to Clean Walls	6.0	0.00	0.00	5.6	1.67	29.82	6.0	0.50	08.33
Warmth - Coldness	5.8	0.45	07.76	5.2	0.84	16.15	6.1	0.60	09.84
Pleasing in Appearance									
Not Pleasing in Appearance	6.0	0.00	0.00	6.0	0.71	11.83	6.1	0.60	09.84
Safe - Unsafe	5.6	0.55	09.82	5.2	0.84	16.15	5.7	0.71	12.46
Modern - Old Fashioned	4.8	0.84	17.50	5.0	1.00	20.00	4.3	1.73	40.23
Strong - Weak	5.8	0.45	07.76	5.0	0.71	14.20	5.7	0.71	12.46
Inexpensive - Expensive	4.2	0.84	20.00	3.8	0.84	22.11	4.2	1.48	35.24
Socially Acceptable									
Not Socially Acceptable	5.8	0.45	07.76	5.4	0.90	16.67	5.8	0.97	16.72

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 39. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Ville Platte by occupation of the head of the household

Bipolar Adjectives	Occupation											
	Professional (9) ^{1/}			Managers (12)			Clerks-Sales (5)			Craftsmen (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.9	1.54	31.43	5.0	1.28	25.60	4.8	1.30	27.08	4.3	1.50	34.88
Easy to Clean Walls Hard to Clean Walls	6.2	0.44	07.10	5.8	0.62	10.69	6.0	1.23	20.50	5.5	0.58	10.55
Warmth - Coldness	5.9	0.60	10.17	5.8	0.39	06.72	5.0	1.23	24.60	5.3	1.50	28.30
Pleasing in Appearance Not Pleasing in Appearance	6.4	0.53	08.28	6.1	0.52	08.52	5.8	0.45	07.76	6.0	1.41	23.50
Safe - Unsafe	5.6	1.01	18.04	5.2	0.94	18.08	5.6	0.55	09.82	4.8	1.50	31.25
Modern - Old Fashioned	6.0	0.87	14.50	5.0	1.54	30.80	5.6	0.90	16.07	5.3	1.50	28.30
Strong - Weak	5.4	0.73	13.52	5.5	1.00	18.18	6.0	0.00	0.00	4.8	0.96	20.00
Inexpensive - Expensive	3.6	1.01	28.06	3.4	0.79	23.24	4.6	1.14	24.78	3.5	1.00	28.57
Socially Acceptable Not Socially Acceptable	6.1	0.33	05.41	5.8	0.72	12.41	5.8	0.45	07.76	5.5	1.00	18.18

(Continued)

Table 39. (Continued).

Bipolar Adjectives	Occupation								
	Operatives (3)			Household (12)			Retirees (5)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.0	0.00	0.00	5.1	1.17	22.94	4.2	1.30	30.95
Easy to Clean Walls Hard to Clean Walls	5.0	1.00	20.00	5.3	1.22	23.02	4.8	0.84	17.50
Warmth - Coldness	5.7	0.58	10.18	5.7	0.65	11.40	5.8	0.84	14.48
Pleasing in Appearance Not Pleasing in Appearance	5.7	0.58	10.18	6.0	0.43	07.17	5.8	0.45	07.76
Safe - Unsafe	5.0	1.00	20.00	5.7	0.78	13.68	4.2	1.30	30.95
Modern - Old Fashioned	5.3	1.16	21.89	5.2	1.27	24.42	3.0	1.00	33.33
Strong - Weak	5.0	1.00	20.00	5.7	0.65	11.40	5.8	0.45	07.76
Inexpensive - Expensive	4.3	1.53	35.58	4.1	1.24	30.24	4.6	1.14	24.78
Socially Acceptable Not Socially Acceptable	5.0	1.00	20.00	5.8	0.87	15.00	5.8	0.45	07.76

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 40. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Oakdale by household income

Bipolar Adjectives	Income								
	-\$200			(6) $\frac{1}{2}$			\$200-449 (13)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.3	0.52	09.81	4.0	1.63	40.75	4.9	1.47	30.00
Easy to Clean Walls Hard to Clean Walls	6.0	0.63	10.50	5.7	1.11	19.47	6.4	0.50	07.81
Warmth - Coldness	6.2	0.75	12.10	5.7	0.48	08.42	5.6	0.78	13.93
Pleasing in Appearance Not Pleasing in Appearance	5.7	0.52	09.12	6.2	0.44	07.10	6.3	0.58	09.21
Safe - Unsafe	5.5	0.84	15.27	5.7	0.63	11.05	5.4	1.04	19.26
Modern - Old Fashioned	4.0	1.79	44.75	5.3	1.03	19.43	4.9	1.26	25.71
Strong - Weak	5.5	0.84	15.27	5.5	0.78	14.18	5.7	0.75	15.16
Inexpensive - Expensive	3.8	1.47	38.68	4.1	1.38	33.66	3.9	0.94	24.10
Socially Acceptable Not Socially Acceptable	5.3	1.21	22.83	5.9	0.49	08.31	5.9	0.54	09.15

(Continued)

Table 40. (Continued).

Bipolar Adjectives	Income					
	\$750-999 (8)			\$1,000-1,249 (5)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors						
Easy to Clean Floors	4.1	1.81	44.15	4.8	1.79	37.29
Easy to Clean Walls						
Hard to Clean Walls	5.8	1.17	20.17	6.6	0.55	08.33
Warmth - Coldness	6.0	0.00	0.00	6.2	0.45	07.26
Pleasing in Appearance						
Not Pleasing in Appearance	6.1	0.35	05.74	6.4	0.55	08.59
Safe - Unsafe	5.3	1.17	22.08	5.0	1.73	34.60
Modern - Old Fashioned	4.9	1.46	29.80	5.6	0.90	16.07
Strong - Weak	5.8	0.71	12.24	5.6	0.55	09.87
Inexpensive - Expensive	3.8	1.58	41.58	3.4	1.14	33.53
Socially Acceptable						
Not Socially Acceptable	6.0	0.00	0.00	5.4	2.07	38.33

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 41. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Ville Platte by household income

Bipolar Adjectives	Income											
	-\$200 (3) ^{1/}			\$200-449 (17)			\$450-749 (23)			\$750-999 (7)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	3.7	1.16	31.35	4.7	1.31	27.87	5.2	1.11	21.35	4.6	1.40	30.43
Easy to Clean Walls Hard to Clean Walls	4.7	0.58	12.34	5.7	0.99	17.37	5.6	0.95	16.96	5.7	0.95	16.67
Warmth - Coldness	6.0	1.00	16.67	5.5	1.07	19.45	5.8	0.52	08.97	5.6	0.53	08.46
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.00	0.00	5.9	0.70	11.86	6.1	0.55	09.02	6.1	0.69	11.31
Safe - Unsafe	3.7	1.16	31.35	5.3	1.05	19.81	5.5	0.85	15.45	5.1	1.07	20.98
Modern - Old Fashioned	2.7	1.16	42.96	4.8	1.56	32.50	5.6	1.03	18.39	5.4	0.98	18.15
Strong - Weak	6.0	0.00	0.00	5.5	0.72	13.09	5.5	0.95	17.27	5.4	0.53	19.81
Inexpensive - Expensive	4.7	1.53	32.55	3.8	1.03	27.11	4.0	1.13	28.25	3.6	1.13	31.39
Socially Acceptable Not Socially Acceptable	6.0	0.00	0.00	5.8	0.81	13.97	5.7	0.75	13.16	5.7	0.49	08.60

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 42. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Oakdale by age of housewife

Bipolar Adjectives	Age											
	-30 Years (5) ^{1/}			30-44 Years (22)			45-59 Years (13)			60+ Years (10)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	3.2	1.92	60.00	4.6	1.65	35.87	4.6	1.56	33.91	5.2	0.63	12.12
Easy to Clean Walls Hard to Clean Walls	5.2	1.64	31.54	6.4	0.49	07.66	5.9	1.04	17.63	6.1	0.57	09.34
Warmth - Coldness	6.0	0.00	0.00	5.9	0.61	10.34	5.5	0.66	12.00	6.0	0.67	11.17
Pleasing in Appearance Not Pleasing in Appearance	6.2	0.45	07.26	6.3	0.46	07.30	6.0	0.58	09.67	6.2	0.63	10.16
Safe - Unsafe	4.6	1.95	42.39	5.6	0.58	10.36	5.2	1.21	23.27	5.7	0.68	11.93
Modern - Old Fashioned	4.8	1.79	37.29	5.3	0.99	18.68	4.9	1.26	25.71	4.5	1.72	38.22
Strong - Weak	5.6	0.90	16.07	5.6	0.73	13.04	5.8	0.60	10.34	5.5	0.85	15.45
Inexpensive - Expensive	3.2	1.30	40.63	3.6	1.09	30.28	4.3	1.18	27.44	4.2	1.40	33.33
Socially Acceptable Not Socially Acceptable	6.0	0.00	0.00	6.1	0.47	07.70	5.2	1.17	22.50	5.8	0.92	15.86

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 43. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Ville Platte by age of housewife

Bipolar Adjectives	Age											
	-30 Years (8) ^{1/}			30-44 Years (27)			45-59 Years (11)			60+ Years (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.8	1.17	24.38	5.1	1.17	22.94	4.5	1.44	32.00	3.8	0.96	25.26
Easy to Clean Walls Hard to Clean Walls	5.4	1.41	26.11	5.9	0.66	11.19	5.4	1.03	19.07	4.8	0.96	20.00
Warmth - Coldness	4.9	1.46	29.80	5.8	0.40	06.90	5.7	0.47	08.25	6.0	0.82	13.67
Pleasing in Appearance Not Pleasing in Appearance	5.9	0.83	14.07	6.1	0.58	09.51	6.1	0.54	08.85	5.8	0.50	08.62
Safe - Unsafe	5.4	1.19	22.04	5.3	0.92	17.36	5.5	0.82	14.91	4.0	1.41	35.25
Modern - Old Fashioned	5.0	1.77	35.40	5.6	0.93	16.61	4.7	1.56	33.19	3.0	0.82	27.33
Strong - Weak	5.5	0.76	13.82	5.5	0.80	14.55	5.5	0.94	17.09	5.8	0.50	08.60
Inexpensive - Expensive	3.6	1.19	33.06	3.8	0.97	25.53	4.2	1.33	31.67	4.5	1.29	28.67
Socially Acceptable Not Socially Acceptable	5.6	1.06	18.93	5.9	0.53	08.98	5.6	0.81	14.46	6.0	0.82	13.67

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 44. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Oakdale by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	-9 (5) <u>1</u> /			9-11 (12)			12-13 (24)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	5.4	0.55	10.19	5.1	1.08	21.18	4.3	1.68	39.07
Easy to Clean Walls									
Hard to Clean Walls	5.2	1.30	25.00	6.2	0.58	09.35	6.3	0.68	10.79
Warmth - Coldness	5.6	0.55	09.82	5.7	0.89	15.61	5.9	0.58	09.83
Pleasing in Appearance									
Not Pleasing in Appearance	5.6	0.55	09.82	6.2	0.58	09.35	6.3	0.47	07.46
Safe - Unsafe	5.6	0.55	09.82	5.5	0.80	14.55	5.3	1.20	22.64
Modern - Old Fashioned	3.6	1.67	46.39	5.3	1.06	20.00	5.2	1.17	22.50
Strong - Weak	5.6	0.55	09.82	5.4	0.79	14.63	5.6	0.83	14.82
Inexpensive - Expensive	5.0	0.71	14.20	4.2	1.27	30.24	3.6	1.06	29.44
Socially Acceptable									
Not Socially Acceptable	5.2	0.84	16.15	5.8	0.75	12.93	5.9	1.02	17.29

(Continued)

Table 44. (Continued).

Bipolar Adjectives	Years of Schooling					
	14-15 (5)			16+ (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.0	1.41	28.20	3.5	2.38	68.00
Easy to Clean Walls Hard to Clean Walls	6.4	0.55	08.59	5.5	1.73	31.45
Warmth - Coldness	5.8	0.45	07.76	6.0	0.00	0.00
Pleasing in Appearance Not Pleasing in Appearance	6.2	0.45	07.26	6.3	0.50	07.94
Safe - Unsafe	5.8	0.45	07.76	5.3	1.50	28.30
Modern - Old Fashioned	4.8	1.10	22.92	5.0	2.00	40.00
Strong - Weak	6.0	0.00	0.00	6.0	0.00	0.00
Inexpensive - Expensive	3.0	1.00	33.33	4.5	1.73	38.44
Socially Acceptable Not Socially Acceptable	6.0	0.00	0.00	6.0	0.00	0.00

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 45. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Ville Platte by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	-9 (1) 1/			9-11 (11)			12-13 (30)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	4.0	-	-	4.8	1.33	27.71	4.8	1.23	25.63
Easy to Clean Walls									
Hard to Clean Walls	4.0	-	-	5.2	1.08	20.77	5.8	0.83	14.31
Warmth - Coldness	5.0	-	-	5.7	0.79	13.86	5.6	0.85	15.18
Pleasing in Appearance									
Not Pleasing in Appearance	5.0	-	-	6.0	0.45	07.50	6.0	0.67	11.17
Safe - Unsafe	4.0	-	-	5.2	1.17	22.50	5.2	1.05	20.19
Modern - Old Fashioned	3.0	-	-	4.6	1.36	29.57	5.4	1.22	22.59
Strong - Weak	5.0	-	-	5.5	1.04	18.91	5.4	0.77	14.26
Inexpensive - Expensive	4.0	-	-	3.6	0.81	22.50	4.2	1.22	29.05
Socially Acceptable									
Not Socially Acceptable	5.0	-	-	5.7	0.91	15.96	5.8	0.65	11.21

(Continued)

Table 45. (Continued).

Bipolar Adjectives	Years of Schooling					
	14-15 (5)			16+ (3)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.0	1.41	28.20	5.0	1.73	34.60
Easy to Clean Walls Hard to Clean Walls	5.4	0.90	16.67	5.3	1.16	21.89
Warmth - Coldness	5.6	0.55	09.82	6.0	0.00	0.00
Pleasing in Appearance Not Pleasing in Appearance	6.2	0.45	07.26	6.3	0.58	09.21
Safe - Unsafe	5.8	0.45	07.76	6.0	0.00	0.00
Modern - Old Fashioned	5.2	1.79	34.42	5.0	2.65	53.00
Strong - Weak	6.0	0.00	0.00	6.0	0.00	0.00
Inexpensive - Expensive	3.2	0.45	14.06	3.0	1.00	33.33
Socially Acceptable Not Socially Acceptable	5.6	0.90	16.07	6.0	0.00	0.00

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 46. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives by occupation of the head of the household

Bipolar Adjectives	Occupation											
	Professional (132) ^{1/}			Managers (101)			Clerks-Sales (63)			Craftsmen (97)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.5	1.56	34.67	4.7	1.58	32.62	4.6	1.56	33.91	4.6	1.70	36.96
Easy to Clean Walls Hard to Clean Walls	5.8	1.02	17.59	5.4	1.26	23.33	5.9	0.95	16.10	5.7	1.00	17.54
Warmth - Coldness	5.8	0.88	15.17	5.8	0.89	15.34	5.6	1.10	19.64	5.6	0.92	16.43
Pleasing in Appearance Not Pleasing in Appearance	6.2	0.70	11.29	6.1	0.63	10.33	6.0	0.75	12.50	6.0	0.61	10.17
Safe - Unsafe	5.1	1.21	23.73	5.4	0.99	18.33	5.2	1.16	22.31	5.2	1.07	20.58
Modern - Old Fashioned	5.3	1.29	24.34	5.1	1.39	27.25	5.3	1.20	22.64	5.1	1.33	26.08
Strong - Weak	5.4	0.98	18.15	5.4	0.96	17.78	5.4	0.96	17.78	5.3	1.02	19.25
Inexpensive - Expensive	3.6	1.18	32.78	3.2	1.29	40.31	3.8	1.23	32.37	3.9	1.24	31.79
Socially Acceptable Not Socially Acceptable	6.1	0.64	10.49	5.9	0.82	13.90	5.9	0.88	14.92	5.8	0.82	14.14

(Continued)

Table 46. (Continued).

Bipolar Adjectives	Occupation								
	Operatives (38)			Household (23)			Retirees (45)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.4	1.78	40.45	4.7	1.29	27.45	5.1	1.19	23.33
Easy to Clean Walls Hard to Clean Walls	5.7	0.72	12.63	5.2	1.24	23.85	5.5	0.90	16.36
Warmth - Coldness	5.7	0.76	13.33	5.5	1.04	18.91	5.8	0.83	14.31
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.33	05.50	6.0	0.52	08.67	6.0	0.72	12.00
Safe - Unsafe	5.5	0.80	14.55	5.1	1.18	23.14	5.2	1.19	22.88
Modern - Old Fashioned	5.5	0.86	15.64	5.0	1.40	28.00	4.0	1.52	38.00
Strong - Weak	5.7	0.69	12.11	5.4	0.78	14.44	5.5	0.87	15.82
Inexpensive - Expensive	4.4	1.15	26.14	3.8	1.35	35.53	4.2	1.19	28.33
Socially Acceptable Not Socially Acceptable	5.9	0.67	11.36	5.7	0.98	17.19	5.6	1.05	18.75

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 47. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives by household income

Bipolar Adjectives	Income								
	-\$200 (22) ^{1/}			\$200-449 (108)			\$450-749 (216)		
	*M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.9	1.36	27.76	4.8	1.43	29.79	4.7	1.62	35.11
Easy to Clean Walls Hard to Clean Walls	5.6	0.67	11.96	5.6	1.00	17.86	5.6	1.16	20.71
Warmth - Coldness	5.9	0.68	11.53	5.4	0.97	17.96	5.8	0.83	14.31
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.65	10.83	5.9	0.69	11.69	6.1	0.66	10.82
Safe - Unsafe	5.1	1.19	23.33	5.2	1.10	21.15	5.3	1.10	20.75
Modern - Old Fashioned	4.0	1.69	42.25	4.8	1.33	27.71	5.2	1.31	25.19
Strong - Weak	5.4	0.96	17.78	5.5	0.86	15.64	5.4	0.93	17.22
Inexpensive - Expensive	4.4	1.22	27.73	3.8	1.17	30.79	3.8	1.25	32.89
Socially Acceptable Not Socially Acceptable	5.5	1.06	19.27	5.8	0.86	14.83	6.0	0.77	12.83

(Continued)

Table 47. (Continued).

Bipolar Adjectives	Income								
	\$750-999 (86)			\$1,000-1,249 (33)			\$1,250+ (34)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	4.6	1.59	34.57	4.2	1.74	41.43	4.6	1.35	29.35
Easy to Clean Walls									
Hard to Clean Walls	5.6	0.99	17.68	5.8	0.91	15.69	5.7	1.07	18.77
Warmth - Coldness	5.6	1.08	19.29	6.0	0.73	12.17	5.9	0.89	15.08
Pleasing in Appearance									
Not Pleasing in Appearance	6.2	0.52	08.39	6.4	0.56	08.75	6.1	0.65	10.66
Safe - Unsafe	5.2	1.12	21.54	5.0	1.24	24.80	5.1	0.98	19.22
Modern - Old Fashioned	5.3	1.23	23.21	5.5	1.18	21.45	5.1	1.46	28.63
Strong - Weak	5.4	0.96	17.78	5.2	1.07	20.58	5.2	1.10	21.15
Inexpensive - Expensive	3.5	1.30	37.14	3.2	1.42	44.38	3.5	1.19	34.00
Socially Acceptable									
Not Socially Acceptable	5.9	0.79	13.39	6.1	0.93	15.25	6.2	0.58	09.35

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 48. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives by age of housewife

Bipolar Adjectives	Age											
	-30 Years (84) ^{1/}			30-44 Years (226)			45-59 Years (144)			60+ Years (45)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.3	1.70	39.53	4.8	1.49	31.04	4.4	1.66	37.73	5.1	1.18	23.14
Easy to Clean Walls Hard to Clean Walls	5.6	1.19	21.25	5.7	1.02	17.89	5.6	1.05	18.75	5.4	0.97	17.96
Warmth - Coldness	5.5	1.09	19.82	5.7	0.85	14.91	5.7	0.95	16.67	5.8	0.72	12.41
Pleasing in Appearance Not Pleasing in Appearance	6.1	0.52	08.52	6.1	0.75	12.30	6.1	0.50	08.20	6.0	0.74	12.33
Safe - Unsafe	5.1	1.19	23.33	5.2	1.07	20.58	5.2	1.08	20.77	5.2	1.20	23.08
Modern - Old Fashioned	5.0	1.22	24.40	5.3	1.27	23.96	5.2	1.34	25.77	4.0	1.52	38.00
Strong - Weak	5.3	1.00	18.87	5.4	0.91	16.85	5.4	0.94	17.41	5.4	1.03	19.07
Inexpensive - Expensive	3.7	1.11	30.00	3.7	1.19	32.16	3.8	1.48	38.95	4.1	1.15	28.05
Socially Acceptable Not Socially Acceptable	6.0	0.69	11.50	5.9	0.80	13.56	5.9	0.84	14.24	5.7	0.99	17.37

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 49. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	-9 (19) 1/			9-11 (91)			12-13 (253)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	4.9	1.52	31.02	4.9	1.41	28.78	4.4	1.64	37.27
Easy to Clean Walls									
Hard to Clean Walls	5.5	0.91	16.55	5.6	1.00	17.86	5.7	1.01	17.72
Warmth - Coldness	5.5	0.70	12.73	5.6	1.08	19.29	5.7	0.90	15.79
Pleasing in Appearance									
Not Pleasing in Appearance	5.8	0.38	06.55	5.9	0.75	12.71	6.2	0.57	09.19
Safe - Unsafe	5.3	0.89	16.79	5.2	1.10	21.15	5.1	1.17	22.94
Modern - Old Fashioned	4.6	1.30	28.26	4.7	1.34	28.51	5.3	1.31	24.72
Strong - Weak	5.2	0.86	16.54	5.4	1.00	18.52	5.4	0.97	17.96
Inexpensive - Expensive	4.7	1.05	22.34	4.0	1.20	30.00	3.6	1.32	36.67
Socially Acceptable									
Not Socially Acceptable	5.4	0.61	11.30	5.6	1.06	18.93	6.0	0.79	13.17

(Continued)

Table 49. (Continued).

Bipolar Adjectives	Years of Schooling								
	14-15 (70)			16+ (65)			No Answer (1)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.0	1.40	28.00	4.7	1.55	32.98	2	-	-
Easy to Clean Walls Hard to Clean Walls	5.6	1.04	18.57	5.4	1.31	24.26	6	-	-
Warmth - Coldness	5.7	0.88	15.44	6.0	0.78	13.00	6	-	-
Pleasing in Appearance Not Pleasing in Appearance	6.1	0.40	06.56	6.1	0.93	15.25	6	-	-
Safe - Unsafe	5.5	0.72	13.09	5.2	1.24	23.85	6	-	-
Modern - Old Fashioned	5.2	1.18	22.69	4.7	1.53	32.55	4	-	-
Strong - Weak	5.6	0.71	12.68	5.4	0.98	18.15	6	-	-
Inexpensive - Expensive	3.5	1.07	30.57	3.7	1.26	34.05	4	-	-
Socially Acceptable Not Socially Acceptable	6.0	0.47	07.83	6.0	0.72	12.00	6	-	-

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 50. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.), for the nine bipolar adjectives for New Orleans, Monroe, and Lake Charles

Bipolar Adjectives	City								
	New Orleans (50) ^{1/}			Monroe (25)			Lake Charles (25)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.1	1.41	27.65	4.0	2.03	50.75	3.9	1.45	37.18
Easy to Clean Walls Hard to Clean Walls	5.9	1.07	18.14	5.4	0.76	14.07	5.8	1.29	22.24
Warmth - Coldness	5.6	0.99	17.68	5.8	1.17	20.17	5.5	1.01	18.36
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.87	14.50	6.2	0.63	10.16	6.0	0.68	11.33
Safe - Unsafe	5.2	1.17	22.50	5.0	1.29	25.80	5.6	0.71	12.26
Modern - Old Fashioned	5.0	1.20	24.00	5.7	1.22	21.40	5.1	1.61	31.57
Strong - Weak	5.4	1.11	20.56	5.4	0.91	16.85	5.7	0.74	12.98
Inexpensive - Expensive	4.0	1.05	26.25	2.9	1.32	45.52	3.6	1.36	37.50
Socially Acceptable Not Socially Acceptable	6.0	0.78	13.00	6.2	0.63	10.16	6.1	0.67	10.98

^{1/} Number in parentheses indicates number of responses for each subgroup.

Table 51. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in New Orleans by occupation of the head of the household

Bipolar Adjectives	Occupation											
	Professional (10) ^{1/}			Managers (12)			Clerks-Sales (7)			Craftsmen (11)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.7	1.70	36.17	5.6	0.67	11.96	5.1	1.57	30.78	5.2	1.40	26.92
Easy to Clean Walls Hard to Clean Walls	6.3	0.48	07.62	5.4	1.44	26.67	6.1	0.38	06.23	5.5	1.44	26.18
Warmth - Coldness	5.7	1.16	20.35	5.5	1.45	26.36	5.4	0.98	18.15	5.7	0.65	11.40
Pleasing in Appearance Not Pleasing in Appearance	6.4	0.52	08.13	6.1	0.52	08.52	5.4	1.51	27.96	5.7	0.91	15.96
Safe - Unsafe	4.3	1.25	29.07	5.5	1.00	18.18	4.9	1.57	32.04	5.5	0.94	17.09
Modern - Old Fashioned	4.7	1.34	28.51	5.0	1.28	25.60	5.1	1.07	20.98	4.8	1.17	24.38
Strong - Weak	4.9	1.52	31.02	5.4	0.90	16.67	5.1	1.57	30.78	5.5	0.94	17.09
Inexpensive - Expensive	4.2	1.03	24.52	3.8	1.34	35.26	3.7	0.76	20.54	4.1	0.83	20.24
Socially Acceptable Not Socially Acceptable	6.2	0.42	06.77	6.0	0.74	12.33	5.6	1.13	20.18	5.9	0.70	11.80

(Continued)

Table 51. (Continued).

Bipolar Adjectives	Occupation					
	Operatives (8)			Retirees (2)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors						
Easy to Clean Floors	5.0	1.60	32.00	3.0	0.00	0.00
Easy to Clean Walls						
Hard to Clean Walls	6.3	0.46	07.30	6.0	0.00	0.00
Warmth - Coldness	5.8	0.46	07.93	6.0	0.00	0.00
Pleasing in Appearance						
Not Pleasing in Appearance	6.1	0.64	10.49	7.0	0.00	0.00
Safe - Unsafe	5.8	0.71	12.24	6.0	0.00	0.00
Modern - Old Fashioned	5.3	1.17	22.08	6.5	0.71	10.92
Strong - Weak	5.9	0.35	05.93	6.0	0.00	0.00
Inexpensive - Expensive	4.4	1.30	29.55	4.0	0.00	0.00
Socially Acceptable						
Not Socially Acceptable	5.9	0.99	16.78	6.5	0.71	10.92

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 52. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Monroe by occupation of the head of the household

Bipolar Adjectives	Occupation											
	Professional (8) ^{1/}			Managers (6)			Clerks-Sales (4)			Craftsmen (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.9	1.81	36.94	4.3	2.25	52.33	3.5	1.92	54.80	2.5	1.73	69.20
Easy to Clean Walls Hard to Clean Walls	5.5	0.93	16.91	5.5	0.55	10.00	5.5	1.00	18.18	5.0	0.82	16.40
Warmth - Coldness	6.0	1.31	21.83	6.0	0.00	0.00	5.3	2.22	41.89	6.0	0.00	0.00
Pleasing in Appearance Not Pleasing in Appearance	6.5	0.54	08.31	6.2	0.41	06.61	6.0	0.00	0.00	6.3	0.50	07.94
Safe - Unsafe	5.3	0.89	16.79	5.0	1.10	22.00	4.8	2.50	52.08	5.0	1.16	23.20
Modern - Old Fashioned	5.6	1.06	18.93	6.0	0.63	0.63	4.8	2.22	46.25	6.5	0.58	08.92
Strong - Weak	5.6	0.74	13.21	5.0	1.10	22.00	5.8	0.50	08.62	5.0	1.16	23.20
Inexpensive - Expensive	3.1	1.25	40.32	2.2	0.98	0.98	3.3	1.50	45.45	2.3	1.50	65.22
Socially Acceptable Not Socially Acceptable	6.1	0.35	05.74	6.0	0.00	0.00	5.8	1.26	21.72	6.5	0.58	08.92

(Continued)

Table 52. (Continued).

Bipolar Adjectives	Occupation					
	Operatives (2)			Retirees (1)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors						
Easy to Clean Floors	3.5	3.54	01.14	5.0	-	-
Easy to Clean Walls						
Hard to Clean Walls	5.5	0.71	0.71	5.0	-	-
Warmth - Coldness	5.5	0.71	12.91	4.0	-	-
Pleasing in Appearance						
Not Pleasing in Appearance	6.0	0.00	0.00	4.0	-	-
Safe - Unsafe	5.5	0.71	12.91	3.0	-	-
Modern - Old Fashioned	6.0	0.00	0.00	4.0	-	-
Strong - Weak	6.0	0.00	0.00	4.0	-	-
Inexpensive - Expensive	4.5	0.71	15.78	4.0	-	-
Socially Acceptable						
Not Socially Acceptable	6.5	0.71	10.92	7.0	-	-

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 53. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Lake Charles by occupation of the head of the household.

Bipolar Adjectives	Occupation											
	Professional (7) ^{1/}			Managers (5)			Clerks-Sales (3)			Craftsmen (5)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.1	1.57	38.29	4.4	1.52	34.55	4.7	0.58	12.34	3.2	1.30	40.63
Easy to Clean Walls Hard to Clean Walls	6.3	0.49	07.78	4.8	1.92	40.00	6.7	0.58	08.66	6.0	1.23	20.50
Warmth - Coldness	5.9	0.69	11.69	5.8	0.45	07.76	4.3	2.31	53.72	5.4	0.55	10.19
Pleasing in Appearance Not Pleasing in Appearance	6.1	0.38	06.23	5.6	0.90	16.07	6.3	0.58	09.21	6.2	0.45	07.26
Safe - Unsafe	5.6	0.53	09.46	5.4	0.90	16.67	6.0	0.00	0.00	5.6	0.90	16.07
Modern - Old Fashioned	5.7	0.76	13.33	5.6	0.90	16.07	5.0	2.65	53.00	5.6	1.14	20.36
Strong - Weak	5.9	0.38	06.44	5.4	0.90	16.67	6.0	0.00	0.00	5.6	0.90	16.07
Inexpensive - Expensive	3.4	1.13	33.24	2.6	0.90	34.62	4.7	1.53	32.55	4.6	0.90	19.57
Socially Acceptable Not Socially Acceptable	6.3	0.49	07.78	6.0	0.71	11.83	6.7	0.58	08.66	5.8	1.10	18.97

(Continued)

Table 53. (Continued).

Bipolar Adjectives	Occupation					
	Household (1)			Retires (3)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	3.0	-	-	3.7	2.08	56.22
Easy to Clean Walls Hard to Clean Walls	3.0	-	-	6.0	0.00	0.00
Warmth - Coldness	5.0	-	-	6.0	0.00	0.00
Pleasing in Appearance Not Pleasing in Appearance	6.0	-	-	6.0	0.00	0.00
Safe - Unsafe	5.0	-	-	6.0	0.00	0.00
Modern - Old Fashioned	6.0	-	-	2.7	1.16	42.96
Strong - Weak	4.0	-	-	6.3	0.58	09.21
Inexpensive - Expensive	1.0	-	-	3.7	1.53	41.35
Socially Acceptable Not Socially Acceptable	6.0	-	-	6.0	0.00	0.00

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 54. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in New Orleans by household income

Bipolar Adjectives	Income								
	-\$200 (1) 1/			\$200-449 (10)			\$450-749 (28)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	6.0	-	-	4.9	1.60	32.65	5.2	1.28	24.62
Easy to Clean Walls									
Hard to Clean Walls	6.0	-	-	6.1	0.57	09.34	5.7	1.21	21.23
Warmth - Coldness	6.0	-	-	5.5	0.85	15.45	5.8	0.61	10.52
Pleasing in Appearance									
Not Pleasing in Appearance	7.0	-	-	5.8	1.40	24.14	6.0	0.72	12.00
Safe - Unsafe	6.0	-	-	5.1	1.37	26.86	5.5	0.96	17.45
Modern - Old Fashioned	2.0	-	-	5.1	1.20	23.53	5.0	1.16	23.20
Strong - Weak	7.0	-	-	5.6	1.27	22.68	5.5	0.84	15.27
Inexpensive - Expensive	4.0	-	-	3.9	0.88	22.56	4.1	0.96	23.41
Socially Acceptable	6.0	-	-	6.0	0.82	13.67	5.9	0.79	13.39
Not Socially Acceptable									

(Continued)

Table 54. (Continued).

Bipolar Adjectives	Income								
	\$750-999 (8)			\$1,000-1,250 (2)			\$1,250+ (1)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.5	0.93	16.91	2.0	1.41	70.50	5.0	-	-
Easy to Clean Walls Hard to Clean Walls	5.6	1.06	18.93	7.0	0.00	0.00	7.0	-	-
Warmth - Coldness	4.9	1.73	35.31	6.0	1.41	23.50	7.0	-	-
Pleasing in Appearance Not Pleasing in Appearance	5.9	0.35	05.93	7.0	0.00	0.00	7.0	-	-
Safe - Unsafe	5.1	1.13	22.16	3.0	1.4	47.00	4.0	-	-
Modern - Old Fashioned	5.1	0.99	19.41	5.0	1.41	28.20	7.0	-	-
Strong - Weak	5.3	1.04	19.62	3.0	1.41	28.20	4.0	-	-
Inexpensive - Expensive	4.3	1.49	34.65	3.5	2.12	60.57	3.0	-	-
Socially Acceptable Not Socially Acceptable	5.8	0.71	12.24	7.0	0.00	0.00	7.0	-	-

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 55. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Monroe by household income

Bipolar Adjectives	Income								
	\$200-449 (3) ^{1/}			\$450-749 (12)			\$750-999 (3)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	5.3	0.58	10.94	3.3	2.06	62.42	2.3	1.53	66.52
Easy to Clean Walls Hard to Clean Walls	5.0	1.00	20.00	5.3	0.78	14.72	5.0	1.00	20.00
Warmth - Coldness	5.3	1.16	21.89	5.7	1.23	21.58	5.3	2.08	39.25
Pleasing in Appearance Not Pleasing in Appearance	5.3	1.16	21.89	6.1	0.29	04.75	6.7	0.58	08.66
Safe - Unsafe	5.0	1.73	34.60	4.9	1.51	30.82	5.0	1.00	20.00
Modern - Old Fashioned	5.0	1.00	20.00	5.8	1.42	24.48	6.3	0.58	09.21
Strong - Weak	5.3	1.16	21.89	5.6	0.79	14.11	5.0	1.00	20.00
Inexpensive - Expensive	3.0	1.00	33.33	3.2	1.47	45.94	1.7	0.58	34.12
Socially Acceptable Not Socially Acceptable	6.3	0.58	09.21	6.2	0.84	13.55	6.0	0.00	0.00

(Continued)

Table 55. (Continued).

Bipolar Adjectives	Income					
	\$1,000-1,249 (4)			\$1,250+ (3)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors						
Easy to Clean Floors	5.0	2.00	40.00	6.0	0.00	0.00
Easy to Clean Walls						
Hard to Clean Walls	5.8	0.50	08.62	6.0	0.00	0.00
Warmth - Coldness	6.3	0.50	07.94	6.3	0.58	09.21
Pleasing in Appearance						
Not Pleasing in Appearance	6.5	0.58	08.92	6.3	0.58	09.21
Safe - Unsafe	5.5	1.00	18.18	4.7	1.16	24.68
Modern - Old Fashioned	5.8	1.26	21.72	5.3	1.16	21.89
Strong - Weak	5.5	1.00	18.18	4.7	1.16	24.68
Inexpensive - Expensive	3.3	1.50	45.45	2.7	1.16	42.96
Socially Acceptable						
Not Socially Acceptable	6.3	1.50	07.94	6.0	0.00	0.00

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 56. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Lake Charles by household income

Bipolar Adjectives	Income											
	\$200-449 (8) ^{1/}			\$450-749 (7)			\$1,000-1,249 (3)			\$1,250+ (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.5	1.41	31.33	3.4	1.27	37.35	2.7	0.58	21.48	4.8	0.96	20.00
Easy to Clean Walls Hard to Clean Walls	5.5	1.77	32.18	5.9	1.35	22.88	6.0	0.00	0.00	6.0	1.41	23.50
Warmth - Coldness	4.9	1.25	25.51	5.9	0.69	11.69	5.7	0.58	10.18	6.0	0.82	13.67
Pleasing in Appearance Not Pleasing in Appearance	5.9	0.83	14.07	6.1	0.38	06.23	6.3	0.58	09.21	6.0	0.00	0.00
Safe - Unsafe	6.0	0.00	0.00	5.4	0.79	14.63	5.7	0.58	09.21	5.0	0.82	16.40
Modern - Old Fashioned	5.5	1.07	19.45	4.4	2.30	52.27	5.3	1.16	21.89	5.5	1.00	18.18
Strong - Weak	5.9	0.83	14.07	5.3	0.95	17.92	5.7	0.58	10.18	6.0	0.00	0.00
Inexpensive - Expensive	3.8	1.28	33.68	3.4	1.99	58.53	2.7	1.16	42.96	3.8	0.50	13.16
Socially Acceptable Not Socially Acceptable	5.9	0.99	16.78	6.3	0.49	07.78	6.3	0.58	09.21	6.3	0.50	07.94

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 57. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in New Orleans by age of housewife

Bipolar Adjectives	Age											
	<u>-30 Years (15)^{1/}</u>			<u>30-44 Years (23)</u>			<u>45-59 Years (11)</u>			<u>60+ Years (1)</u>		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors												
Easy to Clean Floors	4.8	1.74	36.25	5.3	1.15	21.70	5.1	1.38	27.06	3.0	-	-
Easy to Clean Walls												
Hard to Clean Walls	6.0	1.20	20.00	5.8	1.07	18.45	5.7	1.01	17.72	6.0	-	-
Warmth - Coldness	5.6	1.12	20.00	5.6	1.08	19.29	5.7	0.65	11.40	6.0	-	-
Pleasing in Appearance												
Not Pleasing in Appearance	6.3	0.49	07.78	5.7	1.10	19.30	6.1	0.54	08.85	7.0	-	-
Safe - Unsafe	5.1	1.53	30.00	5.1	1.06	20.78	5.5	0.82	14.91	6.0	-	-
Modern - Old Fashioned	4.7	1.34	28.51	5.1	1.04	20.39	5.2	1.40	26.92	6.0	-	-
Strong - Weak	5.1	1.53	30.00	5.4	0.94	17.41	5.7	0.65	11.40	6.00	-	-
Inexpensive - Expensive	4.0	1.07	26.75	4.0	1.15	28.75	4.3	0.91	21.16	4.0	-	-
Socially Acceptable												
Not Socially Acceptable	5.9	0.88	14.92	6.0	0.56	09.33	5.8	1.08	18.62	6.0	-	-

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 58. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Monroe by age of housewife

Bipolar Adjectives	Age											
	<u>-30 Years (6)^{1/}</u>			<u>30-44 Years (6)</u>			<u>45-59 Years (14)</u>			<u>60+ Years (1)</u>		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors												
Easy to Clean Floors	5.0	1.16	23.20	5.0	1.67	33.40	3.3	2.20	66.67	5.0	-	-
Easy to Clean Walls												
Hard to Clean Walls	5.5	1.00	18.18	5.3	1.03	19.43	5.4	0.65	12.04	5.0	-	-
Warmth - Coldness	6.3	0.96	15.24	6.3	0.52	08.25	5.5	1.29	23.45	4.0	-	-
Pleasing in Appearance												
Not Pleasing in Appearance	6.5	0.58	08.92	6.2	0.41	06.61	6.2	0.43	06.94	4.0	-	-
Safe - Unsafe	5.5	1.00	18.18	4.7	1.97	41.91	5.1	0.95	18.63	3.0	-	-
Modern - Old Fashioned	5.5	1.00	18.18	5.2	1.84	35.38	6.1	0.83	13.61	4.0	-	-
Strong - Weak	5.8	0.50	08.62	5.5	0.84	15.27	5.3	1.00	18.87	4.0	-	-
Inexpensive - Expensive	3.3	1.50	45.45	3.2	1.33	41.56	2.6	1.34	51.54	4.0	-	-
Socially Acceptable												
Not Socially Acceptable	6.3	0.50	07.94	5.8	0.98	16.90	6.2	0.43	06.94	7.0	-	-

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 59. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Lake Charles by age of housewife

Bipolar Adjectives	Age											
	-30 Years (4) ^{1/}			30-44 Years (7)			45-59 Years (10)			60+ Years (3)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	3.5	1.29	36.86	4.6	1.62	35.22	3.8	1.23	32.37	3.7	2.08	56.22
Easy to Clean Walls Hard to Clean Walls	5.0	1.83	36.60	6.0	1.83	30.50	5.9	0.88	14.92	6.0	0.00	0.00
Warmth - Coldness	4.5	1.00	22.22	5.7	0.49	08.60	5.7	1.16	20.35	6.0	0.00	0.00
Pleasing in Appearance Not Pleasing in Appearance	6.0	0.00	0.00	5.9	0.90	15.25	6.2	0.42	06.77	6.0	0.00	0.00
Safe - Unsafe	5.8	0.50	08.62	5.6	0.79	14.11	5.5	0.71	12.91	6.0	0.00	0.00
Modern - Old Fashioned	5.8	1.26	21.72	5.7	0.95	16.67	5.4	1.35	25.00	2.7	1.16	42.96
Strong - Weak	5.5	1.00	18.18	5.4	0.98	18.15	5.8	0.42	07.24	6.3	0.58	09.21
Inexpensive - Expensive	3.8	1.79	49.74	4.1	1.22	29.76	3.1	1.29	41.61	3.7	1.53	41.35
Socially Acceptable Not Socially Acceptable	5.8	1.26	21.72	6.1	0.69	11.31	6.3	0.48	07.62	6.0	0.00	0.00

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 60. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in New Orleans by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	-9 (3) $\frac{1}{2}$			9-11 (13)			12-13 (23)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	4.7	2.31	49.15	4.5	1.76	39.11	5.0	1.26	25.20
Easy to Clean Walls Hard to Clean Walls	6.0	0.00	0.00	5.8	1.17	20.17	6.0	1.05	17.50
Warmth - Coldness	5.7	0.58	10.18	5.9	0.76	12.88	5.4	1.24	22.96
Pleasing in Appearance Not Pleasing in Apperance	6.0	0.00	0.00	5.9	1.26	21.36	6.0	0.88	14.67
Safe - Unsafe	6.0	0.00	0.00	5.3	1.25	23.58	4.9	1.28	26.12
Modern - Old Fashioned	5.0	1.00	20.00	5.2	1.14	21.92	5.2	1.24	23.85
Strong - Weak	6.0	0.00	0.00	5.5	1.20	21.82	5.0	1.17	23.40
Inexpensive - Expensive	5.7	0.58	10.18	3.9	1.04	26.67	3.7	1.02	27.57
Socially Acceptable Not Socially Acceptable	6.0	0.00	0.00	6.0	0.71	11.83	5.9	1.04	17.63

(Continued)

Table 60. (Continued).

Bipolar Adjectives	Years of Schooling					
	14-15 (7)			16+ (4)		
	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	6.0	0.00	0.00	5.5	1.00	18.18
Easy to Clean Walls Hard to Clean Walls	6.0	0.00	0.00	5.0	2.00	40.00
Warmth - Coldness	5.6	0.79	14.11	6.0	0.00	0.00
Pleasing in Appearance Not Pleasing in Appearance	6.1	0.38	06.23	6.0	0.00	0.00
Safe - Unsafe	5.6	0.79	14.11	5.5	1.00	18.18
Modern - Old Fashioned	4.7	1.50	31.91	4.0	0.00	0.00
Strong - Weak	6.1	0.38	06.23	5.3	0.96	18.11
Inexpensive - Expensive	4.6	0.79	17.17	4.3	0.50	11.63
Socially Acceptable Not Socially Acceptable	6.0	0.00	0.00	6.0	0.00	0.00

1/ Number in parentheses indicates the number of responses for each subgroup.

Table 61. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Monroe by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	12-13 (18) ^{1/}			14-15 (2)			16+ (5)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors									
Easy to Clean Floors	3.9	2.03	52.05	1.5	0.71	47.33	5.6	0.90	16.07
Easy to Clean Walls									
Hard to Clean Walls	5.3	0.75	14.15	6.0	0.00	0.00	5.6	0.90	16.07
Warmth - Coldness	5.9	0.64	10.85	2.5	0.71	28.40	6.4	0.55	08.59
Pleasing in Appearance									
Not Pleasing in Appearance	6.1	0.68	11.15	6.0	0.00	0.00	6.4	0.55	08.59
Safe - Unsafe	4.9	1.43	29.18	5.5	0.71	12.91	5.0	1.00	20.00
Modern - Old Fashioned	5.9	1.23	20.85	5.0	1.41	28.20	5.2	1.10	21.15
Strong - Weak	5.2	0.94	18.08	6.0	0.00	0.00	5.6	0.90	16.07
Inexpensive - Expensive	2.8	1.43	51.07	3.0	1.41	47.00	3.2	1.10	34.38
Socially Acceptable									
Not Socially Acceptable	6.2	0.73	11.77	6.0	0.00	0.00	6.0	0.00	0.00

^{1/} Number in parentheses indicates the number of responses for each subgroup.

Table 62. Means (M.), standard deviations (S.D.), and coefficients of variation (C.V.) for the nine bipolar adjectives in Lake Charles by years of schooling completed

Bipolar Adjectives	Years of Schooling								
	9-11 (4) ^{1/}			12-13 (14)			14-15 (5)		
	M.	S.D.	C.V.	M.	S.D.	C.V.	M.	S.D.	C.V.
Hard to Clean Floors Easy to Clean Floors	3.5	1.92	54.86	4.1	1.39	33.90	4.4	1.14	25.91
Easy to Clean Walls Hard to Clean Walls	4.5	1.92	42.67	6.1	1.10	18.03	5.8	1.10	18.97
Warmth - Coldness	5.8	0.50	08.62	5.2	1.12	21.54	6.2	0.45	07.26
Pleasing in Appearance Not Pleasing in Appearance	5.5	1.00	18.18	6.1	0.36	05.90	6.2	0.45	07.26
Safe - Unsafe	6.0	0.00	0.00	5.6	0.65	11.61	5.4	0.90	16.67
Modern - Old Fashioned	4.5	1.92	42.67	5.6	1.28	22.86	4.8	1.79	37.29
Strong - Weak	5.5	1.00	18.18	5.6	0.84	15.00	6.0	0.00	0.00
Inexpensive - Expensive	3.5	1.00	28.57	3.8	1.63	42.89	3.0	1.00	33.33
Socially Acceptable Not Socially Acceptable	5.3	0.96	18.11	6.4	0.50	07.81	6.2	0.45	07.26

^{1/} Number in parentheses indicates the number of responses for each subgroup.

VITA

Edward Lawrence Klein was born in Roscoe, Pennsylvania, on February 17, 1936. He was the second of four children born to Grace and Julius H. Klein, Jr. He graduated from California Community High School, California, Pennsylvania, in June 1954.

At the beginning of the fall semester of 1954, he enrolled in the Pennsylvania State University's School of Forestry and four years later received a B.S. degree in Forestry. He obtained employment with the Maryland Department of Forests and Waters upon graduation. Two years later he resigned from the Maryland Department of Forests and Waters to return to The Pennsylvania State University.

He entered the Pennsylvania State University Graduate School in the fall semester of 1960 and received the degree of M.S. in Forestry in 1961. He accepted an invitation to join Xi Sigma Pi fraternity while in the College of Agriculture.

After receiving his M.S. from Penn. State in December 1961, he entered the Graduate School of Texas A & M University for the spring semester of 1962. In June 1962 he left Texas A & M to enter the Graduate School of Baylor University where he received an M.B.A. degree in August 1963.

In the fall of 1963 he entered the Graduate School of the Louisiana State University and is now a candidate for a Ph.D. degree in Forestry with a Minor in Marketing. Since February 1964 he has been employed as an instructor in the School of Forestry and Wildlife Management at the Louisiana State University, Baton Rouge, Louisiana.

On August 24, 1963, he married Linda Anne Copeland of Mt. Pleasant, Texas. They have two sons, one born on September 30, 1965, and the other on July 21, 1966.

EXAMINATION AND THESIS REPORT

Candidate: Edward Lawrence Klein

Major Field: Forestry

Title of Thesis: Consumer Attitudes Toward the Use of Wood in Residential Homes

Approved:

Thomas Henshaw
Major Professor and Chairman

Max Goodrich
Dean of the Graduate School

EXAMINING COMMITTEE:

Paul G. Burns

Thomas V. Lauer

Norman E. Linnartz

Sydney A. Bateman

Date of Examination: April 8, 1968